



**Asia-Pacific
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Session 2

Private Companies Can Also Support Female Entrepreneurs

Submitted by: Japan Women's Innovative Network (J-Win)



JAPAN 2010

**Workshop on Reducing Start-up and
Establishment Time of Businesses
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Private Companies Can Also Support Female Entrepreneurs

Yukako Uchinaga
President and CEO, Berlitz International, Inc
Board Chair NPO J-Win (Japan Women's Innovative Network)

Women in Japan Now

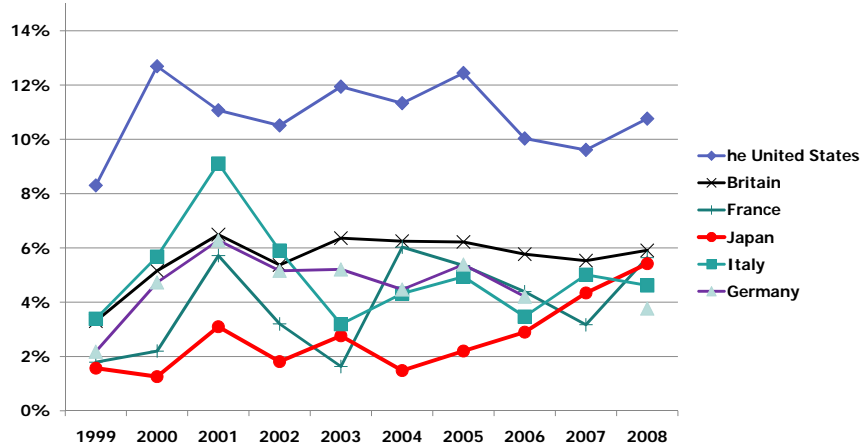
Ability and willingness of women to work are not fully utilized

- 2.45million of women aged 25-54 are looking for a job
- 70% of women who have given birth of first child leave from work
- The higher education level is, more difficult to get a job

0.5-0.7 million women per year have a hope to be entrepreneurs

Source : Cabinet Office

Trend of Total Entrepreneurship Activity by 6 Developed Countries



Japan TEA by Gender in 2008 : Male 7.8% vs. Female 3.0%
 Data source: Ministry of Economy, Trade and Industry Survey (2008)

Support Given by Government (1)

“Support Plan for Women’s Second Challenges”
 started as of 2006 to give assistance to women who
 stopped working but want to start it again

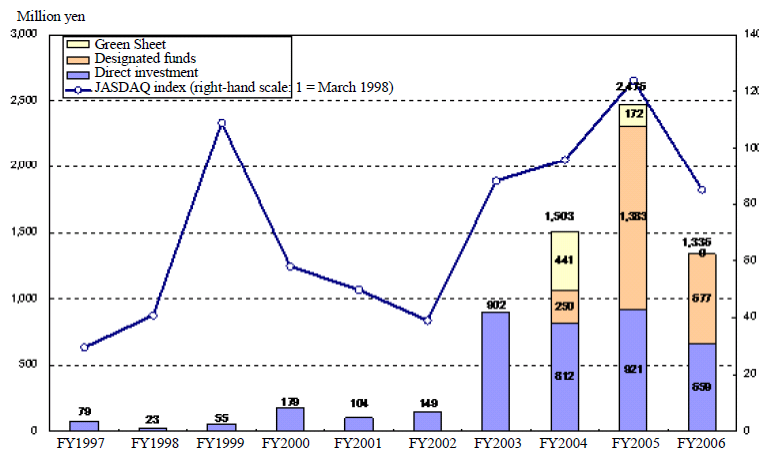
- Providing information and introducing mentors
- Training and Seminars (Starting Business/Entrepreneurs)
- Consultation
- Low-interest credit to support young/elderly/female entrepreneurs
- “Women’s Challenge Grand Prize” award

Support Given by Government (2)

Angel Tax System

- It was recognized that angel investors play important role in creation and development of start-ups and the angel investor tax program was established in 1997, and Japan had added a series of amendments.
- In 2003, introduced following measures:
 - (a) For a year when an investor makes angel investment, he or she can defer the amount of the equity which does not exceed gains she realized in the year from a sale of other stocks to the point of time when it is sold.
 - (b) If he or she achieved any gain from sale of the equity, the taxable capital gains are halved.
 - (c) If he or she sold the equity which loss, the loss is permitted to be carried forward three years from the following years.
- In 2008, "income exemption system" was introduced.
 - ✓ Under this system, an angel who made an angel investment in a start-up established within past three years which satisfies specific conditions is allowed to deduct from his or her total income for the year of investment the amount of money substantially equivalent to the investment.

