

# Comment & Questions

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# “New form of capitalism”

- create new markets by solving social problems
- achieve solutions to social problems along with economic growth

Citing from

[https://www.cas.go.jp/jp/seisaku/atarashii\\_sihonsyugi/pdf/ap2023en.pdf](https://www.cas.go.jp/jp/seisaku/atarashii_sihonsyugi/pdf/ap2023en.pdf)

# Case (*Hito-bito*, a company in Fukushima)

- *Hito-bito* (陽と人) is a company founded in 2017 by Miai Kobayashi, a woman entrepreneur.
- She devised a way to distribute substandard fruit, then developed a femtech (female-technology) product using Asian persimmon peels that are normally disposed of.
- She supports local farmers and the community, links urban and rural areas, and also solves gender gap problems with the product.
- That is, she found new value in Fukushima's dormant resources (= an “underrepresented” market).



Citing from

[https://www.japan.go.jp/kizuna/2022/10/finding\\_new\\_value\\_in\\_fukushima.html](https://www.japan.go.jp/kizuna/2022/10/finding_new_value_in_fukushima.html)

# Questions

1. What can we, the government, do to increase the number of such companies as *Hito-bito*? Of course, the role of regulations is important as mentioned in your book. I am curious about other policy suggestions and/or specific initiatives by foreign governments.
2. How can upgraded capitalism affect the existing economic and social systems? It may bring about some discontinuous changes in the way companies operate, and in traditional economic models. Even large corporations can have opportunities for transformation. What do you envision in the future after pie-economics becomes widespread?