

“On the Future of Innovation:

an Emerging New Role for Japan?”

Japan Innovation Forum

Stanford University

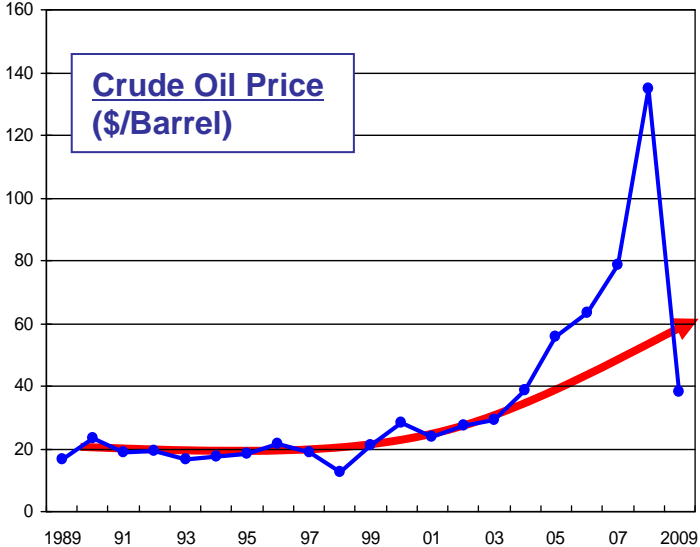
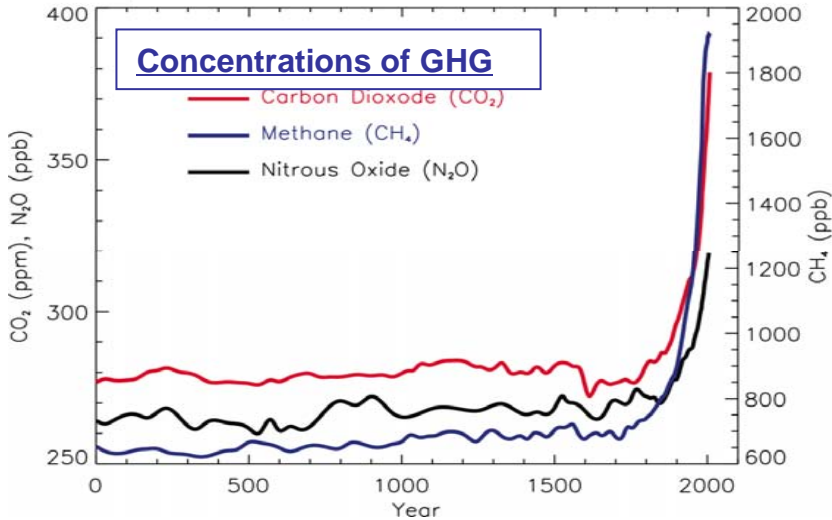
February 7th, 2009

Masa Ishii (石井正純)

Managing Director – AZCA, Inc.

