

# You never get a second chance to make a great first impression

Here's how to make sure the first one counts

## Business Bio



### Angela Mason

Market Reform Specialist

City Legal Experts

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#### THE RIGHT RESULTS

Leading the way in London law

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Our dedicated research team will search, identify and present optimum solutions for all client scenarios. > [More](#)

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As a full-service commercial law firm, City Legal Experts provides the services of both in-house and on-site lawyers with diverse and broad-ranging legal experience, across a range of industry sectors. We utilise our strengths and our people to produce results that are measurable and verifiable at all levels of business. > [More](#)

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## Business Bio

It's who you are and what you do

### Tactical Strategies New York



#### Why investing in superior talent can create superior results

#### Industry Insight

Cutting-edge Insight From Industry Insiders

#### Good recruiters matter

Recruiting good staff is a challenge for many managers, however, making the effort to attract the best employees often provides a payoff far greater than the initial investment. How can New York-based managers find the best staff in an employee-friendly job market?

Business reporter Jon Walsh spoke with Michelle Cantor, Chief HR Officer of Tactical Strategies New York to discover 10 smart hiring tactics that can make all the difference.

#### What are the biggest challenges facing New York-based recruiters?

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We go the extra mile so you won't have to.

#### What type of staff are most in demand in the New York area today?

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#### What are the latest industry trends that employees need to be watching?

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> [Download](#)

## Business Bio's can

- ✓ Showcase yourself, your company, products, services, campaigns, strategies, teams, programs, achievements and more to virtually any potential client, partner, media, sponsor, or investor
- ✓ Make a powerful first impression on potential customers
- ✓ Help your business stand out in a crowded market
- ✓ Underline your skills, achievements, and experience
- ✓ Reinforce your credibility and help you seal that next business deal
- ✓ Be sent to media to attract potentially valuable publicity
- ✓ Be distributed at networking events, conferences, meetings, etc.

[Read on to learn more and view 20 Bio samples....](#)

## SPECIAL OFFER

Order any Business Bio and receive **free** access to Business Grow's [Business Booster Pack](#).

# What are Business Bio's?

## Getting noticed in the marketplace matters. Business Bio's make it easy.

You've got your laptop, your presentation, and your business cards.

But when the big moment comes, will you be able to present yourself and the key sales points of your business to a potential customer in an effective, credible and articulate way? Now you can with a **Business Bio**, a premium personal and business promotion tool that makes it easy to promote yourself, your company, products and services, teams, campaigns, strategy, training programs, achievements, and more to virtually any potential customer, partner, affiliate, media, sponsor or investor.

These eye-catching marketing weapons combine head-turning graphics and design work with professionally written text to summarize, highlight, and underline your credibility, experience, skill set and achievements to make you and your company **stand out, get noticed**, and **sell more**.

## How can a Business Bio benefit me?

- ✓ **Strengthen your credibility** in the market with a stunningly presented biography underlining your skills, achievements, experience, and more
- ✓ **Introduce yourself** – Send your Business Bio ahead of yourself as an introduction before you travel to meetings with potential clients
- ✓ **Use to showcase your products, services**, success stories, case studies, client lists, key achievements, and more
- ✓ **Use in advertising campaigns** to market specific products and services
- ✓ **Distribute at meetings, online events, seminars, conferences & trade shows**
- ✓ **Get published** – Send directly to magazine, newspaper and website editors to encourage them to publish articles about your business → [More](#)
- ✓ **Market to Japanese businesses** – Our translation service can enable you to advertise to Japanese customers and open up new markets
- ✓ **Use in your press/media kit, corporate and in-house newsletters**
- ✓ **Use as direct mail enclosures** to enhance press releases, tenders, etc.

## Feedback

"The Business Bio about [Nissan Corporation](#) is a great article! Extremely professional, a pleasure to read and very informative." **Zack V., Tokyo, Japan**

"Business Bio newsletters are really impressive. That is one of the best uses of design and color for an Acrobat article that I have ever seen. And the content makes you want to keep reading."  
**Michael U., Tokyo, Japan**

## It's your Bio. It's your story.

To discuss how a Business Bio can further boost your credibility and your business, contact

**Jon Walsh: [info@businessgrow.net](mailto:info@businessgrow.net)**

## PRODUCT SNAPSHOT

**Business Bio's can promote:**

- 1/ An individual
- 2/ A company
- 3/ Products
- 4/ Services
- 5/ Campaigns
- 6/ Strategies
- 7/ Teams
- 8/ Programs
- 9/ Achievements, and more.

**Key features:**

- A4-size
- Q&A or article format
- Custom-designed, professionally edited
- Delivered in text and pdf formats
- Many different designs available
- English, or Japanese (charged extra).

**Version prices:**

- **Article format** 45,000 yen / page
- **Q&A format** 30,000 yen / page



**Business Grow has created  
Business Bio's for executives at:**


- ✓ [Nissan Motor Corporation](#)
- ✓ [ShopJapan](#) [PM-Global](#)
- ✓ [Sozon](#)
- ✓ [Business Grow](#)
- ✓ [TopTech Informatics](#) (above)
- ✓ [Strata Works](#)
- ✓ [Wine In Style](#), and others.

