



## Startup Support Desk

Our team with extensive experience in supporting startups will be there to provide assistance.

Kashiwa city  
Startup Concierge  
General Manager



**Ryoko Gotoh**

We will support the startups encountering their challenges and questions in the most flexible way possible. Feel free to come and ask for our assistance, we are here to help!

Director of board, TX Entrepreneur Partners (TEP)  
Director, Urban Design Center Kashiwanoha (UDCK)

Kashiwa city  
Startup Concierge  
Local Manager



**Kohei Fukuyama**

Athletes have coaches. What if you also had a coach by your side who can give you advice when you start a business? Let us hear your "thoughts" and "ideas" so that you can feel less anxious about your business and make it more successful!

Mentor Member, TX Entrepreneur Partners (TEP)  
CEO, FP Force inc.  
Small and Medium Enterprise Management Consultant

## About TX Entrepreneur Partners (TEP)

TEP is a startup supporting organization which is composed of angel investors and mentors with extensive experience in startup business and management, as well as local governments, universities and research institutions along the Tsukuba Express line.

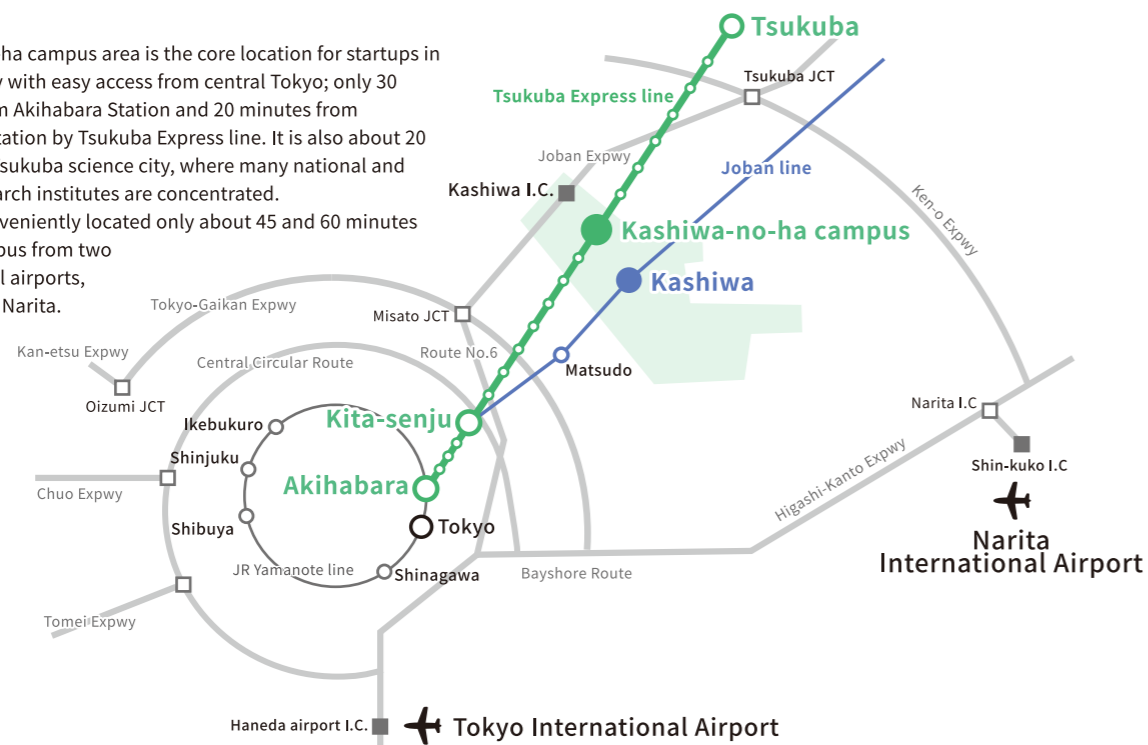
Founded in 2009 at Kashiwa-no-ha Campus, TEP has since supported numerous technology-based startups.



## Access

Kashiwa-no-ha campus area is the core location for startups in Kashiwa City with easy access from central Tokyo; only 30 minutes from Akihabara Station and 20 minutes from Kita-senju Station by Tsukuba Express line. It is also about 20 minutes to Tsukuba science city, where many national and private research institutes are concentrated.

It is also conveniently located only about 45 and 60 minutes by highway bus from two international airports, Haneda and Narita.



