

The Tokyo One-Stop Business Establishment Center (TOSBEC) is a one-stop consultation service desk to help completing necessary procedures for establishing a company. There are many reasons to set up a new business. Some people start a business just to “help sports to be more part of our culture”. Mr. Kasahara, a previous professional athlete who we interview today, is trying to make sports closer to our life in many ways, which include supporting athletes. We are going to hear what his passion is toward his new business.



relay interview



It is my role to connect athletes to the society

I wanted to work closely with athletes because I was a professional athlete to start with.

After I retired, I started working in the field of event production. At first, I tried to keep distance from sporting events without thinking about it. However, I realized my position as a retired athlete could make this work something special after I helped to organize J. League All-Star Soccer game and other sporting events. It became a joy to help creating connection between athletes and sponsors.

Later, I moved to the department of casting and management of athletes. It was my role to let athletes know what sponsors intentions are, and negotiate with sponsors to understand the standing point of athletes.

After I worked in the sports industry, I started to realize the social standing position of the athletes in Japan are not as good as it should be. Many of the top athletes in the world has established a position with supports and enough financial backups. In Japan, it seems that environment and the expectations of people are not quite there yet. So, it is my goal to be a bridge to make more opportunities for athletes. It is my motivation for me to pursue this career.

Tokyo One-Stop Business Establishment Center (TOSBEC) is not only a registration space, but also a place for consultation

There is a moment you feel that this is the right moment to start up your business. In my case, that was when a president of a company, who always helps me a lot, suddenly asked me “How do you want to spend the rest of your career as a person in sports industry?”.

I was almost at the end of the 40s, and it came up to me that maybe I don't have much time left to do what I really want to do. That pushed my back to start up the new business. I wanted to continue my career, but I wanted to do it in much closer position to content holders.

When I decided to start up my business and leave my previous job, I found out I still have 2 months of paid vacation to spend. If I have 2 month to spend, I felt it is good idea to register the business on my own rather than commissioning it to a professional.



COLORFUL. G.G Representative Hidenori Kasahara Profile / After Mr. Kasahara retired as a professional athlete, he has experienced jobs in restaurant, acting, video production, and advertisement agency. In the advertisement agency, first he worked in event production, and became a casting producer for athletes. He has been connecting sponsors and athletes to make many sports events and TV commercials successful through his casting. In August 2019, he established “COLORFUL. G.G” to plan events, manage casting of athletes, and help expanding sports industry itself.

I visited TOSBEC, and first thing I told them was “how can I register company.” Then, I went to the booth for company registration and asked “How does the company registration work?” Once I am done asking them question, I went to the booth of tax, and asked “What should I prepare to register my company to tax office?”. It was as simple as that. They took a closer look at my registering documents, and professionals at the booth helped me to fix the paper work. It was a relief that I had somebody to check my paper works and consult before I submit my documents. It takes some anxiety off when a person who knows it well could help editing the paper.

The company which gets sports closer to our life

From 2019 to 2020, there are many major and international sports events will be held in Japan as Rugby World Cup and Olympics. It is the time when we can enjoy popular sports events in our neighborhood. In such sporting years, I am hoping that my company could help sports even closer to our life and increase the value of sports in Japan.

For example, I sometimes see the owner of the grocer shop is talking with its customer about the baseball game last night. In other sports other than baseball, it is still hard to see that happening in our life. I hope that I could create more opportunities like that where “sports are being really part of our life” with a bit help from my business.



Quick advice

When you are setting up a new business, there is no corporate fame or legacy supporting your back. All the risks will be on your shoulder. But good thing is that positive results also all come back to you. It depends on you in some way. I am feeling that this is the real advantage of having my own company. It is still hard in many ways to set your company on your own. But it will make it a bit easier when you talk to TOSBEC first.

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