

PTC25 Pitch Deck

Exploring the Japanese Market with simpleasy

株式会社しんぷりーじー

simpleasy



What is 'WA'/'和'

和

WA

- symbolizes the essence of Japan's cultural concept
- represents a core value deeply rooted in the hearts of Japanese people
- embodies the idea of harmony—connecting people and things to create something better together.

About simpleasy

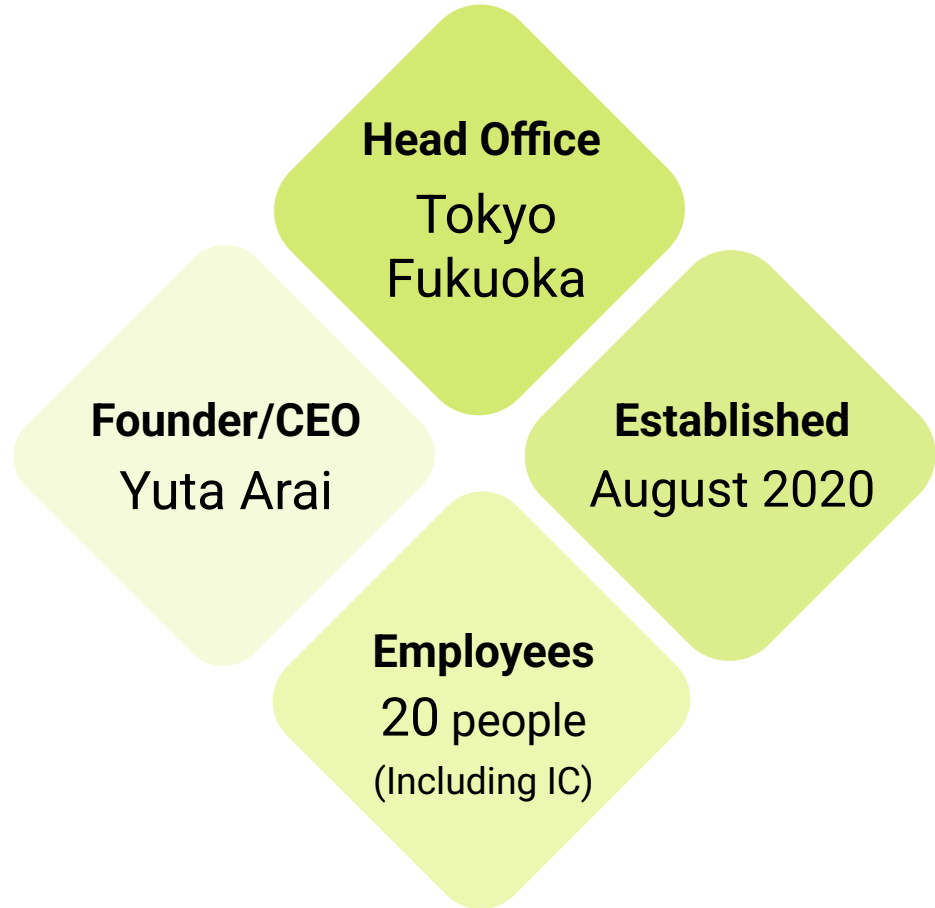


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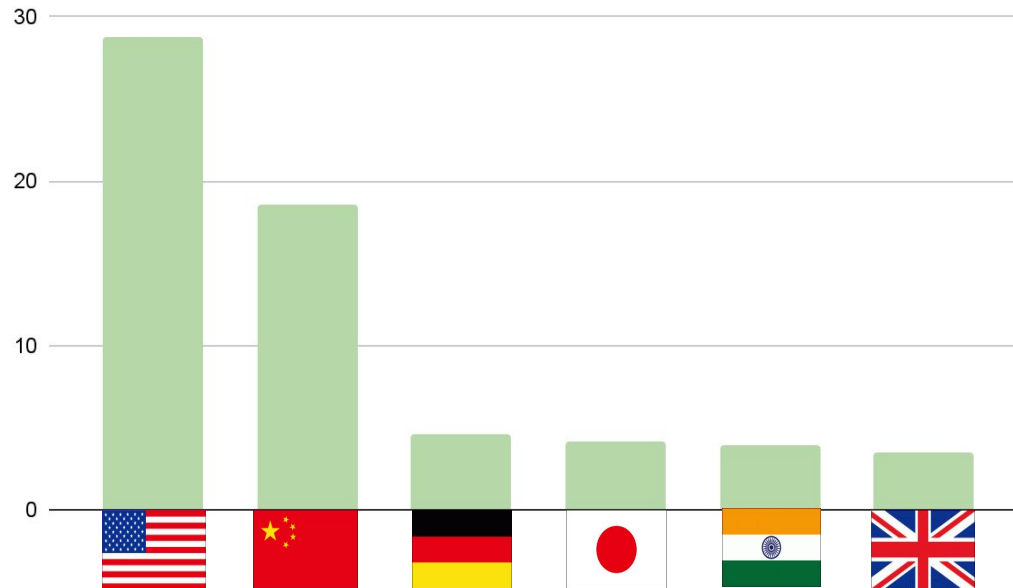
2

01

Sell Your Products in Japan

The World's Largest Economy

GDP Ranking 2024



Source:

<https://www.kcorptax.in/blog/world-gdp-ranking-2024/>, GDP Ranking 2024

simpleasy × SUPERSTUDIO

Offer

We offer you a
“Space”.



The theme is "The Ultimate Test Marketing"
We will test your product at the heart of Japan, Shibuya in Tokyo.



Staffs

- English Speakers
- Fully Educated



fully-equipped store

- 2 big size digital signages
- Basic equipment



OMO systems

- Check out
- Customer Analysis

Where are we going to have a shop?

RAYARD

MIYASHITA PARK

Managed by
**Mitsui Fudosan Hotel Management
Co., Ltd.**



Shops in the Miyashita park

BALENCIAGA

GUCCI

THE NORTH FACE
Backmagic

Wrangler

LOUIS VUITTON



G-SHOCK

170,000

(Monthly Visitors, 2023)

64%

of visitors are in their

“Teens to Twenties”

