Company Overview

The Elements, Inc.

September 2026

Company Profile & CEO Background

The Elements, Inc.

Founded	March 2023
Location	Tokyo, Japan
CEO	Tomofumi Fukamiya
Business	Developing Assistive Technology (AT) industry ①Market expansion（startups, business development, domestic & international） ②Social impact assessment（AT cost-effective analysis）
Web	https://the-elements.jp
Contact	press@the-elements.jp

CEO　Tomofumi Fukamiya

- Ministry of Economy, Trade and Industry (Education, Healthcare, Industrial Machinery & Robotics; First Secretary, Embassy of Japan in India)
- Nidec Corporation (Executive Secretary, Group Company Management)
- Pixie Dust Technologies (New Business Development for Aging & Disability)
- The Elements Inc. (Current)

- B.A. Economics, Hitotsubashi University
- MBA, EADA Business School (Spain)
- Master of International Relations, IE University (Spain)
- Healthcare Technology Assessment Expert Program, University of Tokyo Graduate School of Public Policy (completed)
- Ph.D. Candidate, Keio University Graduate School of Health Management (AT Economic Evaluation) — enrolled

Developing the Assistive Technology (AT) industry
— expanding what everyone can do — creating a virtuous cycle between the economy and social security

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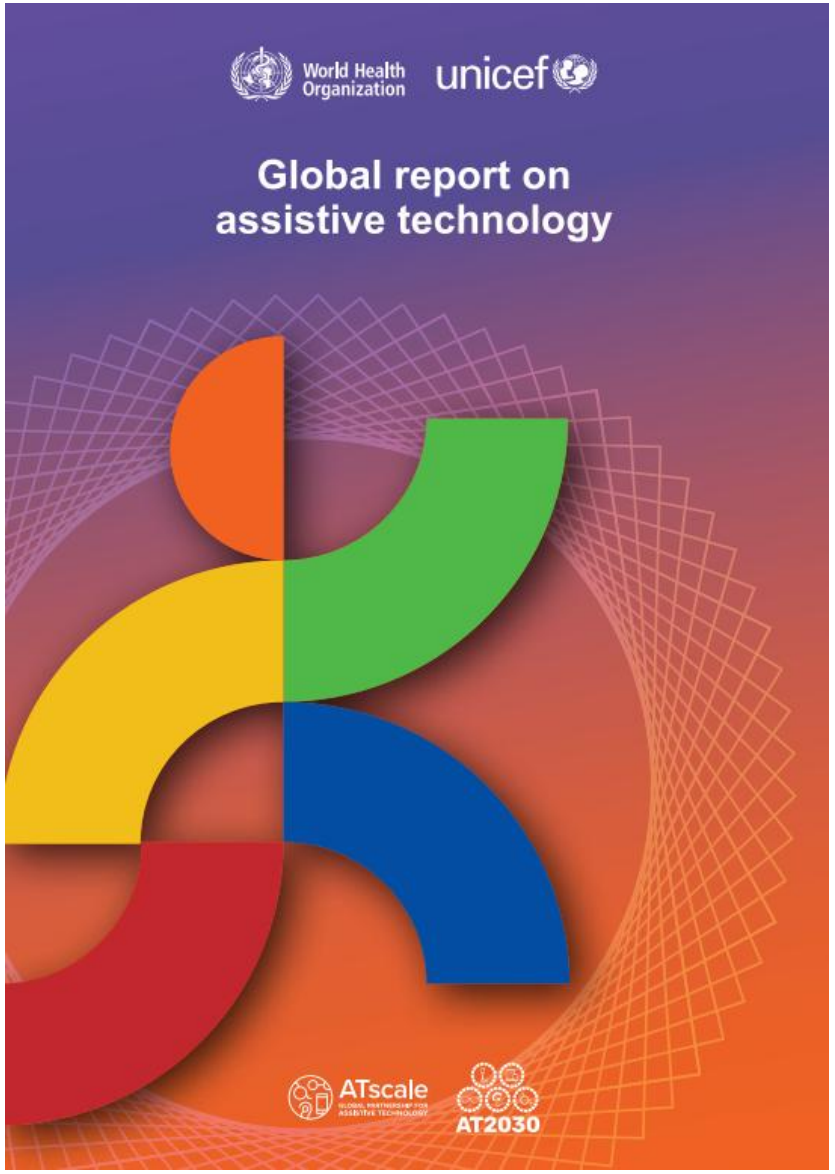
What is Assistive Technology（AT）?



