



# SamePage Limited

Person in charge, Managing Director Akihiro Takagi

Mail [md@samepagenet.com](mailto:md@samepagenet.com)

Mobile 080-6349-7993

SamePage Limited

## 01. Tebura(tentative name)

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Tebura is a reservation available web app which is used in order to maximize the travelling time of the travelers who do not use a tour package. It is to support tourist who wants to find place for depositing luggage in sightseeing place.

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## Service demo screen (Japanese version)

※ If you want to see actual function, please contact us so that we can show you the prototype

### Desktop Version



### Mobile Version

※ The GPS (global positioning system / global positioning system) is an artificial satellite system which accurately determines where you are on earth.

## Tebura

Tebura can show map in site seeing place. Deposit place in icon at bellow.

- Restaurant, Bar etc.
- Station
- Free Wi-Fi spot
- Bus station
- Convenience store
- Hospital etc.

### Root function

In the smartphone, the root function is available by using a GPS (annotation). You can see the route of the destination, walk, car in the public transportation.

# Empty-handed tourism problem for travelers

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## Problem ①

They must go to the sightseeing place to find the deposit place to deposit their luggage.



## Problem ②

When you are on the move from hotel to hotel, you must travel with baggage



## Problem ③

As because can not speak in English, station staff, police officers are not found who can speak English, can not find a place to deposit the baggage, such as locker.

# Solutions of Empty-handed travel

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## To find the luggage deposit location, booking on the internet.

You can search for the luggage deposit location, reserve, do online payment for deposit place on sightseeing spot in the internet. They can make rout before going to sightseeing place to make the empty-handed tour more smooth. There is no problem even if the person in charge of the deposit place does not know English, since there is no need of conversation.



## Use the rental conference room, restaurants, free time and free space of the individual owner who discontinued homestay.

Rental conference room, restaurants, discontinued homestay of individual owner property located in the tourist destination, such use of deposit places increases the tourism revenue. Per one place, sales up to 100,000 yen in 1 day. 2,000 yen per 1m<sup>2</sup> (6 pieces suitcase) × 10m<sup>2</sup> × 5h



## The tourist can pay multiple currency by credit card without paying by yen.

Also such as use of excess to web is settled, donation trading is not needed in the luggage deposit place.

# Persona

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User attributes: foreign visitors (tourism)



- Bring smartphone
- Language: Can speak English or Chinese
- Age : 30 years
- Individual travelers who do not use a guide or tour
- Marriage : unmarried
- Annual income : 5 million yen or more
- Hobbies : Travel
- Gender : Male • female

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## Available scene



- Want to have a great shopping and tourism in other places also.
  - When moving from hotel to hotel, want to stop by the tourist destination
  - Before and after leaving the dinner party and work meeting, there is a need to change the dress. Therefore you have to clothes when you are walking but you want to deposit at the time of traveling
  - Since do not speak English and Chinese, can speak only Japanese.
- When have problems finding lockers, also ask the station staff and police officers.
- ※In foreign visitors questionnaire 50 people were carried out in our company, There is no use experience of 100% of the locker.

The following are excluded

Tour guides are used for tourists

Tourists who stop by to tourist destination by using cars such as taxi are frequently used outside of Tokyo and Osaka.

