

# KOKUA

Creation of Investment Crowdfunding Platform  
for Non-Profit Organization

NPO向けの投資型クラウドファンディングプラットフォームの創出

# About Us

Tohoku Univ & Bosai Girl PRESENTS

2019.09.29 (sun)

日本の防災を、世界へ。

Bosai  
Startups  
in Japan  
Building a More Resilient Society



# About Us

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- KOKUA since spring of 2019
- One of the best presenters at the “Bosai startups in Japan”



Yusaku Izumi  
泉 勇作

Leader



Shingo Hashimoto  
橋本 真吾

Marketer



Aoi Fusaoka  
房岡 葵

Customer Success



Yuji Hikida  
疋田 裕二

Product  
Management



Rintaro Okamura  
岡村 凜太郎

Engineer

# Our Vision

We aim to create the world full of social activities.

「社会問題に挑戦すること」を支援し、復興支援・防災事業を拡げやすい世界へ変革させる。





# Disaster Experiences



# Volunteer Experiences

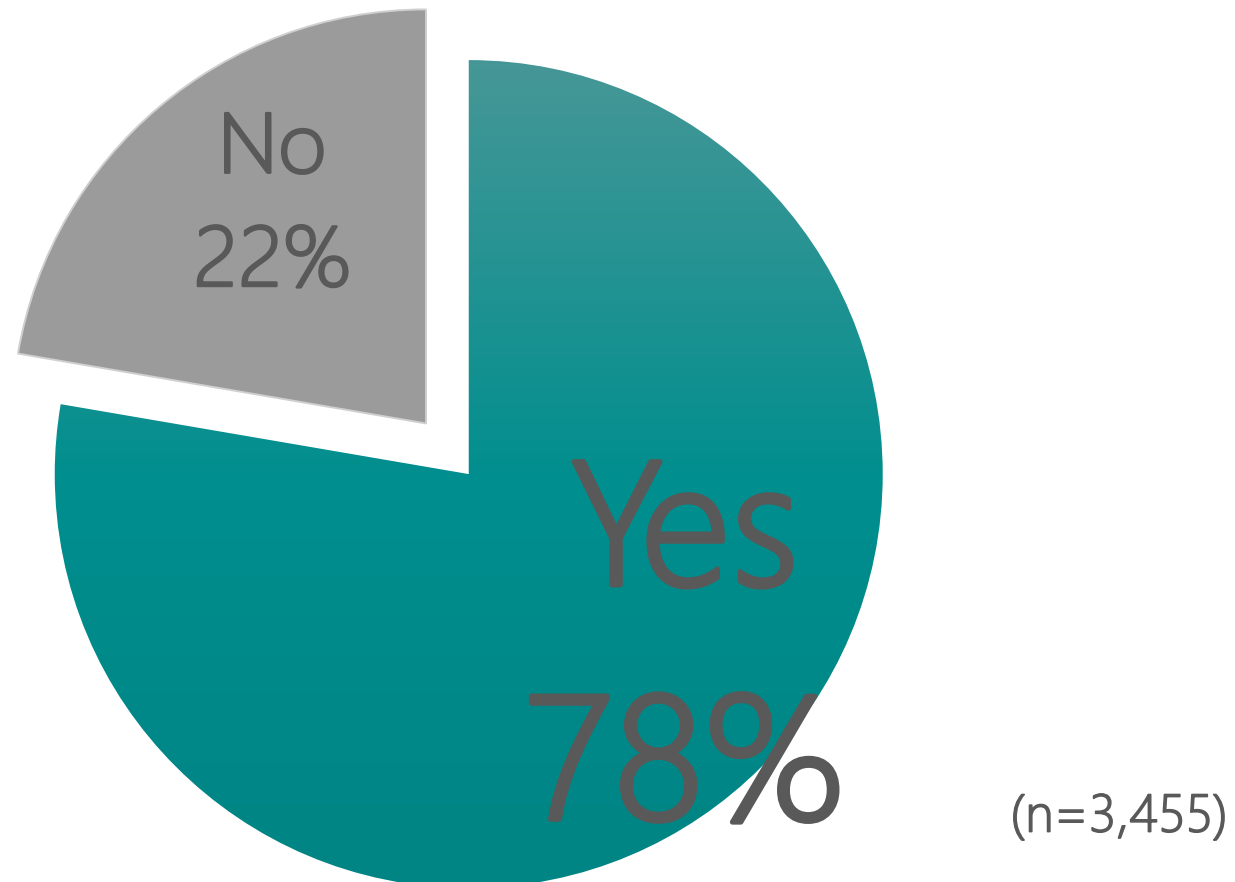


A group of people, likely students or volunteers, are engaged in a field activity in a marshy or wetland environment. They are wearing waders and blue gloves, and are focused on pulling up large clumps of vegetation, possibly reeds or sedges, from the water. One person in the foreground is wearing a blue cap with a yellow and blue pattern. Another person in the background is wearing a black t-shirt with the text "allengi il" and "SAT UNIVERSITY" visible. The scene is outdoors, with tall green reeds in the background and muddy water in the foreground.

# Difficulties in Non-profit Organizations

# Challenges in Non-profit Activity

A number of NPOs are in short of funds



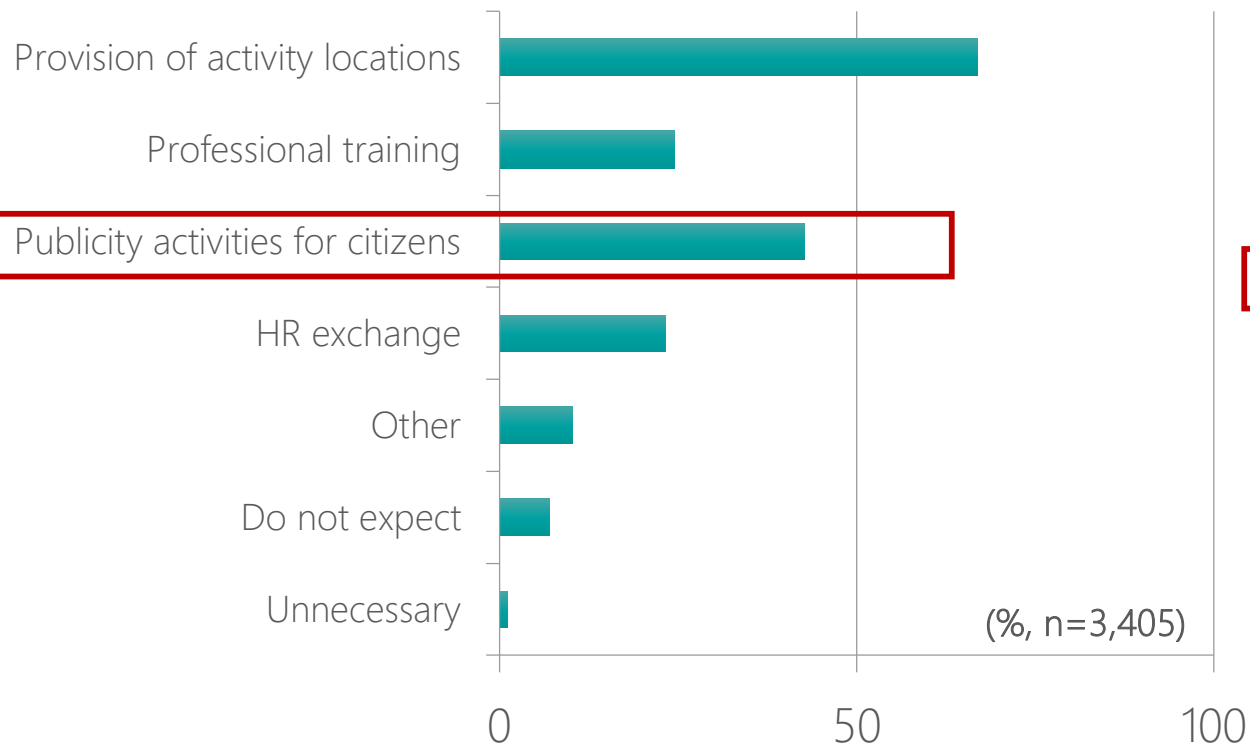
Percentage of NPOs where is in short of funds.  
ref.: 日本政策金融公庫 総合研究所, NPO法人の経営状況に関する実態調査(2012)



