



The Tokyo One-Stop Business Establishment Center (TOSBEC) is a one-stop consultation service desk to help completing necessary procedures for establishing a company.

When you establish a company, it sometimes helps to create a social trend. Mr. Ryan is an entrepreneur who is trying to create a business which will empower people during the COVID-19 period. This time, we will interview him and hear his passion for entrepreneurship.

User

Relay Interview



Training is essential during the COVID-19 period

In Japan it is not yet commonly recognized, however, what I want to promote is something called "body-weight training". In U.S. and many countries, this training method is called calisthenics.

In general, gym training focuses on one part of the body at a time, however with calisthenics, muscles throughout the entire body are used during a single exercise. This also helps train the body's inner muscles to gain body balance and awareness. Calisthenics training develops strong and flexible muscles as opposed to just big muscles.

However, the equipment used for calisthenics is still hard to find in Japan, and the only way to get it is to import foreign products paying a lot of money on international shipping. I saw this hole in the market, an opportunity to establish my brand, and the chance to make calisthenics equipment accessible and affordable in the Japanese marketplace. Under the current COVID-19 period, many people are mentally having a difficult time. I believe calisthenics will be an empowering tool to manage their mental-health, body and to create a positive mindset.

Reasons why I started a company in Japan

I created the brand youngninja this year in April. The brand originated from principles I gained through my life experiences.

When I decided to establish a company, many business ideas came to my mind. At that time, I asked myself which business idea could be the one I am most interested in, and what I can give back to society through the business.

I started my career as a professional snowboarder when I was 18. Even after I ended my professional career as an athlete, I kept thinking about how important training is as a lifestyle.

When training is done in a well-balanced way, it helps people to have a healthier mental condition. Through my experience, it was evident that training was almost a necessity to have a healthy mindset. If that would be a business to spread the benefits of training, I thought it will mean a lot more than just making money.



youngninja G.K. owner Sean Ryan

Profile /

Former professional snowboarder with rankings as high as 4th in the United States. During his career as an athlete, he visited Kyoto through a college program. The trip to Kyoto was a turning point in his life and a main motivating factor behind him setting his sights on starting a business in Japan. After gaining experience at Japanese startup companies, he leveraged both his business and athletic experience as a professional snowboarder to establish youngninja GK, a company that sells specialized equipment for body-weight training (April 2020).

Tokyo One-Stop Business Establishment Center (TOSBEC), a company can be established in one stop

I can remember only positive things about Tokyo One-Stop Business Establishment Center (TOSBEC). Best of all, I can establish a company in one stop. In Japan, administrative procedures can be complicated, and most of the process is in Japanese, which can be hard for entrepreneurs from overseas. However, it made everything a lot easier when I heard that I could establish a company in one stop at TOSBEC. That sounded much simpler.

In the company registration process, consultants helped me to prepare the paper work one by one from the basics. Without the support, it would have been much harder to set up my company.

Creating trends to empower people during the COVID-19 period

People tend to feel depressed when they are staying home too long. However, if you look at parks in Tokyo, there are much more people jogging than before. Although it is a very tough time, it is definitely an opportunity for people to reassess their lifestyles.

In this hardship, I hope I can make a change for people to adjust their lifestyle in a positive way through calisthenics and my brand.

Although it is hard to meet customers in person and explain about my products, I have been developing a community through SNS so people can share, connect, and learn more about calisthenics.



Quick Advice

Especially at the beginning, the process of establishing a company can be very difficult and overwhelming. However, if you view it as essential experience that will shape your life, it becomes easier to work through the steps.

Please start from the goal of just selling one service or product to one user. Once the product is sold to the user, your accumulated knowledge will be dramatically different from when the business was just an idea. This mindset will make it easier to take it step by step and will help you to seize new opportunities that you did not see a month ago.

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