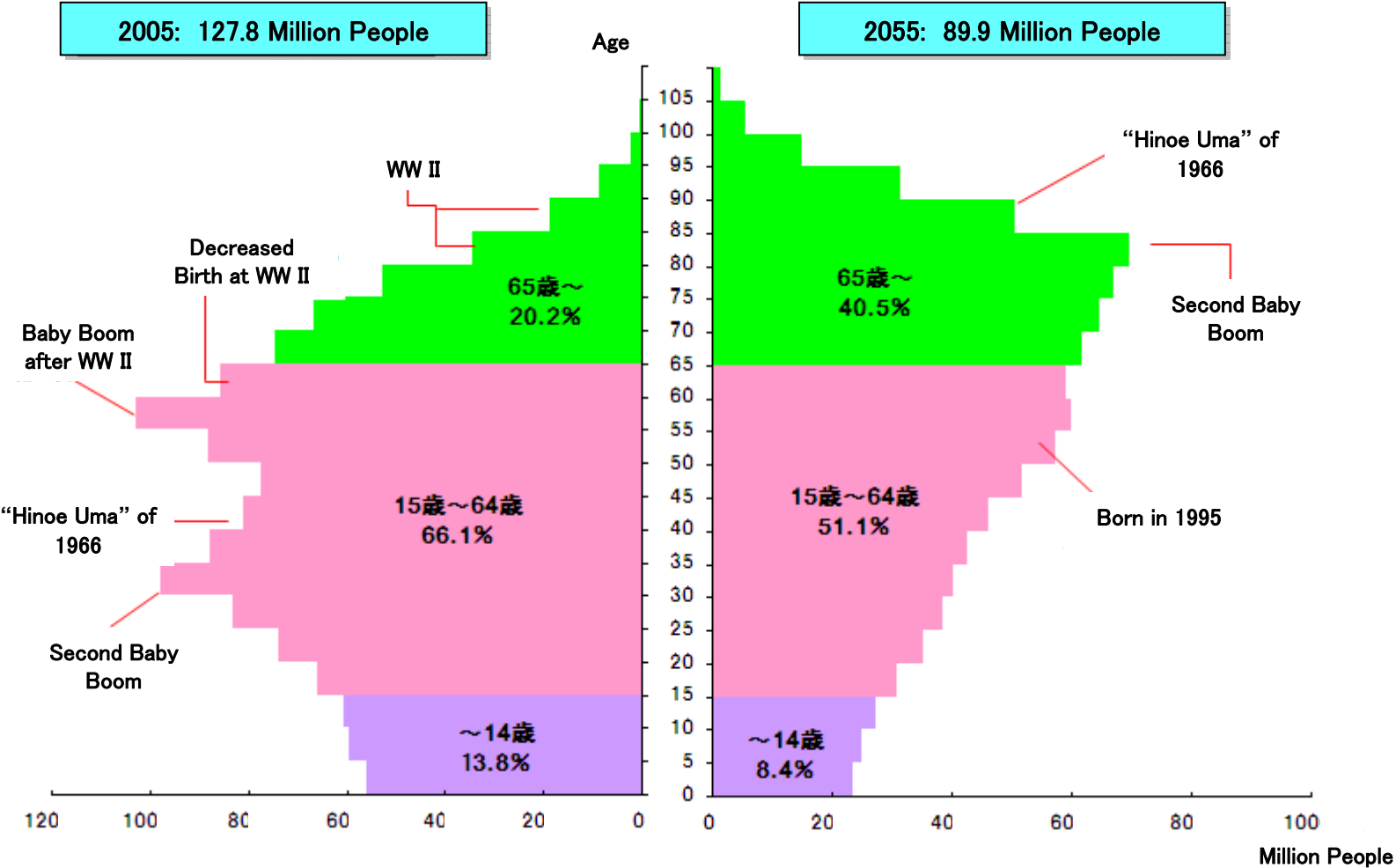
Visiting Professor – Shizuoka University

