



The Tokyo One-Stop Business Establishment Center (TOSBEC) is a one-stop consultation service that can help you to complete all the administrative procedures required to start your business in Japan. It is jointly administered by the Japanese government and the Tokyo Metropolitan Government and has the main office in Akasaka and satellite centers in Shibuya and Marunouchi. In this issue, we interviewed Mr. Naoki Hashimoto, who established a tutoring school after providing online private tutoring services on the side for five years while working for a major life insurance company.

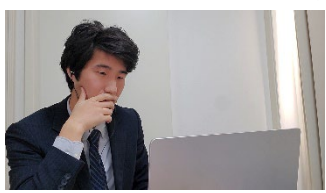
User Relay Interview

Starting tutoring as a sideline

I have been interested in teaching, or helping people with their studies, since I was at college, although I never thought about becoming a school teacher. Having received a job offer from the company of my choice, I looked for an opportunity to try out a teaching job, thinking that I may never get another chance, and found an appropriate part-time job at a tutoring school. I immediately found it great fun and got excited to see my students improve their performance day by day. I felt like I was really cut out for the job of helping people with their studies. I will never forget the novel sense of fulfillment that I derived from that experience. So I chose to continue to do tutoring jobs as a sideline while working for the company I had joined, and started giving private tutoring lessons online from home. I kept my engagement in the side business at an appropriate level, never dreaming of making it my main business. Five years later, however, I started to change my mind about this as the number of students kept increasing. Seriously wishing to engage in work that I truly enjoy and to make it my main focus, I decided to establish my own tutoring school. My plan was to run a totally online school, like when I gave tutoring lessons, which would require no capital investment. So although I felt huge anxiety about the new challenge, I made a promise to myself that I would go as far as I could.

Making "admission by recommendation" a main feature of the school

In July 2022, I left the life insurance company in order to focus on making preparations to open the school in September. I started by reviewing the vague ideas I had been tossing around to create a workable business plan. In Japan, the entrance examination support business has formed a competitive market, providing many different services. To survive in such a challenging business environment, having an appealing feature is essential. For this purpose, I focused on "admission by recommendation," a newer option for university application in comparison with the conventional written entrance examination. Recently, the use of the newer option has been expanding to account for nearly 50% of all applications accepted in 2022. Taking note of this trend, I laid out a plan to specialize in assisting students with preparing to apply via this route.



Suishinjuku Co., Ltd. President & School Principal Mr. Naoki Hashimoto



Profile / Began to teach at a tutoring school in his fourth year of university. After graduation, he joined a major life insurance company while continuing to work an online side gig as a private (home) tutor. After five years, noticing the growing number of students, he decided to start his own tutoring school. In July 2022, he resigned from the insurance company and began to make preparations for establishing a company. In September of the same year, he incorporated his tutoring school, named Suishinjuku.

At the same time, I needed to deal with the procedures for business incorporation, an area I had no knowledge of. Seeking professional help, I first visited my local legal affairs bureau to get some advice. At the office, I was referred to TOSBEC, which, as I was told, provides expert support to help with administrative formalizations for an entire range of incorporation processes, from certification of the articles of incorporation—an essential requirement for launching a business—and registration to tax affairs and other matters. I promptly contacted the office to use their services. That was around mid-August.

Very useful templates for various documentation requirements

My telephone call was responded to very politely. I made a reservation to visit the appropriate desk and received by e-mail a complete dossier to fill out and bring with me when I went in. Most of the documents were well-prepared template forms that required users to do nothing more than simply enter the required information. That was very helpful. On August 29, I visited the office for the first time and had my draft articles of incorporation corrected and various other documents checked. The person helping me was very nice, giving me useful guidance and detailed explanations. Following this, I e-mailed the corrections I had made so they could be checked before I made my second visit on September 2, when I filed a registration application right there at the desk. After a few days, my application was accepted, just two weeks out from when I had started with a blank slate. It was amazingly fast! I also found it heartening that TOSBEC is operated by the Tokyo Metropolitan Government. I highly recommend the support service, which is very functional and useful.



One point of advice from me

I first thought that even if I was getting support from TOSBEC, I would still have to visit several different counters to complete the incorporation procedures. However, I was able to do everything needed for the application from that one desk at TOSBEC. The service is true to its "one-stop" name and is worth checking out.

Consultation and introductory sessions are held as needed. Now accepting participants! Available to everyone, free of charge!

【Tokyo One-Stop Business Establishment Center】

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