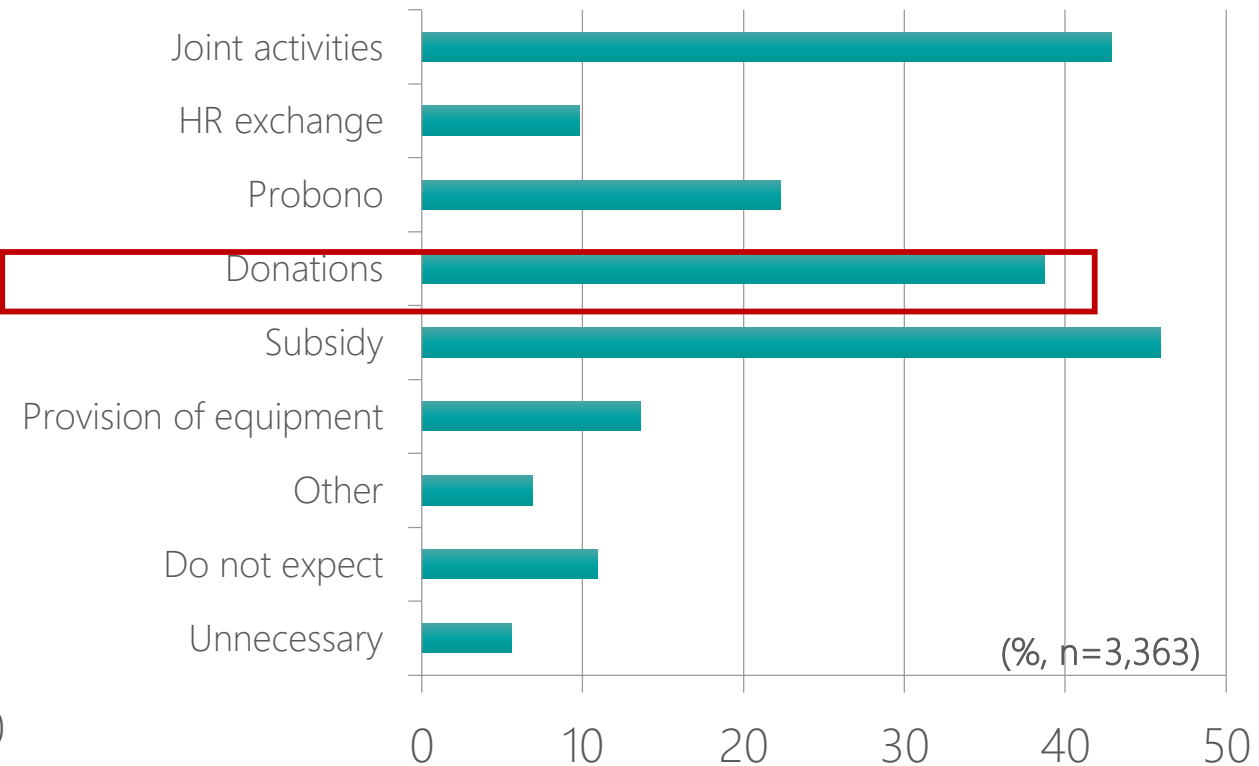
# What NPOs expect from government and companies

- NPOs want the public sector to **know their activities**.
- NPOs want **donations** from companies.

## Expect of the government



## Expect of the private company

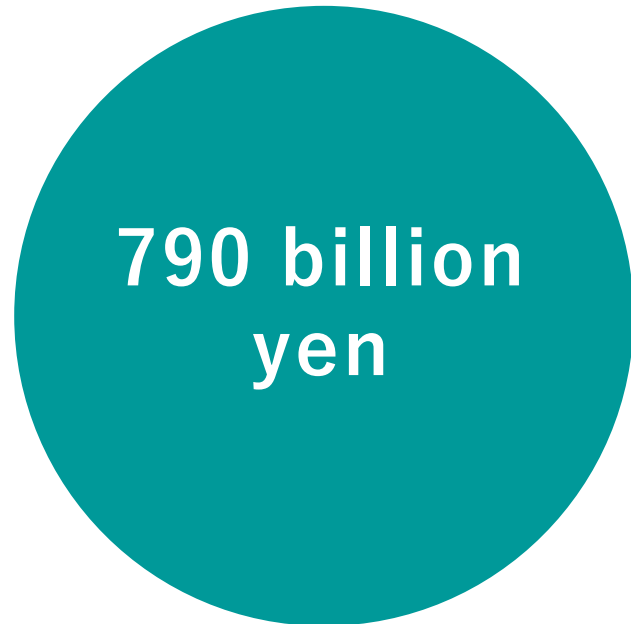


# Scale in the Donation Market in Japan

The donation market scale in Japan reaches 1.6 trillion yen



Company donation



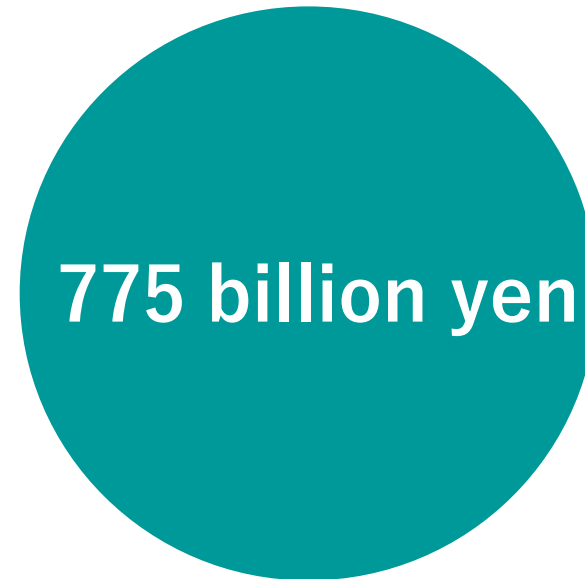
Branding



Tax saving



Individual donation



Empathy



Philanthropy



Why many NPOs are lacking money  
despite of a enough scale of donation market?