**See 20 Bio samples**

# Business Bio – Bold, impacting, designed to impress

## Industry Insight

Cutting-edge Insight From Industry Insiders



### How Smartstack technology is going to shape your future

**Research**  
Our dedicated research team will search, identify and present optimum solutions for all client scenarios

**Implementation**  
Our experienced team can implement systems solutions wherever our clients are around the world

**Results**  
We produce results that are measurable, repeatable and verifiable at all levels of business.

**SideStep solutions**

While server technology is evolving by the minute, training and skills of those who run them aren't. That's why SideStep Technology has opened shop and begun running extensive server-related training to help ensure vital tech stays operating. But when the pressure is intense, how can managers assess needs and run training without disrupting day-to-day server operations?

Business reporter [Jon Walsh](#) spoke with [Chuck Tyson](#), CEO of [SideStep Technology](#), to discover some of the company's new strategies to get Smartstack technology off the racks and into businesses worldwide.


**What's the biggest news in North America's server technology space?**

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**FREE BUSINESS SOLUTION**

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Scan me for more information 



Logo

## Carbon Offset Consultants

Reduce your carbon footprint  
Grow your business

**What we do**

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> [Download](#)

## DME



### Digital Marketing Experts

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**WHO WE ARE**

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**WHAT WE DO**

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**MISSION & VALUES**

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**WE PROVIDE**

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- **Great PRODUCTS**
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- **SUPERIOR SERVICES**
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- **PRACTICAL RESOURCES**
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**Get in touch**  
[info@digitalmarketingexperts.com](mailto:info@digitalmarketingexperts.com)

## BUSINESS BIO



### BUILDING RESILIENT BUSINESSES

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**WHO WE ARE**

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**WHAT WE DO**

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**MISSION & VALUES**

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**GLOBAL PRESENCE**

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**PERFORMANCE SNAPSHOT**

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**CLIENT TESTIMONIALS**

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**CONTACT US**

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u: [www.carbonoffsetconsult.com](http://www.carbonoffsetconsult.com)  
Call +44 2 1234 5670

Business Bio

## Business Grow News

News and exclusive offers from [Business Grow](#), Tokyo's leading English language urban farming consultancy

NEWS

### School Urban Farming Programs

Jon's school urban farming programs are off to a strong start. After teaching over 1,000 students and staff at 7 international schools in Tokyo in 2022 (see [report](#)), St. Mary's, Azabu-Japan, Seisen, and Sacred Heart International schools have already launched programs with Jon, and others will launch theirs in autumn. Students are learning how to grow healthy urban food, donating food to food banks, and more! [Learn more](#)

### School Sustainability Leader Strategy

Looking for a way your school can drive massive environmental impact? One of the quickest, easiest, and most effective ways your school can do this is to launch a schoolwide urban farming-based sustainability program. Join other major international schools in creating a better future for us all! [Learn more](#)

### New Urban Farming Workshops and Online MasterClass Program

To help people anywhere experience the life-changing magic of growing food, Jon has recently launched a range of [urban farming & sustainability workshops](#), including [How to Grow Your Own](#), [Urban Farming: The Future of Food](#), [From Table to Table](#), [Balcony & Vertical Gardening](#), and more! For people who prefer to learn from home, there's a brand new [30-session online urban farming program](#) that will show you how to grow healthy urban food at home or work – for life! [Contact Jon for more info](#).

### Latest developments

**1/ 25% Off Urban Farming Quick Start Pack** home/workplace consulting. Learn about urban farming, where to grow food at home/work (> sample report, and receive training & resources to make it easy! Offers 21-4! below are available to up to 25 staff on a first-come-first-served basis

**2/ Beginners Food Growing Pack**  
What is it? 17 Urban farming resources featuring everything you need to know to start growing fresh, healthy, great-tasting food in the city  
**SPECIAL OFFER:** Choose any 1 product in the [GROW & PREPARE boxes](#) plus

**3/ Urban Farming SuperPack**  
What is it? Practical hands-on guides and essential "need-to-know" information covering everything you need to know to grow fantastic urban food!  
**SPECIAL OFFERS:** Choose any 1 product from the [Japanese/English resources](#) (up to half off) [GS](#). Choose any 1 product from the [Japanese/English resources](#) (up to half off) [GS](#). Get 20% off any [urban farming workshop](#).

**4/ Urban Farming Booster Packs**  
What is it? Three comprehensive resource packs to help you get ahead and boost your self-sufficiency.  
**SPECIAL OFFER:** Get the entire [FREE INTRO PACK](#) – see p2.

### Jon Walsh

Urban farming consultant & instructor

- Urban farming consultant & instructor
- Urban farming workshops & webinars
- Quality installations & workshops
- Urban farming resources
- Tokyo gardens portfolio
- Full business brochure

[e: info@businessgrow.net](mailto:info@businessgrow.net)

Created by [Jon Walsh, Business Grow](#)  
Smart corporate communications [e: info@businessgrow.net](mailto:info@businessgrow.net)

## chad bradenburger

MARKETING CO-ORDINATOR

NextGen Marketing, Inc.

### Bio

- Bio
- Expertise
- Contact
- QuickChat
- PowerCall
- Back up

### Marketing strategies to move your business forward faster on the global stage

**who we are**

With over 25 years' experience in the Asian market, NextGen Marketing has global reach across China, Asia Pacific, North America and Europe. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

**marketing strategy creation**

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**strategy integration**

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**what we do**

NextGen Marketing helps clients create tailored marketing strategies that deliver key results quickly and within budget. Our experienced consultants work closely with clients every step of the way.

