

# 特別BBLセミナー プレゼンテーション資料

2014年4月8日

【ベンチャー・シリーズ第2回】

## 「テラモーターズの世界への挑戦」

テラモーターズ株式会社  
代表取締役社長 徳重 徹

<http://www.rieti.go.jp/jp/index.html>

# 日本発、世界的ベンチャーの創造

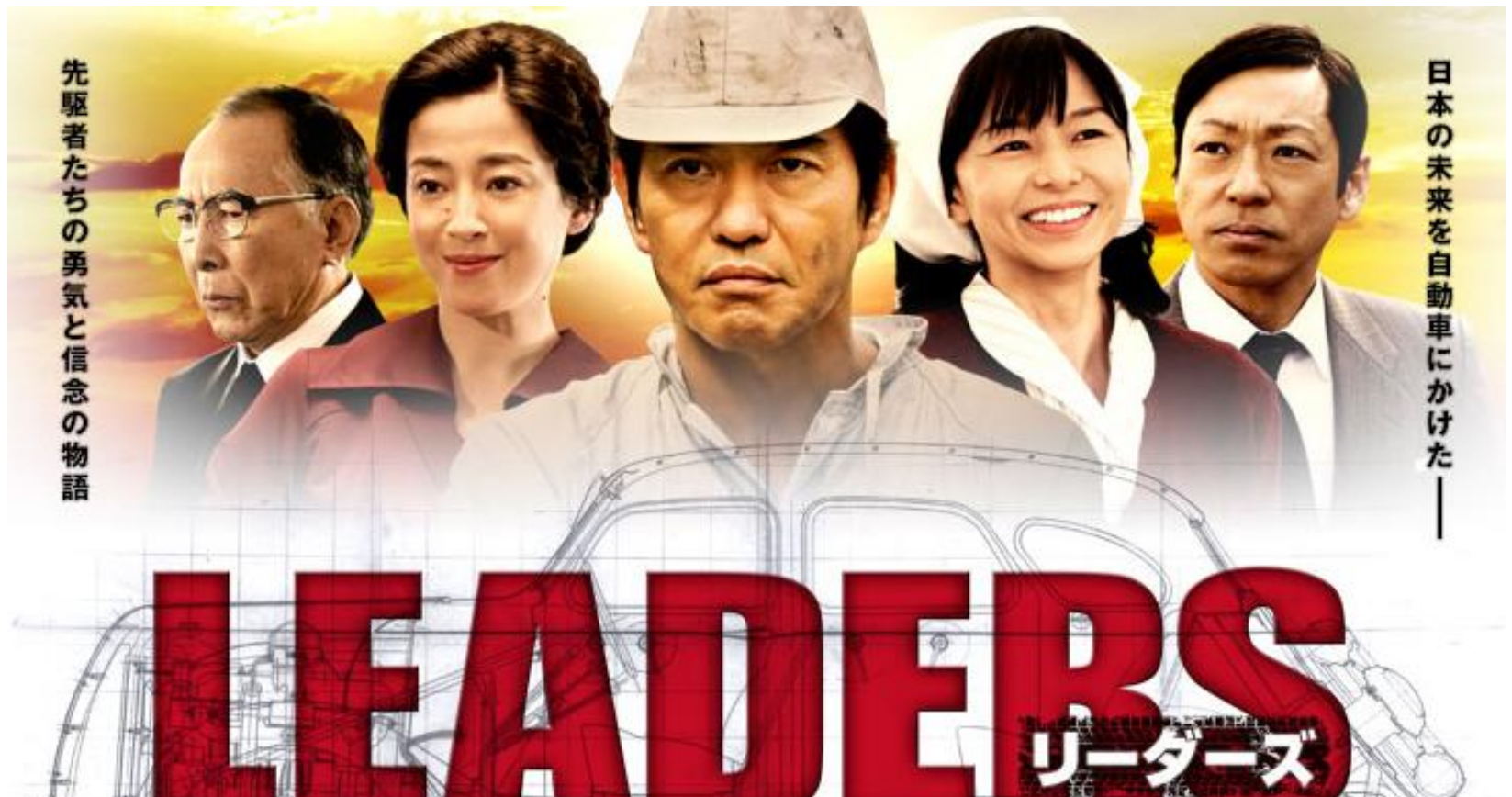
—日本から新たな成功事例モデルへ



From  JP  
REAL VALUE, REAL FUTURE.



