

“With a lot of help, I could have established my company in “one month”.”

Tokyo One-Stop Establishment Center (TOSBEC) is the consultation desk where you could do various procedures required to establish a company.

When you hear the words as “establishing companies”, it sounds as a difficult task to accomplish. However Mr. Hirae, the entrepreneur we are interviewing today, finished registration of his company and signed the contract for his office only in “one month.” We are going to ask what was the key for the smooth set up of his new business.

user relay interview.....

One simple idea started my career as a videographer

The role of VISUADAM LLC is very simple. It is to make videos. It is my strength as videographer that I have experiences not only in live filming, but also in animation. The ability to be able to produce any genres of videos could separate my company from other competitors.

I have been working in the field of video production for last 15 years. I made entry to this industry because of fun memories with my friends to have small video screening sessions time to time. Video shooting has become important element in my life since then.

I decided to establish my business because suddenly “the right time” has come.

I have been preparing to do something new. But I was not sure when it would be. One day, I felt as if all the ambiguous elements became clear to make one concrete shape.

Small things as meeting up with my old coworker who started his own business made me feel that important elements are piling up to support my back.

I am still not sure how to describe what really made me to establish my company. I can only say there was a time when small things came together to make me feel it is the right time to take action.

How to set up your company faster

When I decided to set up my company, first I searched online on how to set up a company. I found many information, but my time flew as I was endlessly collecting information. I decided to talk to the professionals, which seemed to me is the fastest way to collect reliable information in the shortest time.

It was not hard for me to **find Tokyo One-Stop Establishment Center** (TOSBEC) online. Since it was rare to find a place with consultants on every single procedure for registration, TOSBEC caught my attention.



VISUADAM LLC, Representative Makoto Hirae

Profile: He has learnt the skills of videography in a video production company in his 20s. In his 30s, he became a director to work in the field of video production management. He has many experiences not only in promotion videos for new services and products, but also other genres as animation. He established VISUADAM LLC on June 2019.

After I decided to set up my company, finished registration in One-Stop Center, and signed contract for my new office, I realized **I made my company just in one month.**

Until I went to TOSBEC, I was thinking it might be better to work as a freelancer rather than making a company. However, after I had three meetings with the SME consultant in TOSBEC, I realized it is much easier for my clients if they can do business with a “**company**” rather than a freelancer.

It made the process even faster by registering my company as Goudou Gaisha (Limited Liability Company) and not Kabushiki Gaisha. By registering the company as Goudou Gaisha, I could skip a step to certificate the article of incorporation. If there is anybody wondering about setting up a company, I want to tell them “It is not that hard to register your company”.

I want to help people to spread their voice with my videos

You can find videos everywhere nowadays. However, there are still many areas in industries where they hardly use videos for spreading their messages.

Videos are supposed to be an easy tool to spread our voices. I am sure that I can be their entrance to the world of videography even for people who have never used such promotion tools. I hope my company will be a help for that.



Quick advice

It is not hard to register a company, but there are still things to prepare before you set up a company. Website is a good example. After you launch your website, it takes a while until people starting to find it on their search engines.

I recommend you to make a website first as the first preparation before setting up your company.

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