



New Sports Day for Bosai

災害体験型イベント

防災運動会

We provide Disaster
Prevention "**Revolution**" by
Entertainment force



CEO / ASOBI CONSULTANT
Daiki Akasaka (38)

Web Marketing

Samurai Battle Consultant

Programmer

Designer

Riddle Creator

Actors

Consulting Sales

Treasure Hunt Director



**Specialists from various fields gather to
build value of “Entertainment”**



We provide **Entertainment**





Enjoyable for Anyone

Flexible Rules

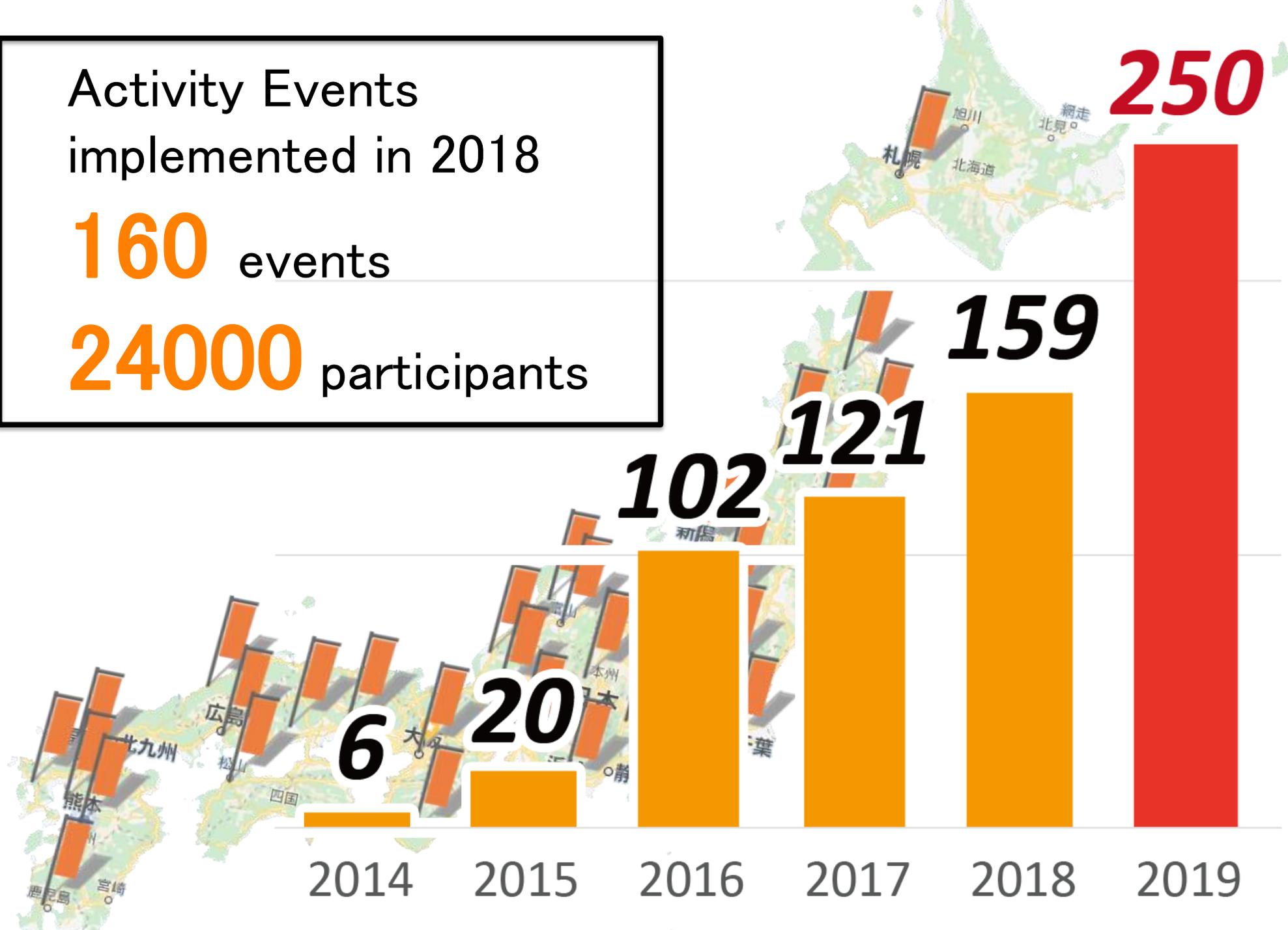
Effective Team Building



