



The Tokyo One-Stop Business Establishment Center (TOSBEC) is a one-stop consultation service that can help you to complete all the administrative procedures required to start your business in Japan. It is jointly administered by the Japanese government and the Tokyo Metropolitan Government and has the main office in Akasaka and satellite centers in Shibuya and Yurakucho. In this edition, we interviewed Ms. Misao, who has utilized her experience in GX, electrical design, and launching several new businesses to establish a company aimed at bringing smiles to the faces of people who have difficulty going outside due to illness or other reasons. Her company offers an "indoor strawberry picking experience" using LED-grown strawberries.

User

Relay Interview .....



## Strawberries: Always Contributing to a Future Filled with Smiles

Since 2012, I've been deeply involved in the GX industry, focusing on decarbonization, carbon credits, and renewable energy. Over the years, I've gained extensive experience in design, consulting, and launching new initiatives. Along the way, I discovered the potential of LED technology for hydroponic fruit cultivation, using carbon-free electricity to make it more environmentally friendly. Recognizing the enduring popularity of strawberries among the Japanese population, I saw an opportunity to introduce mobile harvesting experiences for strawberries using vehicles, aiming to bring smiles to those who are difficult to travel far due to various reasons.

The symbolism of strawberries, expressing joy with "You make me happy," perfectly resonates with my vision of spreading smiles. This motivation led me to embark on this endeavor, fueled by the desire to share the uplifting essence of strawberries.

To achieve the SDGs by 2030, individual action is crucial alongside governmental and corporate efforts. By integrating strawberries into daily life, we aim to convey the urgency of climate change in an engaging, accessible manner, and empowering everyone to enact change.

Opting for TOSBEC's services over hiring a specialist was a step toward social responsibility. After three years of conceptualization and ten months of planning, I resigned from my job to establish the company within a month, dedicated to making a meaningful impact. The management design sheets generated from the TOSBEC-sponsored seminar were incredibly beneficial as well.



Consultation and introductory sessions are held as needed. Now accepting participants!

Available to everyone, free of charge!



GOAT Co., Ltd.

CEO Yoko Misao

**Profile:** After graduating from university, I began my career at a major travel agency. In 1998, I got transferred to the Netherlands and later transitioned to a position at a prominent auditing firm. In 2012, I ventured into the renewable energy sector, focusing on solar and wind power generation. Since 2022, my endeavors have revolved around businesses related to decarbonization, including carbon credits. In February 2024, I founded GOAT Corporation in Meguro-ku, Tokyo.

## Tokyo's Newest Attraction: Your Own Strawberry Picking!

We believe that Tokyo, with its large population and susceptibility to climate change, is the ideal location to showcase the benefits of mobile strawberry harvesting. The city is also home to a lot of elderly individuals, a number expected to rise in the future, who may find it challenging to travel far from Tokyo due to physical limitations. By cultivating strawberries locally, we can eliminate CO2 emissions from transportation and reduce associated costs.

Inspired by the cat bus from 'My Neighbor Totoro,' we aim to bring smiles through mobile strawberry harvesting, blending dreams with the joy of strawberries. We also plan to establish a city-center facility for strawberry picking, extending the delight to more people, especially children, and fostering discussions about GX and SDGs.

## TOSBEC Staffs, Experts and Consultants: Friendly, Attentive, and Perfect Support System!

Handling everything by yourself from contract drafting to website creation takes a tremendous amount of time. That's why I used TOSBEC. It helped me not only reduce the costs associated with business establishment but also allowed me to allocate my own time effectively. For instance, the booths were invaluable. They thoroughly explained the grant details that I couldn't grasp through online research alone. When I emailed for consultation, the responses were prompt and courteous, enabling me to feel comfortable and consult without any hesitation. Without TOSBEC, I don't think I would have made it this far. I'm truly grateful for their assistance.



### One point of advice from me

TOSBEC warmly welcomes aspiring entrepreneurs at any stage. Whether you're just starting to consider entrepreneurship or seeking expert advice, taking that initial step with TOSBEC is vital. Some may find navigating government procedures, especially online, daunting, which could discourage seeking assistance. However, TOSBEC's guidance is invaluable in overcoming these hurdles, making the journey smoother and more manageable.

【Tokyo One-Stop Business Establishment Center】

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