

The Tokyo One-Stop Business Establishment Center is a one-stop consultation service center that helps its users complete the necessary procedures for establishing a company. In April 2018, the TOSBEC Shibuya Satellite Center moved to a new location, making it even easier to use the service. Today, we talked with Mr. Sosuke Kubo who visited the TOSBEC in Akasaka and started his own business.

## user relay interview.....



**Sosuke Kubo,**  
CEO, freecle Inc.

**Profile:** Joined a major IT company after graduating from university and worked in corporate sales before engaging in consulting work. Left the company three years later to work for a foreign-affiliated consulting firm with a good track record

in marketing and learned marketing skills there. Currently working on the development of a "Spectacle Hearing Device," his company's first product scheduled to be released next year.

### I wanted to contribute to society by using IT.

When I did my internship at an IT company during my senior year of university, I got motivated to contribute to society by utilizing IT, and that was how I decided to start my own business. So, I first joined a major IT company with the intention to learn about cutting-edge IT. Fortunately, I was able to transfer to a consulting team within the major IT company two years later, where I got to experience firsthand the launch of multiple new businesses.

On the other hand, however, I had this growing anxiety that I may not be able to launch a business that society really needs without seeing things more from a general consumer's perspective. So, I decided to leave the major IT company to start working for a firm with a good track record in marketing and learn practical marketing from scratch.

### I embarked on the development of a "Spectacle Hearing Device" after examining over 200 business ideas

While learning about marketing, I worked hard on developing ideas for starting up a business. I'd say I came up with about 200 ideas, all of which were basically for products and services that did not yet exist. Then I started to check which ones were feasible and for which there was likely to be demand for by seeking the opinions of experts, and began to narrow down the list. What eventually emerged as the most promising was a "Spectacle Hearing Device." After deciding what to develop, I thought the next thing to do was to secure funds. I visited Japan Finance Corporation to consult about a loan, and they introduced the Tokyo One-Stop Business Establishment Center to me. This was in mid-March last year.



"Spectacle Hearing Device" (prototype) equipped with bone-conduction speakers and a microphone, currently under development by freecle Inc.

### The incorporation procedures were handled efficiently, allowing me to focus more on the creation of a business plan.

I had heard about the cumbersome procedures for starting a business especially when it comes to tax matters, so I didn't have any specific timetable in mind for establishing my company. But then I heard that the One-Stop Center would help you carry out all the necessary paperwork required to establish a company and that experts stationed there would respond to any questions you have with sound advice right there. I was very impressed and thought, "The savior has come!" (laughs) I already had so many things to get done other than paperwork such as making a business plan, so the fact that I could handle the paperwork efficiently thanks to the Center came in very handy. In fact, after I first visited the Center, it took me only about two weeks to establish a company. I was especially thankful, in terms of effective use of time, that they told me in detail what application documents I didn't need to have ready at the time of establishing a company. They are a young entrepreneur's dependable supporter.



### Quick advice

You can consult with them comfortably because they treat you based on the standpoint, "It's perfectly normal that you don't know anything about this." On the first visit, you will learn about the steps to establishing a company; on the second, you will get advice on the necessary paperwork; and you can even go through the company establishment procedure as early as on the third visit. It's amazing how things are handled so efficiently.

Join "Tokyo Business Startup Seminar"! **Participation FREE!**

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