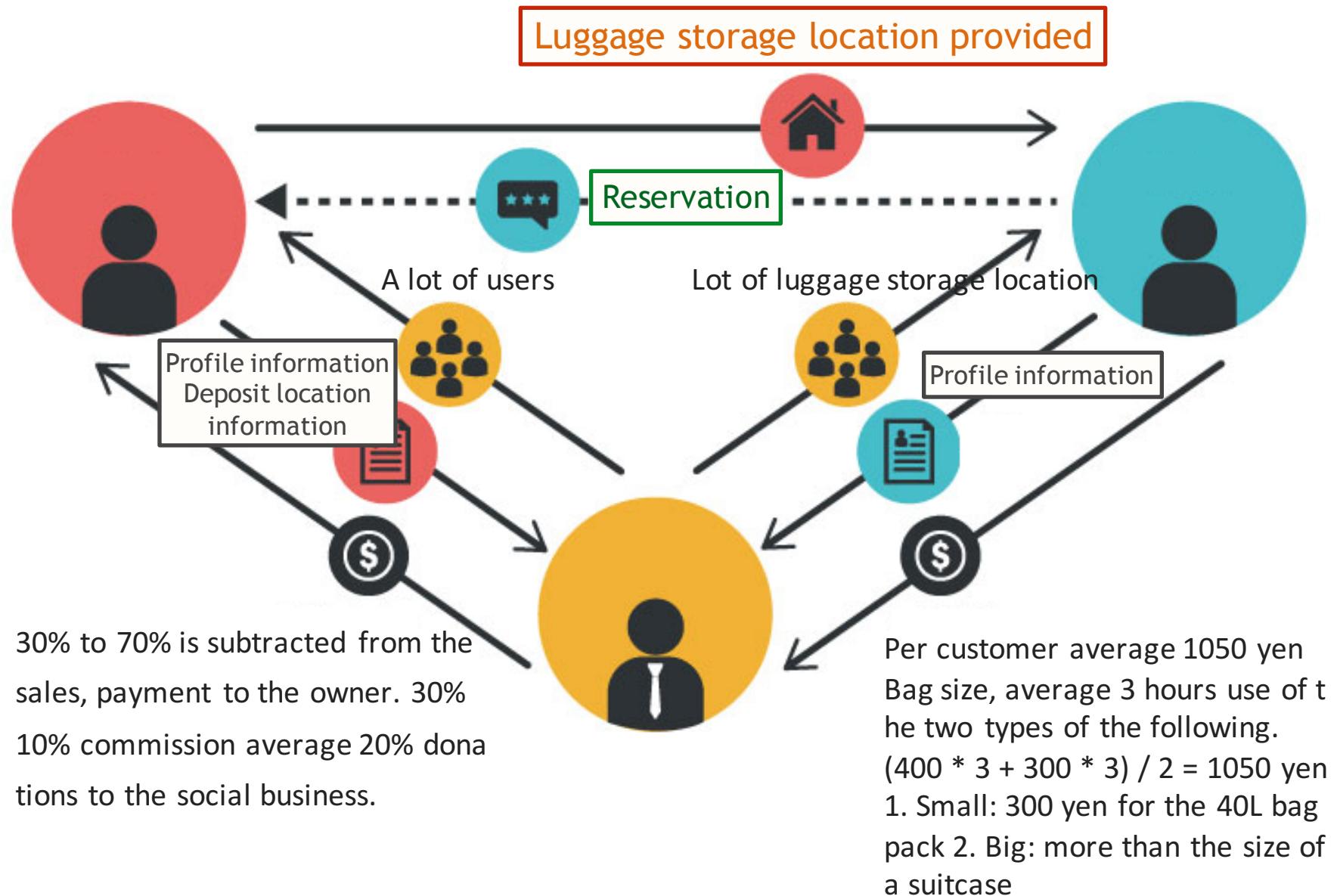
## About user processes and social business



### Social Business

In tebura, deposit location owners, the percentage to donate to social business, "Job site business for Bangladesh of low-income people", has become a mechanism which can be chosen from a minimum of 10%. By this mechanism, deposit location owners, tourists makes a contribution to society, it is possible for you to do sightseeing in a little good feeling. In addition, since about 300 yen will be donated, with the money, it will be possible to deliver one work to the poor people. One luggage for One job. By one of the luggage, delivering one of the work to Bangladesh.

# Business chart



# Ginza sukiyabashi survey sheet

## The luggage deposit was at 4/10 Ginza sukiyabashi

- Implementation time: 10 am to 2 pm
- Pricing: 1 hour 300 yen



● 潜在顧客 ● 購買者



### 3 names to use

2% of the persons who has passed through the sukiyabashi has a large luggage, about 3% of them led to the purchase. Moreover, 2 names who wish to pre-register by e-mail, the e-mail address was provided.



