

GVH#5 Membership Entry Screening Online Application Format

*Intellectual property rights for business plan entered into this form belong to the applicant. However, the applicant is asked to enter what they may, after having taken necessary measures regarding legal protection of patents, utility models, industry secrets, know-how, and other information, which is the applicant's responsibility. It is understood that the applicant accepts this upon submitting their application.

Items marked with an * are required.

I . Overview of the Business and its Founder

(Planned)Date of business establishment*	2021/02/01	Business Type*	<input checked="" type="checkbox"/> Corporation (¥3M - ¥4M capital) <input type="checkbox"/> Sole proprietorship
Name of Corporate Representative/ CEO <small>*Name of the application representative if a corporation has not yet been established</small>	Dwayne Grech グレック ドウエイン	Date of Birth*	1983/09/21
Corporate Name/Trade Name *	Hello xLAB G.K.	(Projected) Number of Employees*	1
Business Location* <small>(Corporation: Head Office, Individual: Place of tax payment)</small>	2F Hankyu Five Annex Building 1-12 Kakuda-cho. Kita-ku. Osaka Citv 530-0017 TEL : 080-7311-8411 Email : d.grech@hello-xlab.com URL : http://www.hello-xlab.com		
Service Name *	Experience Design Consultancy URL : http://www.hello-xlab.com		
Representative CV	[*Required in the absence of a registered referral organization] <small>*Please include a brief work history, participation in acceleration programs, etc. Please add lines as needed.</small>		
2016/06 - 2020/11	R&R Partners Inc., Las Vegas, USA – Associate Experience Director: Was the leader in many innovation projects for the Las Vegas tourism authority and Blockchains LLC., by designing digital touchpoints, AR/VR content, event activations and spatial design, as well as general digital strategy.		
2014/03 - 2018/08	Horizon Direct, Toronto, Canada – Director of Design: Lead the end-to-end development of both the branding system and UI/UX experience for the digital remittance company I was co-managing director for.		
2013/10 - 2015/10	Critical Mass, Toronto, Canada – Digital Art Director: Collaborated with a diverse team of UI/UX Designers on the Citi Group global account. We created customer-centric touchpoints for web, mobile and public applications.		

II . Main Purpose of Use of GVH#5 (You may select more than one) *

To use the address/registration For work space For business meeting/discussion space For seminars

For the entrepreneurial community

For the business support (Please write the type of support you'd like to receive

[Business mentorship, business matchmaking]

Other ()

*Please expand or shrink each entry line as necessary.

III . Business Description

1. Outline of the business/service *

(Please include your market/customers and market size, service/product prices, monetization, your business' strengths and superior qualities, etc.)

We are an experience design consultancy at our core, offering strategic planning and end-to-end innovation solutions with an emphasis on emerging technology, but our creative background provides our clients a production service that meets their needs in UI/UX, app design, motion graphics, product, branding, spatial design, etc.

Our target market is SME businesses in various industries, as we see design being key to a profitable business. We don't limit ourselves to whom we work with, but we prefer the aviation and transportation industries, hospitality (like hotels), museums, and other public institutions.

While we are still in the process of developing a rate card for our services, we aim for a per-project relationship with our customers, as it allows us to focus on the value of the work than filling in timesheets, while reducing wasteful spending, saving our clients more money, compared to long, wasteful commitments with ad agencies. We get the flexibility to collaborate with several clients without the concern of breaching restrictive contract clauses.

Our focus for the time being is delivering service to Kansai and the rest of Japan, supporting local and international brands and institutions alike.

Realizing a client's vision and business objectives is no easy feat, but after 35 years of mastering design, innovation, and strategy, we make it look easy – this is one of our strengths. Another strength is the access to an international network of creative talent and vendors that can meet any project size or budget.

Finally, our business acumen allows us to see through the lens of budget and business objectives to provide the ideal strategy or creative direction our clients require.

Our diversity would be our superior quality. We are unapologetically different, which allows us to deliver fresh and divergent ideas that most traditional agencies are ill-equipped to provide. Using our hybrid approach to design and creative problem-solving, we can provide contextually relevant experiences that are both effective and memorable in different markets.

2. Future business development/growth strategies *

(Please include as much as you may regarding your sales targets/unique KPI numbers, M&A and IPO goals, etc.)

Before the pandemic, we forecasted a steady growth over four years, which saw Hello xLAB generating ¥8.7M, ¥26.3M, ¥56.8M, and ¥93.036M, respectively. These numbers are based on industry rate cards for services in the US, but considering Japan's exchange rate. After the first year, we looked to have a steady growth of 50% YoY.

A note: The numbers mentioned above must be updated to reflect the pandemic's effects on the market and the spending/investment behavior of Japanese companies. We look to work with experts to make any forecasting corrections as needed.

To help subsidize hiring staff and stretching our resources too thin, we aimed to generate B2B partnerships with at least two local businesses like market research and web design companies in the first year, which would also help us access new clientele to develop a positive reputation in the community.

Additionally, we are also actively investigating struggling businesses affected by the pandemic to give their inventory/equipment a second life through a comprehensive experience design strategy.

Our 10-20 year business outlook would see Hello xLAB developing collaborative r&d facilities throughout Japan to support clients in product design and rapid prototyping of any scale. These facilities would be created to welcome international startups, grad students, and established companies looking to enter the Japanese market to work closely with matched Japanese businesses for research and development purposes.

In the first two years, we look to leveraging our network of vendors and international talent but will have a small localized team of staff. If the business continues to grow, we will continue to expand our employment opportunities by working with universities, creating internship programs, then hiring our employees out of those programs.

We would naturally grow various disciplines or acquire small businesses that specialize in digital development, animation, film production, and architecture and engineering, respectively. Our core offerings would house a very diverse office of specialties, and having everyone function under one roof and working seamlessly together would elevate our output to client satisfaction in less time.

[Other/Free Entry Area]

End