# What Prevents People from Donating?

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1. It's **difficult to choose** a donation destination.

1. Don't know social **impact**.

2. **Small investment return**.



Can NOT Choose



How Impact?



What Return?

**Insufficient information for potential donors**

# Our Product

- 1 List “the information on NPOs that need donations”
- 2 Maximize “corporate donation performance”
- 3 Increase “individual NPO donation & investment”

# Our approach

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- Organize information of NPOs to make recipient selection easier.
- Visualize values of donations through impact evaluation of NPO's activities.
- Maximize donation profits by providing individual donors with additional returns.



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List of NPOs



Impact Evaluation

=

**Can choose**

**Know Impact**

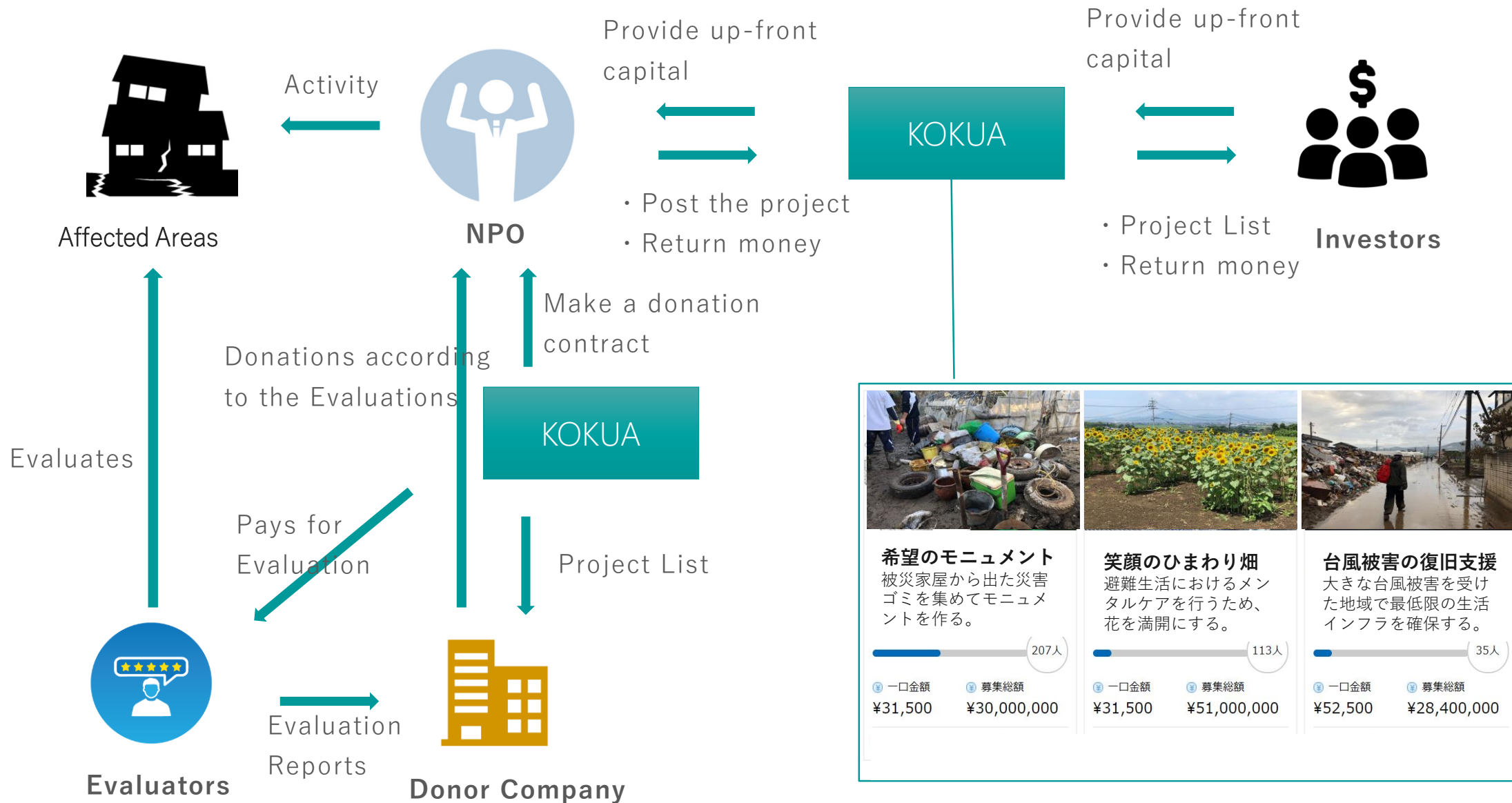
