

## The Strategy of Business Developments through Corporate Alliances



# We create new businesses through corporate alliances!

TC Consulting is a consulting firm supporting clients to develop new businesses through corporate alliances.

We have provided the consulting services for over 160 companies during the last 7 years in Japan. Half of them are the large companies, most of which are the companies listed on the first section of the Tokyo Stock Exchange. The others are the small and mid-sized companies.

We have tremendous connections with more than 5,000 companies that we can introduce to our clients.

We attempt an increase of supporting companies outside Japan who would like to expand their businesses in Japan.

Please feel free to contact us if you would like to seek a corporate alliance with Japanese companies or business development in Japan market.

## Overview of our service

### Your current business issues

- How to develop new businesses
- How to achieve sales/margin growth
- Business succession is necessary
- How to motivate employees

We provide you the  
**“Power to break through”**  
as your brain.

Strategic  
advice



Broad human  
networks



**Resolve business issues**

## Steps to support your new business development

1

We grasp the current situation and the requests of our client.

2

We plan the strategy of new business development (being consistent with the corporate vision / reconstructing the business domain).

3

We proceed with the strategy based on our experiences, applying other examples as references (building, operating and supporting a new business development team).

4

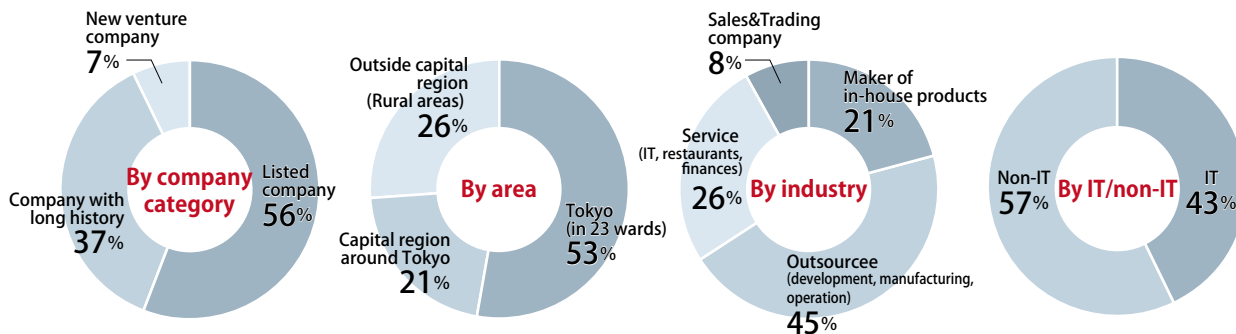
We introduce alliance partners or possible clients to our client and arrange the alliances if necessary.

5

We lead the new business development successful and monetize it.

We have worked with over **160** clients in about **7** years.

### Our Achievements



\*for the last two years, in terms of amounts

## Academic

We will provide the high quality and practical advice based on President Tomita's academic background that he had taught in a graduate school and the experience of IPO.

## Powerful

We will grow your business using our powerful negotiation and sales skills and provide you the "Power to break through".

## Connection

We have great and broad connections with around 5,000 companies and are broadening more and more.

### Service Lineup

#### Strategy Consulting

- 1 Strategy of corporate alliance
- 2 Strategy of sales promotion
- 3 Strategy of business development
- 4 Strategy of defining strength and branding
- 5 Strategy of business formulation and monetization
- 6 Strategy of finance and fund raising
- 7 Strategy of business succession
- 8 Strategy of coordination of various internal opinions and changing of top management's mind
- 9 Strategy of organization transformation (employee training) according to "vision" and "course of action"

#### Introductory Consulting

- 1 Introduction of potential clients and sales channels
- 2 Introduction of alliance partners for business development
- 3 Introduction of business seeds for business development



#### How to use our consulting services

- Our consulting service contains the two parts, the meeting and the introduction of alliance partners and possible clients. We will determine the contents of our support based on the discussion with our client when we make the contract.
- You can start using our service after making a contract of just two pages of A4 size. The due date for payment is the end of each month.
- Monthly consulting fee will be determined based on the meeting place (Our office/Client's office) and the number of the meetings per month. (The basic fee is different between the large companies and small and mid-sized venture companies. Please refer to our website.)
- We will not provide a report or a document in principle. If you need one, the extra fee will be charged for it.
- President Tomita will be in charge of all cases without using any assistant in principle.