# LEADERS: トヨタの創業物語

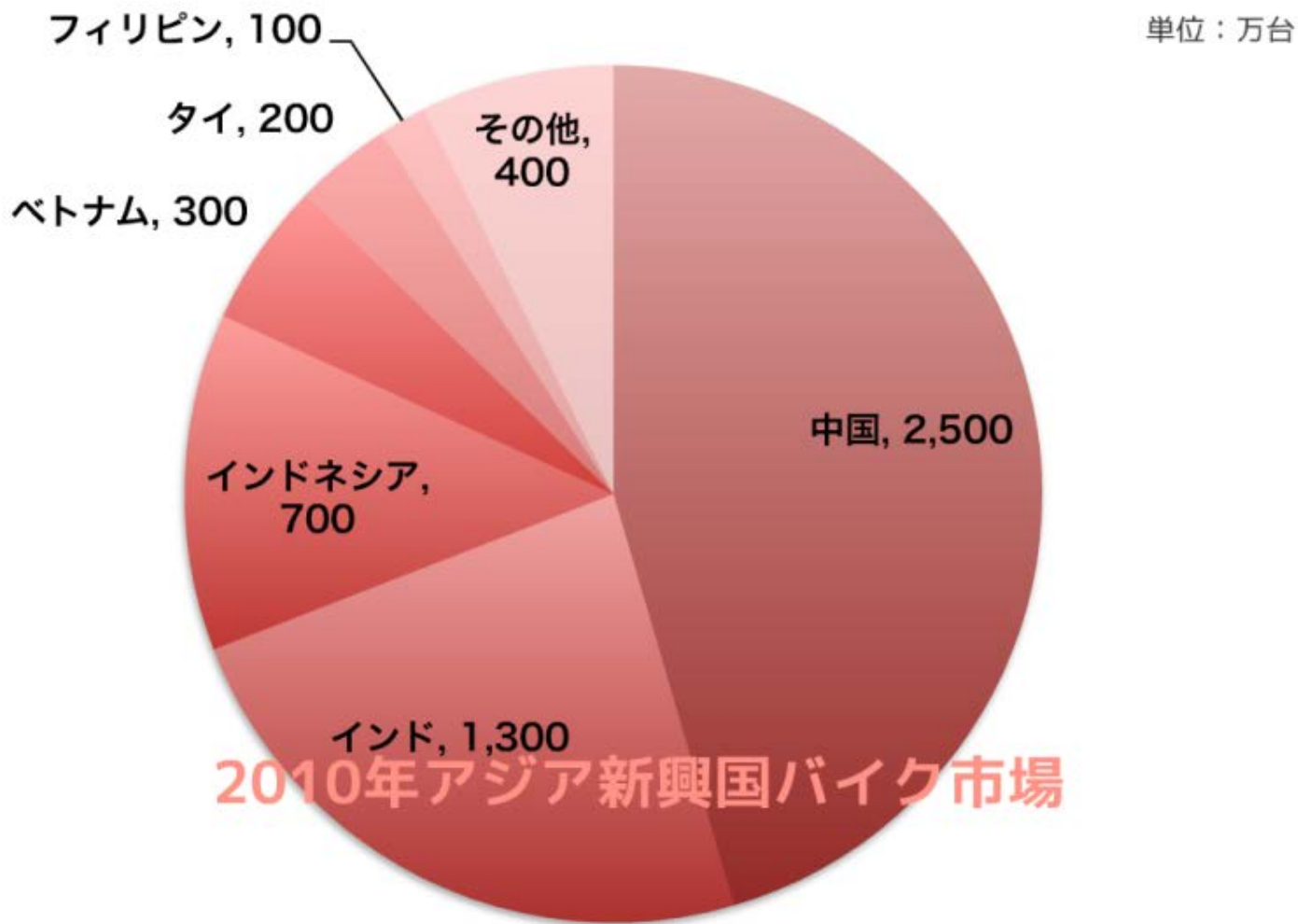


# テラの挑戦

- ベンチャーなのに、最初から世界市場
- ベンチャーなのに、製造業
- ベンチャーなのに、大手領域

# 最初から世界市場

# バイクの販売台数(世界)



ベトナム











# フィリピン

# フィリピンの国家プロジェクト



- Metro Manila  
**200,000 Tricycles**
- Philippine All  
**3,500,000 Tricycles**
- Co2 Exhaust  
**10,000,000 ton**

### ADB lauded for spearheading Green Transport System (Philippines)

May 3, 2011 3wheeledcheese [Go to comments](#) [Leave a comment](#)



The Asian Development Bank (ADB) was lauded today for co-hosting a recent forum entitled "Energy Efficient Electric Vehicles" together with the Department of Energy (DOE).



