

## REPORT ON HACK OSAKA 2015

Two South African entrepreneurs, Mr Samuel Isaac Ginsberg and Mr Crispin Miles Russell, visited Japan from 09 to 11 February 2015. They attended the Hack Osaka 2015 where they met and interacted with Japanese innovative entrepreneurs.

As part of the South Africa/Japan Business Forum on Innovation that took place in November 2014 in Tokyo, the Embassy of the Republic of South Africa in Japan offered 2 South African entrepreneurs an all expenses paid trip to Japan. The Embassy partnered with the organisers of the South African Innovation Summit in order to identify the best entrepreneurs from South Africa. The purpose of the trip was to provide the winners an opportunity to pitch their innovations to venture capital companies in Japan, as well as have the opportunity to meet and network with icons of innovation in Japan by visiting key businesses where innovation is taking place in Japan.

The Global Innovation Conference: Hack Osaka, organized by Osaka Innovation Hub, is an international business forum particularly for young business entrepreneurs (start up) and investors. The forum takes place in a form a keynote speech, panel discussion and networking session. The theme for this year's conference was on "how to develop regional startups and innovative ecosystems". The conference also features Mr Don Burton: Managing Director of Techstars, Mr Hannes Graah: Director of Spotify Japan, Mr Khailee Ng: Managing Partner of 500 startups and Mr Tim Romero: Japan representative Director of Engine Yard. In addition to the lectures, there was an "International Pitch Contest",





whereby entrepreneurs from various countries competed to present the best business plans to a panel of judges. The conference was attended by an estimate of 500 individuals from all around the world.

During the Hack Osaka conference the South African participants networked and exchanged thoughts and distributed brochures of their inventions.

Mr Samuel Ginsberg invention was the “Lumkani” fire detection device that has a radio frequency transmission technology designed for an informal dwelling. In the event of a fire, the device will sound an alarm in the dwelling giving the family an opportunity to be proactive before the fire is unmanageable. Within 30 seconds the device will transmit a signal, setting off neighbouring dwellings heat detectors up to a 100 metre radius, raising the alert of potential danger and further creating a community wide response to fire.



Whereas, Mr Crispin Russell’s invention was a chemical free sanitation called ArcAqua. The invention is an advanced sanitation solution that harnesses and delivers the power of Ozone. ArcAqua is dedicated to developing a suite of innovation ozone delivery products that make the oxidizing properties and benefits of ozone accessible to many professional industries. It is intended to meet the growing global demand of green techn solutions by delivering an effective, affordable and chemical-free sanitation alternative. ArcAqua have developed a patented method of using

ozone, nature's sanitizer, which is a safe and environmentally friendly sanitizing solution for the food industry, medical and domestic applications. Ozone is nature's powerful antimicrobial agent, it has highly reactive oxidizing capability, rapidly oxidizing organic molecules, bacteria, yeasts, moulds and pesticides, making it an extremely effective sanitizer.

## SITE VISITS

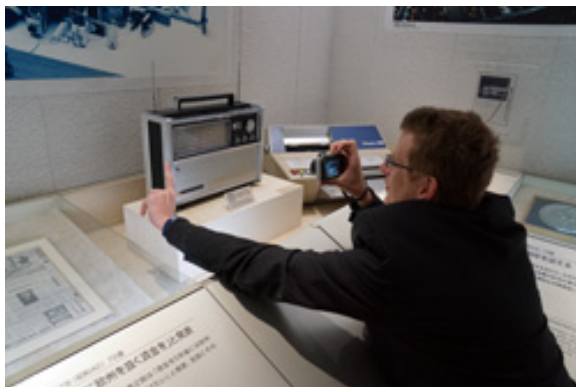
Apart from attending the Hack Osaka conference, site visits that were related to the inventions of Mr Ginsberg and Mr Russell, were also organised by the Science and Technology office.