● 購買者 ● 事前ユーザー登録者

# Monitor purchasing in Ginza sukiyabashi intersection



YUKO  
40-year-old  
Japanese woman  
From Singapore

*I was carrying a heavy suitcase while I was going to a tour, I found a place to leave it and it was helpful. By this favor, we were able to enjoy the empty-handed tourism. When the app is possible, I think you would like to use it by all means.*

*I was looking for 20 minutes in the Ginza Station, but didn't not find locker and since deposit place was found, I was saved. If you get the app, use definitely.*



YUWA  
22-year-old  
Japanese woman  
From domestic region

# Deposit location owner hearing



*Since it was noted the property operation of airbnb (Guest houses) from the real estate agency, as it was the place where income was reduced, we want to use in order to increase the revenue.*

IT company management Airbnb  
Homestay management

*Because the opening is charged from 18 o'clock in the morning, by utilizing the meantime space, we want to raise the sales. Since this app is complete, It was the decisive factor of the use is that English may not speak. Food and beverage industry, because it is low margin, and sales go up any day 10,000 yen, to use in the long term.*



Sendagi yakitori shop



*Guest houses available from the real estate agent, but it was refused, this is not illegal, since Este Massage shop has a lot of free time, we want to take advantage.*

Roppongi Este Massage shop  
management



# Risk

## Risk cases

### Lost or damaged luggage

The followings could be the reasons for lost or damaged luggage

1. Mixing-up luggage
2. Steal luggage from shop

### Solutions

1. We can use bar code to put on luggage to identify and then we can manage to check it by app.
2. Government recommended locations such as companies, shopping malls are safer for depositing luggage.
3. For lost or broken luggage we can contact to travel insurance company.

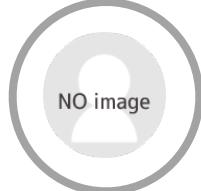
# Our Team



Akihiro Takagi  
Managing director



Kanae Takagi  
Web, Logo Designer



Yasunori Kawakami  
Web engineer contract  
employee  
SP-google map plug-in developer



Mohammad Nurul Islam  
Honorary Consul General of Japan in  
Bangladesh.  
Chairman of SamePage Ltd.



Mahamudul Hasan  
Web Engineer / SamePage Ltd.  
SP-google map plug-in developer



Advisor  
Venture KANDA  
incubation manager

Latest technology! We developed open source plug-ins

The screenshot shows the homepage of the SP Google Maps website. At the top, there's a navigation bar with links for 'EN', 'WHY SP GOOGLE MAPS?', 'USE CASES', 'HOW TO USE', 'OUR TEAM', and 'CONTACT'. Below the navigation is a large banner with the text 'SP Google Maps' and 'Easy Setup on Wordpress'. There are two buttons: 'Free Download' and 'View Demo'. Below the banner is a photograph of a coastal town at night. Underneath the photo, the text 'WHY SP Google Maps?' is followed by four circular icons with labels: 'QUICK' (Mobile navigation), 'CUSTOM' (Layout map), 'EASY' (Installation), and 'GLOBAL' (Support).

SP-Google Map is a WordPress open source website tool plug-in that can be utilized. Root function from the smartphone GPS to get the user location information, was developed so that it can be used even without writing the programming layout change function.

## Marketing strategies and survey results of the second year of the system after publication

Marketing strategies of the 2nd year of the system after it is published

In order to acquire 196,606 customers, perform the policies of the following.

1. 147000 people = registered in the various travel portal site. ※ Such as Tripadvisor, japanguide.com, Lonely planet are target. Recognition to 50% of 980,000 people of the inner target 1.96 million people visit to Japan tourists 13,390,000 people. About 15% of the 147000 who won.
2. 3,000 people = in facebook ad operations 100 views, two of the purchase to win the user. It won the user to purchase of two people. Costs, advertising costs because of 1 view for 5 yen, 500 yen per user. During the trip, the radius is 17km, by setting the target attribute in English, it is possible to reduce the acquisition cost s. Acquisition costs 3,000 user acquisition  $3000 * 500 = 1500000$
3. 36000 user = ask for locker information and neighbor information, useful content to be displayed for SEO, expected to search flow from google and yahoo. At SEO, 10% of 36,000 people who win of the 360,000 year-to-date unique users.
4. 10,000 people = representative Takagi, perform the advertising campaign standing on the street in ninja outfit at Shibuya Station in three of the current two employees. Performed 2 days per week, recognition to 1 00,000 people. That day or in the next day 10 percent of the 10,000 users registered.
5. Ninja has strong recognition even abroad, to do the PR to overseas media as a ninja brand to the social contribution activities, to support 3 of the policies.

