



# **Nanovation, Inc.**

Company Profile

**With the mission “Leading insightful communication moments with inspirations,” Nanovation focuses on the growth of marketing and advertising community in Japan by creating various networking and educational platforms**

## Conference



Producing a closed forum series called “AGENDA”, an off-site, exclusive conference for marketing executives. Over 4,000 senior level marketers attend these conferences every year.

## Media



Online media called "Agenda note", specially focused on marketing topics. Most of the articles are written by the top marketers in our network and the media has been noticed by the industry.

## Education



Training program series given by leading marketers from inside and outside Japan. The program assist all business people striving to enhance their marketing strategies and team.

# Conference

「Agenda」 is an exclusive, invitation-only conference bringing top marketers from in and outside of Japan, enhancing networking opportunities and exchanging latest marketing trends and insights

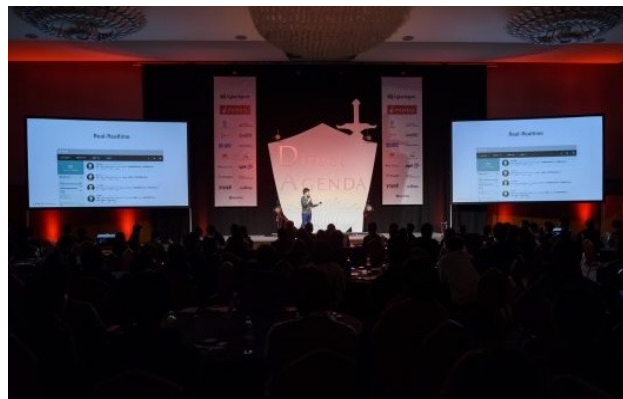
## Marketing AGENDA

Over 400 marketers joined over 3night 4 days conference focused on marketing trends and insight



## Direct AGENDA

Discussion over E-commerce industry.  
Over 300 people attend for 2 nights 3 days



## Retail AGENDA

How retail and maker need to make changes adapting to the new normal



## B2B AGENDA

The gathering of B2B marketing department leaders from various companies.



## Rising AGENDA

Pursuing the further growth of young marketers.



## Ne Plus AGENDA

To connect knowledge, information and experiences, fostering collaborative creation.





# Conference

## Ex. Marketing Agenda 2019

(May22-25, 2019 in Okinawa, Japan)

Marketing **AGENDA**



Marketing Agenda provides an intimate environment for senior level marketers to converge, debate and discuss the major strategic issues they face. This exclusive, invitation-only event is a closed forum for the sharpe minds in the industry to connect and discuss shared challenges, as well as network, build relationships and meet potential partners.

Agenda also utilize the unique location of Yomitan Village and offer site specific contents and experiences which provides extraordinary emotions to the participants that trigger them to be more creative and think different, and also supports the economic growth of the local area.

# Media

We engage in business around the marketing-specific website “Agenda Note”.  
As “media created along with marketers,” we provide many articles written by marketers themselves, along with original articles written by our editorial department.

## Media created along with marketers Agenda note

Marketers must analyze more information than ever before, and make holistic decisions.

Agenda Note supports marketers by sharing knowledges thru the media which allowing them to move forward aggressively and take advantage of this very dynamic environment.

In addition to the original contents provided by our editorial department, our uniqueness comes from the idea “media created along with marketers,” where we provide many articles written by marketers themselves. With a team of many writers, we comprehensively cover all marketing-related topics from branding, strategies, EC trends, technology trends, organizations, etc..

Through Agenda Note, we strive marketers to have positive and flexible mindset as they engage in the business of communication.

Name : Agenda note

U R L : <https://agenda-note.com/>

Launch : May 8th, 2018





# Education

We also have a training program given by leading marketers from inside and outside Japan. The program assist all business people striving to enhance their marketing strategies and team. Over 400 marketers of all levels participate in our educational program.

