



# **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 2,000 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



## Women's insight AGENDA

Gathering marketers who are in charge of female focused products and services



## Sports X Marketing AGENDA

Discussion and networking over sports marketing and it's future



## DATA CONNECT

How you need to shift your data strategies



# 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  
 URL : <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

## Ito-Juku

<https://agenda-note.com/itoujuku/2019>

This is a marketing program that emphasizes the practical, given by Ito Masaaki, a former global vice president at P&G. Masa is well-known as the person who put together the “Ariel” marketing strategy during his time at P&G. Through this strategy, the company successfully popularized liquid soap in the Japanese market, which was previously dominated by powdered soap. Further, Ito has created the global strategy for Febreze, significantly contributing to an increase in global sales. Masa says, “Marketing is simple. By internalizing the principles and thinking of marketing and repeatedly theorizing, testing, and reexamining in a practical setting, we can get customers to take action in any situation.”



## Jim Stengel-Juku

<https://agenda-note.com/career/detail/id=1180>

This marketing training program is run by Jim Stengel. In his seven-year period at P&G through 2008, Stengel directed global marketing as the company’s Global Marketing Officer, spurring a doubling of the company’s sales. The program uses lectures and workshops to discuss theories and experiences cultivated by Stengel, in order to develop marketing leaders. In addition, Daisuke Otobe, representative of Coup Marketing Company, Inc. will attend the program as a navigator, and to provide commentary on lecture content to deepen the understanding. Through these lectures, and in his many examples and stories, Otobe will discuss the framework he has developed through his many years of experience, and provide case studies, advice, and experiences learning a framework and model that participants can create prioritized action plans when they return to work, and become even better brand builders.



## 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.

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.

Number of participants per year  
**2,000** 名以上

Number of speakers per year  
**150** 名以上

Marketing **AGENDA**    Women's insight **AGENDA**  
 Direct **AGENDA**    Sports X Marketing **AGENDA**  
 Retail **AGENDA**    **DATA CONNECT**



Number of participants per year  
**400** 名以上

勝つためのマーケティングの原理原則を伝授  
**伊東塾 in 北海道**  
 (2019.9.11-12)

**ジム・ステンゲル塾**  
 なぜマーケティングは、ビジネスを成長させることができるのか?

企業経営の未来を語る  
**「足立光の無双塾」**  
 ビジネスアップデートで戦う経営者必読



# 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.

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

Tokyo Office : 〒106-0045  
2-5-11 Azabujuban Azabumezon 701, Minato-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.**

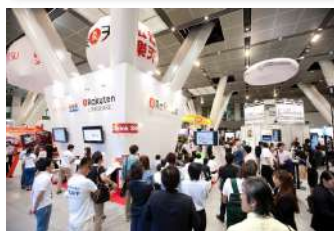


# Officer



**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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