Serious Global Issues



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Demographic Issues in Japan

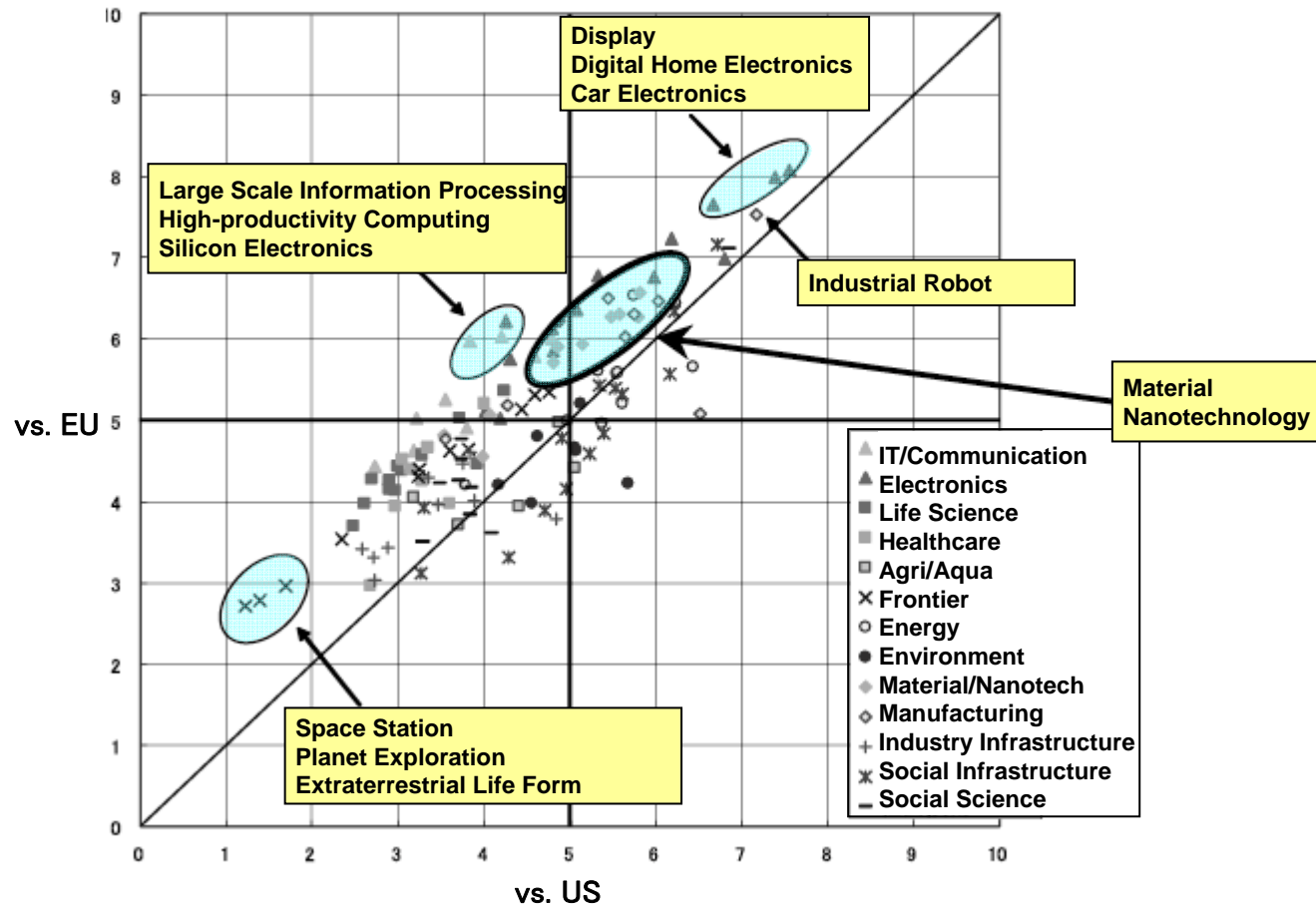


Japan-originated Innovation



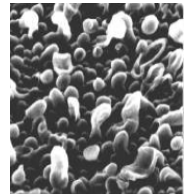
What Else?

Technology Level*: Japan vs. US and EU



*- Based on the Delphi Method
Source: National Institute of Science and Technology Policy (NISTEP)