Assistive Technology is an umbrella term for assistive products and their related systems and services. Assistive Technology is of fundamental importance for **persons with permanent of temporary functional difficulties** as it improves their functional ability, and enables and enhanced their participation and inclusion in all domains of life. Assistive products may be **physical products such as wheelchairs, spectacles, hearing aids, protheses, walking aids or continence pads**; or they may be digital, occurring in the form of **software and apps that support interpersonal communication, access to information, daily time management, rehabilitation, education and training** etc. They may also be **adaptations to the physical environment**, for example portable ramps or grab-rails.

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2.5 Billion People Worldwide, 1 in 3 in Japan — Massive Demand and Growth Potential

Global Demand

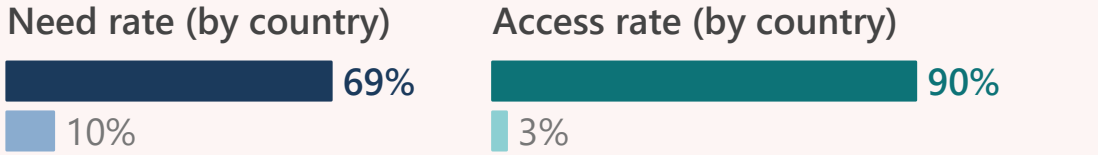
WHO/UNICEF 2022

2.5 billion
people currently benefit from AT

3.5 billion+
By 2050 (~40% of world population)

$1 → $9
economic return on AT investment

■ A massive supply-demand gap



*Ranges across countries

→ Huge demand remains unmet, especially in low- and middle-income countries

By 2050: 2.1 billion older adults

2 in 3 aged 60+ will need AT

Structural growth in AT demand is inevitable

JP Japan's Position

MHLW Statics

1 in 3

26 older adults ＋ 7 PwD（per 100）

Japan faces this challenge earlier than any other country

- Super-aged society（29% aging rate）
  = a preview of the global AT challenge
- Concentration of need drives innovation in advanced AT
- Japan is positioned to present solutions to the world first

→ AT markets hold enormous demand and growth potential. Japan is on the front line.

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Technology exists — yet AT fails to reach people or inform decisions

Examples of AT — technology is advancing

Vision

Vibration navigation “Ashirase”

Enables independent outdoor mobility previously difficult with a cane alone. A vibration device worn on the shoe guides the route.

Hearing

Speech visualization "VUEVO“

Real-time visualization of who is saying what. Supports conversation participation for people with hearing impairments.

Posture & Movement

Power wheelchair "Hineru"

Enables independent posture adjustment without caregiver assistance. Simultaneously improves autonomy and reduces caregiver burden for people with severe disabilities such as SMA.

Mobility

Sensor-controlled orthosis "C-brace“

Restores walking for people with spinal cord injuries. A fusion of rehabilitation and device technology.

Yet — barriers prevent access and decision-making

① Awareness	People don't know solutions exist
② Information	Products are scattered; comparison is difficult
③ Selection	Forced to decide based on eligibility before trialing
④ Access	Limited coverage; innovative products often excluded
⑤ Continuity	No follow-up system; changing needs go unmet

Users	A two-way barrier	Providers
Cannot reach solutions		Cannot reach those in need

+ Absence of evidence

Governments, individuals, and investors all lack a common basis for judging which technologies deliver value — and how much.

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Business Overview — A Cycle of Market Expansion and Evidence

As AT grows, demand for institutionalization and evidence emerges

① Market Expansion

- **Startup support**
  Championing challengers, including PwD
- **Business support**
  PoC, development and commercialization
- **Domestic market development**
  Community, media, exhibitions
- **International market development**
  Japan-India & global platform

AT Industry & Market Grows

② Social Impact Assessment

- **Cost-effective analysis**
  Applying HTA methodology to AT
- **Budget Impact Analysis**
  Estimating impacts on government costs
- **Academic publications**
  Evidence and social credibility
- **Policy advocacy**
  Engaging governments

Evidence drives policy, regulation, and investment — expanding the market further

→ Each turn of the cycle drives sustained growth in the AT industry and market

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① Market Expansion — Creating opportunities for new AT to emerge and reach people

Domestic Startup Support
Inclusive Hub

Selected for Tokyo SUTEAM

380+	9	850+
media articles (by functional category)	meetups (by theme)	Community members (open to all)

Supporting startups and aspiring entrepreneurs in the disability and aging space through integrated media, meetups, and community.