**President Benigno C. Aquino III, rear seat, and Mandaluyong City Mayor Benjamin Abalos take an electric tricycle for a spin, April 13, 2011 (Photo courtesy [Mandaluyong City](#))**

## Electric trikes to cut fuel costs and pollution







インド

# Auto Expo 2014



# Media Coverage

## Japan's Terra Motors unveils electric bike

**TREND-SETTER** India's first 1,000-cc e-motorcycle Kiwami will cost ₹18 lakh. It can be fully charged in 6 hours

HT Correspondent  
\* letter@rediffmail.com

**NEW DELHI:** Japan's largest electric vehicle maker Terra Motors Corporation on Tuesday ventured into India with the introduction of the country's first ever 1,000-cc electric superbike Kiwami at a price of ₹18 lakh.

With the aim to attract the youth, motorcycle enthusiasts and urban consumers who look for eco-friendly variants, Kiwami which in Japanese means 'ultimate', produces a maximum power of 13.4 bhp and a top speed of 160 kph. The bike can be fully charged in six hours and has a range of 200 km.

"India is the second largest producer of two-wheelers in the world. Hence, it is an important market in our strategic growth plan and we intend to invest ₹300 million (₹30 crore) in the Indian market next fiscal year," said Toru Tokushige, chief executive officer (CEO), Terra Motors. "The electric vehicle market in India is very fragmented and consumers do not have a high image of the segment. We wanted to change that, hence, we have adopted

**FACTORY ON THE WAY**



- The bike will be imported directly from Japan but the company said it will set up a factory in India in the second stage
- Terra Motors is targeting sales of 10,000 units by the end of next fiscal and a market share of 25%
- It will also introduce a series of e-scooters
- Toru Tokushige astride the Kiwami in New Delhi on Tuesday PTI

a top-down strategy. We are looking at cheaper commuter segment bikes in the future as well."

The bike will be imported directly from Japan but the company said it will set up a factory here in the second stage. Currently electric two-wheelers attract an import duty of 30%. Terra Motors is targeting sales of 10,000 units by the end of next fiscal and a market share of 25%.

"We don't believe that every gasoline motorbike will be replaced by electric bikes but it has a future," Tokushige said. "There are problems with charging and infrastructure in India but I want consumers to treat the vehicles like their mobile phones. Charge it every evening like you charge your phone and the vehicle would be ready to use in the morning every day. It can become a habit."

## టెర్రా మోటార్స్ నుంచి కివామి సూపర్ బైక్

ఢిల్లీ, జనవరి 29: జపాన్ కు చెందిన పేరుపొందిన ఆటోమొబైల్ బైక్ కంపెనీ టెర్రా మోటార్స్ కార్పొరేషన్ విద్యుత్ ఆధారిత ద్విచక్ర, త్రిచక్రవాహనాలను భారత్ మార్కెట్ కు విడుదల చేసింది. వీటిలో అత్యధునిక ఫీచర్లు ఉన్న కివామి 1000సీసీ సూపర్ బైక్ విడుదలచేసింది. గంటకు 160 కిలోమీటర్ల వేగంతో నడుస్తుంది. ధర 18లక్షల రూపాయలుగా కంపెనీ ప్రకటించింది. కంపెనీ సీ.ఇ. తోరు టోకుషిగే మాట్లాడుతూ ప్రపంచంలోనే భారత్ అతిపెద్ద బైక్ల తయారీ కేంద్రంగా మారిందన్నారు. అందువల్లనే భారత్ లో తమ విక్రయాల వృద్ధికోసం 300 మిలియన్ రూపాయలు పెట్టుబడులు పెడుతున్నట్లు ఆయన వెల్లడించారు. ఎలక్ట్రిక్ బైకులు, కార్ల తయారీలో టెర్రా మోటార్స్ ప్రసిద్ధి చెందింది. ఫియర్లెస్ ఫీల్ ఫైన్స్ దేశాల్లో ఉత్పత్తి కేంద్రాలున్నాయి. ప్రపంచవ్యాప్తంగా వెయ్యి మంది డీలర్లు, మూడువేల సర్వీస్ నెట్వర్క్ లతో ఉంది. ఫిల్ ఫైన్స్ ప్రభుత్వం టెండరుకు టెర్రా మోటార్స్ గుర్తింపు పొందింది.