Activity Events implemented in 2018

160 events

24000 participants



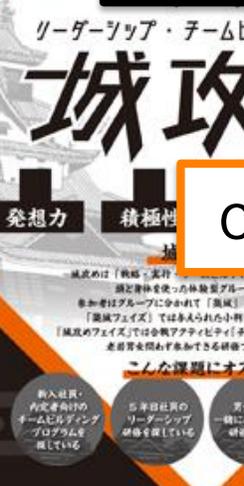
3 years after
Commercializing



Content Promotion



Delivering customer data service of over
4,000 companies



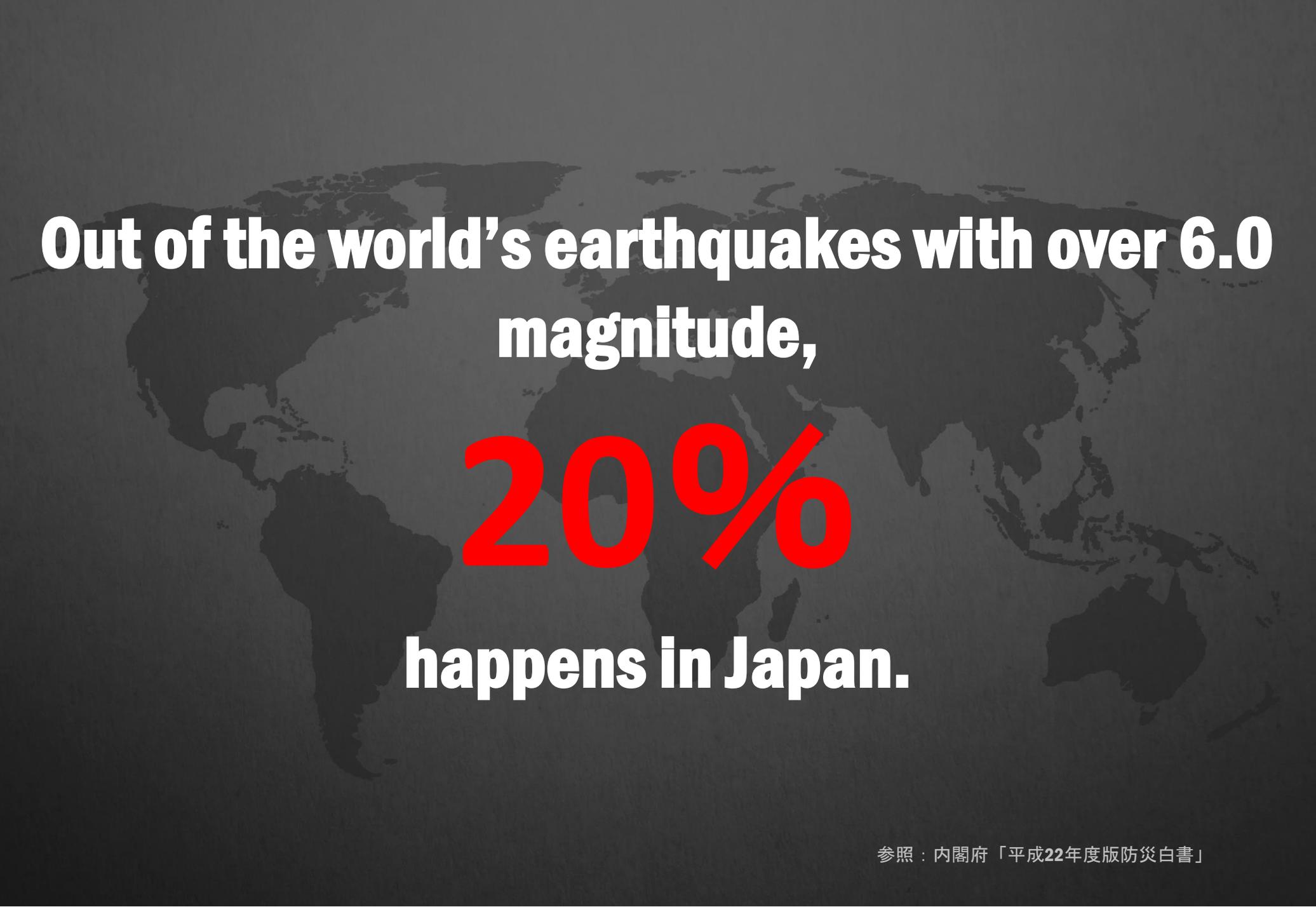
Consumer goods



Exhibition

A black silhouette map of Japan is centered on a dark gray background. The map shows the four main islands: Hokkaido, Honshu, Shikoku, and Kyushu, along with numerous smaller islands and archipelagos. The text is overlaid on the map.