**Increase Return**



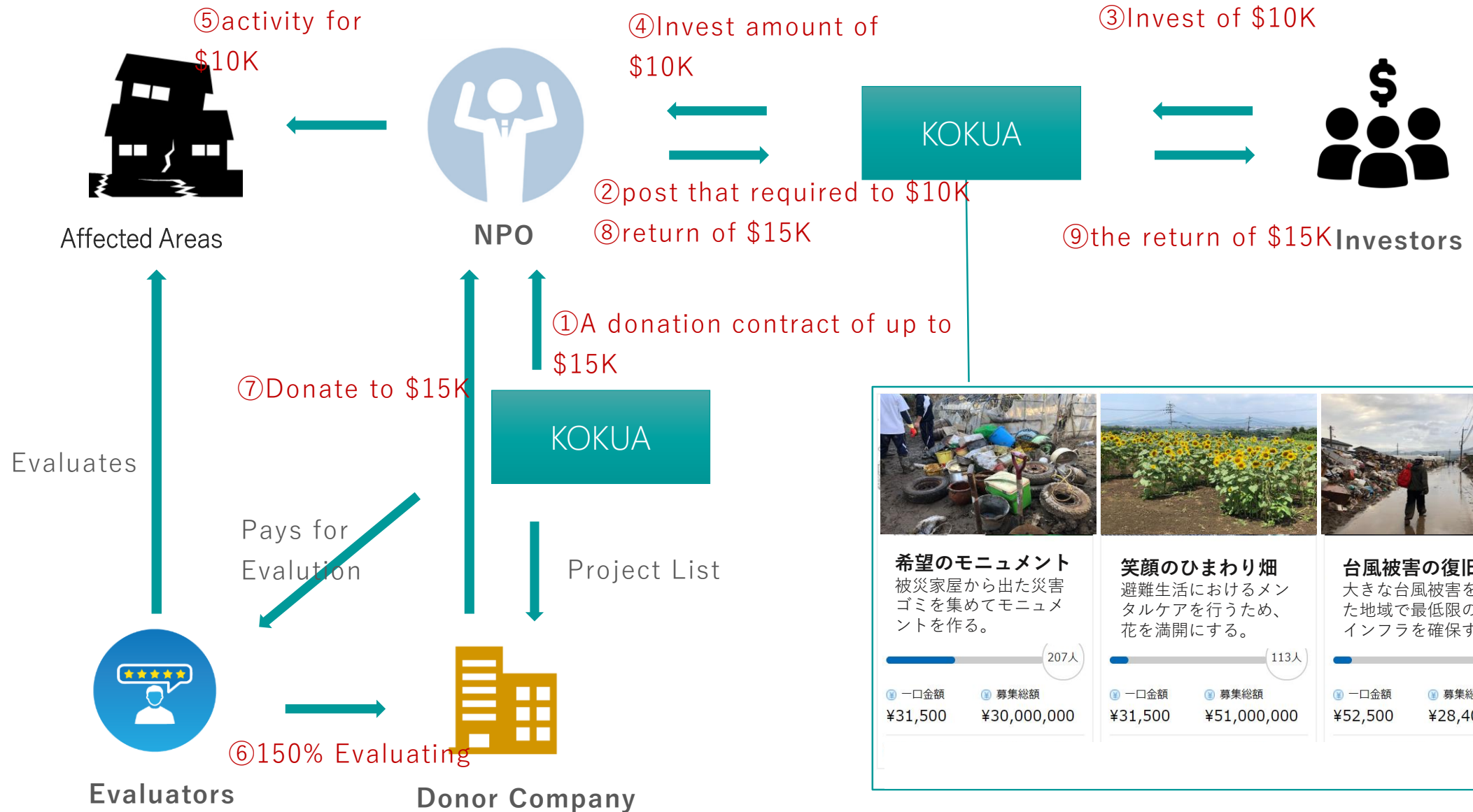
Investment Crowdfunding



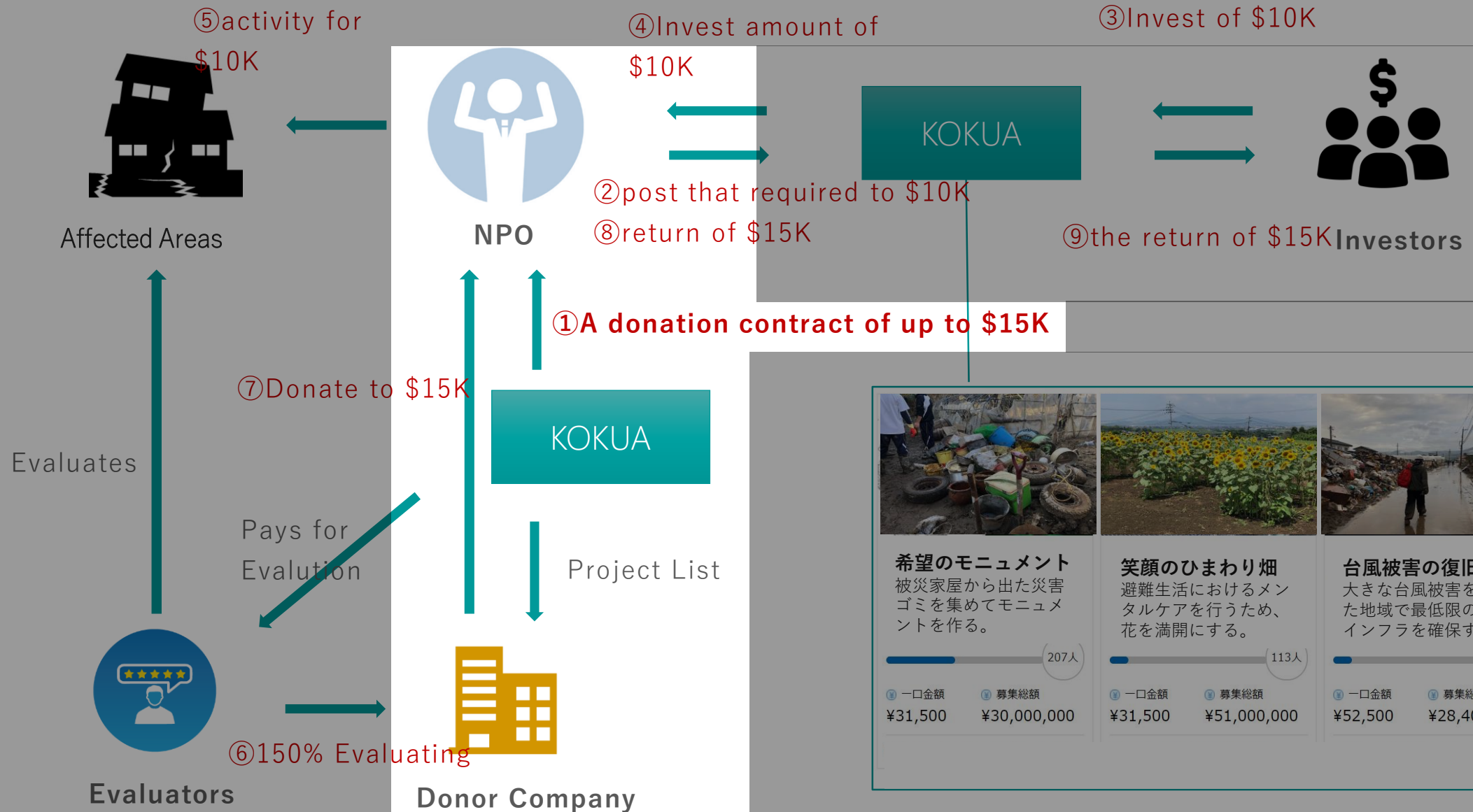
# Business Model



# Business Model – Cash Flow

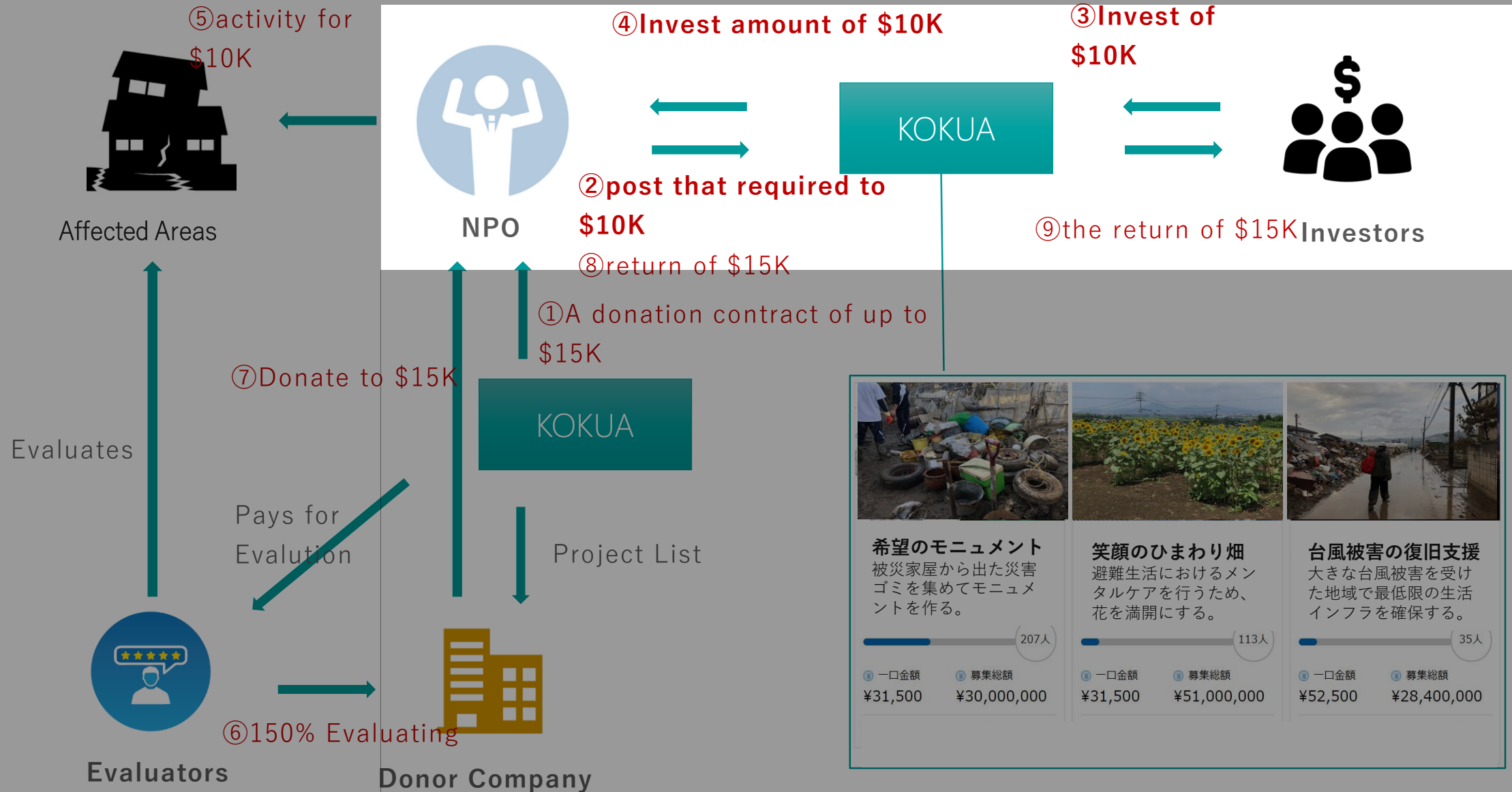


# Business Model – Cash Flow

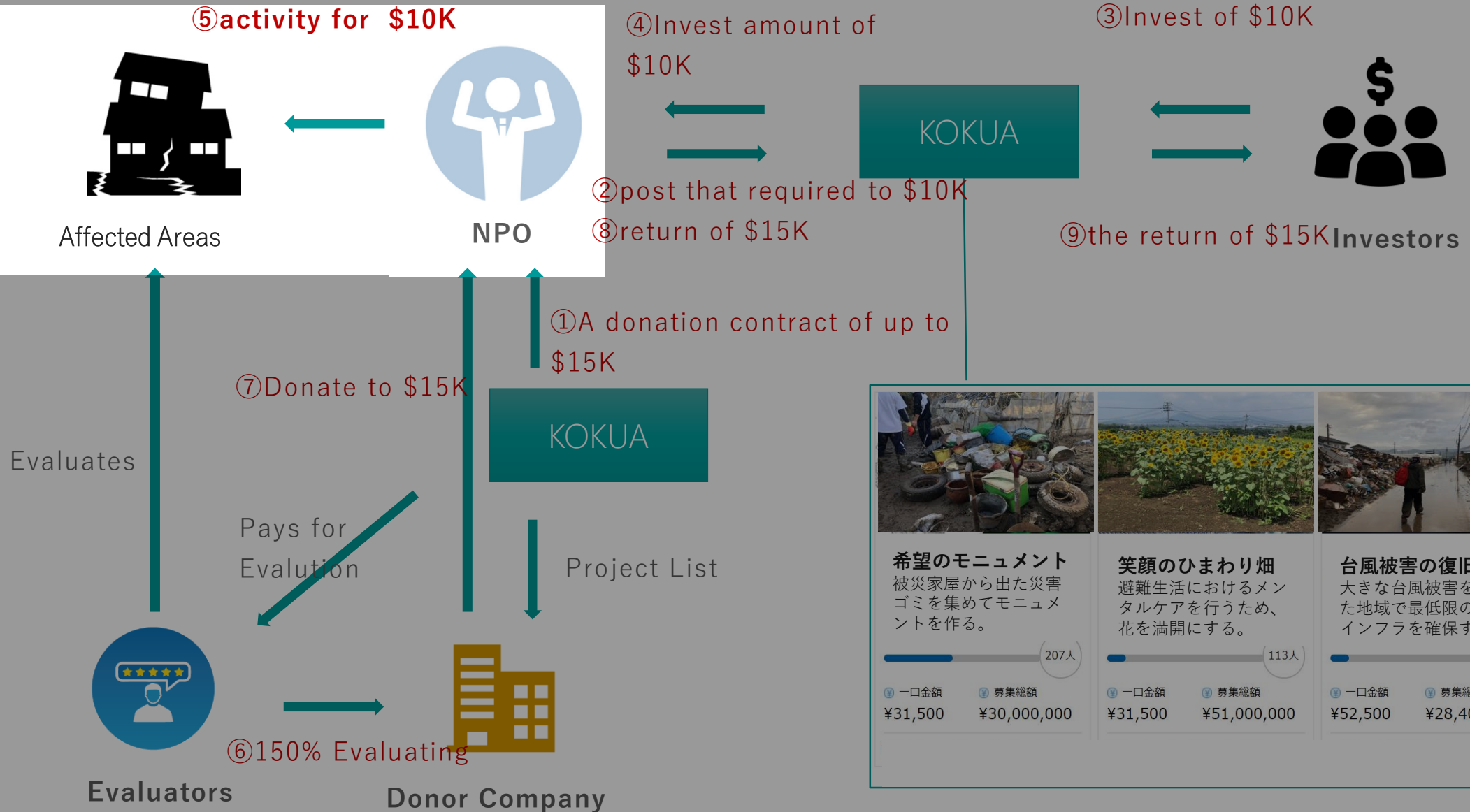




# Business Model – Cash Flow

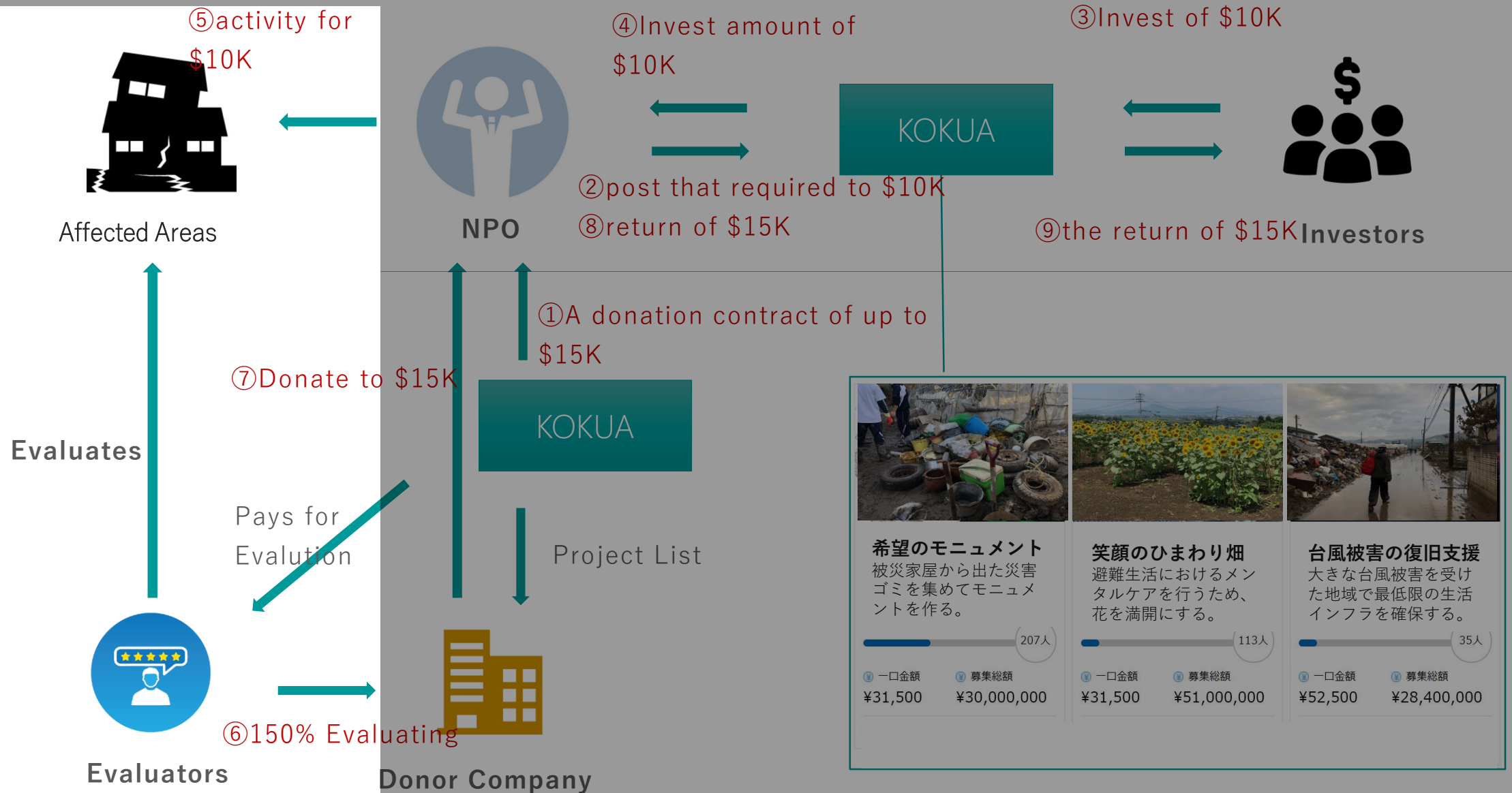


# Business Model – Cash Flow

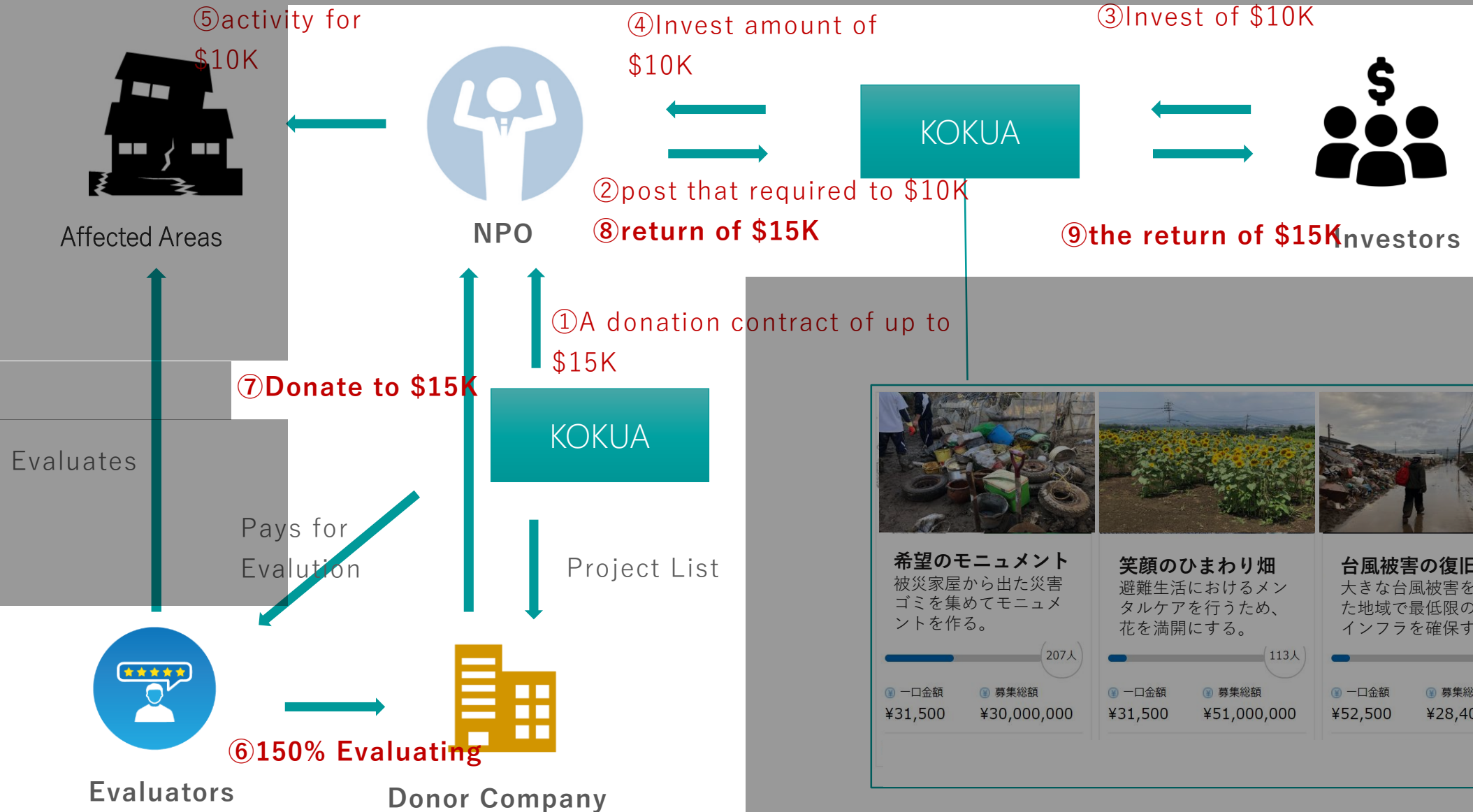


