

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 Mr. Riichiro Goto, who established a video production company specializing in personal history documentaries and is also a university lecturer.

Invest
Tokyo

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User Relay Interview.....



The Heart of Filmmaking: Beyond Entertainment and Art

After graduating from graduate school, I joined a video production company, engaging in the production of documentaries and informational programs as director. In TV production, we often need to focus on entertainment and topics that attract attention. I enjoyed that work, but I also began to feel that there was another way to tell stories through film. It's not about making something flashy or highly artistic. Instead, I became drawn to the idea of quietly looking at the life of an ordinary person and touching something deep within their story. That, to me, is the heart of documentary filmmaking. I wanted to return to that original spirit and explore what film can express when we face a person's life with honesty. That belief encouraged me to go independent and start my own company.

Currently, I assist in creating personal history documentaries for elderly residents in assisted living facilities. In addition, as a lecturer at Sophia University, I explore new possibilities in visual storytelling with my students.

Initially, I planned to start out as a sole proprietor. However, in the production field, there were contracts that could only be made with a corporate entity and significant issues of credibility. As a result, I ultimately needed to establish a company.

Tokyo: A Hub of Culture

When I entered university, I moved to Setagaya, Tokyo. This area is easily accessible to major TV companies and studios, and Tokyo is a hub of culture. There are also many assisted living facilities for elderly people. Therefore, I decided to establish my company in Tokyo.



510 GO ICHI MARU

President : Riichiro Goto

Born in Miyazaki Prefecture, he graduated from Musashino Art University Graduate School. While at university, he received some famous awards in media expression. After working at a video production company, he founded his first company, 510 in January. He is also a lecturer in journalism at Sophia University.

TOSBEC: Trusted by the Tokyo Metropolitan Government

I tried to set up my company on my own to reduce costs, and when I searched online, I found many websites that support entrepreneurs and startups. But I didn't know which ones were reliable. Then I came across TOSBEC website and learned that this facility is managed by the Tokyo Metropolitan Government. That's why I called to make an appointment.

The SME consultant I met there for the first time was very kind and explained everything about how to set up a company from scratch, even though I knew nothing about it. The other professional staff in the booths for articles of incorporation and registration were also very kind and provided prompt, accurate advice. Whenever I had questions while preparing the documents, I simply emailed them or received guidance through the online consultation service. With their support, I gained enough confidence to complete all the required documents, and I was able to establish my company within two weeks of my initial contact.

Discover Your Social Purpose

Regardless of who you are, your life story has meaning. Challenges or negative experiences may later reveal themselves as valuable parts of your journey. I would like to create personal documentary films that help people recognize the value in their own lives, and I hope these films will become a meaningful legacy for their families.

I want to observe people and do meaningful work that brings happiness to everyone. By discovering your social purpose, you can help ensure the success of your company, because I believe a company is a symbol of what you believe is right for society.



One point of advice from me

After consulting TOSBEC, I found that starting a company is not so difficult. You can also get advice and file documents for taxes or social insurance there for free. It's very convenient to complete everything in one place and the staff are consistently very helpful and kind.

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

Available to everyone, free of charge!

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