**Our Mission** We will promote business developments through corporate alliances and create new industries in Japan.

**Our Credo** We will continue to be a company that our clients place their trust in.



President&CEO  
Satoshi Tomita

**Facebook**  
<https://www.facebook.com/tctomita>

**Twitter**  
@tctomita

publishing monthly to  
over 6,000 readers

#### Academic associations

- Japan Society for Management Accounting
- Academy of Management
- Japan Academy of Business Administration
- Japan Society of Monetary Economics
- The Japan Academic Society for Ventures and Entrepreneurs
- The Academic Association for Organizational Science
- Business Creator Society

## Profile

### Education

- Bachelor of Arts in Policy Management (International Policy Management course), Keio University (SFC)
- Master of Economics (majored in Contemporary Economics), Graduate School of Economics of Kyoto University
- Visiting scholar at University of Pennsylvania and Shanghai Jiao Tong University

### Career History

Since Jun. 1996

Investment research on stocks at **Brown Brothers Harriman & Co.** (U.S. private bank)

Since Feb. 1999

- Joined the startup of **Future Venture Capital Co., Ltd.** (FVC, Kyoto) as one of the 3 male founders. Invested in lots of venture companies as a venture capitalist and worked as an external board member of such companies. Led some companies to IPO. Became the first director of Kanazawa office of FVC.

- Made a lot of "Japan's first" activities including founding the first investment limited partnership in Japan, being the first private VC that was entrusted the national fund and the local government's fund, founding the first securities investment corporation through venture investment, etc.

- Worked as a senior advisor of Kyoto Research Park (KRP).

Oct. 2001

**Achieved FVC's IPO** in just 2 years and a half from the foundation (the eighth fastest in Japan at that time)

Since Apr. 2003

- **Assistant Professor of the Graduate School of Osaka City University** (Entrepreneur course of Graduate School for Creative Cities). Lectured "Venture Finance", "Venture Capital" (the first lecture in Japan), "Business plan making", "Workshops", etc. in the master's course and "New Industry Creation and Politics" in the latter half of the doctor's course.

- Became the first deputy of the entrepreneurship research area.

- Worked as a part-time lecturer in Ritsumeikan University. - Worked as a Director of The Kansai Association for Venture and Entrepreneur Studies.

Since Sep. 2005

Moved to **The Sumitomo Trust and Banking Co., Ltd.** Engaged in the investment in private equity funds in Europe and the U.S. and private real estate funds as a specialist. Played the role as the biggest gatekeeper of the venture funding in Japan.

Since May 2008

President and CEO of **T-Connection Holdings Co., Ltd.** Started the consulting business, holding a lot of subsidiaries and related companies that he invested in and acquired.

Since Mar. 2012 to Present

President and CEO of **TC Consulting Co., Ltd.**, a new company that focuses on the consulting business.

- Senior Researcher, Keio Research Institute at SFC

- Taking a doctor's course at Graduate School of Media and Governance at Keio University (belongs to Prof. Yoshiyasu Takefuji's laboratory)

## Books



Instructional text of  
new business development  
-The most effective skill for  
business leaders-  
(2014)  
popular book at third impression



Instructional text of sales  
development for achieving  
good performance  
for 10 years from now  
(2012)



Lecture of the global elite  
about something you need  
to be aware of in your work  
(2015)



**The Venture Capital Cycle**  
(2002)  
Translated version of  
the original book of  
Dr. Paul Gompers and  
Dr. Josh Lerner in HBS



**The challenging road to  
cultivate entrepreneurs**  
(2004)  
Joint authorship

## Request a seminar



### Examples of the seminar theme

- Knowhow of business development
- How to utilize corporate alliance
- How to strengthen sales promotion and how to grow sales
- Making a vision and course of action

## President Tomita can offer you a seminar regarding business development, contents of his books, etc.

He offers more than 50 seminars including lectures in graduate schools annually. Offering company trainings is also possible.

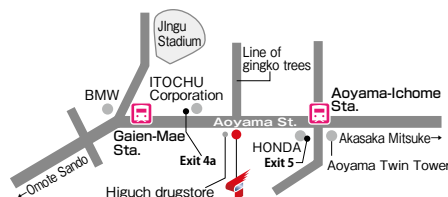


The seminar fee  
will be decided based  
on the purpose, the topics, the place, etc.  
For more information, please contact us.



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Web <http://www.tcconsulting.co.jp>



Our office is diagonally across from ITOCHU Corporation,  
next to HONDA and across the Line of ginkgo trees of Jingu Gaian on Aoyama St.

- 3 min. walk from Exit 4 of Gaian-Mae Sta. on Ginza Line
- 4 min. walk from Exit 5 of Aoyama-Ichome Sta. on Ginza/Hanzomon/Oedo Line

