



東京都

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 Yurakucho. In this edition, we interviewed Mr. Ramón Haaf, who co-founded a company with a friend to develop an AI-driven talent casting platform for video production companies.

## User Relay Interview.....



### Bringing Japanese-Made Visual Content to the World

When I was a student at Waseda University, I also attended a drama school because I initially aspired to become an actor. However, after gaining experience as a casting assistant, I realized that the casting process in Japan relies heavily on personal connections and can sometimes be delayed due to a lack of data. Moreover, foreign video production companies are often uncomfortable with the traditional Japanese casting style. As a result, especially in the United States, they tend to hesitate to cast Japanese talent and instead use actors from other Asian countries to portray Japanese characters. On the other hand, Japanese talent has had few opportunities to audition in the United States. Wanting to change this situation, I co-founded a company with a friend to develop an AI-driven casting platform that helps select suitable talent and create visual content for global audiences.

### Tokyo: The Center of Modern Visual Content

My hometown is Stuttgart, Germany, which is a sister city of Ogaki in Gifu Prefecture. I first came to Japan for just two weeks as an exchange high school student. Wanting to know more about Japan, I later enrolled at the University of Tübingen, majoring in Japanese. I then came to Japan again to study at Doshisha University. After spending a year as an intern at the Tokyo branch of a German car appliance company, I transferred to Waseda University to study data science. I also attended a drama school out of a strong interest in acting.

After graduating from Waseda, I realized that I wanted to be involved in the entertainment industry. I believe Tokyo is the center of the modern Japanese entertainment industry, while Kyoto remains the hub for historical dramas in Japan.



Tomobi Inc.

CEO : Ramón Haaf

Born in Stuttgart, Germany, he majored in Japanese at the University of Tübingen and came to Japan as an exchange student at Doshisha University. After graduating from Waseda University with a degree in Development Economics, he co-founded Tomobi Inc. with a friend in December 2025, based in Shibuya, Tokyo.

Website: <https://tomobi.jp/en>

### Finding a Trusted Partner: TOSBEC

I had no prior experience working or setting up a company, but my co-founder had over 15 years of work and startup experience as an IT engineer. He discovered TOSBEC while searching for visa information necessary to establish a company.

We discussed our business idea in December 2024. After receiving a startup visa from Shibuya City, we began consulting at TOSBEC in November and officially established the company in December—just one year after conceiving the idea.

The TOSBEC staff were extremely helpful. They corrected the documents necessary for incorporation and answered any questions we asked, kindly and promptly. Normally, we would need to visit several public offices to file incorporation documents, such as the notary office, the Legal Affairs Bureau, and the tax office. However, at TOSBEC, everything can be filed in one place, which is very helpful for foreigners who are not familiar with Tokyo's geography.

### Visual Content Brings Dreams to Everyday Life

I love watching movies and try to see one at least once a month. I believe films play an important role in bringing dreams into our everyday lives. In video production, casting the right actors for each role is essential, and I want to give opportunities to talented actors who are not yet stars to take on leading roles. Because casting is highly valued by international production companies, my goal is to create Japanese-style visual content that highlights Japanese talent while resonating with audiences around the world.



### One point of advice from me

If you are new to establishing a company, I encourage you to use TOSBEC. You can receive warm support and guidance from the staff. With TOSBEC, setting up a company is not as difficult as it may seem. Keep moving forward and do your best!

**Consultation and introductory sessions are held as needed. Now accepting participants!**

**Available to everyone, free of charge!**

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