Figure 6-3 Investments in Japan which the angel tax is applied to, and a tax price index



* Figures for each year may be revised up as they are counted as of the date investment was made. (Investment made in March 2007 may be reviewed in July 2007.)

Study Group for the Creation and Development of Start-ups Final Report - Creation and Development of Start-ups for Innovation in the Japanese Economy -
 By Study Group for the Creation and Development of Start-ups April 30, 2008
http://www.meti.go.jp/english/report/data/Startups_Finalreport.pdf

Support Given by Private Companies (1)

“ Female Entrepreneur’s Business Plan Contest” by Fuji-Sankei & Daiwa Securities

- Started in 2001 in Kanto area and expanded to nationwide in 2005
- The business should be the one within 3 years after its launch.
- Total prize is 5 million yen and media support is given by total Fuji-Sankei Group including the Sankei (national news paper), Fuji TV(national TV network), Nippon Broadcasting (Radio station), Sankei Living Paper, etc.
- Chief Judge: Ms Reiko Okutani, (CEO of the R company)
- Female Entrepreneurs Seminars are also provided

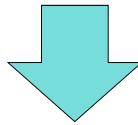
Support Given by Private Companies (2)

Internal Venture Program by Tokyo Electric Power Company

- **Tokyo Energy Research Company**
 - ✓ CEO: Ms Fumiko Nakamura who started her career at TEPCO in 1978
 - ✓ Started as a TEPCO’s venture company in 2000 , achieved profit in 2002, became independent in 2008

Advise from my Personal Experience

- 1 Build Personal Network**
- 2 Getting Advise from Mentor**
- 3 Establish your Core Team**



Vision & Passion

Build your network

- **Meet with many people and communicate**
- **Maintain the connection with tem**
- **Prevent business failure caused by ignorance**
- **Others have and worried about similar problems**
 - Many problems cannot be solved alone
- **Many are willing to help, but cannot help if not asked**

Corporate assets given to female entrepreneurs in Japan

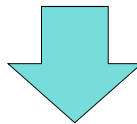
When starting own business in Japan:

Hire retirees from corporations as Advisors, consultant, or mentor

- 60 or 65 is still mandatory retirement age in Japan
- Invaluable source of knowledge and connections
- Strong business network with the country's leading corporations

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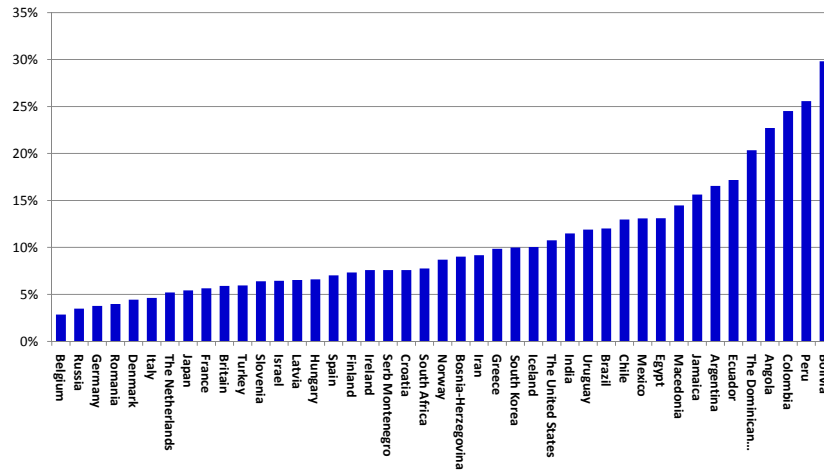
Vision & Passion

Thank you!

J-Win, an NPO

- **Establishment of Organization:** **April 9, 2007**
- **J-Win Charter**
 - Develop a network for women and refine their skills.
 - Support diversity activities and innovations in working styles.
 - Support the activities of many kinds of people in society
- **Members**
 - ✓ 89 Corporations in Japan (as of Feb. 2010)
- **Activities**
 - ✓ Support women's network via various activities such as regular meetings and workshops
 - ✓ Provide support for Diversity Management in participating companies
 - ✓ Share information and ideas with **Catalyst** and **SWE** as a "sister organizations"

Global Comparison of Total Entrepreneurship Activity (TEA)



TEA: Total of "Start-ups" and "New Business company owners with payment within 3.5 years"
 Data source: Ministry of Economy, Trade and Industry Survey (2008)