Advanced Components and Materials



RO* Surface



RO membrane



Fuel Cell



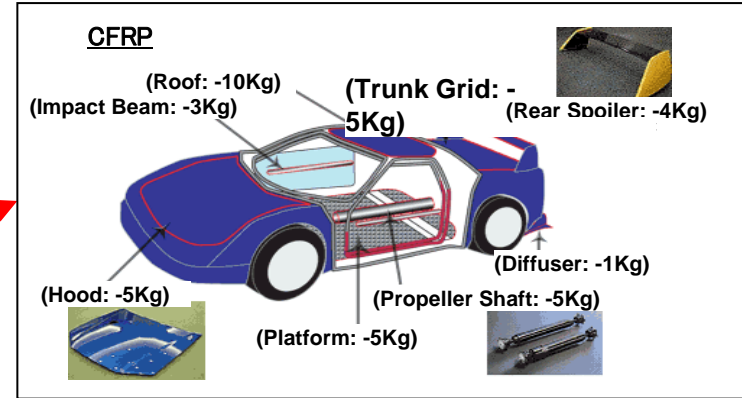
Carbon Fiber



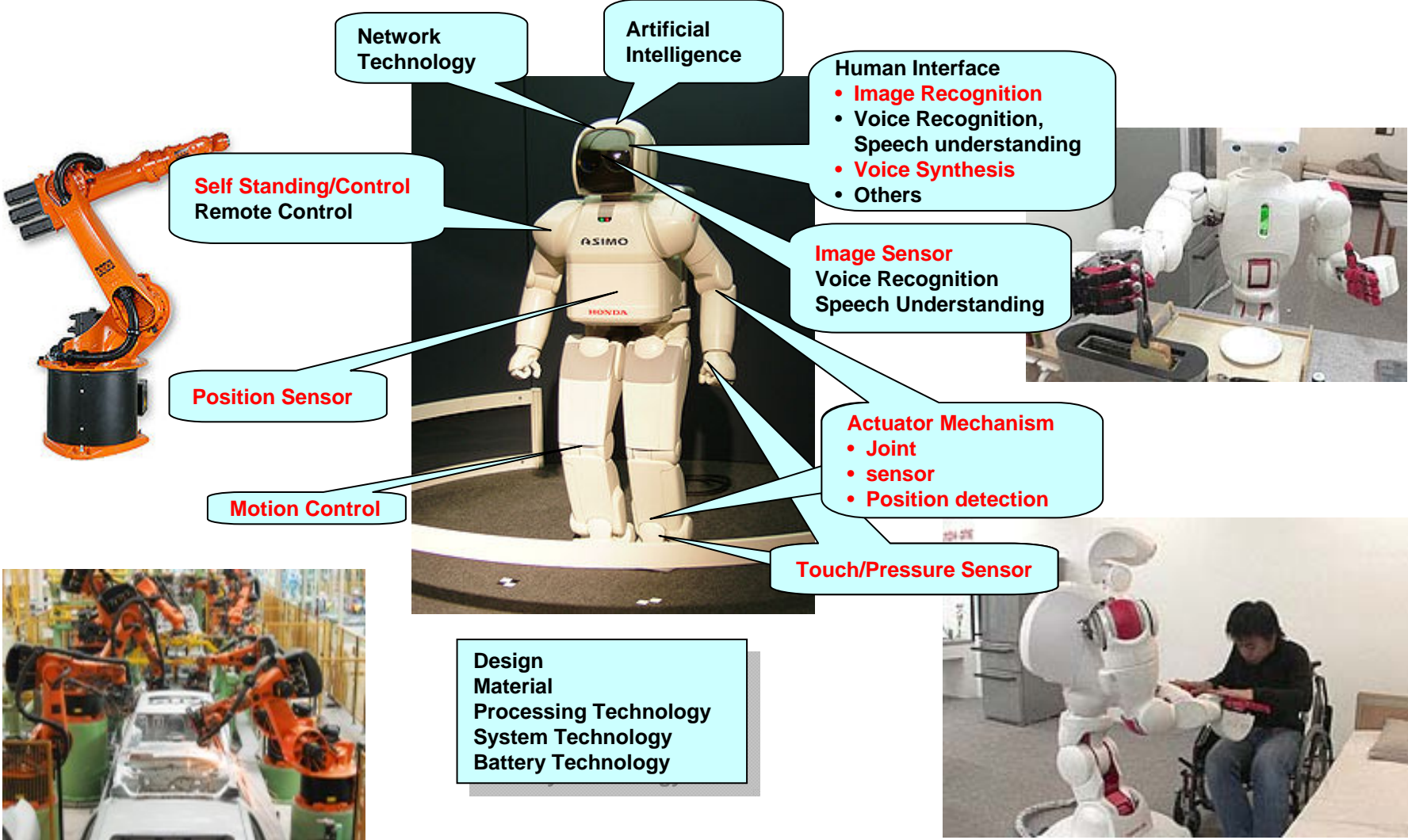
Lithium Ion Battery



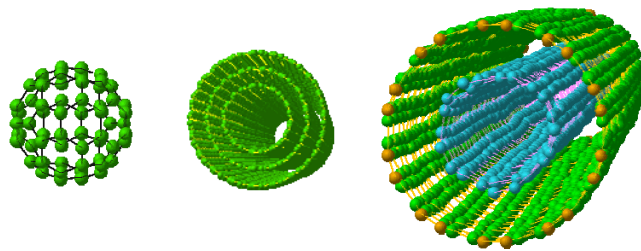
Desalination Plant in Trinidad Tobago



Robotics for Welfare



Discussion





Masa Ishii

Masazumi (“Masa”) Ishii is founder and Managing Director of AZCA, Inc., a professional services firm based in Menlo Park, California, specializing in US - Japan corporate development for high technology companies. He has over 25 years of experience as a professional in international business and high technology. Masa is also a Managing Director of Noventi, a venture capital firm specialized in cleantech, based in Menlo Park, California. He has been an active venture investor in emerging technology companies during the past 15 years. Formerly, Masa worked at McKinsey & Company, Inc. as a senior management consultant and at IBM as a systems engineer.

