



The Tokyo One-Stop Business Establishment Center (TOSBEC) is a one-stop consultation service desk to help completing necessary procedures for establishing a company. The national government and Tokyo Metropolitan Government jointly operate this center. In addition to Akasaka, there are satellite centers in Shibuya and Marunouchi. This time, we interviewed Ms. Yuko Ohki, who established a company that provides infrastructure and Ground Disaster Prediction Monitoring Services using the satellite data.



User

Relay Interview .....



## Challenge yourself to start your own business in your life time

Edafos is a company that offers monitoring data to help manage and prevent damage to structures or infrastructures, as well as prevention of ground disasters such as ground subsidence or landslides, by using information obtained by detecting crustal movement in images taken by Synthetic Aperture Radar (SAR) on board satellites.

I first encountered this SAR diastrophism detection technology when I was a graduate student at the Earthquake Research Institute. However, at that time, it was still only possible to analyze SAR data in a special environment such as use of high-performance computers or dedicated lines. However, with more powerful PCs and broadband lines, data analysis is much easier today. This change in environment was a major factor in the finalization of my entrepreneurial ideas.

Having said that, after completing my postgraduate studies, I worked for a long time in public sector that offered management support, in a completely different world to my previous research. However, I continued to write books and articles on Earth Science and Disaster Prevention, as well as giving talks and running a website as part of my life work.

I always knew that at some point I wanted to provide a service that would contribute to education about Earth Science and disaster prevention, otherwise I would regret it when I die.

## I made a strong resolution in my mind to “start a business in a year”

I didn't have any particular motivation to start my own business. If I had to say, I'd say it was a sense of crisis, a feeling that if I didn't take action now, my life might end up the way it is now. You see, I was completely comfortable at present work. That's why, I made a strong resolution in my mind to start a business in a year. (laughs).

I told Dr. Aoki, my senpai at the Earthquake Research Institute and co-founder of our company, about my desire to start a business, and we decided to try our hand at SAR data analysis.

When this happens, there is no turning back. We quickly did some research on the markets and competitors and found that the business looked promising. In the early stages of starting a business, the presence of a companion and taking advantage of public sectors is very important, so we took advantage of the University of Tokyo's FoundX support program and the local government's support program to save our expenses.



We were (I was?) selected as a finalist of the 8th UPGRADE with TOKYO, a startup pitch event for solving metropolitan government issues.



### Edafos Co., Ltd.

Representative Director - Ms. Yuko Ohki

**Profile** / As a postgraduate student at the Earthquake Research Institute at the University of Tokyo, Yuko encountered the technology of crustal movement detection using Synthetic Aperture Radar (SAR) on board satellites. After working as a magazine and book editor, she became a Small and Medium Enterprise Management Consultant and worked for an organization that supports management of Small and Medium Enterprises. In the meantime, as her life's work, she writes books and magazine articles on geoscience and disaster prevention, gives lectures, and manages a website. In September 2020, with Dr. Yosuke Aoki, a faculty member of Earthquake Research Institute as a technical advisor, she founded Edafos, a company that develops businesses using SAR data analysis technology.

Although I had no knowledge of the incorporation process, I knew about TOSBEC because of my work in business start-up support, so I decided to consult with them first.

## “The lowest expenditure” for incorporation

It was early July when I first contacted the TOSBEC by phone. With the spread of the corona virus, I wanted to avoid going out, so I was grateful for the fact that they could help me by phone, email or remotely. In fact, I only had to go to Akasaka once to submit the registration documents. The consultant was very quick, explained everything clearly and took less time than I expected. Also, TOSBEC always called me to check if there were any errors or misunderstandings that could occur if communicating through e-mail only. Without the support of TOSBEC, I would have had a lot of worries and probably would have taken much longer. I was aiming for the lowest expenditure for incorporation (laughs), and thanks to TOSBEC I have achieved it.



### Quick Advice

The use of TOSBEC is the best way to save money and effort when starting-up a company. You don't need to know anything about the procedure, and you can do it yourself with the advice of the consultants. In fact, as a person who has used this service, I have recommended TOSBEC to several people I know who were thinking of setting up a company, and they have been very satisfied.

Join “Tokyo Business Startup Seminar”! **Participation FREE!**

### [Tokyo One-Stop Business Establishment Center]

Address : ARK Mori Building, JETRO 7F, 1-12-32, Akasaka, Minato-ku, Tokyo

Telephone : 03-3582-8352 FAX : 03-5561-4123

URL : <https://www.startup-support.metro.tokyo.lg.jp/onestop/en/>