#miyashitapark

Approximately 120,000 posts in total

As of January 31, 2024, from Instagram

Average of about 4,000 posts per month

Media Impact

100 TV programs and 10,556 other media outlets. Achieved an advertising effect of 8.5 billion yen/850 million dollars.

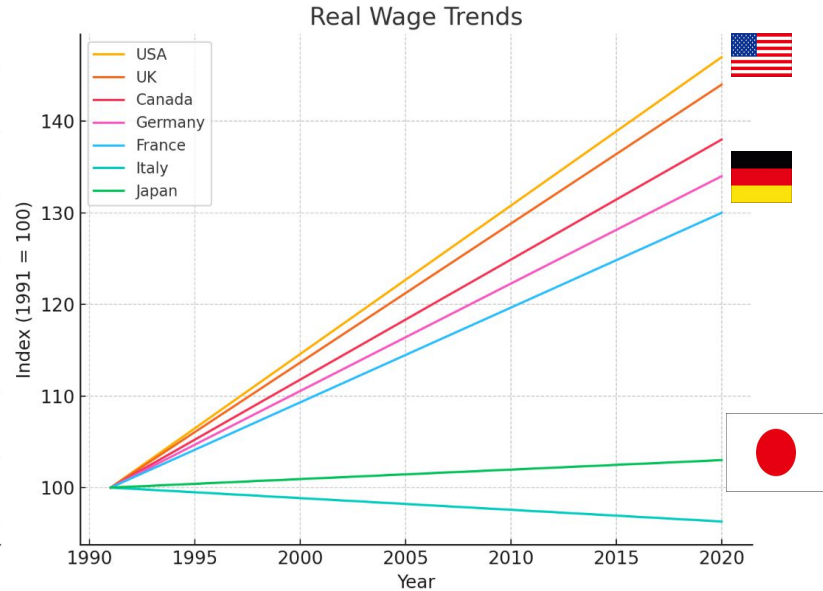
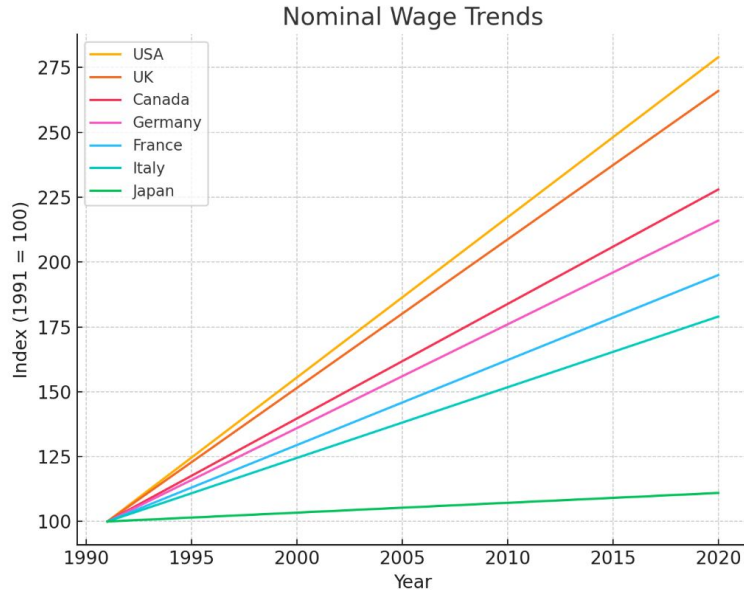
02

Create your products
using Japanese talent

Japan's Surprisingly Low Labor Costs

Japan's average wage is \$28,637 (as of 2020, based on the exchange rate as of January 10, 2025). It is the lowest among developed countries.

Trends in Nominal and Real Wages Among G7 Countries (1991-2020)



(Source:OECD)

Japanese work culture ensures smooth communication and high product quality.

① Affordable price with the currency rate



- ✓ **Cost Savings from Exchange Rates:**
When the Japanese yen is weaker compared to other currencies, businesses can take advantage of favorable exchange rates, significantly reducing development costs.

② Deliver on schedule



- ✓ **Strong Sense of Responsibility and Commitment to Deadlines:**
In Japanese culture, keeping promises and adhering to deadlines is highly valued. Japanese system developers take deadlines very seriously, ensuring that projects are delivered on time.

③ Continuous Improvement



- ✓ **Continuous Improvement (Kaizen):** The philosophy of *Kaizen*, or continuous improvement, is ingrained in Japanese companies. This mindset drives system developers to learn from past projects and optimize their processes, ensuring that they deliver projects efficiently and on time.

Three key features of simpleasy

1 Comprehensive system development support



- ✓ Consistency and cost efficiency through end-to-end support, from planning to system operation
- ✓ Support for only the necessary stages based on demand
- ✓ Support for Waterfall, Agile, and Hybrid development methodologies

2 Global Team



- ✓ Extensive technical stack and talent pool
- ✓ Reduced delivery times by leveraging time zone differences
- ✓ Robust security measures ensuring peace of mind for overseas engineers

3 Documentation management



- ✓ Document preparation in compliance with industry standards.
- ✓ Prevents misunderstandings with clients through documentation-centered project management

Beyond Boundaries

Creating a 'simple' and 'easy' world.

To achieve this, we will get rid of all possible boundaries to realize a borderless world.

We will create a welcoming home for everyone, transcending national and cultural boundaries and backgrounds. By bringing together individuals who respect and trust each other, regardless of differing values, we will introduce new values to the world.

We will open up a world inaccessible through conventional thinking, delivered in a style uniquely provided by 'simpleasy'.



simpleasy operates its business with a team composed of members from 17 countries.