Kashiwa City Startup Support Brochure



Website  
startups.city.kashiwa.lg.jp



Facebook  
柏STARTUPS



X (former twitter)  
@KASHIWASTARTUPS



E-mail  
start-up@city.kashiwa.chiba.jp



# 01 Abundant business seeds and startup incubators with comfortable living environment

Kashiwa-no-ha campus area is home to some of Japan's leading technologies and researches such as the University of Tokyo, Chiba University, and National Cancer Center Hospital East. 'Tokatsu Techno Plaza' and 'Todai Kashiwa Venture Plaza', the two public incubators, and 'KOIL', a large co-working space, makes it an excellent environment for startups where they can develop their businesses. With only a 30-minute train ride from central Tokyo while capable of providing a living environment full of nature, Kashiwa City can simultaneously nurture both business growth and team building for startups.



Tokatsu Techno Plaza



Todai-Kashiwa Venture Plaza



Kashiwa-no-ha Aqua Terrace



KOIL



# 03 Communities providing easy access to fellow entrepreneurs and mentors

There are multiple communities in Kashiwa, most notably in Kashiwa-no-ha Campus area, which would be indispensable for startups to grow; you will find senior startups that are already active in the city, fellow entrepreneurs whom you can share both hardships and encouragement, mentors that can provide advice and become your sounding board, and startup supporters both in administrative and private sectors. Kashiwa City provides opportunities for daily mentoring and access to these communities to freely and casually get in touch and interact with each other.



# 04 Collaboration for urban development among public, private, and academia to support business validation



Minnano Machizukuri Studio

Since 2006, Kashiwa-no-ha Campus area has been promoting urban development through public, private and academia collaboration centered on Urban Design Center Kashiwanoha (UDCK). Making use of this collaborative platform, opportunities are available where you can examine and test your business in an actual social setting, such as "Innovation field Kashiwa-no-ha" which provides an entire town as a test field for startups and other private sectors to assess their products and services, and "Minnano Machizukuri Studio ("urban development studio for all")" where new products, services, and projects are created from the perspective of consumers.



UDCK

# 02 Extensive Programs to support startups

There are a number of programs in Kashiwa City to support startups in their endeavors: "TEP business plan creation seminar" where mentors work with startups to develop the framework of a business plan; "KOIL STARTUP PROGRAM" which includes a mentoring package in addition to this seminar; "Medical Device Innovation in Kashiwa-no-ha" aiming to match startups in the medical device field with the National Cancer Center Hospital East; and "AEA", a business competition for technology startups from all over Asia. More details on "KOIL STARTUP PROGRAM" and "AEA" below.



## KOIL STARTUP PROGRAM

This acceleration program for startups based in KOIL provides participating companies the opportunity to attend "TEP Business plan creation seminar", receive four months of individual mentoring and take advantage of a one-year free use of KOIL co-working space.



## AEA (Asian Entrepreneurship Award)

An international award where selected technology-based startups from Asian countries and regions gather to compete in presenting their businesses in English. Since 2012, the event has been held annually, with winning companies receiving support for business development in Japan and business validation at Kashiwa-no-ha.

## Insights from Kashiwa startups

The entire city of Kashiwa-no-ha has an environment to create new things, and is actively engaged in supporting and accepting startups. It is also attractive in that it is an easy place to live, raise children, and achieve a close proximity between work and home, shortening employees' commuting time and freeing them from the stress of crowded trains.

Tokatsu Techno Plaza provides an attractive environment for startups that do not have sufficient equipment or financial resources. Moreover, the entire city is a validation field, and there is an environment that promotes validation experiments to give birth to new products and services.

The area has an academic atmosphere similar to that of a university town overseas, and offers easy access to Tsukuba Science City and Tokyo. The entire Kashiwa-no-ha area has an encouraging atmosphere toward research and development. Hopefully it will continue to develop in the future.

# 05 Grants and financing system available for startups

Kashiwa City not only has a basic financial system "Startup Support Fund," a loan system available for startups, but also other unique financial support programs such as "Kashiwa City startup location support subsidy," a rent subsidy system for startups intending to establish in the city, and also a support to encourage business validation for specific startups. Startup support desk will introduce you to various programs offered by Kashiwa City, the national and prefectural governments, and other public organizations, depending on the business content and stage of each startup.



Location support subsidy



Business validation support



Special credit line

# 5 reasons to launch a startup in Kashiwa city

Accelerate your business by taking advantage of the favorable environment for startups! Kashiwa city will support you from various angles.