<p><b>希望のモニュメント</b> 被災家屋から出た災害ゴミを集めてモニュメントを作る。</p> <p>207人</p> <p>一口金額 ¥31,500    募集総額 ¥30,000,000</p>	<p><b>笑顔のひまわり畑</b> 避難生活におけるメンタルケアを行うため、花を満開にする。</p> <p>113人</p> <p>一口金額 ¥31,500    募集総額 ¥51,000,000</p>	<p><b>台風被害の復旧支援</b> 大きな台風被害を受けた地域で最低限の生活インフラを確保する。</p> <p>35人</p> <p>一口金額 ¥52,500    募集総額 ¥28,400,000</p>
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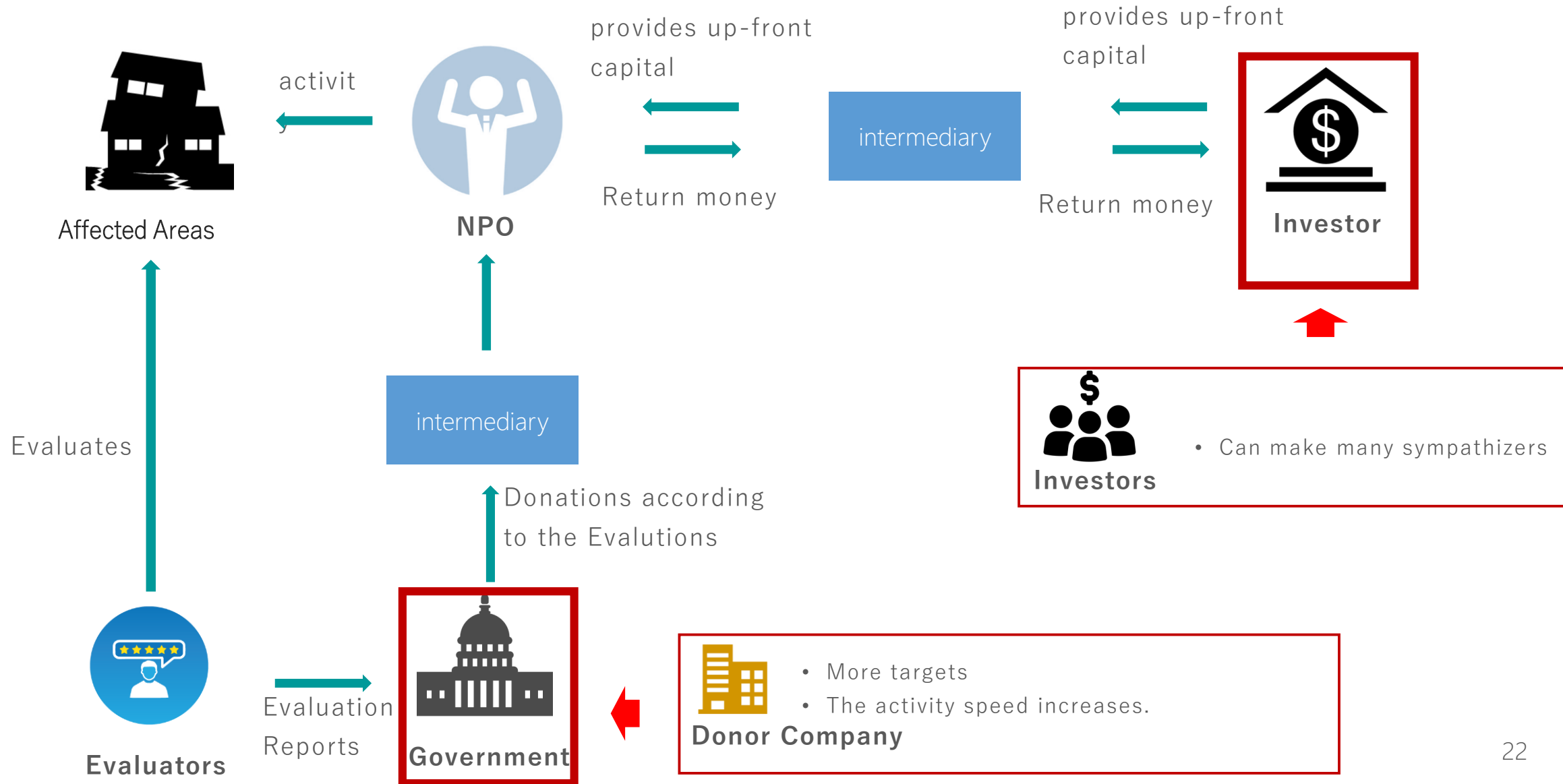
# Business Model – Cash Flow



# Business Model – Cash Flow



# What is the different with the social Impact bond





# Changes in donations



## Changes in institutional donors



## Changes in individual donors



Choose

They can donate to the activities closely related to their business.

They can donate to the activities closely related to their empathy.



Impact

They can donate according to the Impact.

Knowing the magnitude of the impact will make their philanthropy happy and they can make sustainable donations.



Return

The return on investment of their branding is improved.

