



# ***Doing Business in the Silicon Valley***

Team C:

s1230087 Tatsuki Otake Computer Organization Lab

s1230090 Riki Kamimura Behavior-capture AI for Computer Games & Simulations Lab

s1230223 Rintaro Mikawa Embedded System Lab

s1230240 YutoToda CAIT ARC-Space & Space and Planetary Informatics Lab

s1220244 Yuki Mukasa Information Security Lab

# Where the Silicon Valley?



Silicon Valley is located in the state of California.

There are many famous IT company in this area

For example,  
Google, Yahoo, Facebook and other many company on there

# What is special about SV culture as CS students

- There are lots of *start-up companies* and *large corporations*.
  - ex. Google, Facebook, Soner, etc.
- Top people all over the world get together for Silicon Valley.
  - more than 50% people in SV are not local talent
- The environment in SV is very entertaining for sharing ideas.
- By sharing your ideas, there is always opportunity to get offer from big or start-up companies.
- Many technologies are combined, making research and development easier.



# What is your initial impression about SV?

There are some points

- many companies gatherings
- not only famous companies but also start-up companies
- people are gathering from all over the world
- many people have various ideas and innovations
- challenging spirit is strong



# Importance of Startup

- Recheck for Startup, Startup means easily “ Developing a new business model, temporary aggregation of people who aim for sharp gains by targeting rapid growth and exit in a very short time”.
- So I think Startup is important for developing the new business for around the world of the people.
- This picture of the important point is his phrase, “Our startup will be where it is if we hadn’t been out here ”. So without competition startup is not worth the existence.



# The Silicon Valley Ecosystem: 7 key points

- Local Universities (such as Stanford, UC-Berkeley, UCSF) provide many skilled workers to Silicon Valley
- Research Laboratories provide state-of-the-art research
- Senior Executives provide knowledge from their experiences
- Large Corporations help small start-ups through M&A (mergers and amalgamations)
- Multinational culture in the SV gives you a challenging spirits
- Service Providers accelerate startup businesses
- Venture Capitals and Angels provide compines with funds and business skills.

# Internship in Silicon Valley

Internship 2018 at Google

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

Internship in a Silicon Valley company is likely to be different from Tokyo-based internships

For example for Google internship

- All attending members can work **as regular employees**
- All members can attend the **REAL** project



**I think that this kind of Google internship is very engaging and entertaining and interns can get good experience**

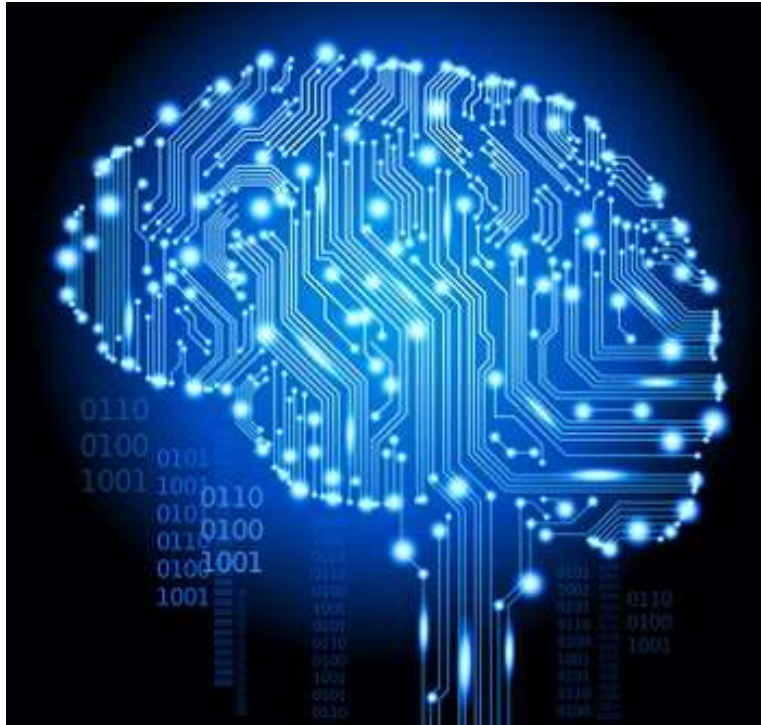
# Start-up company in Sillicon Valley

- **Cylance** is start-up company in SilliconValley.
- The product **uses *artificial intelligence*** to analyze your file.
- It finds malware.
- It can stop malware less than second.
- It can solve the problem of e-mail phishing scams and so on.





# What is so special about Cylance?



- Using **Artificial Intelligence**
- attacks from hackers can **be detected more accurately.**
  - it was able to detect 99.7% of them.
- It can stop ***unknown malware.***
  - most of it can not find unknown malware.

# Start-up company in Silicon Valley



The new internet driver in Starry

I introduce the **Starry** which is the start-up company in Silicon Valley

- **Products**

- New generation internet driver

- **Features**

- Translate speed is **1Gbit per second**
- Design is unique compared with other internet drivers

# Why Starry is special?



The new internet driver in Starry

- **Advantages of this company**
- **This products can translate high speed**



Why this feature is special?

