



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 Japanese government and Tokyo Metropolitan Government and has the main office in Akasaka and satellite centers in Shibuya and Marunouchi. In this issue, we interviewed Ms. Kotanigawa, Ms. Hirono and Ms. Eto who established Coznoriarz.

User Relay Interview



Our goal is to improve everyone's health literacy for making the future of health and well-being bright

We worked at the same health consulting call center, and actually we did not feel content with the work environment. While we often talked about it, we had the same feeling like, "it's better to make a more comfortable working place by ourselves than keeping complaining." During that time, I also worked as a sole proprietorship and wanted to expand my business. Azusa and Kozue were impressed by me, so it didn't take so long to decide to set up our company. Including our previous company, we had helped a lot of people attain wellness through a wide variety of working experiences such as healthcare institutions, nursing homes and home healthcare agencies. We discussed "what and how we can contribute to society," and came up the idea of founding a healthcare support company. We decided to set up an LLC because we wanted all of us to be representatives so that we can make good use of our skills.

Not many words needed. We felt something, like a bond.

Our story began when Noriko said, "I want to do something with you." Soon after we decided to start a business, we had conversations many times to make our business plan concrete. We first started last February, so it took about one year. We kind of feared at the initial business planning phase since we weren't sure if the idea had been real. We also became aware of the responsibility to run our own business. But every time TOSBEC gave us detailed advice on our problems. That helped the preparation move forward steadily and got us feel "we can work it out!"



Coznoriarz LLC Representative Azusa Kotanigawa (Right)

Profile: She qualifies as a registered nurse in her 30s and has worked in a hospital, home-visit nursing service, specialized dementia care facility, health consulting call center and so on. Now in her 40s, she sets up Coznoriarz LLC in April 2023 with the thoughts, "I want to provide correct health information."

"I want everyone to be able to keep their good health by themselves." She also qualifies as a certified phycologist, mental health counselor, Health and Productivity Management Expert Advisor etc.

Noriko Hirono (Interviewee, middle)

Profile: She has worked in a hospital where she was in charge of patients in the acute phase and the ones with cancer. She has also experienced home nursing, nursery school, instructor at a care welfare college, health consulting call center, occupational health nursing and so on. She opens a store which handles flowers, aroma and herbs in Fukuoka, her hometown. She qualifies as a registered nurse, care manager, Health & Productivity Management Advisor etc.

Kozue Eto (Left)

Profile: She has a career in gastroenterology, general internal medicine, respiratory medicine, health services facility for the aged, day care center, short stay facility and the health consulting call center. She desires to convey these messages, "A healthy body makes a healthy mind." "Beauty and health come from within." She qualifies as a registered nurse, Health & Productivity Management Advisor etc.

Complete the company registration documents and the filing procedures were overwhelming.

Since I worked as a sole proprietorship as I said earlier, I had joined some events and seminars held by Startup Hub Tokyo. When I had a business counseling there, the consultant recommended me TOSBEC. Though we called them even we weren't sure what to consult with, the staff was very kind and gave us useful guidance like which booth and when to use. We had a telephone consultation with an SME management consultant and could deeply understand the process of company registration and tax-related matters. We called and emailed over and over again to prepare the company registration documents and certification of articles of incorporation, but every time all of the staffs and consultants provided us the generous support. We really appreciate it.



One point of advice from me

To those who are considering starting a business, just contact TOSBEC even if you don't have a concrete idea. There are SME management consultants and experts on each booth necessary for the company establishment procedures. The staff will guide you which booth to use and what to do next. They accept a telephone/face-to-face meeting and you can get your documents checked and corrected by e-mail as many times as you need. If you have a dream, don't be afraid to take a step!

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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