### Research records

1. Street foreigners interview 50 people
2. Ministry of Land, Infrastructure and Transport empty-handed tourism department policy bureau logistic s policy planning office, Oba Assistant Manager, Hearing to Mr. Kondo
3. Deposit location owner hearing: restaurants, beauty shops, guest house user etc.
4. Investigate the American travel market in the Internet. ※ Advance preparation plans for four years.
5. Survey results: New York : Total 47,000,000 visitors (62.6%), International: 12,200,000 (16.2%) Source:  
[http://www.forbes.com/2010/04/28/tourism-new-york-lifestyle-travel-las-vegas-cities\\_slide\\_1\\_0.html](http://www.forbes.com/2010/04/28/tourism-new-york-lifestyle-travel-las-vegas-cities_slide_1_0.html)  
<http://www.crainsnewyork.com/article/20150823/HOSPITALITY TOURISM/150829979/exchange-rate-bah>

# Market

13,390,000 tourists visited Japan in 2015

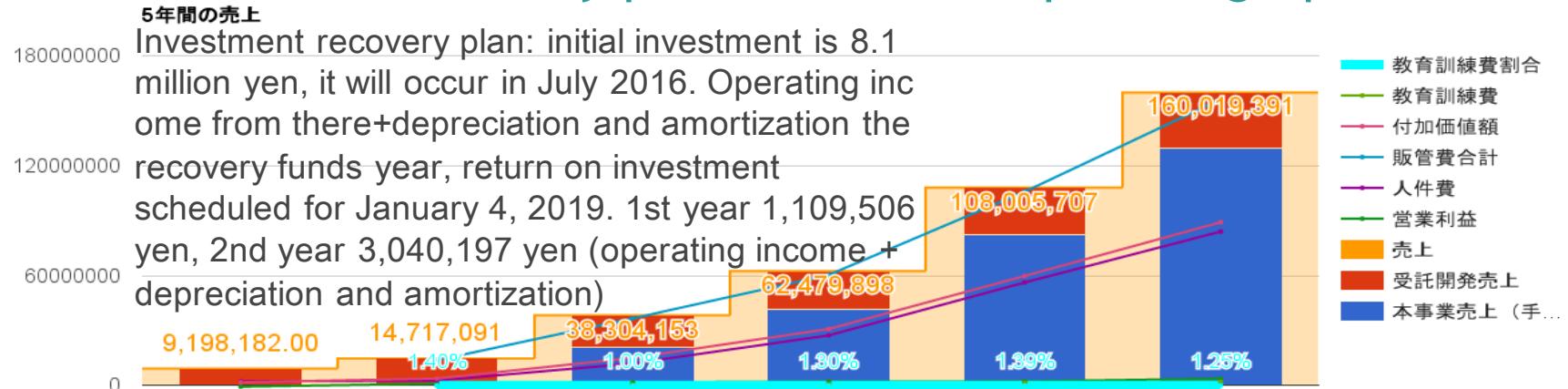


## Market summary

- 13,390,000 tourists visited Japan in 2015=Visit outside the arrivals 19.7 million people × The main purpose is 68% the proportion of tourism.
- Serviceable market consists of 196 million people. Breakdown, 13,390,000 tourists visited Japan, multiplied by the percentage of the following.
  1. Individual travelers 70%
  2. Annual income 5 million yen or more of households 52%
  3. Visit to the 2 metropolitan areas 56%
  4. Internet use by users 80%
  5. English or Chinese-speaking users 80%

Tourists visited Japan in 2015	Individual travelers percentage	Individual travelers number	Percentage of annual income of more than 5 million yen	Household annual income of more than 5 million yen	
13396000	70.00%	9377200	52.00%	4876144	
Visit ratio to the 2 metropolitan areas	Visits to the 2 metropolitan areas	Internet use percentage		Users who knows English and Chinese	Number of service available users
56.00%	2730641	80.00%	2184513	90.00%	1966061

# Investment recovery plan and sales expenses graph



※ Plan to use more than 1% of sales as education and training expenses.