**laser focus on results**

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**marketing experts**

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### contact + info

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[info@nextgenmarketing.com](mailto:info@nextgenmarketing.com)

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## Bio

Hi, I'm Scott, director of Millennium Corporation, a New York-based office management consultancy. We build buildings and put people just like you into them. Our exclusive suite of services are just what you need to create and live the life you always dreamed of. Check out Millennium's groundbreaking property portfolio, 2022XX Globe Breaker System, and our incredible GDAM Mobile.

### Professional Highlights

- First office management consultant to win the Grand Office Prize
- Won Office Manager of the Year competition 2021
- Top seller of office retail space, 2019, 2020

### Career History

- 2020 - Opened 250 offices in U.S.
- 2019 - Launched Millennium Corporation

### Millennium Corporation

We believe 'excellence' isn't just a buzzword, it's a way of life that filters into the work and communications of all our consultants working at New York's fastest growing office management consultancy.

Established in 2020 at the height of the Covid-19 pandemic, we spread like a virus into more towns and communities than any of our competitors.

We're No 1 thanks to the growing number of satisfied clients that keep coming back to leverage more of our exclusive services.

### Products

- Property portfolio
- 2022XX Globe Breaker System
- GDAM Mobile
- Go-2022 Deal Buster.

### Services

- Rental services consulting
- Apartment/Commercial leasing
- Sales, brochures, proposals
- Development, sales, planning

### Achievements

- First Past The Post Award 2021
- Best Office Management Consultants 2020
- Fastest growth in 2020
- Best Community Impact Award
- Redevelopment Association Award of Excellence.

## Scott Taylor

Millennium Corporation

Building a Better Future

Bio | Business

[Resume](#) [Stock Portfolio](#) [Clients](#) [Reward Briefs](#) [Buildings](#) [Legal](#)

Contact [scott@millenniumCorp.com](mailto:scott@millenniumCorp.com) 1583 MillenniumCorp @MillenniumCorp

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## Business Grow

News and developments from [Business Grow](#), a Tokyo-based innovator in smart corporate communications

April / May 2022

Issue #68

### NEWS

**New Business Dashboards launched!**

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[More information](#) [Info pack](#)

**New business promotion consulting service**

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[More information](#)

**Launch of Breakthrough Marketing Essentials – market anything to virtually anyone**

This exclusive suite of 20+ powerful marketing tools and media services can be utilized to market businesses to virtually any potential client, partner, investor, or media.

Having access to [Breakthrough Marketing Essentials](#) will be like having an on-call corporate communications department that can free up your time and produce a wide range of fresh content for you to use to promote your business and your activities, and help you boost income and secure new business. [Find out more](#)

### How to Discover Your Sales Points

Do you know what your company's sales points are and how to leverage them to attract more business?

Corporate communications expert [Jon Walsh](#) shares some tips.

Sales points are your 'edge' and are very often the reason a potential customer will contact you and request more information.

Here's 5 questions to help identify them.

- What key points separate your business from your competition?
- Are you doing well in a niche market? If so, why?
- Are you engaged in any business activities that few of your competitors see? If so, list them.
- What products or services are you selling most of, and why?

• In what specific areas of your business have you seen the greatest growth?

• Have any of your products or services been copied by other companies? If so, list reasons.

Once you have answers to these questions, you will need to prioritize them. Consider:

- Think long-term – Based on your business strategy, list the products and/or services you need to sell more of to achieve your strategy goals
- Make a shortlist of points that you believe are the most important, innovative, or attention-grabbing.

When you complete this process, you should have a clear prioritized list of your company's most compelling sales points.

### Jon Walsh

Corporate communications specialist

- Professional editing, business, promotion and sustainability services
- Product & service portfolio

[E-mail: info@businessgrow.net](mailto:info@businessgrow.net)

[Download](#)



Entrepreneur Association of Tokyo  
Tel: (03) 5336-9236  
E-mail: info@ea-tokyo.com  
URL: www.ea-tokyo.com

DECEMBER 2005



"Speed, relevance and trust are at the core of all communications."

## Shared Learning for Faster Business Growth

# Expert Insight

### Revving up your Corporate Communications

Effective corporate communications is vital for a business regardless of whether it is used to promote new products or strategies, talk with the press, or communicate with stakeholders and customers. One business that has turned good communication into an art form is Nissan Motor Company Ltd., Japan's second largest and arguably most competitive automobile enterprise. Under the stewardship of CEO Carlos Ghosn, Nissan's phoenix-like rise from the ashes has captured not only hearts and minds, but also hundreds of hours of advertising and media time and thousands of headlines worldwide.

Business reporter **Jonathon Walsh** spoke with **Simon Sproule**, Vice President of Global Communications at Nissan, to discover some of the company's corporate communications secrets that, with a touch of creativity, can empower entrepreneurs to more effectively promote their businesses and communicate with customers.

**Providing stakeholders with timely information**  
Nissan needs little introduction. The automaker's stunning turnaround from out of a spiraling black hole of debt, poor employee morale and plummeting global market share

into a high-growth, highly profitable efficient car-making machine has captured headlines the world over.