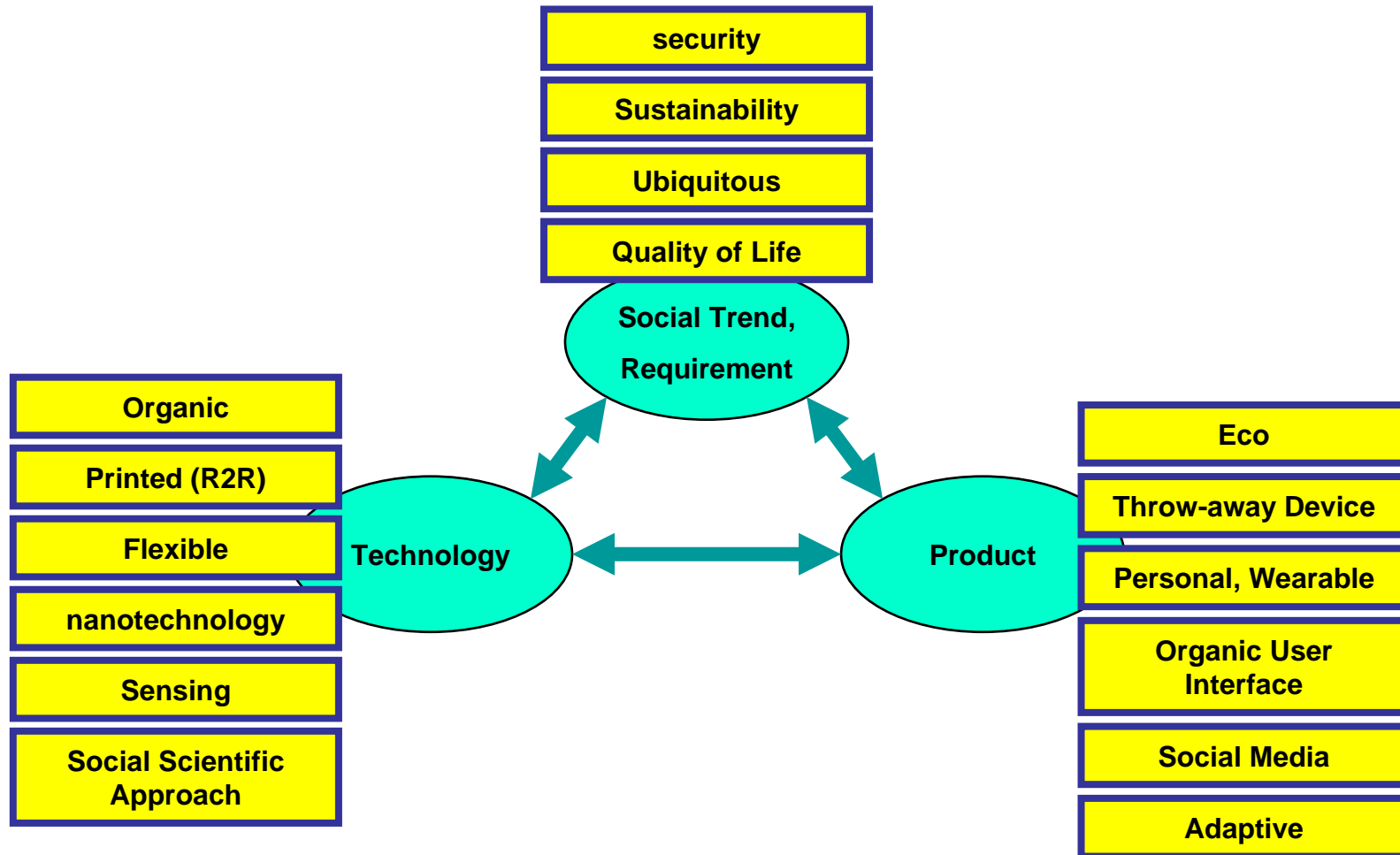
Masa serves on the board and the advisory board of several multinational companies. He is a frequent speaker and writer on issues involving international business development in the high technology industry. He is also a visiting professor at Shizuoka University in Japan and Senior Executive Advisor to PARC (Palo Alto Research Center). He is a long time board member of both the Japanese Chamber of Commerce of Northern California (President in 2007) and the Japan Society of Northern California.

Masa holds a Bachelor of Engineering in mathematical engineering and instrumentation physics from the University of Tokyo and a Master of Science in computer science from Stanford University.