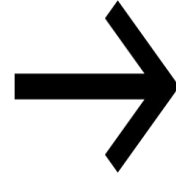
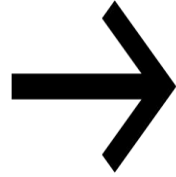
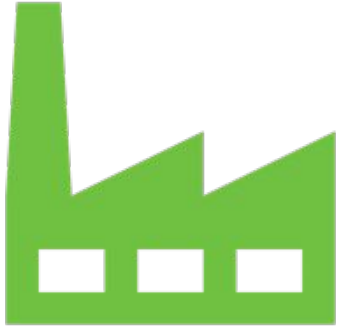
Development Documentation Example

| 識別子 Identifier | UIコンポーネント種類 UI Component Type | テキスト Text String Use <=> to express variables | 表示条件 Display Criteria | 表示条件詳細 Display Criteria Details | 有効化条件 Enablement Criteria | 有効化条件詳細 Enablement Criteria Details | 入力桁数 Max. String Length | データ型 Data Type | 必須 Mandatory | 入力制限 Entry Constraints | 初期表示 Default View | アクション Action Det |
|-------------------|----------------------------------|---|--------------------------|-------------------------------------|-------------------------------|---|----------------------------|-------------------|-----------------|----------------------------|----------------------|---|
| 1 | Image | | Always Display | | Not Subject to Enable/Disable | | | | | | | |
| 2 | Text Box | メールアドレス/ログインID | Always Display | | Always Enable | | 254 | String | YES | Refer to ID/PW Rules Sheet | | Delete plac When all e again. |
| 3 | Text Box | パスワード | Always Display | | Always Enable | | 64 | String | YES | Refer to ID/PW Rules Sheet | | Erase plac When all e again. For the enr others sho Pasting oo |
| 4 | Button | ログイン | Always Display | | Conditionally Enable | 1. When both ID and password is entered. 2. Password text length is reaches the minimum length specified in the password rule. | | | | | | |
| 5 | Label | パスワードをお忘れの方はこちら | Always Display | | Not Subject to Enable/Disable | | | | | | | Transits sc |
| 6 | Label | まだアカウントをお持ちでない方はこちら | Always Display | | Not Subject to Enable/Disable | | | | | | | Transits sc |
| 7 | Image | | Always Display | | Not Subject to Enable/Disable | | | | | | | |
| 8 | Label | メールアドレス/IDまたはパスワードが正しくありません | Conditionally Display | When id and password does not match | Not Subject to Enable/Disable | | | | | | | Remains c |
| 9 | Label | NewsRecommend/アカウントでログイン | Always Display | | Not Subject to Enable/Disable | | | | | | | |
| 10 | Label | 利用規約 | Always Display | | Always Enable | | | | | | | Transits sc |
| 11 | Label | プライバシーポリシー | Always Display | | Always Enable | | | | | | | Transits sc |
| 12 | Label | お問い合わせ | Always Display | | Always Enable | | | | | | | Transits sc |
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| 18 | | | | | | | | | | | | |

Language barriers are minimal here, thanks to many English-speaking members. Documents are available in both English and Japanese.

We easily adapt to cultural differences, supported by our experience with multinational team development.

Make your product Made in Japan and sell it to the world!^{simpleasy}



**Manufacture
your
product in
Japan**

**Conduct
test marketing**

**Expand
from Japan
to overseas**

The background of the slide features a vertical column of bright orange and yellow flames against a dark background. The flames are dynamic and appear to be rising from the bottom. A white rounded rectangle is positioned at the top center, containing the text 'Thank you!'. Below this, a horizontal yellow bar spans the width of the slide, containing the text 'Let's embark on an adventure from Japan.'. At the bottom, there are three lines of white text centered horizontally.

Thank you!

Let's embark on an adventure from Japan.

From a corporate-centric ideology to the era of startups.