Nissan's Fairlady Z Roadster two-seater convertible with power-operated soft top.

The mission of Sproule's department is global communications, sustainability and investor relations. "Our goal is to provide key stakeholders with timely information about Nissan and its brands that allow them to make informed decisions concerning our company and its products. Speed, relevance and trust are at the core of all communications at Nissan."

**Key departmental responsibilities** include media, analyst, and shareholder relations, crisis and employee communications, corporate citizenship, media activities, motor shows, product launches, publications, websites, broadcast media services and event management.

"On the global communications side, our principle tools are the website, press releases, media presentations, media, analyst & shareholder events, speeches, conference presentations, and other activities."

PTO...

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# EXECUTIVE IMPACT

Executives on the Cutting Edge of Japanese Business

PM-Global



Entrepreneur Association of Tokyo  
Tel: (03) 5336-9236  
E-mail: info@ea-tokyo.com  
URL: www.ea-tokyo.com

FEBRUARY 2006



Jim (Coach) Hunter

### 10-SECOND BRIEFING

**INDUSTRY:** Project Management Services  
**LOCATION:** Tokyo, Japan  
**ESTABLISHED:** June 2001  
**SENIOR PARTNER & REPRESENTATIVE DIRECTOR:** Jim (Coach) Hunter  
**COMPANY TYPE:** K.K.  
**EMPLOYEES:** 16 full time plus 6 freelance consultants

## Revolutionizing Program Execution

How did a small Tokyo-based project management company reach the stage where they now enjoy 80% repeat business with some of the biggest names in the Japanese business arena?

It was only late in the last decade when many companies in Japan saw little if any need for outsourced project management (PM) services. But that attitude was rocked to the core when Y2K – the so-called "Millennium Bug" – drove thousands of companies the world over to purchase outsourced PM services to guarantee their Y2K projects were seen up tight before midnight 2000.

Then, only two short years later, writes business reporter **Jonathon Walsh** in this report about a growing Tokyo-based project management company, the necessity of PM seared its way into the consciousness of the business community again.

As if by fate, the fiasco that surfaced in early 2002 resulting from the merging of three Japanese banks into Mizaho Holdings underlined the critical importance of PM. The prime cause of the glitches that plagued the launch of Mizaho was inadequate project management, says **Jim (Coach) Hunter**, Senior



PM-Global management team.

Partner of Tokyo-based PM company **PM-Global**. "There was more politicking going on among the three entities than project management. With proper project management using defined international guidelines, those kinds of problems do not occur."

**Enabling companies to experience project success**  
With more than 25 years in the IT industry in many countries and a 3-year stint (1997-2000) as Senior Project Manager for an IT consulting company in Tokyo, Coach co-founded PMP-Japan with two other partners in June 2001. The company name was changed to PM-Global in 2005 to reflect its status as a rapidly growing global PM service provider.

Why are PM-Global's services important for businesses? "It's fairly common knowledge in Japan and around the world that people in organizations have trouble effectively and successfully conducting projects of any sort in accordance with requirements, scope, budget, and time frame," Coach says. "So, our service is to provide the opportunity."

PTO...

> [Download](#)

## Experts Profile

Emphasizing Excellence

Business GROW

Urban Farming  
Tokyo, Japan, Worldwide

- Urban farming training
- Garden installations
- Urban farming resources

Results you can taste!



### We're passionate about real food

**Business Grow** is a Tokyo-based sustainability consultancy specializing in providing urban farming, sustainability and survival skills training, consulting, and resources. As a leading innovator in Japan's urban farming sector, director **Jon Walsh** is ideally positioned to help people of all ages learn food production skills that can support personal, community and environmental health. To date, Jon has taught over 1,200 people about urban farming and how to grow healthy food, set up over 60 gardens around Tokyo including at the Grand Hyatt Tokyo (press report) and schools, and created unique training programs that can transform virtually anyone anywhere into a skilled urban food producer. Partner with us and dive into the fresh, fun and fulfilling world of real urban food!



Urban Farming Training	Garden Installations	Urban Farming Resources
Business Grow provides on-site urban farming education and <b>Business and Advanced</b> programs in Tokyo, and online lessons worldwide. Over 20 lessons can be taught ranging from how to grow vegetables from seeds & seedlings and eco-friendly ways to start seeds, to balcony gardening, vertical farming, and how to build compost, etcetera.	On-site gardens are a fantastic way to get up close and personal with fresh food, learn where it comes from, how to grow it, and – very importantly – how to share it. ● Tokyo Gardens Portfolio ● Backlot Gardens Strategy ● Farm gardens ● Food Harvest Tokyo CSR initiative ● Food donations	Business Grow can provide a comprehensive range of urban farming resources to teach, enlighten and inform – including the <b>Urban Farming SuperPack</b> , <b>Urban Farming Reports Pack</b> , <b>How to Grow Healthy Food in the City</b> urban farming guide (sample pages), <b>Feeding the Future</b> report, and much more.

