
“Medical Devices × Globalization Symposium” Held to Discuss Future Prospects of Medical Device Market

“Ha-ppy,” Electric Toothbrush Equipped with Self-examination Function, Won Venture Pitch Contest

— Winner to be awarded commercialization costs of up to 100 million yen or travel expenses for the dispatching program to Silicon Valley, USA —

On November 5, 2017, Life Science Innovation Network Japan, Inc. (Chairman of the Board: Hideyuki Okano; hereinafter “LINK-J”; organizer) and Japanese Organization for Medical Device Development, Inc. (CEO: Takahiro Uchida; hereinafter “JOMDD”; co-organizer) held the “Medical Devices × Globalization Symposium.” It included the Venture Pitch Contest targeting researchers and start-ups for medical devices, where team “Ha-ppy” (“Ha” means teeth in Japanese), working on business for “an electric toothbrush equipped with a self-examination function,” won the championship.



In the “Medical Devices × Globalization Symposium,” Part 1 of the Venture Pitch Contest was held under the theme of “Made-in-Japan Medical Innovation to the World.” In Part 2, lectures and panel discussions were held based on the prospects for the medical device market, which is expected to grow on a global scale. The symposium was attended by approx. 250 participants for a successful gathering.

The Venture Pitch Contest was held with the aim of supporting the global development of innovative medical technologies from Japan. Team “Ha-ppy,” which developed the Plaque Brush, “an electric toothbrush equipped with a self-examination function” for plaque visualization, won the championship. To support the achievement/commercialization of medical innovation, it will be awarded the winning prize from JOMDD of either commercialization costs of up to 100 million yen or travel expenses for participation in the dispatching program to Silicon Valley.

*The winning prize will be chosen by the winning team.

With respect to the current championship, Mr. Akinori Koyama, representative of the winning team “Ha-ppy,” gave the following comment:

“We appreciate being at such an honorable place and are grateful for the wonderful prize. We have worked on this project to improve the efficacy of ‘plaque removal’ in daily tooth brushing. Currently, the electric toothbrush market is an oligopoly of foreign companies. We would like to contribute to

the global development of innovative technologies that originated in Japan and to the improvement of Japan's global presence.”

Mr. Takahiro Uchida, CEO of JOMDD, said:

“I am very pleased that many organizations with excellent seeds and ideas have participated in the contest. I'm seeing arise of medtech and digital health industry through the quality and the quantity of the teams applied. There actually were many great startups who did not make to the pitch contest. It was very tough selecting the winner of the contest. Even among the judges, opinions varied. The winner, team 'Ha-ppy,' was chosen based on its overall balance of technological capabilities, system and feasibility. Although domestic medical-based venture companies have good ideas, many have not yet succeeded due to lacking business implementation capability. To fill the gap, we will continue to support the challengers in Japan who wish to build global business.”

The symposium included lectures and panel discussions by speakers comprised of experts in domestic and overseas medical device industries.



Panel discussion

Part 2 of the symposium started with speeches by Mr. Hideyuki Okano (LINK-J Chairman of the Board, Dean, Keio University Graduate School of Medicine Professor, Department of Physiology), Mr. Ichiro Kamoshita (Chairman of the Society of Diet Members for Quickly and Securely Delivering Good Medical Devices to the People), and Mr. Yutaka Hishiyama (Executive Director, Japan Agency for Medical Research and Development). It was followed by keynote lectures by Mr. Yoshiki Sawa (Vice Chairman of the Board, LINK-J and Professor of the Department of Cardiovascular Surgery at Osaka University) titled “Toward the Success of Medical Device Development” and by Mr. Shogo Nishida (Partner & Managing Director, Boston Consulting Group) titled “Toward Global Expansion of Medical Device Manufacturers.”

In the Global Connected Industry Session, a lecture was given by Mr. Makoto Nishiuchi (Chief Research and Development Officer, Asahi Intec Co., Ltd.) titled “From the Medical Device Development Site: Development Based on Clinical Needs, and Pursuing Overseas Expansion” with the theme “(1) Overseas Expansion and (2) Approach from Clinical Needs, an Example of a Successful Model.” In addition, issues were debated in the panel discussion, such as “It is essential to consider needs from a global perspective, and to put innovation into practice, centered on core competence.”

■Speakers and panelists in the Global Connected Industry Session and the panel discussion. *Titles omitted/Random order

Moderators: Takeo Asano (specially appointed associate professor of Strategic Global Partnership & Cross-Innovation

Initiative, Osaka University Graduate School of Medicine and Osaka University Hospital), Fumiaki Ikeno (Program Director (U.S.) Japan Biodesign, Stanford Biodesign Medical Director, Experimental Interventional Laboratory, Stanford University and Chief Medical Officer, MedVenture Partners, Inc.)