The Japanese market is changing.

Pay attention to companies with extremely low exit rates and those considering domestic business expansion.

Thanks!

Do you have any questions?

info@simpleasy.jp

(+81) 03-4446-9001

<https://www.simpleasy.jp/english/company-en>



Connect with us here!



The screenshot shows a Discord server named 'learn-japanese'. The interface includes a sidebar with navigation options like 'GOAL: LVL 1', 'Events', 'Browse Channels', and 'Members'. The main area displays a grid of posts from a user named 'Taka'. The posts are categorized into 'Fruits', 'Giving and receiving', and 'Expressing likes and dislikes'. Each post features colorful images and text related to Japanese vocabulary and grammar.



discord



youtube

チャンネル登録者: 742名 (2024年4月現在)



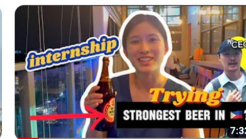
Japanese University students attend pitch of an UNTRADITIONAL boss | simpleasy
141 回視聴・9 日前



Japanese Tech startup goes to Hawaii for PTC 2024 | simpleasy (business trip)
168 回視聴・3 週間前



Japanese CEO LOST in Chennai (India) helped by two local women | simpleasy...
7036 回視聴・1 か月前



Intern diaries! JAPANESE INTERN files to the Philippines! Tries Balut and Red Horse?...
2.2万 回視聴・1 か月前



Japanese CEO missed his flight to Romania! ... well, almost | simpleasy
194 回視聴・1 か月前



Advice for Freelance Engineers in Japan w/ @devippo | simpleasy
281 回視聴・2 か月前



Presenting My Startup at Jobfair in Europe! | simpleasy (Business Trip)
203 回視聴・2 か月前



Visiting South Korean Taxi App HQ | simpleasy Business Trip
116 回視聴・2 か月前



Yuta Arai (simpleasy CEO) guests in Tokyo FM: President Sta.
121 回視聴・3 か月前



Tech CEO as College Career Speaker at Aoyama Gakuin Univ. | simpleasy
265 回視聴・5 か月前



Japan Work Visa Sponsored! From Jordan Software Engineer | simpleasy
358 回視聴・5 か月前



JETRO EU Jobfair: Is CAREER in Japan Tech Startups better than BIG Corps? | simpleasy
399 回視聴・6 か月前



Discord



YouTube Channel



Foreign Affiliated companies in Japan...



56%

**planning to expand
operation in Japan**

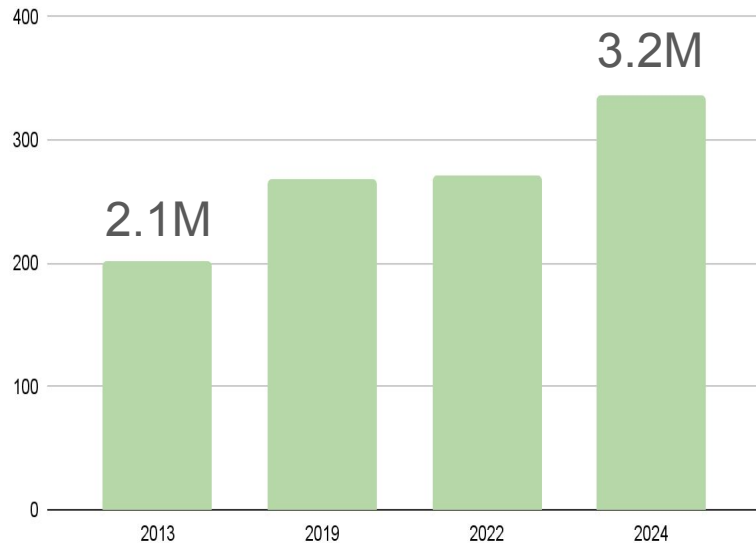


Exit rate

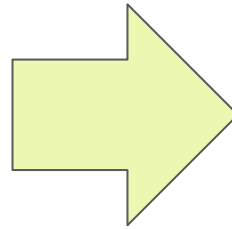
2 % in a year

Multiculturalization and Its Benefit

Trends in the Foreign Resident Population in Japan



Source: Japan Immigration Service Agency



Make it happens !



