

# Press Release



October 4, 2018  
transcosmos inc.

## transcosmos co-establishes “MIRAI CHALLENGE CONSORTIUM” with advanced technology alliance for the purpose of enterprise solutions

### Aims to activate PoC projects through an enterprise cloud funding scheme

\*Similar releases have been issued by Lenovo Japan Ltd., and other MIRAI CHALLENGE CONSORTIUM member companies.

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is proud to announce that the company has co-established “MIRAI CHALLENGE CONSORTIUM (hereinafter the “Consortium”)” with Lenovo Japan Ltd. and Motoki Sanada, an independent business creator, with the aim of advancing business transformation by leveraging cutting-edge technologies.

The consortium consists of the enterprises with innovative technologies in such areas as VR, AI, robotics, and IoT. Through combining their ideas and technologies, the consortium enables the enterprises to solve challenges such as floating ideas, conducting proof of concept (PoC) projects, and developing products and services. In consideration of burdens (cost, time, scale, etc.) to conduct a PoC project on its own, the consortium has built an enterprise cloud funding scheme, which enables multiple enterprises to conduct a joint PoC. With this scheme, enterprises can share their burdens with others which ultimately enables them to perform a PoC at scale.

#### <MIRAI CHALLENGE CONSORTIUM Initiative Overview>



#### ■ Solutions to overcome 2 challenges enterprises face before reaching the PoC phase

##### (1) “No consultation” in the consultation phase

As things stand at the moment, enterprises have the difficulties to consult with their internal issues such as “only do what we ask them to do,” “have technical expertise but no new idea,” and “all existing technology vendors only come up with almost the same answer.” In order to tackle such a situation, the consortium that consists of multiple leading technology enterprises offers highly valuable proposals that combine ideas and technologies at speed.

##### (2) “Excessive burden and risk” to conduct a PoC project in the execution phase

“No budget to perform a PoC project,” “Cannot spend that much cost for a PoC which may not work in the end,” and “One company alone cannot do anything big.” Those are some of the reasons why companies cannot take the plunge and conduct a PoC project. Recognizing this, the consortium has built an enterprise cloud funding scheme to let an enterprise

which has difficulty in conducting a PoC project on its own invite others that struggle with similar challenges and conduct a joint PoC.

■ Consortium Overview

Name	MIRAI CHALLENGE CONSORTIUM
Date of Foundation	October 4, 2018
Objective	Match up social issues and technology with the aim to drive social innovation.
Board of Directors	Toshio Tokoro, Division Manager of Digital Experience Division, transcocos inc. Koichiro Yuasa, Senior Manager of Smart Device Business Unit, Lenovo Japan Ltd. Motoki Sanada, Business Creator
Member companies	8 companies (as of the date of foundation, October 4, 2018) S-cubism Inc. bravesoft inc Gugenka® (CS reporter's, Co., Ltd.) Supreme System Co., Ltd. 3bitter Inc. transcosmos inc. Yukai Engineering Inc. Lenovo Japan, Ltd.
Website:	<a href="https://miraicc.jp">https://miraicc.jp</a>

\* Company names and product or service names used here are trademarks or registered trademarks of respective companies.

<<Member Companies>>



■ BtoB Cloud Funding Scheme

<<Process>>

Calculate expenses required to conduct a PoC project to solve a challenge.



If a company can conduct the project by itself, just execute as it is.



If the required costs put too much burden on the company, the consortium posts the project on its website to invite other enterprises that wish to participate in the project.



Once the objective and costs of the PoC project are confirmed and the required number of enterprises are successfully gathered, execute the project.



Project posted on the website (for illustration purposes only)

## ■ About Consortium Logo



## MIRAI CHALLENGE CONSORTIUM

This consortium aims to create a future with the power of multiple companies by combining their respective strengths to solve a challenge that one company alone cannot solve, like painting a picture on a canvas using multiple colors. The logo represents the idea of getting an accurate grasp of a social challenge in order to meet the objective.

### 【Reference】 Board member profile



#### **Toshio Tokoro**

General Manager and Division Manager of Digital Experience Division at transcosmos inc.  
Toshio Tokoro joined transcosmos in 1999 and has been in charge of developing and operating services that optimize business to customer communication. Since 2012, Toshio has been acting as a driving force in developing customer support services that offer WoW experience to customers through social media. In addition to these services, he is now leading all kinds of digital communication services delivered through LINE, Facebook and more. Prior to transcosmos, Toshio served at a specialized trading company.



#### **Koichiro Yuasa**

Senior Manager of Smart Device Business Unit at Lenovo Japan Ltd.  
Born in 1976 in Chiba prefecture, Japan, Koichiro Yuasa joined Lenovo Japan in 2013. Since October 2017, Koichi has been in charge of new business launch projects such as VR, AR, Smart Display and Home IoT after experiencing a variety of roles at the company including working in the Corporate Sales Planning Department, the Product Business Division and as a Sales Engineering leader. Prior to Lenovo, Koichi worked for TAIYO YUDEN CO., LTD. as an electronic component sales representative after graduating university and later served for a German chemical manufacturer as a product manager. Immediately before Lenovo, he experienced multiple roles at Dell such as sales operation and other various project leader roles.



#### **Motoki Sanada**

Business Creator

Motoki Sanada became an independent business creator in April, 2018. Since then, Motoki has been helping venture companies and large enterprises drive their business transformation with the power of technology whilst developing PR, marketing and alliance strategies for clients.

Before becoming independent, Motoki had been with S-cubism Inc. since 2011. Since 2014, he has been leading retail IT product planning & development and SI business promotion as a director of S-cubism Inc. Motoki has also been leading hardware product development and business promotion in the consumer electronics business, managing the HR division as well as leading strategy design & execution in extensive business areas beyond IT.

Prior to S-Cubism, Motoki was a consultant at a venture company, helping nearly 2,000 stores of small-to mid-sized companies (in the restaurant, beauty and medical industries) improve business and sales promotions with the use of mobile IT.

### **About transcosmos inc.**

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 172 locations across 32 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients' excellent products and services to consumers in 49 countries around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

#### **Contact for Media Inquiries**

transcosmos inc. Public Relations & Advertising Department  
Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)