Japan-India Digital Platform
The Ability Network -Japan-

MOU Signed | **Selected for METI Global South program**

Building a shared Japan-India digital platform for AT products and services, in collaboration with Tech Mahindra Foundation (India).

- Registration and international expansion for domestic AT companies
- Facilitating Japan-India AT partnerships
- Localization for the Japanese market

Exhibition & Coordination
Chall-Spo！TOKYO

Tokyo Metropolitan Government / Tokyo Association of Sports for the Disabled

Through recommending AT companies in public/private events:

- Expanding awareness and empathy
- Creating touchpoints between users and technology
- Connecting to co-creation and social implementation

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② Social Impact Assessment — Demonstrating AT value in a language society understands

Why “assessment” is needed

Current situation

AT value is expressed only in subjective terms — "I found it easier to do X."

Problem

Pharmaceuticals have established market pathways.

AT does not — leaving it stuck at the PoC stage.

Impact

Governments, individuals, and investors all lack the evidence needed to make informed decisions.

Translating into “a language society understands”

Applying HTA methodology to AT — 5 steps to quantify value

01 **Who benefits, and how?**
— Target population, QOL measure (EQ-5D-5L), QALY

02 **How does it compare?**
— Comparator selection, time horizon

03 **How do benefits compare to costs?**
— Cost categories, analytical perspective

04 **Quantifying value on a common scale**
— ICER, threshold comparison

05 **What happens long-term? How robust is the evidence?**
— Simulation model, sensitivity analysis

EQ-5D-5L：Measures quality of life across 5 dimensions on a 5-level scale; converted to a 0–1 score.

QALY：Quality-adjusted life year — QOL score × survival time. 1 QALY = one year in perfect health.

ICER：Incremental cost per QALY gained. Japan's threshold: approximately ¥5–6 million/QALY.

For details on specific analyses, please contact us: **press@the-elements.jp**

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External Recognition — Evidence begins to move society

Excellence Award

EVIDENCE AWARD 2025

Nov2025

EVIDENCE AWARDS 2025 ceremony

Recognized at an award honoring evidence utilization across healthcare, government, and industry — for the "Assistive Technology Cost-Effectiveness Evaluation Project."

Final judges:

Prof. Hiroaki Miyata (Keio University), Mayor Tatsuo Igarashi (Tsukuba City), Chairman Yoshiro Ito (Seven & i), Chairman Kentaro Kawabe (LINE Yahoo), Prof. Makiko Nakamuro (Keio University), Asst. Prof. Yusuke Narita (Yale University)

Academic Presentation

Japan Health Policy Research Association

Jun2026

Title:

Exploring the Economic Value of a Wearable Navigation Assistive Technology for People with Visual Impairments: A Feasibility Study

*Also being prepared for submission to an international journal

Ministry of Health, Labour and Welfare — Designated Research Topic (FY2026)

"Survey on the Use of Devices Supporting Information Access During Outdoor Mobility for People with Visual and Hearing Impairments"

Our methodology and findings are expected to be referenced and utilized in this commissioned research.

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Global Expansion — India & Europe, Together

International Conference

Sep 2026

Zero Project Tech Forum — Mumbai, India

Presented The Elements' work at Zero Project, a disability-focused initiative founded in Austria — alongside Japanese AT (Ashirase, EyeNavi, SYNCREO) and European AT, while visiting schools for the blind, disability organizations, and CSR foundations across India.

Ongoing Economic Evaluation

2026

European AT, Evaluated in Japan

Running a six-month cost-effectiveness analysis in Japan of a European-made collision-avoidance smart glasses for people with visual impairments, involving 20+ users — measuring QOL change and impact on future medical and nursing-care costs.

Building one shared framework to move AT — and evidence — between Japan and Europe

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Closing

Individual
Independence & Participation

Social Security
A Sustainable System

Economy
Growth & Circulation

Investment in the AT industry supports individual independence, sustains social security, and drives economic growth.

Solving three challenges at once
— this is the strategic investment frontier of the next generation

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