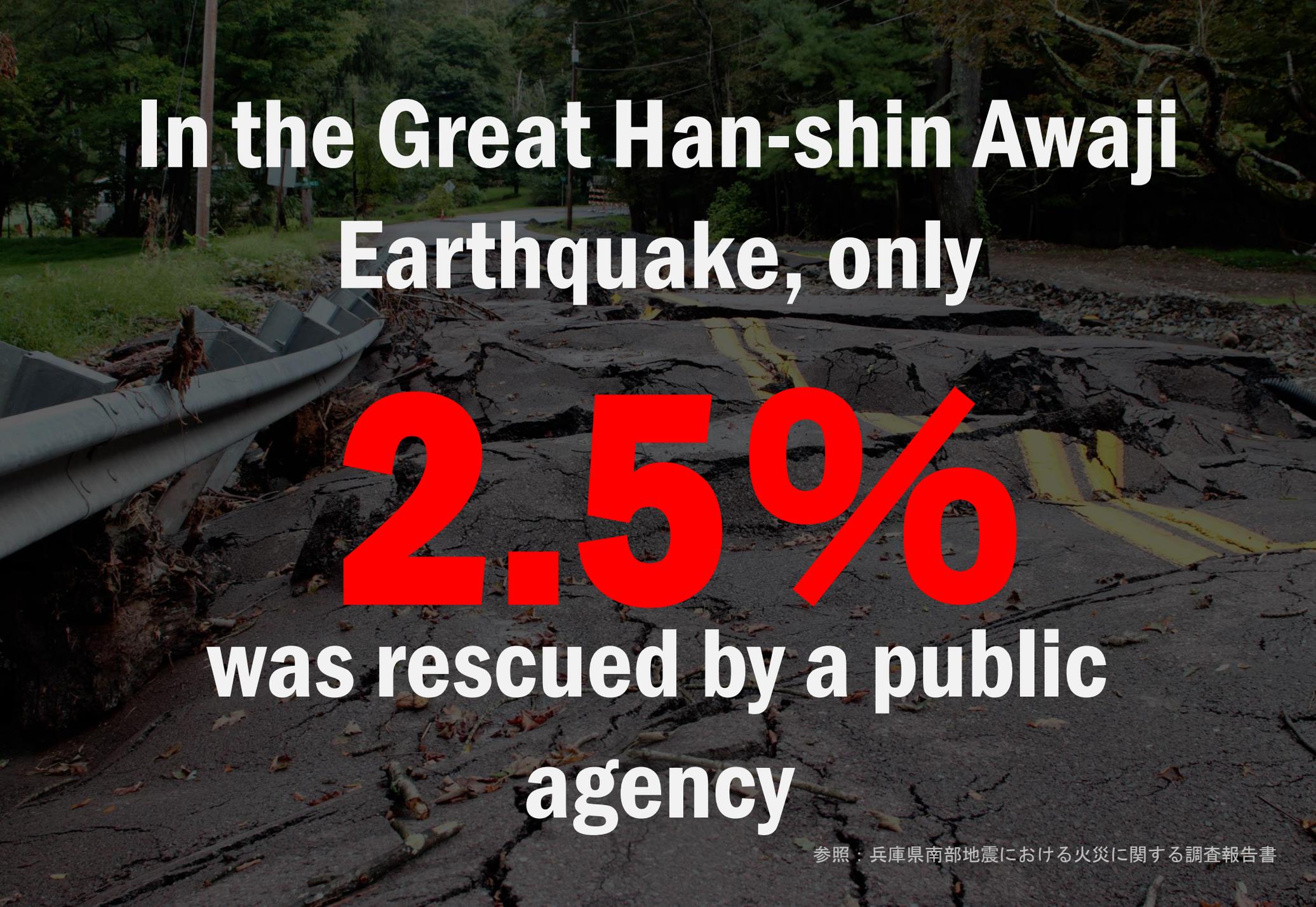
Disaster-prone country
JAPAN's BOSAI

A dark gray world map is centered in the background of the slide. The text is overlaid on the map.

**Out of the world's earthquakes with over 6.0
magnitude,**

20%

happens in Japan.



**In the Great Han-shin Awaji
Earthquake, only**

2.5%

**was rescued by a public
agency**



**In the Great Han-shin Awaji
Earthquake,**

97.5%

**was rescued by
self- and mutual-help**



Experience
self-/mutual-help at

Emergency Drill

Why not?