Panelists: Nobuyuki Osakabe (Corporate Officer CSO&CTO of Healthcare Business Unit, Hitachi, Ltd.), Soichiro Tada (President & CEO, GE Healthcare Japan Corporation), Tomiko Tawaragi (Chief Management Officer, Pharmaceuticals and Medical Devices Agency), Taro Tsurukai (Director, New Ventures Japan, Johnson & Johnson Innovation), Makoto Nishiuchi

In the Start-up Session, a lecture was given by Mr. Babak Nemati (Ph.D., Founder, President & CEO, Strategic Intelligence, Inc.) titled “Most Sought After Medical Device Technologies: Current trends in the US M&A Landscape” under the themes “(1) M&A and (2) New Types of Business (Robotics and Digital Technology), an Example of a Successful Model,” including the panel discussion that focused on “success stories of medical device companies in Japan and overseas” and “innovation is comprised of excellent ideas + embodying capabilities, the latter of which are essential for Japanese ventures lacking in capabilities.”

■Start-up Session: Speakers at the panel discussion *Titles omitted/Random order

Moderator: Takahiro Uchida

Panelists: Babak Nemati, Ryan McGuinness (Vice President, Science and Technology at Agility labs / Vice President, in Vitro Technologies at Triple Ring Technologies, Inc.), Kohta Satake (Co-founder & CEO, CureApp, Inc.), Tatsunori Taniguchi (CEO, Remohab Inc.: specially appointed researcher, Department of Biodesign for Healthcare Innovation, and Department of Cardiovascular Medicine, Osaka University Graduate School of Medicine)

Exhibitions by municipalities/companies/organizations from various parts of Japan

In addition, exhibitions by medical device companies and others and their short presentations were included in the symposium where companies and organizations presented and explained their business.

■List of exhibiting municipalities/companies/organizations *Random order

TANAC Co., Ltd. (Gifu-shi, Gifu Prefecture), FEATHER Safety Razor Co., Ltd. (Seki-shi, Gifu Prefecture), MIE CHEMICAL INDUSTRY CO.,LTD (Matsusaka-shi, Mie Prefecture), Mie Medical Device Consortium (Mie Prefecture), Tamachi Industries Co., Ltd. (Shinagawa-ku, Tokyo), Tosei Electrobeam Co., Ltd. (Nishitama-gun, Tokyo), Castem Co., Ltd. (Fukuyama-shi, Hiroshima Prefecture), MIZOUE PROJECT JAPAN Corporation (Fuchu-shi, Hiroshima Prefecture), System Friend Co., Ltd. (Hiroshima-shi, Hiroshima Prefecture)

LINK-J and JOMDD will continue to contribute to the expansion of the medical device market and to the promotion of medical innovation by holding symposiums on medical devices.

Sponsors

Ministry of Economy, Trade and Industry, Ministry of Health, Labour and Welfare, Ministry of Education, Culture, Sports, Science and Technology, Gifu Prefecture, Tokyo Metropolitan Government, Fukushima Prefecture, Mie Prefecture, Japan Association for the Advancement of Medical Equipment, Biodesign Japan, Japan Electronics and Information Technology Industries Association, Commons for Medicine and Engineering Japan, Japan Medical Association, Japan

Medical-Optical Equipment Industrial Association, Japan Association of Medical Device Industries, Japan Federation of Medical Devices Associations, Medical Technology Association of Japan, Japan Medical Imaging and Radiological Systems Industries Association, Japan Ophthalmic Instrument Association and Medical Excellence JAPAN

Cooperator

Hiroshima Prefecture

■ About Japanese Organization for Medical Device Development, Inc. (JOMDD)

JOMDD is Tokyo based medtech focused incubator which globally leverages and commercializes early-stage medical technologies from Japan. The team consists of medical doctor, medical device professionals and business development experts. JOMDD incubates seed technologies coming from academia, clinical site, and startups; to build robust business model and roll out globally. JOMDD is a certified venture capital firm (VC) participating in NEDO's assistance program for technology-based startups and venture businesses in the seed stage as an investment partner.

■ Life Science Innovation Network Japan, Inc. (LINK-J)

LINK-J is a general incorporated association established by Mitsui Fudosan and volunteers from academic circles. With its base in the Nihonbashi district, where a number of pharmaceutical companies are clustered, it aims to promote open innovation in the life science realm through industry-government-academia cooperation and extend support to the creation of new industries. Across the entire life science area, i.e., the area where all sciences are combined, ranging from medicine to science and further to engineering or new technologies, such as information and communication technology (ICT) or artificial intelligence (AI), it will accelerate interdisciplinary human and technological exchanges.