

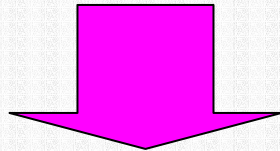
Starting up Celartem

Jiro Shindo, CEO
Celartem Technology, Inc.

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Why I Founded ...

- Shocked by the Internet
 - Transmitting Images
 - Connecting the World



Great Business Opportunity!

Research Stage

- “Compact”
 - 2nd Floor of My Home
 - Student Engineers
 - Seminar Producer

Home Office in Kyoto



Kyoto: Place for Entrepreneurs

- Competent Students
- Low Cost

Let them work freely

- Stick to Image Quality, not Compression

Few jobs; barely kept the business.

But always saved before running out of cash.

Development Stage

- Venture Capital
- Partnership with Big Companies
- World's Best Quality Level

Aiming to Lead the Market

- IPO
- M&A
- Organizational Reform