#### Why work with us

EXPERIENCE	SCOPE	RESULTS
19 years working with people all over Tokyo, Japan, and worldwide. View <a href="#">case studies</a>	We can and have worked with businesses, hotels, embassies, universities, schools, clubs, seniors and individuals.	Our key focus is to get <b>healthy people</b> advised and trained, gardens built, and food grown

<h4>Experts Profile</h4> <p>Designed by Jon Walsh, Business Grow</p>	<h4>Contact</h4> <p>Jon Walsh, urban farming consultant E: info@businessgrow.net → Vision</p>	<h4>Media</h4> <p>Media Kit Japan Times article Interview: How to start a city garden Over 15 press releases and articles</p>	<h4>Speed Search</h4> <p>Urban farming dictionary On-site sustainability Urban Farming Guide Service Summary Workshops consulting Online workshops Media Kit Etcetera</p>
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> [Download](#)

Business Bio

**Michael Davis**

Sales Consultant | SalesMax Corporation

Website | About Us | Service Portfolio

**Business coaching with a difference**

Hi, I'm Michael Davis, Sales Consultant at SalesMax Corporation. I work in sales but I'm not a salesperson. Well, not strictly. I provide business coaching services with one aim: to help my clients create outstanding results for themselves faster than ever before. To do this, I focus on enabling clients to build workable solutions that help them do more with less. I bring 20 years' experience to bear to help rapidly build clients' capabilities to enable them to optimize their skill sets, maximize their performance, and get the results they need. That's it. It works. Come get some!

**What I can provide**

- Objectives-based personal coaching to up-scale your performance
- Results-focused insight to help you obtain superior results
- Comprehensive support to help you optimize your training
- Tips, benefits and successful techniques gathered from SalesMax's global coaching team to help you get more results that matter, faster.

**What is SalesMax?**  
SalesMax is Asia's fastest growing business dealing in maximizing human potential and building amazing individuals. We combine our global business training expertise with local experience to create positive results that boost clients' performance.

Every training program we run is customized to bring out the best in our clients, and each client is in charge of their program. It's personal transformation at its best.

**Business Dashboard**

Website | Client portal | Investors

**Training options**

SmartGROW | GDEAF | LT GrowthPack

**Services**

Service Portfolio | SmartGROW/HTH | ABC service

**Client support**

Backup Pack | QuickGrowPack

**Why choose SalesMax?**

Our client-focused training produces results from the inside – fast!

**Follow-up support**

All clients receive **personalized** post-training support to ensure gains are kept

**Global-sourced benefits**

Staff regularly share progress reviews that breed innovation on a global scale.

5,690	47	97%
Number of successful staff	Number of countries	% of return business in FY 2002

Contact Michael | E: m.davis@SalesMax.com | W: www.SalesMax.com

# STAND OUT in a crowded marketplace

## Changing the world through enlightened brands

**Rick Grehan**



**10-second briefing**

- Create media focused on driving changes in companies' core business
- Branding and communication specialists have real potential to create change and guide companies to help them find purpose
- Use the power of film, branding and design to champion purpose-driven organizations and create conscious brands that leave a good footprint on the planet.

**Learn more**

- Rick Grehan Bio
- imageMILL website
- What we do
- Who we are

**Successful marketing agencies typically excel at selling us things we never knew we needed until we were convinced we actually did by marketers we'll never meet. But there's a different type of agency in Japan that is more interested in selling us the concept of a better planet than a better product.**

**"We believe that brands and business can change the world," says Rick Grehan, a native of Belfast, Ireland and founder of Tokyo-based award-winning ethical creative agency imageMILL. "The world is heading towards an environmental and social disaster tipping point, and it's up to brands & business to change it."**

**What's the strategy?** "We help to bring meaning to brands, to find their purpose and then communicate those values in engaging and authentic stories," Rick says. "We use the power of film, branding and design to champion purpose-driven organizations and create conscious brands that leave a good footprint on this earth. We deeply care about the environment and the impact our clients have on it."

**How does imageMILL shift the needle?** "We combine creativity and imagination to produce content aimed at truly moving people," Rick explains. The agency creates media with powerful narratives and an innovative blend of journalistic and branding techniques focused on driving changes in companies' core business. "This results in the creation of real stories that can influence consumers. One example is imageMILL's 'Save the Beyond', a collaboration with the History Channel and Citizen Watchers, where they explored the ends of the planet, highlighting the work of eco heroes doing their best to protect our natural resources."

**Observing climate change**

imageMILL staff have traveled the world, searching for environmental advocates to bring their stories into the light. Rick recently met and filmed Eric Larsen, the great polar explorer. "We camped with him at over 3,500 meters high on the beautiful but very cold -25C Crested Butte mountain in Colorado where he gave us a crash course in Arctic survival and told us about the horrific ways climate change is affecting the polar regions."

Rick has also been to the beautiful waters of Indonesia to film the work of *Abam Sagar*, marine biologist and protector of manta rays and sharks, and filmed at Australia's Great Barrier Reef where he said he was devastated to witness the destruction of this natural wonder.

**What message does Rick most want to spread?** "We need to treasure and protect our natural resources. We need to wake up and realize how disconnected we have become from the earth, balance our lives and do what we can to stop the destruction of habitats. I want people to realize their strength, to realize the importance of the small actions they take every day, and that every yen they spend is a vote for the kind of future we want."

**What does Rick need to expand?**

- Freelancers and consultants: film makers, copy writers, editors, graphic designers, producers, animators
- Spaces to hold events for causes
- Great clients who want to make change by making sustainability and ethics core to their business.