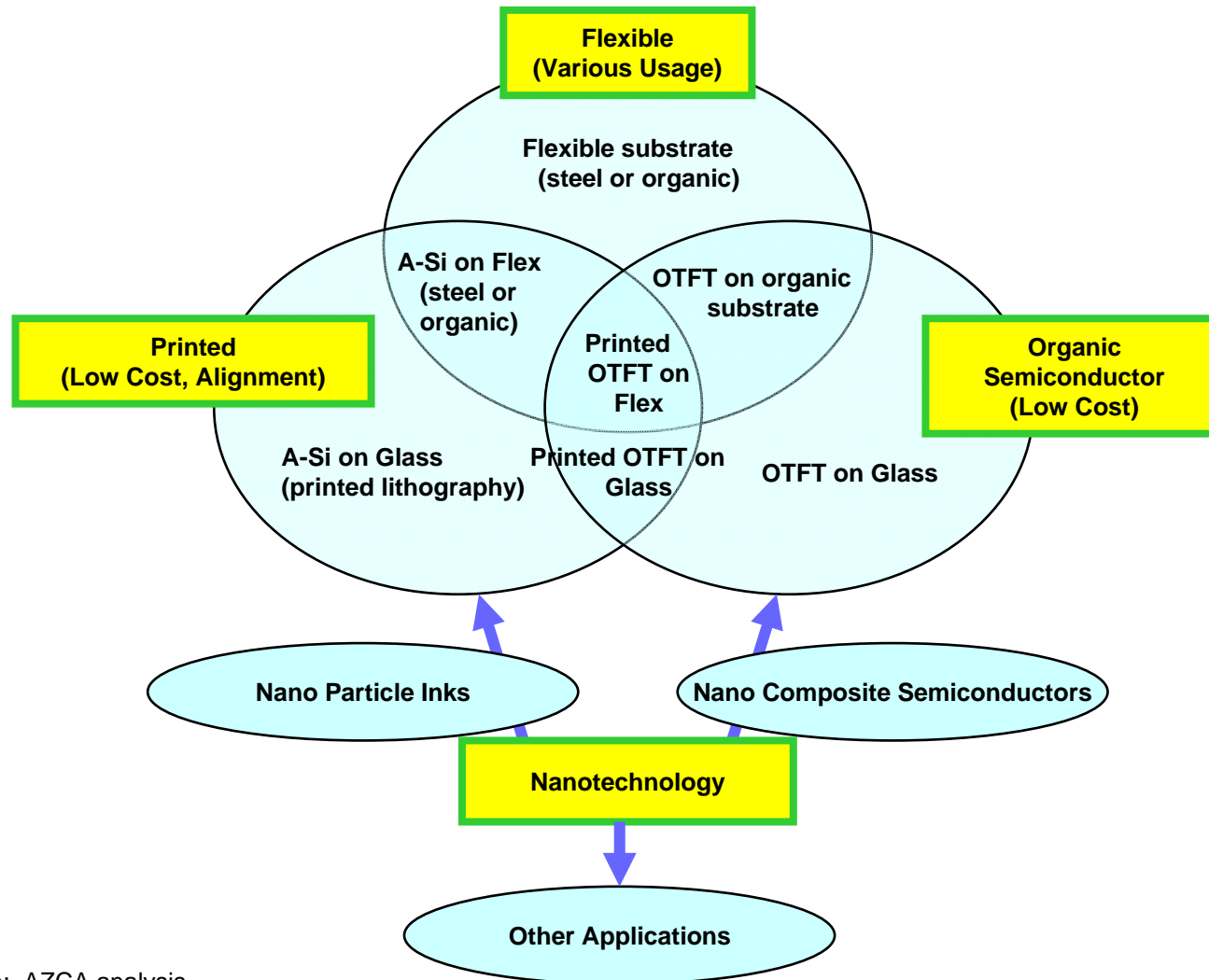
Additional Slides

21st Century Trends



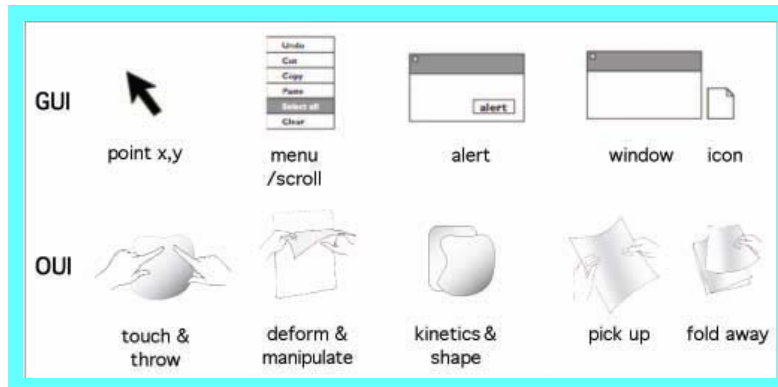
Source: ACM; AZCA

Four Key Words: Flex; Printed; Organic; Nanotech



Source: AZCA analysis

Organic User Interface

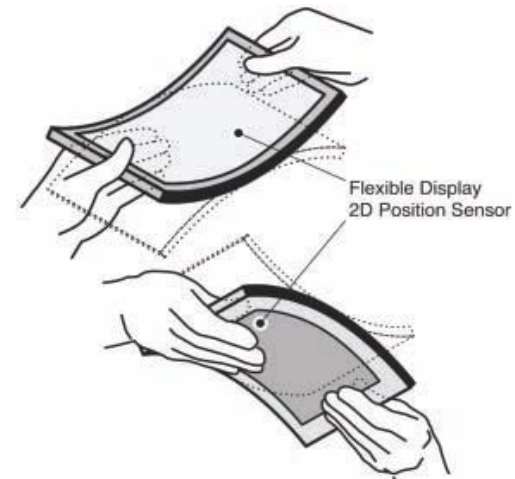


Breakthrough in display leads the progress of user interface

Display Technology	CRT	LCD	HUD/ 3D	Projection/ Haptic	E-Ink Flexible and Kinetic
User Interface	GUI	Ubicomp and Context-Aware	VR/AR* and Wearable	TUI*	OUI

Source: ACM; AZCA