- High speed internet driver is **need** today
- **The amount of data translate is increasingly increase** in the future
- **Other company has not made** the high speed internet driver yet

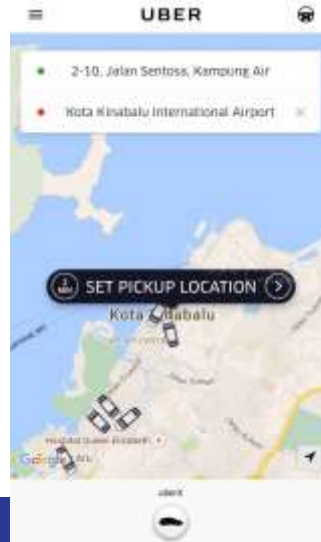
# The business and technology model of UBER

## Business model

- global transportation technology company headquartered in San Francisco
- drivers use their own cars

## Technology model

- UBER website and mobile app



# Sharing economy

- What is Sharing economy?
  - A type of business by sharing services, human resources, and products.
- About services
  - sharing car (ex. UBER)
  - sharing vacant room (ex. airbnb)
  - sharing bicycle  
(ex. Bay Area Bike Share)

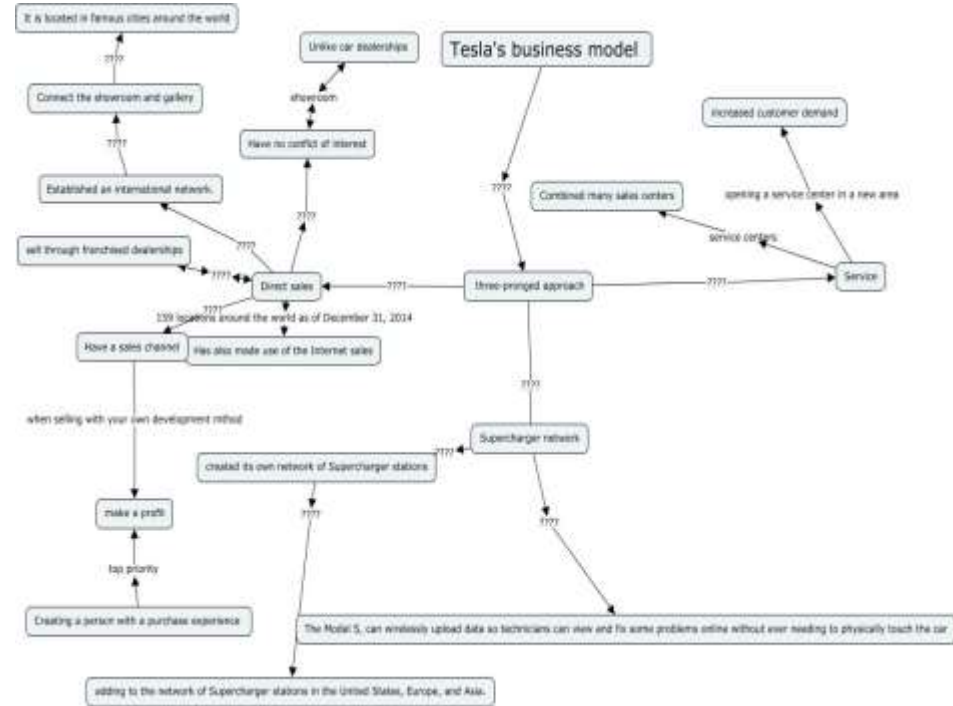


# Tesla's business model

Tesla's business is classified into three.

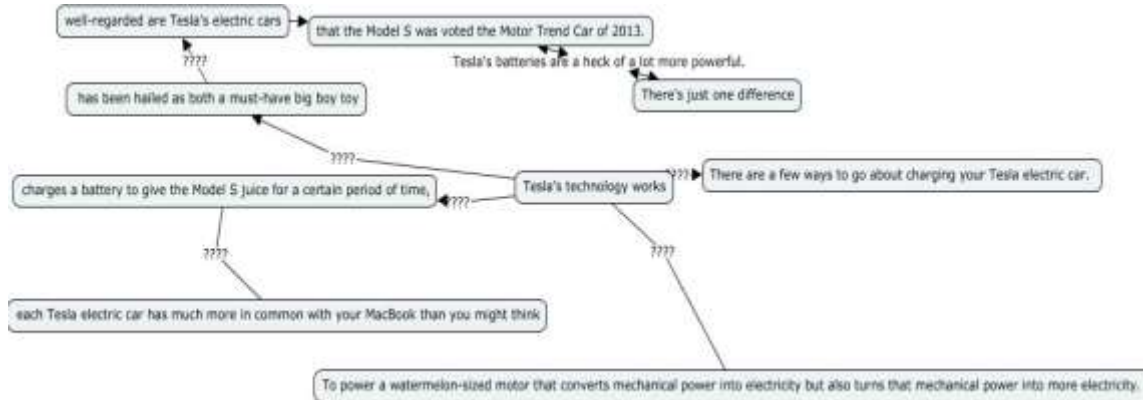
1. Direct Sales
2. Service
3. Supercharger network

Tesla's policy remains unchanged now and again



# Tesla's technology works

- The Tesla Model S has been hailed as both a must-have big boy toy for the well-moneyed as well a harbinger of environmentally friendly transportation tech.
- Tesla is now focusing on electric vehicles and developing batteries and parts around them.



