



The Tokyo One-Stop Business Establishment Center (TOSBEC) is a one-stop consultation service desk to help completing necessary procedures for establishing a company. The national government and Tokyo Metropolitan Government jointly operate this center. In addition to Akasaka, there are also satellite centers in Shibuya and Marunouchi.

This time, we had interview with an entrepreneur, Mr. Beau Becker who came up with an idea to produce unique energy drink using plums from Wakayama to prevent people from having red face after drinking.

**User** Relay Interview ..... 

**I established my business being inspired by the unique energy drink culture in Japan.**

I set up my company because I wanted to make an energy drink called "Akan" to help people from getting red face while drinking.

If you are living in Japan, it might look normal. But there are a lot of energy drinks (Eiyou Drink) anywhere in Japan, which is quite rare even comparing it to other countries in the world. You can find various kinds of energy drinks in kiosks in train stations, in pharmacies, and in convenience stores. I was interested in this culture, and tried many kinds of energy drinks myself.

The turning point came 2 years ago in Osaka. I went to drink with my team mates from a local volleyball team. I saw all of them were drinking with red faces. One of them suddenly looked around and said "Why aren't there energy drinks to cool off our red faces when we drink?". For him, that comment probably didn't mean much. However, the comment changed my life completely.

I suppose some of people reading this article want to start a business, but didn't meet the right business idea yet. I couldn't find the entrepreneurial idea for a long time. Probably if you are looking for it, it is just a very small thing around you, which will be the life changing business idea.

**To give your idea a real shape**

After I came up with the idea to prevent red faces, it took 2 years to establish my business. First year, I spent all my time for research. I met people from companies making energy drinks and experts in the field to gather as much information as I could.

As the research goes on, I found out there are energy drinks to prevent hangover, but there was no energy drink to stop faces from being red while drinking. One of the good things about doing research is it gives you confidence to your business idea.

Once I decided what supplements to use as ingredients based on the research, there was another big problem waiting for me. It is the taste.

In a bottle of energy drink, there are many supplements, it means it is too bitter to drink by itself.



**Reiwa Seiyaku K.K. President & Representative Director Beau Becker Profile/**

While studying in a college in U.S, he visited an exhibition held in Japan. After the visit, he found himself with more interests in Japanese cultures, and started to have a dream to make a business in Japan. After acquiring experiences in a start-up company in China, he moved to Osaka with a new job in a Japanese company. On 2017, he came up with an idea of an energy drink\* "Akan" while drinking with his team mates from a local volleyball team. On 2019, he established Reiwa Seiyaku K.K. and became a president and representative director of the company.

※In Japan, energy drinks (Eiyou Drink) include not only carbonated drinks, but also pharmaceutical grade ones. They have diverse benefits as helping to wake up, to digest alcohol, to ease upset stomachs, and more.

I reached a solution to use plum (Ume) syrup which uses plums 100% from Wakayama. Yuzu was one of the candidates, but plum syrup was the best because it's sour and sweet flavor could ease the bitter and astringent taste perfectly. For Japanese customers, it important the products are made in Japan. So I decided to produce my energy drinks in Japan. It is my dream to see Akan in shelves of convenience stores all around Japan in the future.

**Tokyo is filled with support and information.**

I came to Tokyo One-Stop Business Establishment Center (TOSBEC) for the first time on November 2018. At the reception I asked them "I want to set up a company. What should I do?".

In the beginning, I talked to one of their Small and Medium Enterprise (SME) management consultants to find out steps for setting up a company. Out of all the services offered by TOSBEC, I especially recommend free seminars held frequently. It covers how to pay tax, how to acquire business manager visa, basics of subsidies, and more. They are taught by speakers from various organizations and experts. I found something new every time I joined. Every time different topics are picked up, and I have attended the seminars at least 6 times. Out of many advantages to set up business in Tokyo, the wide selection of information and support is the most important benefit. Although it is important to select useful information for yourself, the rich resource of public services and information as how to register and get funding is an important benefit you can't find in other cities.

 **Quick Advice**

I heard Japan doesn't have many young people starting their own business. Compared with other countries, it is almost a waste of opportunities if you don't start business in Tokyo which is surround by supports for entrepreneurs. I recommend them to make a step forward by participating one of the seminars offered by TOSBEC.

Join "Tokyo Business Startup Seminar"! **Participation FREE!**

**【Tokyo One-Stop Business Establishment Center】**

Address: ARK Mori Building, JETRO 7F, 1-12-32, Akasaka, Minato-ku, Tokyo

Telephone: 03-3582-8352 FAX: 03-5561-4123

URL: <https://www.senryaku.metro.tokyo.lg.jp/onestop/english/top/>