

Discover, Connect, Retain

Our Service Guide for Innovation Sourcing in Japan

San-Ten Consulting is a Management Consulting business based in Tokyo, Japan, specialized in Market Entry Support and Innovation Sourcing in the B2B business of chemicals and materials
For more information, visit www.san-ten.com.



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San-Ten helps you discover, connect, and retain B2B opportunities in Japan

San-Ten Consulting is a boutique consulting firm based in Tokyo specialized in market entry support and innovation sourcing. Our focus is in the B2B business of chemicals and materials, including all adjacent industries such as automotive, health care, pharmaceuticals, paint and coatings, and construction chemicals.

Utilizing our many years of experience in Japan, we can bridge cultures and ease the difficulties that arise when different business customs and habits meet. San-Ten Consulting can help your business succeed across borders.

The San-Ten Approach:

Under our motto **Discover – Connect – Retain**, we deliver customized solutions for your actual needs. If you are in search of a distributor for your goods, a representative to develop your business, or a new technology for your innovation pipeline, we can help you with our knowledge, network, and experienced team of partners with hands-on managerial experience.

Discover → Connect → Retain

	Discover	Connect	Retain
For Market Entry Support			
Market Research	○		
Business Partner Search	○	○	○*
Representation / Business Development	○	○	○
For Innovation Sourcing			
Technology Scouting	○	○	○*
CVC Investment Support*	○	○	○

* In cooperation with our financial service partner: M&A support, integration management and board representation

Depending on your market situation and needs, we can **discover** the market potential for you in Japan. We can find and **connect** you to business partners, that can sell your products in the Japanese market. We can also be your representative in Japan, discover new clients, introduce your products or services, and **retain** the relationship on the ground, without founding an expensive subsidiary in Japan.

If you are looking for new technologies and developments for your innovation pipeline, we can scout and **discover** new technology that is relevant for your business, **connect** you to the respective institutions, and help you in licensing, investments, and acquisitions.



Innovation Sourcing Support:

New products and innovations are the essential lifeline of each and every company. Older products usually have to face deteriorating prices, fierce competition from emerging markets, threats from new legislative regulations, and a loss in market share to new and advanced products. To keep market shares and to survive as a company, a continuous pipeline of innovations is a necessity – now more than ever before.

However, in-house R&D is rather expensive and, in many cases, focuses only on incremental developments of existing technologies rather than on completely new solutions. In addition, given organizational structures and complex decision-making processes in bigger companies limit the flexibility and creativity of R&D departments.

As a solution, many companies have started to look outside their own premises over the past decade to find new solutions, technologies, and eventually innovation. Strategies like “technology scouting,” “open innovation,” or “technology M&A” are clearly successful in obtaining new, innovative products and processes.

Without doubt, Japan is still developing high technology in many areas. Robotics, battery technology, and iPS stem cell research are just some of them, where Japanese companies and universities are at the forefront of the development. However, a perceived opaqueness of the market, language barriers in communication, and publication of technology developments makes it difficult for many foreign companies to find and benefit from Japanese inventions.

San-Ten Consulting wants to provide you with the

possibility to participate and benefit from technology developments and innovations in Japan. Along the value chain **Discover – Connect – Retain**, we will support your technology scouting activities as well as the search for promising investment targets for your (corporate) venture capital operations.

With our substantial network to leading universities, (governmental) institutions, and startup ecosystems, as well with our technology background, San-Ten Consulting can effectively support your Technology Scouting activities in Japan. We can discover important technology developments and startups to help filling your innovation pipeline and venture capital portfolio. After connecting you to the R&D institutes, spin-offs, or startups, we will be here for you to negotiate licenses and technology transfer. Together with our financial partner, we also support your (corporate) venture capital investments by searching for suitable consortium partners, and can represent your interests on the board of the portfolio companies.

In addition to startups and academia, small- and medium-size companies (SMEs) are the backbone of

“We had been presented from the outside with approaches our best and year-long experts in the area had not thought to be possible.”

Dr. Peter Nagler

Former Chief Innovation Officer, Evonik Industries

Japan’s industry and still a very relevant part of the innovation system. San-Ten Consulting can discover SMEs with interesting new technologies, and connect you to cooperation partners that also might become potential acquisition targets in a later stage. Furthermore, anonymous monitoring of competitor developments is also an option.

About San-Ten Consulting:

San-Ten Consulting was founded by **Dr. Ralf Mayer** who has worked for 15 years in different managerial positions in a leading German chemical company and knows the consulting business from both sides. Therefore, we always focus on individual, custom-tailored advice and consultation leading to practical results and implementation. We want to become your long-term partner in Japan and add value to your business, foster partnership, and support your innovation pipeline.

You can find a more detailed background and experience overview of **Dr. Ralf Mayer** on our website.

Our Competitive Advantages:

- Many years of consulting experience with broad knowledge in the areas of market entry support and innovation management
- Well experienced in market studies, business strategies, joint developments with companies, and joint research with academia in Japan, as well as M&A and CVC
- Insights into several markets and industries on a B2B level, e.g. chemicals, automotive, health care, pharmaceuticals, paint and coatings, and construction industries
- Existing network to many corporations and SME, research institutes, universities, (governmental) institutions, venture capital organizations, and M&A agents in Japan
- Deep understanding of Japanese culture and business customs, as well as intercultural, cross-border management
- Provision of a one-stop solution by cooperating with reliable partners in other consulting areas like legal advice, tax & accounting, communications, back office, or recruitment
- Support of the Master of Business Engineering program at Steinbeis University as well as other universities and NPOs in Japan with lectures and mentorship
- Membership in several foreign chambers of commerce in Japan

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