# Tokyo Ecosystem

- Startups area
  - Sibuya
  - Roppongi / Roppongi Hills
  - Otemachi / near Tokyo station
- Funds area
  - Finance VC ... Otemachi
  - Other VC ... Scattered
- Accelerators and Incubators area
  - Scattered
- Thanks to the superior and developed railway network, the companies could be located in many different zones around Tokyo.





# What is the SILICON VALLEY-NEW JAPAN project?

- SILICON VALLEY-NEW JAPAN project is sustainable platform for exchange between Silicon Valley and Japan.
- Silicon Valley is drawing attention as the core of innovation from the world.
- The key challenge is to understand how to utilize the Silicon Valley ecosystem.



# Why is SILICON VALLEY-NEW JAPAN project important for Japan?

- It is also important for Japanese companies to understand how the Silicon Valley ecosystem can be used.
- The aim is to make the Silicon Valley the foundation of a close interpersonal relationship in a way such that Japan can better use Silicon Valley in a productive way.



# SV initiative about 8th JapanNight winners

- HiNative
  - HiNative is Q&A website About Language and Culture that Native speaker answers.
  - It wants to become a global-one product (global integration).
- Colavi
  - Colavi is a platform about video creation.
  - It encourages to provide information using Japanese in order to expand in the market.
- SpaceMarket
  - SpaceMarket is like AirBnb. However, they focus on reservation of public spaces to hold an event.
  - It is working to make the website available to foreigners, so that Tokyo becomes more attractive to foreign event holdings.

# SV initiative about 8th JapanNight winners

- Drivemode
  - DriveMode provides latest safe driving technology to old cars by using driver's smart phone.
  - It is working to demonstrate their products with the US government.
  - I think it tries to solve a problem that is due to country factors.
- ComicEnglish
  - ComicEnglish provide e-learning by combining artifact intelligence and chat-bot.
  - The key points is to use gamification.
  - It is aimed to replace traditional language study towards new language study.

# Changed Silicon Valley



- Companies in Silicon Valley are now pursuing technologies and businesses that directly affect the mainstream businesses of many Japanese corporate giants.
- Recent trends such as fintech (technology applied to financial applications), artificial intelligence, IoT (Internet of Things) and autonomous vehicles are all aimed squarely at the mainstays of the Japanese economy.

# Impact given to Japanese car companies.

- It is a very good example that the success of the electric car maker Tesla Motors' luxury car market is confusing car manufacturers such as Nissan and Toyota. For Japanese companies, Silicon Valley is no longer a place for IT-related companies to participate but is a noteworthy place.



# Japanese city which competing to the Silicon Valley

## Case1: Fukuoka Prefecture



1. Introduce the special economic zone
2. Introduce the start-up visa

- Foreign companies can easily start the company
- Many foreign company come to Fukuoka Prefecture

LINE is the example of success



## Case2: Kyoto Prefecture



1. Top level of company is increased sharply

- Kyocera, rohm, Nintendo...etc  Supply some parts for Apple

1. There are many hardware companies

 This is the difference between Silicon Valley and Kyoto city

# Japanese city which competing to the Silicon Valley

## Case3: Shibuya in Tokyo



- **Shibuya is the good place for developing software start-up company**
- There are many software company in Shibuya
- **Start-up ecosystems**
  - Co-working space
  - Accelerators
  - Venture capital firms



# plan to start-up company in Japan

- Difference between Japan and Silicon Valley
  - Don't fear failure in Silicon Valley
  - There is an environment where we can transmit our idea
  - Sharing services and products by sharing economy
  - Not give and take But give and give



# plan to start-up company in Japan

- How can I be like Silicon Valley?
  - Make an environment that will not blame the failure
    - we become easily action
  - Don't ask too much for a return
    - it makes easy to send own ideas
  - We will challenge everything

# Can Tokyo ever rival SV?

- In my conclusion: In the future it would be perhaps possible.
- I think that we can not win against the SV now. We have to change our Japanese ecosystem to make it more stronger with government, companies and universities forging a stronger collaboration.
- Large companies in Tokyo should work with smaller start-ups and go for M&A more frequently in order to realize it.
- We should build a culture about failure which is like Silicon Valley (e.g., more risk-taking behavior and ability to accept failures).

**Thank you for your listening!**