### Museum of Kounosuke Matsushita (Founder of Panasonic)



The museum introduces the life of Mr Konosuke Matsushita, the founder of Panasonic, and highlights the numerous milestones that have marked Panasonic's development. Mr Ginsberg was impressed with how Panasonic started as a manufacturer for light sockets at the end of 19

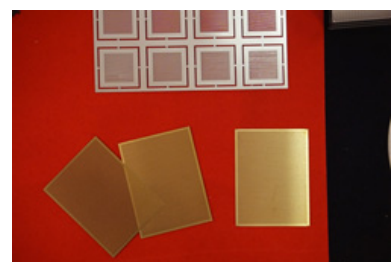
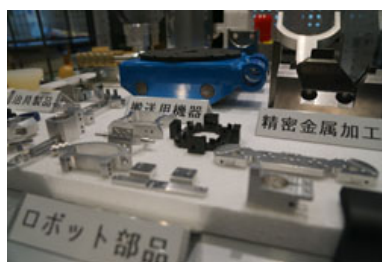
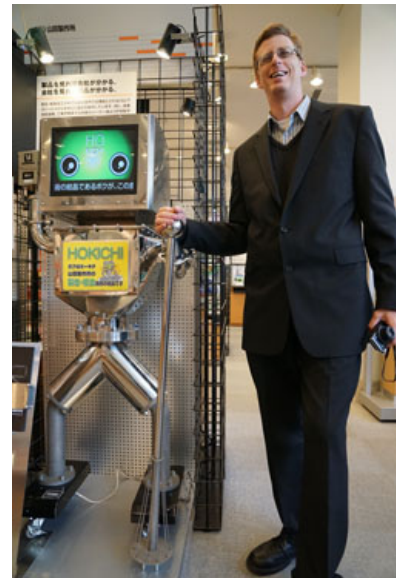
century and how they expanded their products to portable lights for bicycles, cellphone batteries, home appliances, audio-visual products, etc. Ginsberg was also inspired by Mr Konosuke's remarks on R&D quoting that "it is important to undertake R&D activities with a



large budget and excellent facilities and tools, but it is also possible to it without big budget and good experiment environment”.

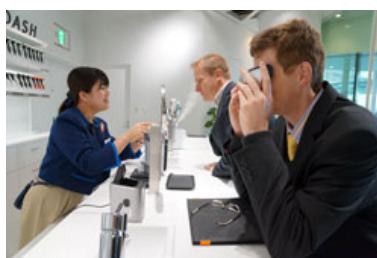
### **Monozukuri (manufacturing) Business Information-centre Osaka (MOBIO)**

MOBIO is a support base for small and medium manufacturers in Osaka. It is comprised of a one-stop-shop of specialized coordinators that provide support in fields such as technology, management, IT, and patents. Furthermore, there is a permanent exhibition hall that exhibits the latest technologies and products. Lastly, MOBIO is a bridge between the manufactures and universities and research institutions. Mr Ginsberg was impressed with the set up and coordination of MOBIO, he is also interested in his company’s products exhibited in such a centre in Japan.



### **Panasonic Showcase**

Panasonic showcases innovative solutions in 3 zones - "Consumer Products," "B2B Solutions," and "Automotive/Devices" - under the theme, "A Better Life, A Better World." These solutions include home appliances, as well as ideas for automobiles and businesses. Mr Ginsberg and Mr Russell were able to get a glimpse of the lifestyle for the near future that Panasonic proposes with home appliances that blend into the stylish interior decor.



Such as 4K LED screens, home monitoring (security), built-in kitchen, as well as the interactive mirror, which lets users virtually try on different make-up and beards. In addition, the café provides their foods by preparing them with their rice cookers and home bakery makers, as well as vegetables grown in the small plant factory in the tank.

### Lixil Showcase

Mr Ginsberg and Mr Russell visited the Lixil's showcase that is for house interior products. Part of the showcase exhibited toilets that save water consumption with a self-cleaning mechanism; kitchen that have efficient ways for storage; bathroom that integrates the bathtub and shower; wall tiles that absorb unnecessary humidity in the room and undesired smells; and so forth.



### Abeno Disaster Prevention Centre

In the event of an emergency situation arising from a natural disaster, large-scale accident, or other unforeseen incident that may cause loss of life, injury, or major property damage to citizens, bureaus are directed and all government offices coordinated so that quick and comprehensive city-wide measures can be taken. The Abeno Disaster Prevention Centre operates as a prevention centre where individuals can be trained on how to react to a disaster. During the visit Mr Ginsberg and Mr Russell experienced a magnitude of the Hanshin Awaji Great Earthquake that hit in 1995 around the Osaka area on a simulator. There Mr Ginsberg saw fire detectors that are used in Japan. These smoke detectors are equipped with Wi-Fi to connect to others in the house by use of alarms when smoke is detected.