Flexible Display



Source: ACM, etc.

Organic Solar Cells

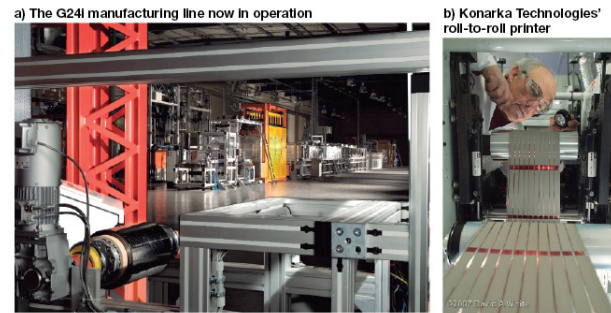
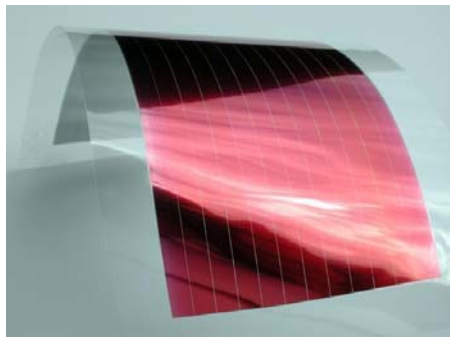
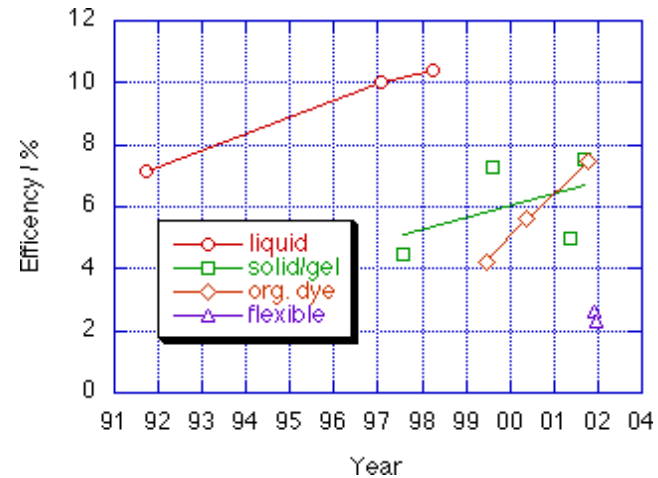


Fig 1 Manufacturing Begins through Printing (a) The roll-to-roll manufacturing line for dye-sensitized solar cells put into service by G24i in October 2007. (b) The tape-type roll-to-roll printer for organic thin-film solar cells developed by Konarka Technologies. Photo (a) courtesy G24i; (b) courtesy Konarka Technologies.



Source: ACM, etc.