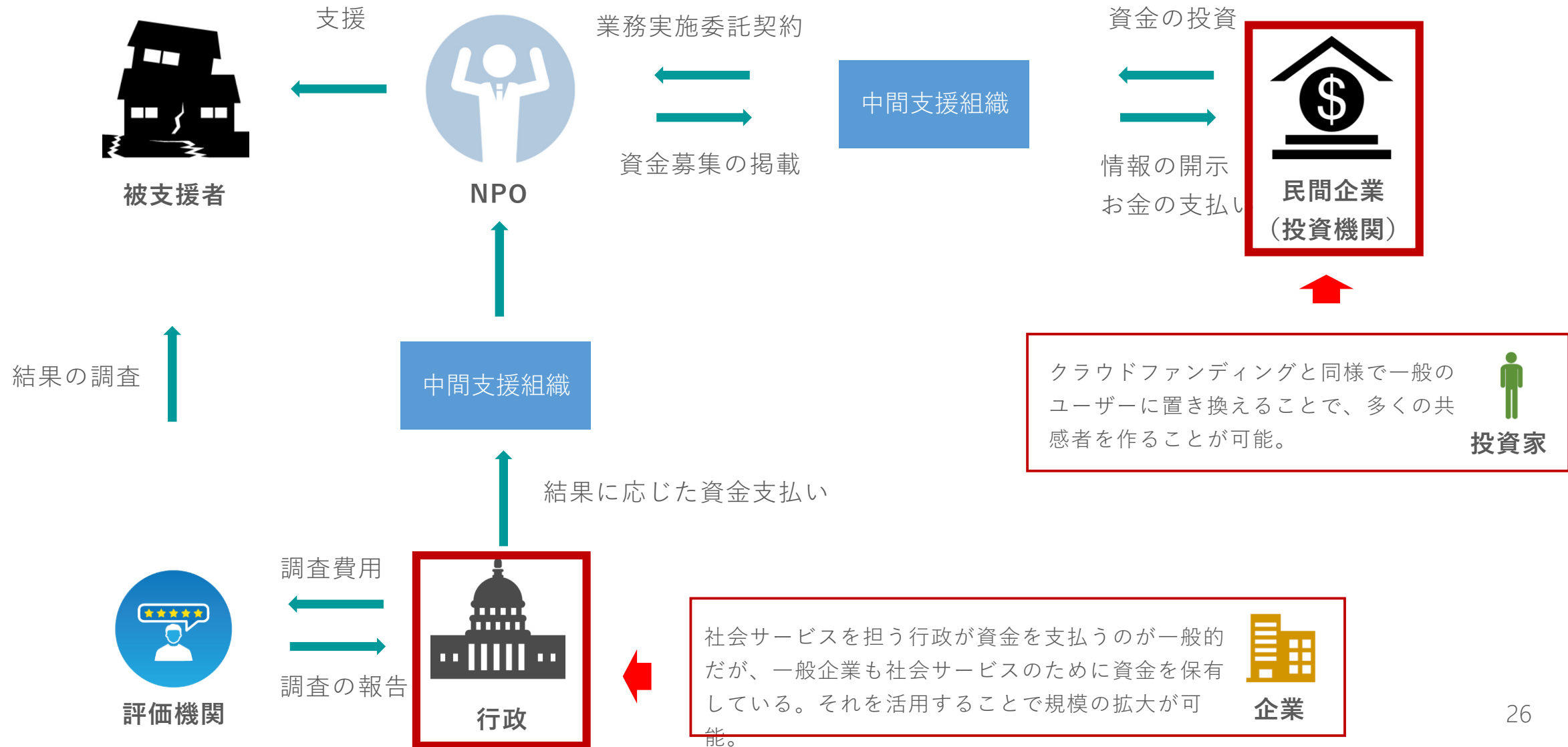
They get a monetary return by donation.

- ▶ Donation changes to something that is **truly meaningful**.
- ▶ We make it easier for NPO to get funding.

Thank you

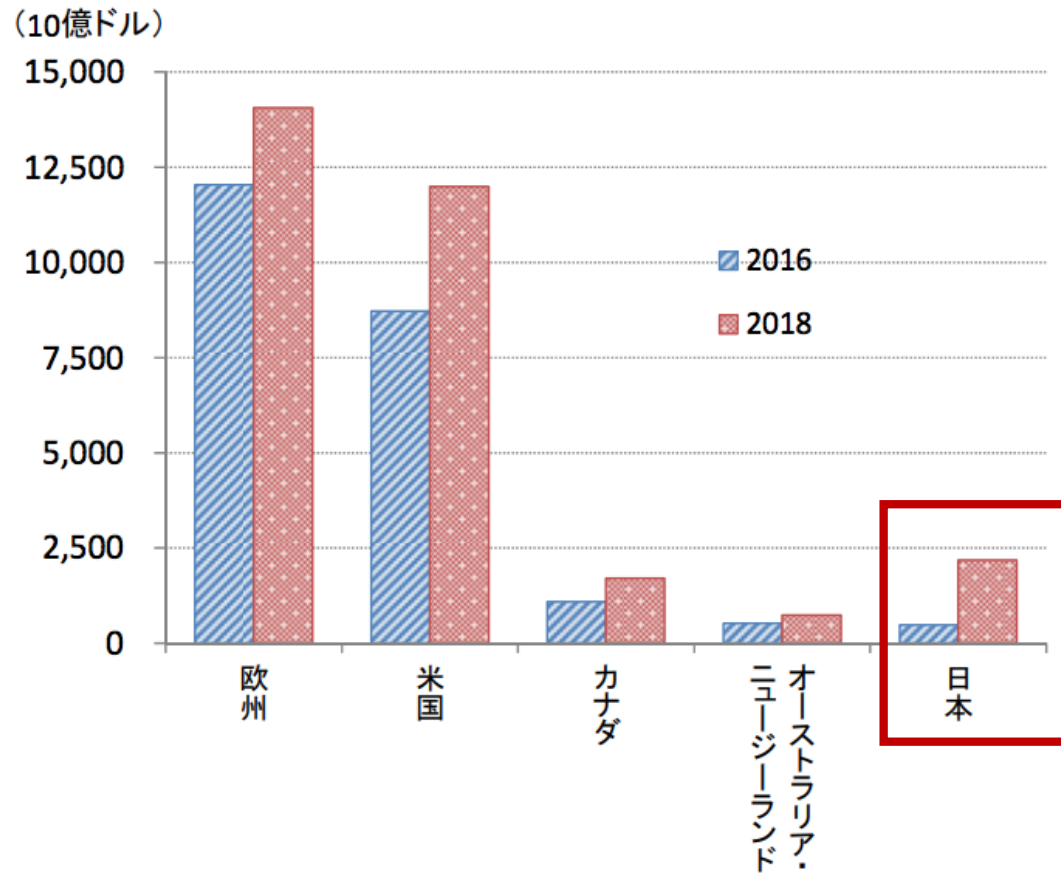
# Appendix

# 一般的なソーシャルインパクトボンドとの違い



# ESG投資の推移

図表1 地域別のESG投資残高



- 世界的にESG投資額が急増している
- 日本のESG投資は欧米と比較すると遅れている

(注) 年数は報告書の公表年であり、数値自体は前年末(日本は前年度末)の数値。

(出所) GLOBAL SUSTAINABLE INVESTMENT ALLIANCE “2018 GLOBAL SUSTAINABLE INVESTMENT REVIEW” より大和総研作成



# About Us

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泉 勇作 / Yusaku Izumi

2歳の時に阪神淡路大震災で被災をする。

その時の記憶は断片的だが、周りの話などから強く災害を意識して人生を過ごす。

自分が何かを変えたいと学生時代に災害ボランティアに従事。

チームでは事業責任者として、全体の進捗管理、取りまとめ、意思決定を行う。

# Our Product

- 1 資金を必要とするNPOの情報をわかりやすく提供
- 2 企業の寄附選定を支援し、寄附の効果を最大化する
- 3 企業の寄附金を元本に、個人の寄附を投資へ変革させる

# Our Mission

- 1 Reduce “social activities that can not active for financial problems”
- 2 Maximize “corporate donation performance”
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# 懸念事項と課題について

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● 法律面の知識が必要だと想定されるが、特に相談できていない

⇒ 小野田さんに10月中に相談をさせていただきます。

● 評価機関をどうするかが明確になっていない

⇒ 中間支援組織、行政、この二つのヒアリングを進めていきます

● 企業寄附の実情が生の声で聴けていない

⇒ 10月中に人脈をたどりつつ、アンケートサービス等を利用します



# マイルストーン

- 年内に事業素案を固め、2020年より各種ステークホルダーとの合意形成を採っていきます。