## Muso-juku by Ray Adachi

<https://salon-de-ray.agenda-note.com/>

Adachi Hikaru, a leading marketer and executive in Japan, presents a members-only business salon that conveys business skills, learning, and fun. Adachi joined marketing giant P&G straight out of college, afterward working for a consulting firm, becoming an executive at a foreign-affiliated manufacturer, and joining McDonald's Japan as the head of marketing in 2015. He became one of the key figures in the company's bouncing back after languishing with poor performance. He joined Niantic, Inc., known for the "Pokemon Go" game, in September 2018, becoming their senior director of product marketing for Asia Pacific. Adachi's salon provides first-hand information on three themes he has developed over the course of his career: 1) the marketing and management business skills; 2) culture (book reviews, etc.); and 3) fun (in the Roppongi and Azabu areas of Tokyo). He will give participants the techniques needed to win in both business and private spheres.



## Marketing strategic course by Daisuke Oto

<https://otobe-juku.agenda-note.com/>

This is a new marketing program led by Daisuke Oto, who, after serving as Marketing Director at P&G, executed marketing organization reforms at various companies including Unilever, Nissan, and Shiseido. The program aims to provide a systematic understanding of "strategy," crucial for market creation and brand management. Its goals include the ability to "1. develop winning strategies," "2. analyze one's own and competitors' strategies," "3. think strategically about various situations," and "4. enhance one's own strategic capabilities." A notable aspect is the opportunity to receive personal feedback from Mr. Oto, strengthening one's marketing core in areas such as effective strategy building and thought processes. The program comprises four sessions: "Reinterpreting Objectives," "Reinterpreting Resources," "Creating and Utilizing Strategies," and "Success Case <Fabric Deodorizer>," each involving lectures, assignment submissions, and practical exercises.



## RISING SALON

<https://rising-salon.agenda-note.com/>

A study session is being conducted by members of the Rising Agenda Council to focus on current learning themes. Participants acquire skills applicable to their immediate work and develop capabilities essential for their careers in the coming years. Following the study session, there will be a networking event for participants to interact with fellow marketers of the same generation, fostering genuine connections. This provides an opportunity for candid discussions on daily challenges, future goals, and the creation of lifelong connections.



# Education



## Marketing Basic course

<https://marketing-basic.agenda-note.com/>

Marketing is the means of creating markets. Elevating the performance of strategies is just one aspect; the breadth of results stemming from the fundamental, universal thinking of understanding humans, gaining insights, and creating value surpasses any other means. Regardless of the specific domain – be it strategy, tactics, digital, or data – impactful thinking is essential for anyone in a marketing role. This academy aims to systematically teach the foundational, universal marketing mindset for those entering the field and serve as an introductory course for those already in practice but seeking a comprehensive understanding they may have missed.



## Marketing Advance course “The Insight”

<https://insight-academy.agenda-note.com/>

When people make a purchase, they may believe they have their own reasons, but, in reality, there's an underlying "something" (insight) influencing their decisions. This influential factor, affecting human behavior significantly, cannot be discovered through traditional marketing methods. It involves uncovering not just the conscious reasons, desires, or emotions but penetrating the subconscious psyche, even beyond the person's awareness. By identifying these hidden aspects, marketing strategies that resonate with customers' deep emotions can be crafted. In essence, the success of marketing heavily relies on the "understanding of the human psyche." This program focuses on the relationship between human understanding and insights, the mindset needed to induce attitude change, practical insight discovery, pitfalls in brand discourse, interview techniques, and more. Renowned experts in consumer understanding, Tomonobu Tominaga, well-versed in behavioral economics and psychology, and Koji Kage, a marketer acknowledged for moving hearts, will lead this practical program spanning three sessions.