	0	1st Year	2nd Year	3rd Year	4th Year	5th Year
Earnings	9,198,182.00	14,717,091	38,304,153	62,479,898	108,005,707	160,019,391
Operating income	-652,958	951,583	1,669,557	2,118,894	2,200,315	3,733,294
Personnel expenses	2,220,000	2,680,000	12,020,000	27,348,000	56,234,000	84,038,840
Total SG & A expenses		13,765,508	36,634,596	60,361,004	105,805,392	156,286,097
Added value	1,718,891.00	3,789,506	15,060,197	30,831,217	59,798,637	89,136,457
Education and training expenses		200,000	400,000	800000	1500000	2000000
Education and training expense ratio		1.40%	1.00%	1.30%	1.39%	1.25%
Personnel expenses description	Customer Support part-time annual income $1,000,000 \times 1$ person Part-time business annual income $1,000,000 \times 1$ person ※ ninja dressed In the second year, a part-time job or student intern spread awareness to the streets dressed in ninja, Hire 2 people. Marketers employees annual income 6 million Increase from a total of 8.92 million in the previous year		Employment plans programmer, the UX designer in the third year. Annual income 6 million. Additional part-time job two people. Customer Support part-time annual income $1,000,000 \times 1$ person Operating annual income $1,000,000 \times 1$ person 1000000 $\times 2$ persons 16 million	In the fourth year, the United States of marketers annual income 12 million, additional programmer 2 persons 6 million. Part-time job two additional annual income 1,000,000 * 2 persons total 26 million	In the fifth year, 12,000,001 people American marketers annual income Customer Support annual income 6 million yen * per person for the United States Part-time annual income 2,000,000 * 2 persons in the United States Total 22 million	