**NEXT: Bios of featured people**

## BUSINESS SOLUTIONS

**Impact that matters**

### Using AI to predict future tech outages

**Mitch Taylor, CEO, JumpStart Corporation**



**What's the biggest issue facing your industry?**

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**How can other industry players collaborate to fix this issue?**

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**How is JumpStart addressing this issue?**

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**What results are you seeing?**

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**How can JumpStart impact the sector?**

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**What are your predictions for the tech sector in 2023?**

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**Read more to discover how Mitch and JumpStart are changing the face of Europe's tech sector.**

**As a leader in the British AI development sector, JumpStart provides effective, scalable products and consulting services.**

- Mitch Business Bio
- Business dashboard
- Industry Insights
- Our team
- Media kit
- Contact

**Contact Mitch**

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- ig: [jump\\_start](#)

**Designed by Jon Walsh Business Design**

Professional business generation, writing and editing services

[jon@businessgrow.net](mailto:jon@businessgrow.net)

**No. 1 UK**

**JAN. 2023**

## Ecopreneur Bio

**Urban Farming**  
Tokyo, Japan

### Jon Walsh

**Urban Farming Consultant**

#### Business Grow

#### Urban Farmer Turning Communities Green

- Jon is an industry leader with 13 years' experience as a Tokyo-based urban farming and sustainability consultant/instructor and urban grower
- Briefed and taught key food production skills to over 2,000 students, parents, and business people in Japan and around the world
- Runs practical, informative urban farming, sustainability, and technical skills workshops and programs
- Created multi-grade school urban farming projects
- Installed over 80 gardens at schools, hotels and kindergartens
- Grown large quantities of in-season vegetables and herbs

**Intro**

Hi! I'm Jon Walsh, a leading Tokyo-based urban farming consultant and instructor. I help people bring food sources closer to their tables in a way that boosts self-sufficiency and improves personal and environmental health. I can teach you anything you need to know about how to grow healthy urban food. > [Find out more](#)

**Motivations**

I'm motivated by the sheer enjoyment and satisfaction of growing food, how it can equip the next generation with valuable life skills, and covers so many important environmental bases while also being a concrete, impacting way to stay healthy and support the community.

**Fuel for growth**

**To expand, Jon is looking for:**

- People looking to become urban farming instructors
- Schools interested in launching urban farming programs and setting up gardens
- Building managers and tenants interested in having a rooftop garden installed
- Individuals and families interested in learning how to grow food at home

**Areas of expertise**

- No-spray urban food production
- School urban farming programs
- School multi-grade programs & farms
- Balcony gardening, vertical farming
- Fooding gardens (report)
- Garden installations, workplace gardens
- Food as community support

**Short-term goals**

- Train 50 urban farming instructors
- Train 10,000 students and 1,000 business people in urban farming and sustainability skills
- Launch urban farming programs at 25 more schools and 100 businesses and encourage clients to donate food to food banks
- Install first office rooftop garden
- Donate 250 kgs of fresh urban food to Second Harvest Japan.

**Business Dashboard**

Urban farming dashboard  
Urban farming presentation  
Tokyo gardens portfolio  
Jon's Expertise Profile

**Jon Walsh, urban farming consultant**  
e: [jon@businessgrow.net](mailto:jon@businessgrow.net)

**In the media**

NHK WORLD WORLD  
The Japan Times  
Tokyo American Club  
Metropolis magazine  
Television NZ clip

## Environmental Consulting Asia

**Green Business Consulting Specialists**



- Authorized training leading to globally-recognized certifications
- Market-leading implementation
- Green auditing for businesses of all sizes.

### Green business marketing that gets results

**What we do**

As a full service green business consulting firm, Environmental Consulting Asia provides eco consulting services to clients of all sizes that require training and certification to promote their green credentials.

**Professional services**

We provide authorized training leading to globally-recognized certifications, market leading process implementation, and green auditing for businesses of all sizes that generate and promote essential capabilities.

**Talk to the experts**

Contact us today to book an initial Business Process Evaluation and identify next steps.


**Contact us today**

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- url: [www.environmentalconsultingasia.com](http://www.environmentalconsultingasia.com)

# Distribute at meetings, online events, seminars, conferences and trade shows

## David Taylor

Business Bio



**Changing the world through enlightened brands**

10-second briefing

Founded in 1987, Taylor Consulting Inc. (TCI) has become the leader in sustainable marketing in Japan.

- TCI are branding and communication specialists who can create change and guide companies to meet environmental and sustainability objectives
- Using the power of film, branding and design, TCI champion purpose-driven organizations and creates conscious brands that leave a sustainable footprint on the planet.

**Learn more**

- Website
- What we do

Successful marketing agencies typically excel at selling us things we never knew we needed until we were convinced we actually did by marketers we'll never meet. But there's a different type of agency in Japan that is more interested in selling us the concept of a better planet than a better product.

"We believe that brands and business can change the world," says David Taylor, a native of London, and founder of Tokyo-based award-winning ethical creative agency Taylor Consulting Inc. "The world is heading towards an environmental tipping point, and it's up to brands and businesses to change it."

**Focus**

David focuses his work in the areas of advertising, brand creation and management, and global communications strategies.

