

The Tokyo One-Stop Business Establishment Center (TOSBEC) is a one-stop consultation service center that helps its users complete the necessary procedures for establishing a company. Today we talked with an entrepreneur, Ayumi Maruyama, CEO of Triple Regards G.K.



Relay interview

Choose the best option for myself.

I used to say "If I had two lifetimes, I would go to art university." However, the appearance of diabetes changed my way. We are living in the world of "The 100-Year Life" and we tend to think we have plenty of time to do what we want, but the appearance at the age of 20 put a period to my habit, procrastination. Work-style transformation enabled us to pursue our likes and freedom. The freedom gives me a choice to live healthier under diabetes condition. Especially if I were an entrepreneur and could make all decision by myself, I would live my life as I pursue.

Do what I like as an entrepreneur and make decision for myself.

Before going to art university I was working at a global medical company since I would like to do something good for patients. On the second year, I built top sales record and the most selling product on the year was "a machine with great design concept". Clients told me "I want to buy it because I enjoy using it", and I found the value of "design".

However, my goal turned to "sales" which is different from the original goal, to do something good for patients. In addition, I could not make any decision within the large corporation. Even if a client bought the product, the corporation decided to give away the license of the product or to stop selling the product. My feeling of "making all decision by myself and taking responsibility for it" became stronger and stronger.

I chose G.K. because I can pursue my goal.

The first direction I set was "not raising fund from the third party, doing business all by myself, managing the company with purely my own capital". Scaling up a company is not what I want to do. I may not pursue my original goal if the third party controls my company with funding or stocks. What I put value into the company is creative contents and design, not a trust as a stock company. Observing myself from multi-directions and choosing the best way for myself, I decided to establish a G.K.

I had never thought of starting a company by myself, but my small success stories encouraged me to start a business such as becoming a top-sales person, receiving healthcare-related awards and awards at business contests like Tokyo Startup Gateway 2018. It is such an honor to see many people are supporting what I do. Participating several programs for entrepreneurs and meeting people and mentors, my project and I started to grow.

Some startup support facilities led me to TOSBEC.

I found so many startup support facilities in Tokyo while participating several programs an entrepreneur. When I was visiting Startup Hub Tokyo and Tokyo Startup Station, I found TOSBEC. Since I decided not to raise any fund from the third party, I could spend too much on administrative process and TOSBEC was the best place to do all the administrative procedures.

Not outsourcing any consultation to judicial scrivener, I did all by myself with TOSBEC support, and I submitted article of incorporation electronically. I was glad to get some support from young staff at TOSBEC.

Tokyo One-Stop Business Establishment Center (TOSBEC)

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Profile

Triple Regards G.K.

Ayumi Maruyama

CEO and founder of Triple Regards G.K. Since the appearance of diabetes at the age of 20, she started thinking of launching a business to transform behavior with communication design through artistic health care service. Receiving idea award at "Japan Healthcare Business Contest" organized by Ministry of Economy, Trade, and Industry (METI), and at "Tokyo Startup Gateway 2018", she inclusively united her success stories and built her company.

All the paperwork was frustrating, but foreign-entrepreneurs encouraged me.

Since I had never done company registration in my life, the procedure was so tough for me. I sometimes mistakes because I had never done it. All the paperwork was so frustrating, but I saw many foreign-entrepreneurs are making effort and going through all the paperwork process all in Japanese.

Living abroad is not easy. When I was studying in Germany for a year as an art university student, I sometimes could not communicate just for a little thing. These foreign-entrepreneurs, however, are challenging themselves to start a business in Japan, I was impressed. "Launching a company in Japan is not difficult for me compared to all the foreign-entrepreneurs. Just do it!"

The appearance of diabetes, the lack of decision making, the frustration of all administrative procedures, and all the experiences give me feelings. With my own feelings, design and art, I will pursue behavioral transformation among people.

My key tips about starting a business in Japan



Bilingual staff at TOSBEC helps a lot for foreign-entrepreneurs. In the future, I will expand business abroad as they do in Japan.