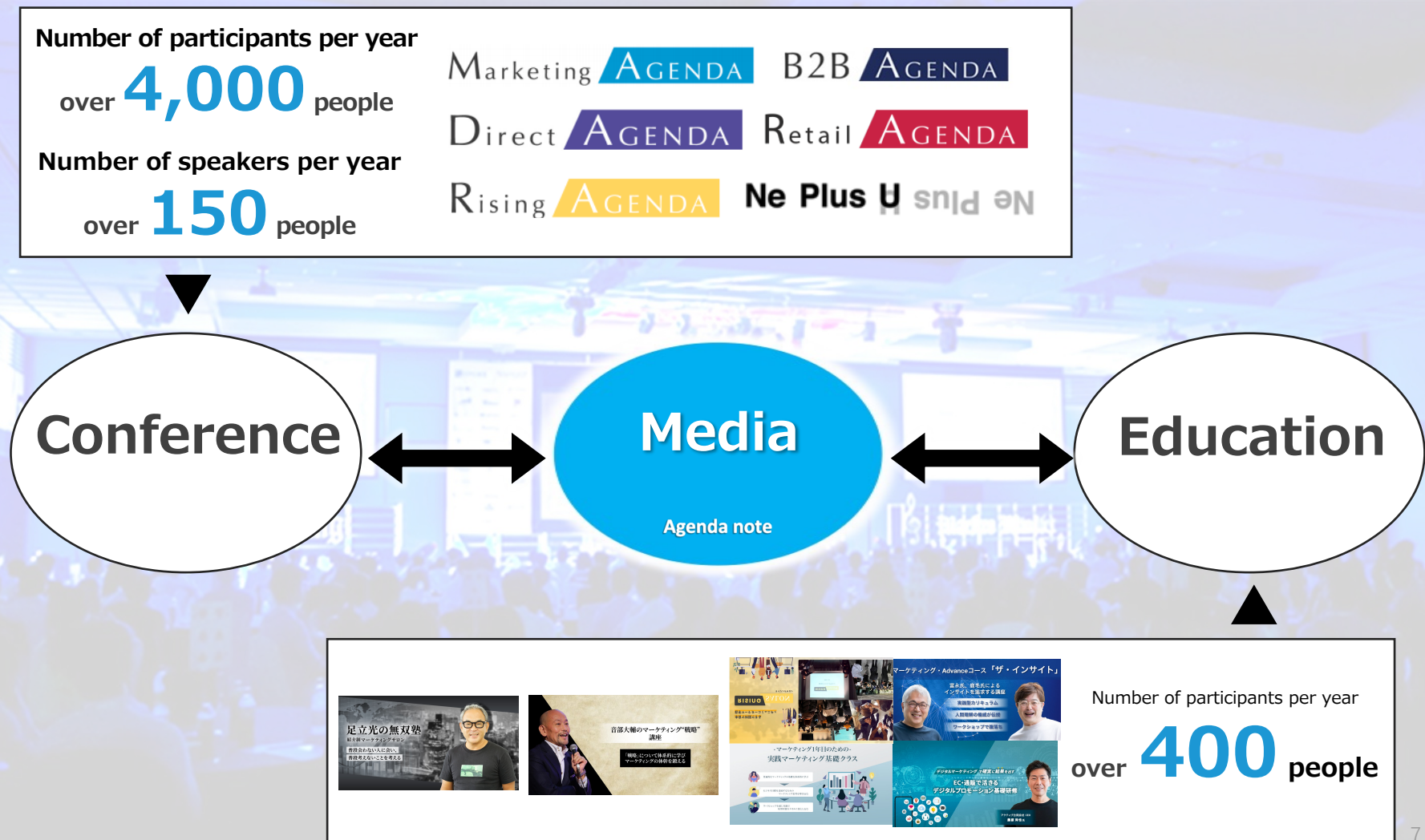


## Digital promotion Basic course

<https://fujiwara-juku.agenda-note.com/>

Digital marketing is crucial in today's corporate landscape, and effective utilization can make a significant difference. Whether you're entering the IT industry for the first time or joining a specialized digital department, understanding the fundamentals and acquiring expertise from basics to advanced levels is essential. Mr. Shoya, who has devised and executed digital strategies for various companies, offers a comprehensive training program through four sessions. Covering the overall understanding of "What is digital marketing," usage of "Push media like email and LINE" for results, designing Marketing Automation (MA) scenarios, leveraging social media, and specific tactics for increasing e-commerce sales, Mr. Shoya thoroughly imparts knowledge through video lectures.