David and his team assist clients to identify marketing requirements and target markets, then build strategies that will support clients' objectives, strategies, and budgets.

**How does TCI shift the needle?**

"We combine creativity and imagination to produce content aimed at truly moving people," David explains. "We create media with powerful narratives and an innovative blend of branding techniques focused on driving positive change."

**Key business achievements**

- David Taylor voted Asia Business Executive of the Year 2019
- Taylor Consulting's MARKET/Console product voted Best Marketing Turnkey Product 2019
- Best Eco Marketing Business by Global Consulting Asia
- Taylor Consulting's MARKET/Console product sells 1.5 million units by December 2019
- TCI team voted Best Consulting Team 2019 by Consulting Asia

**Environmental Research**

- Research Radar
- Customized Research Software
- Live Online Monitoring
- Global Research Tracking

**Environmental Marketing**

- Direct Eco Consulting
- Data Mining
- Planning and Production of Direct Marketing Tools
- Internet-related Business
- On-site Service Appraisal

**Contact David**

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 E-mail: michelle.smith@ascorjapan.com  
 In: linkedin.com/in/davidstaylor

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## Business Bio

# Ascor Japan

## Internet Impact

The new standard in Internet marketing



**Service Summary**

**AREAS OF SPECIALIZATION**

- Web-based marketing campaigns
- Global advertising strategies
- Vendor management

**SEO CONSULTING**

- Detailed keyword research
- SEO website analysis
- Site Maps
- Directory submissions
- Meta-tags and image tags

**INTERNET MARKETING**

- Search engine optimization
- Pay-per-click advertising
- E-mail marketing
- Affiliate management

**Dashboard**

- Our Vision
- Business Dashboard
- Products & Services
- Industry Insight
- Our Team
- Offices
- Media Releases
- Diversity & Inclusion

**Contact us**

Michelle Smith, Director  
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 Tel/Fax: 03-1234-5678  
 Sales: 03-1234-5678  
 Offices: Tokyo, Osaka, Nagoya.

**Executive Summary**

**Ascor Japan.....**

...works with market leaders in mature and emerging economies to maximize the effectiveness of Web-based sales campaigns and advertising programs.

We utilize the latest online and back-end tools and programs to create tailored Web campaign tools and marketing analysis to help our clients get maximum returns for their marketing spend.

**Who are you marketing to?**

Ascor Japan targets companies looking to grow their businesses using the Internet, innovative software solutions, pay-per-click advertising services, and search engine optimization technology.

**What specific benefits can Ascor provide to the foreign community?**

Ascor Japan offers an effective mix of English language consulting coupled with comprehensive Japan market experience, as well as:

- Expertise with foreign multinationals
- Customer Relationship Management
- Bespoke software solutions.

**Bio designed by Business Grow**  
 e: info@businessgrow.net

**What are Ascor Japan's key points of difference?**

- Ascor's management is laser focused on maximizing the results of keyword placement technology in clients' websites.
- We ensure that our consultants capture complete data and project requirements of every client, and compile detailed Keyword Profiles that are checked regularly by each client.
- All data is input into Ascor Japan's database, which allows the company to deploy targeted SEO test campaigns to determine the most cost-efficient SEO options.

These unique capabilities allow Ascor Japan to track progress of all specified goals to ensure client goals are met and exceeded.

**Key business achievements**

- 2019 earnings topped ¥1 billion
- Michelle Smith voted Asia Business Executive of the Year
- SEOsearch pack voted Best SEO Consulting Turnkey Product of 2019
- Secured 100% Fortune 500 client in 2018.

**Client list**

- Techno Inc.
- Xerox Asia
- DigTech Inc.
- SicTech Industries
- Tokyo Electronics Inc.

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## Strata Works

# Expert Insight

## Strata-gizing Your Biz with Outsourcing

**How does BPO work?**

Once hired, Strata Works goes to work mapping out each client's business processes, analyzing each layer and gap to see which things are working and which aren't, and ultimately providing a solution. Then they get out. "It's kind of like interim management. We don't really want the client to become too comfortable with us."

**Case Studies**

**Butler says one of the biggest challenges facing business in Japan is the efficient allocation of human resources.** The case of a large private club in Tokyo that was overstaffed is instructive. Strata Works was brought in to carry out an HR audit of the whole company. Many of the company's functions and employees—gardeners, lifeguards, waiters, cooks and cleaners—were not outsourced, and there was a lack of overall planning from an HR perspective, he says. From the audit, Strata Works found that finance and accounting was the culprit, and sent one of their CPAs to spend a couple of months on site to "fix things up." The company became a more streamlined operation as a result.

**Office. Strata Works automates work for large, high profile clients with narrowly specific requests.** Soon after Strata Works was established, **M&A** hired the company to audit their shoe and garment factories in Japan with the aim of ensuring their suppliers met internationally recognized labor standards. "It was a one-off. They could have used a big accounting firm, like Ernst & Young, but they liked our price."

**In nearly every case, Butler says, his company's clients need some kind of workable solution to a problem, whether it's inadequate financial reporting, a legal compliance concern, or an overarching issue that has become unmanageable.** These are problems that nearly all companies face, Butler insists. "Even in our company, it's very hard to see where the problem lies. An outsider's perspective can often get to the root of the problem very quickly."