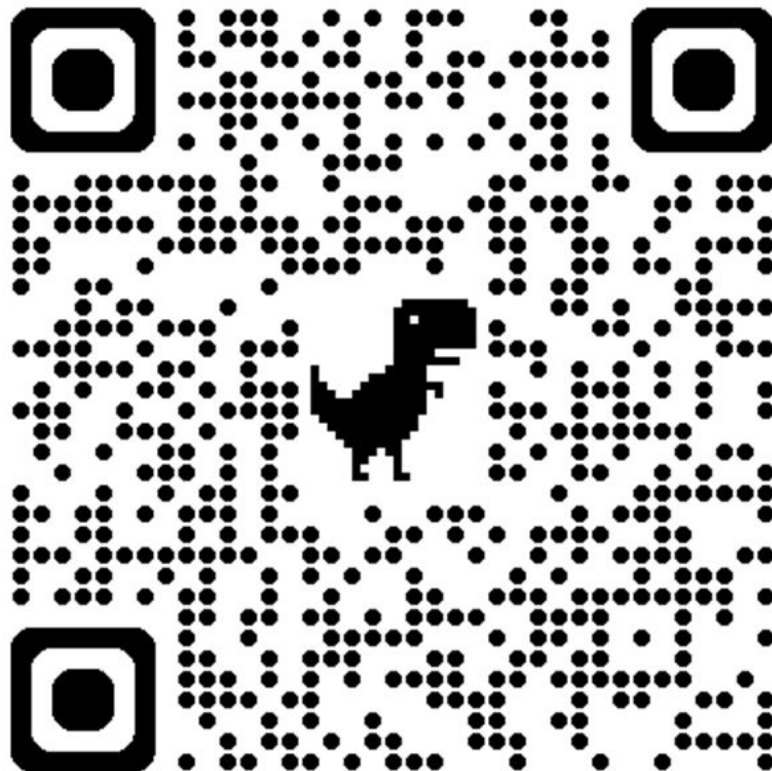
Diversification of Target Audiences



Ease of Hiring Global Workers

Shibuya and Miyashita Park





https://www.jetro.go.jp/ext_images/invest/newsroom/pdf/2023/survey_rev2.pdf

https://www.jetro.go.jp/ext_images/invest/newsroom/pdf/2023/survey_rev2.pdf

[:https://www.moj.go.jp/isa/publications/press/13_00036.html#:~:text=%E4%BB%A4%E5%92%8C%EF%BC%95%E5%B9%B4%EF%BC%96%E6%9C%88%E6%9C%AB%E7%8F%BE%E5%9C%A8%E3%81%AB%E3%81%8A%E3%81%91%E3%82%8B%E4%B8%AD%E9%95%B7%E6%9C%9F.%EF%BC%98%EF%BC%85%EF%BC%89%E5%A2%97%E5%8A%A0%E3%81%97%E3%81%BE%E3%81%97%E3%81%9F%E3%80%82](https://www.moj.go.jp/isa/publications/press/13_00036.html#:~:text=%E4%BB%A4%E5%92%8C%EF%BC%95%E5%B9%B4%EF%BC%96%E6%9C%88%E6%9C%AB%E7%8F%BE%E5%9C%A8%E3%81%AB%E3%81%8A%E3%81%91%E3%82%8B%E4%B8%AD%E9%95%B7%E6%9C%9F.%EF%BC%98%EF%BC%85%EF%BC%89%E5%A2%97%E5%8A%A0%E3%81%97%E3%81%BE%E3%81%97%E3%81%9F%E3%80%82)

<https://www.kcorptax.in/blog/world-gdp-ranking-2024/>