Through these core businesses connected to each other, we provide knowledge and networks and community for marketers of all levels who are responsible for Japan' economic growth.





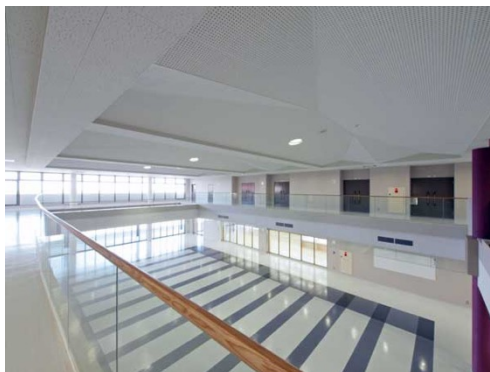


# Appendix

## Nanovation Okinawa-HQ

2346-11 Kina, Yomitan Village Okinawa, Japan 904-0302

**Our Office is located at the Yomitan Regional Development Center. This center opened on May 1, 2016 as a center for new local development aiming for the economic growth of the Yomitan Village. Nanovation has the office in the Incubation Office area on the 2nd floor. With our company' growth and network, we also support the local economy and the community.**



## Corporate Overview

Name : Nanovation, Inc.

Okinawa Office : 〒904-0302  
2F 2346-11 Kina, Yomitan Village Okinawa

Tokyo Office : 〒 150-0012  
5-17-10 Hiroo EastWest 6F, Shibuya-ku, Tokyo

Representative : President and CEO Hirofumi Nakano

Founded : August 1<sup>st</sup>, 2016

Products : Conferences, media, and educational program

Corporate mission  
: **Leading insightful communications moments with inspirations.**



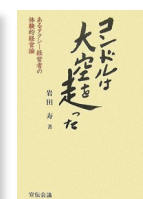
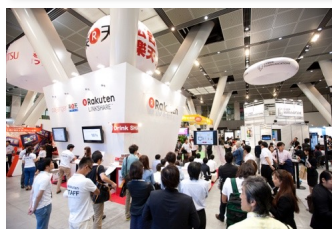


## Officer



**Hirofumi Nakano**  
(Nanovation, Inc. CEO)

Hirofumi started his career at Sendenkaigi, one of the top publisher in Japan focused on advertising and sale promotion magazines. Appointed as the Sales Director for the advertising magazine \*Sendenkaigi" and was awarded as the best sales. Also served as a producer for the conferences and award shows hosted by the company. With the passion for the industry and experiences at tSendenkaigi, he realized the importance of creating a platform for the industry to network, be inspired and new learnings. After 11 years at Sendenkaigi, Hirofumi join dmg;;events Japan. At dmg;;events Japan, he served as the sales director as well as the managing director for ad:tech Tokyo. During his tenure, he attended various global conferences such as Advertising Week NY, SXSW, CES, Web Summit to gain insights on the platform based businesses around the world. He left dmg;;events Japan to found his own company "Nanovation, Inc." in 2016. With the mission "Leading insightful communication moments with inspiration", Nanovation focused on creating a platform for the marketing and advertising community in Japan. In the past, over thousands people have attended the conferences Nanovaiton hosted. In 2018, he launched "Agenda note", a web media specially focused on marketing. Most of the articles are written by the top marketers in his network in Japan and the media has been noticed and admired by the industry professionals. Last year, the company launched a marketing school to educate next generation of marketers. The teachers include the top marketers in Japan still active on the field. Hirofumi strives everyday to make a world better place through marketing and building the community needed. Born in 1987, Nagano Japan.





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