**"It's kind of like interim management. We don't really want the client to become too comfortable with us."**

**FACT SHEET**

**TopTech Informatics**  
 Established: 2003  
 Location: Japan, India  
 CEO: Biju Paul  
 Employees: 26

**Biju Paul, CEO**  
 Launched TopTech in 2003, Languages: English, Japanese, 20 years industry experience in software development and IT project management.

**TopTech Informatics** Jike Bldg. 8F, 1-7-3 Jishin, Chiyoda-ku, Tokyo 100-0072  
 Tel: +81 3-5555-1237 Email: info@toptechinfo.com URL: www.toptechinfo.com

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## TopTech Informatics

### Leveraging Offshore Software Development



**Biju Paul**  
 Chief Executive Officer  
 TopTech Informatics

Outsourcing is on the increase and the benefits of this cost saving process are being realized by a growing number of business managers worldwide. "While outsourcing—in particular of computer software development—can produce significant benefits for companies, it also involves inherent risks. How can business managers in Japan take advantage of offshore software development and get ahead of the competition?"

**TopTech Informatics, a Tokyo-based IT company specializing in outsourcing and offshore software development, is uniquely positioned to help clients reap the benefits of having software developed overseas.**

**Chief Executive Officer Biju Paul says TopTech's greater focus is to provide a full range of IT services to companies efficiently, transparently and securely. TopTech's suite of services includes IT staff augmentation, on-site engineering support, external management and office relocation. With offices in Tokyo and an Offshore Development Center in India, TopTech is able to scale rapidly to meet the outsourcing requirements of companies, and enable clients to take advantage of the significant cost savings available from offshore outsourcing.**

**For Japanese clients, TopTech offers the additional advantage of being able to provide access to native Japanese speakers based in India, thus making the company uniquely positioned to offer tailored bilingual solutions to customers. To further benefit local clients, TopTech has tied up with administration (www.offshoreware.com), a large, outsourced IT solutions provider in India that employs more than 500 developers and infrastructure support staff. TopTech is also a registered Crown partner, and is the Japan distributor of Novartis Virus Control, a Norway-based company marketing a range of anti-virus products.**

**80% of revenues from repeat business**

**How was TopTech founded?**

The company was originally founded in India as a software house before Biju Paul single-handedly launched the company in Japan in mid-2003 by marketing a ready-to-leave team. TopTech Informatics' first months later, TopTech had grown into a team of 5 but the business legally constituted in IT divisions of a separate company called Global Facility. In February 2008, TopTech spun off and became a fully independent and legal Japanese entity. By the end of 2007 the company had a team of 30 working hard to provide tailored business solutions to clients, and had achieved year-on-year revenue growth of 30% + between 2004 and 2006-07.

**Where is growth being generated from?**

"Approximately 50% of revenues are a result of repeat business while 10% of revenues flows from existing customers," Biju says.

# Double the Impact

Stand out and impress attendees at meetings and events with a design-coordinated pairing of your company's [Business Dashboard](#) (below left) and [Business Bio's](#) (below right) about yourself and your team. These products are a great match and will showcase your expertise, professionalism, and attention to detail, three key characteristics of successful business and deal-making.

Business Dashboard

## City Legal Experts



**THE RIGHT PEOPLE**  
**THE RIGHT RESULTS**

**What we do**

City Legal Experts have been working with clients since 1995 to help ensure best practices and best results.

We fuse the creativity, knowledge, experience and information resources of the company to help clients solve challenges large and small, from navigating market entry and multi-jurisdictional regulation, to merger control and antitrust litigation.

Our lawyers know the law and operate across borders with confidence backed by a team of experienced researchers who have key information and data at their fingertips to help our clients go further.

**Going the extra mile**

It's our standard practice to go the extra mile for our clients. We go even further to help our clients succeed in the areas of banking and finance, capital markets, employment, dispute resolution, financial regulation, and competition and antitrust.

> [Services](#)

Contact City Legal Experts to make your next step the right one.

**Research**

Our dedicated research team will search, identify and present optimum solutions for all client scenarios.

> [More](#)

**Expertise**
**People**

City Legal Experts

Leading the way in London law, City Legal Experts provides relevant, accurate, and timely advice.


- Our Vision
- Our Team
- Business Dashboard
- Offices
- Products & Services
- Media Releases
- Industry Insight
- Diversity & Inclusion

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Call +44 2 1234 5678

Business Bio

## Angela Mason

Market Reform Specialist  
City Legal Experts



**THE RIGHT PEOPLE**  
**THE RIGHT RESULTS**

Leading the way in London law

**Research**

Our dedicated research team will search, identify and present optimum solutions for all client scenarios.

> [More](#)

**Expertise**

As a full-service commercial law firm, City Legal Experts provides the services of both in-house and on-site lawyers with diverse and broad-ranging legal experience, across a range of industry sectors. We utilise our strengths and our people to produce results that are measurable and verifiable at all levels of business.

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**People**

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- Our Vision
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- Media Releases
- Industry Insight
- Diversity & Inclusion

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Call +44 2 1234 5678 | In: [linkedin.com/in/angelamason](https://www.linkedin.com/in/angelamason)

## Tayler

## Mitchell

## Munro

**Research**

Our dedicated research team will search, identify and present optimum solutions for all client scenarios.

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**Expertise**

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**People**

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