No time/too busy 49.5%

Information isn't reaching 25.5%

Hard to access 14.4%

“WANT”

not

“Must”



**Saving Yourself,
Saving Others.**



Focusing on
“Entertainment” :
Getting to **know**
BOSAI

Using the
companies/local
governments’ event
funds on BOSAI

災害体験型イベント
防災運動会

Men and Women
of all ages can
participate
together

Customize the
competition to
suit your region
and audience



Preparation

**Strike of
Natural
Disaster**

Aftermath

**Life as a
Refugee**

**Reconstr
uction**

Bosai Sports Day allows participants experience 5 phases at once

Past Events







BOSAI Quiz Rally





BOSAI Obstacle



Race



BOSAI Scavenger Hunt

林古

権藤

山本

山本

山本



Evacuation Shelter

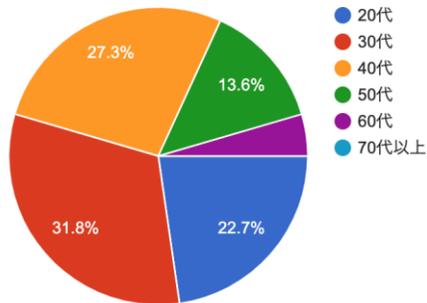


Gesture Game

Customer Feedback

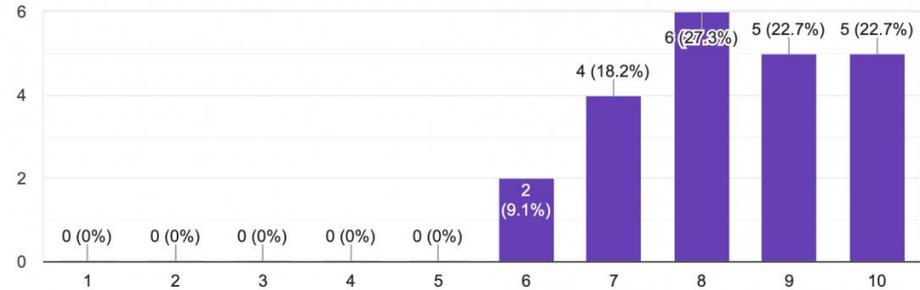
How old are you?

22 件の回答



Did you gain any knowledge?

22 件の回答



▪ I was able to learn disasters come suddenly through entertaining activities.

▪ We usually don't have any chances to learn about disaster prevention, so it was nice to be able to earn new ideas and experience something others probably never had.

▪ Although it is difficult to work on disaster prevention with a large number of people, we were able to tackle the activity with the members I met for the first time.

BOSAI Sports Day isn't the goal



Our Entertainment will be a trigger



Recreation



Training



Family event



Sports event

Business development

For company/adult event



災害都市からの大脱出

For children/family event



防災フェス

BOSAI Festival package

目指せ! BOSAIヒーロー!!
防災キャラレンジ
2019



Extinguish the fire!
Fireman Battle



Make it through the disaster!
Evacuation Relay



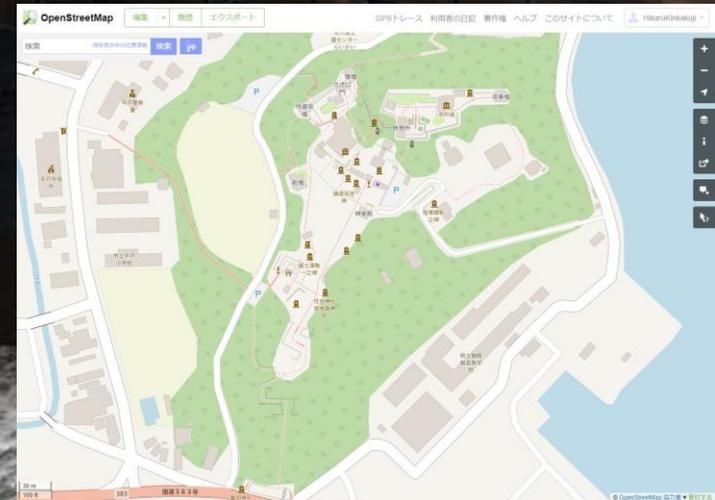
Revive the town!
Rubble Roller

BOSAI×GPS

Assuming that area player lives suffered from a disaster, he/she must get to the evacuation point.

Using the GPS, a player can check the evacuation route and dangerous points on the map.

Players will compete with each other by earning local goods at the evacuation points.





Relive the Disaster!
Riddle Solving Adventure

災害都市からの大脱出



Disaster Escape

～ Evacuate from the unprecedented earthquake ～



Business collaboration

Goal towards WBF2021



Onisi



Bridge

KUMAMOTO

SAIGAI JOURNAL

Connect the contents, provide the contents.

Goal towards WBF2021

BOSAI events

200 events/year

30000 participants/year

5 foreign places

Provide package for school

We are looking for a business partner





MISSION

Disaster Prevention “Revolution” by Entertainment force

VISION

Saving Yourself, Saving Others.