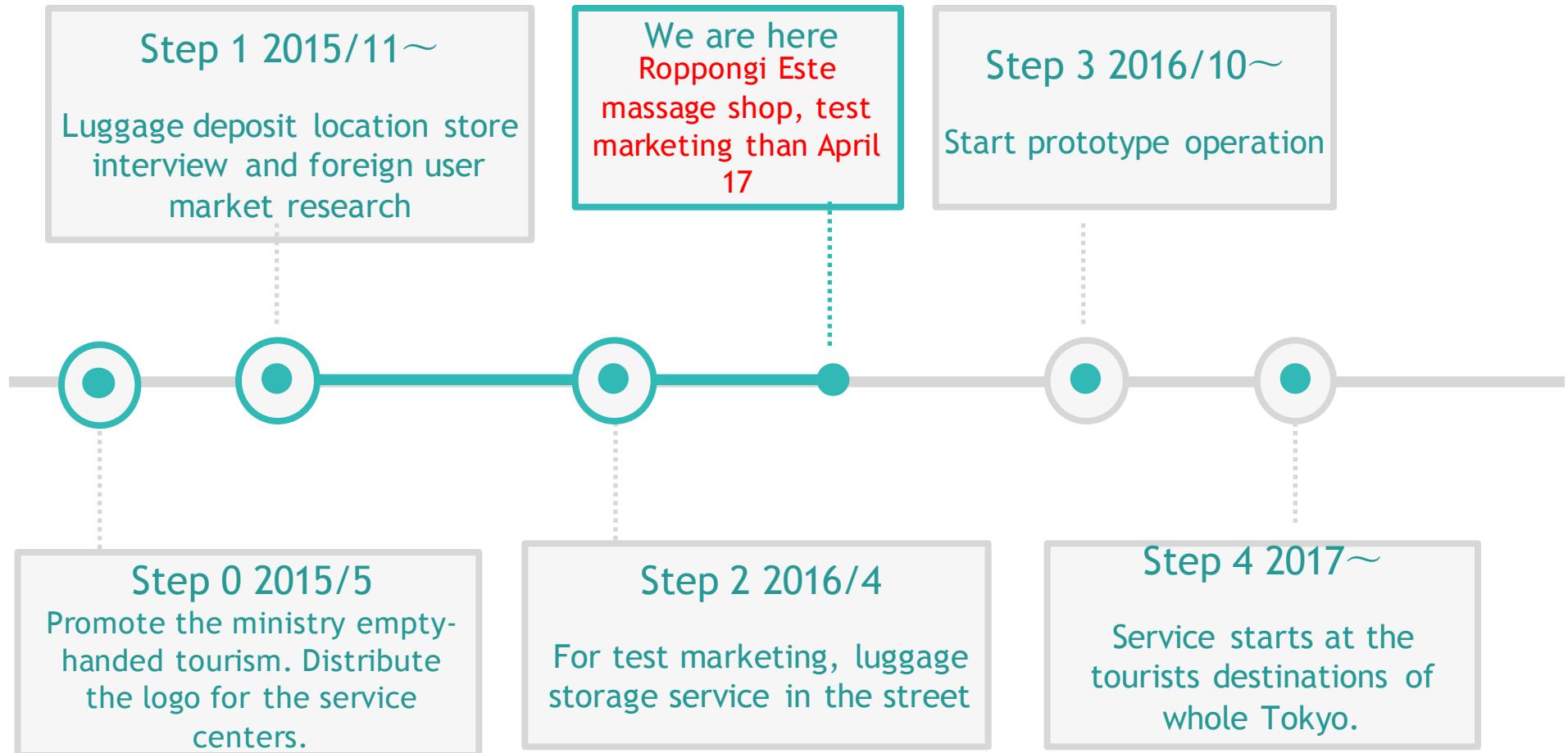
# Competitive comparison table

Competitive comparison table

	<i>Hotel</i>	<i>Locker at station and tourist spots</i>	<i>Souvenir shop</i>	<i>Deposits stores of delivery company 80 places nationwide</i>	<b>Tebura</b>
Search on internet	✓	✗	△	△	✓
Installing sightseeing place	✗	△	✓	✓	✓
Reservation on the internet	△	✗	△	✓	✓
Multi-currency payment	△	✗	✗	✗	✓
Root function for deposit place	✓	✗	✗	✗	✓

A new competitive risk: foreign, guest houses of airbnb, domestic and rental space, rental conference room reservation service Spasemarket, such as free parking reservation service Akippa etc. There is possibility to enter a new business. At that time, taking advantage of the first mover advantage, The neighbor information of the locker information and tourist attractions collected by us. Because it offers a high-quality content, win the competition in the SEO (✗ google-level display) and UX (✗ user experience).

# Timeline



The foreign tourists who visited Japan in 2016 January-2015 for one year, became the record high 1973 million people, It was revealed in the estimation of the Japanese Government Tourist Office (JNTO). The government has set a target of 20 million people per year by 2020, but since that this is almost achieved, it raised the target to 30 million people for 2020.

# Vision

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SamePage Limited  
CEO Akihiro Takagi  
[AKIHIRO TAKAGI](#)

## Vision

Remove information gap from the whole world, create a society in which talented people can get a fair opportunity.

## Background of the vision

I have been trained in Bangladesh of business in the Ministry of Economy, Trade and Industry / HIDA overseas global human resource development internship program for half a year than last September. At that time, as a result of visiting the more than 30 local companies in Bangladesh, the economy is still developing cause as one of the managers, both of the working class social values are still deeply-rooted, I felt that, the reality is hard for entrepreneurs to work together toward one goal. In the shadow of Japan's post-war economic growth, management is to allocate profits to employees "fair values" and as of the lifetime employment system, by promoting long-term employment, I believe that this history if so, can lead to the economic development of Bangladesh and the world.

Let move together, to the same destination.

We Are on the SamePage.

After 10 years, the United States guest houses have been accepted as a cultural, Australia, Europe etc. has developed plan.  
※ Country guest houses have been accepted as a culture, it is less psychological difficulty for luggage storage.

# Locations

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# Reference information

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