### Terra Motors unveils ₹18 lakh electric superbike

PNS ■ NEW DELHI

Terra Motors Corporation of Japan on Tuesday unveiled an electric superbike, Kiwami, in India. The bike is priced at ₹18 lakh (ex-showroom Delhi).

The company, which plans to start selling electric bike in next couple of months, also plans to bring in a premium electric scooter, a range of affordable electric bikes and electric three wheelers into the Indian market.

"Besides, Kiwami, we plan to bring in a premium electric scooter and a electric three wheeler this year. We will also consider launching affordable range electric bikes in the future," Terra Motors Chief Executive Officer Toru Tokushige told reporters here.

The Tokyo-headquartered firm will be importing the superbike initially into the country.

### टेरा लाई 1,000 सीसी का दम



टेरा मोटर्स के संस्थापक और सीईओ तोरु तोकुशिगे ने नई दिल्ली में 1,000 हजार सीसी की क्लास की किवामी इलेक्ट्रिक सुपर बाइक लांच की। फोटो : प्रेस

# Terra gives the electric option

■ JAPANESE manufacturer, Terra Motors Corporation, has launched a brand new motorcycle called the Kiwami that is essentially India's first ever 1,000cc electric superbike. Kiwami which in Japanese means 'Ultimate' is powered by a 10kw motor that enables it to reach a top speed of 160kmph. With a six-hour charge time, the Kiwami will be able to travel a maximum distance of around 200 kilometres. This puts Kiwami in No 1 spot as far as range is concerned. While the Kiwami is a unique offering, the price

of Rs 18 lakh is sure to ensure that it will remain a rare sight in India. If Terra Motors starts manufacturing the bike locally the price will come down.

Commenting on the foray of the company in India, Toru Tokushige, chief executive officer (CEO) and Founder of Terra Motors said, "India is the second largest producer of two-wheelers in the world. Hence it is an important market in our strategic growth plan and we intend to invest Rs 30 crore in the Indian market next fiscal year."

Toru Tokushige CEO and founder Terra Motors with the Kiwami at its launch



22 | www.autobild.in Issue No 16, March 5, 2014



**Terra**

**TERRA MOTORS KIWAMI** Terra Motors made its debut at the Auto Expo and in the Indian market as well. They had showcased the Kiwami, which is an electric superbike equivalent to a litre-class motorcycle, that can be yours for Rs 18 lakh. It will touch a max speed of 160kmph and can run for 200km on a fully charged battery. The 10kw of peak power is equivalent to 1,000cc of displacement. The electric motor delivers instant torque propelling the bike to three digit speeds in double quick time.



**TERRA A4000i** Terra also had its A4000i electric scooter on display. The battery of the A4000i can be removed and charged fully in 4.5hr. You can use your iPhone to control your scooter and it also gets a disc brake at the front and rear. The scooter can do a maximum of 65km on full charge. Looks like Terra will definitely charge up the electric two-wheelers segment in India.

12th Auto Expo THE MOTOR SHOW

## TERRA MOTORS LAUNCHES ELECTRIC SUPERBIKE IN INDIA, TO DISPLAY FUTURE LINE-UP AT EXPO

### HALL NO: 6/E-18A

Marking its official entry in India, the Japanese electric vehicle manufacturer, Terra Motors launched its electric superbike called Kiwami on January 28. The Kiwami, according to the company, is at par with the performance of a 1,000cc sportbike. The e-bike is priced at Rs 18 lakh for India.

Speaking at the launch, Toru Tokushige, CEO and founder, Terra Motors, said "India is the second largest producer of two-wheelers in the world, and hence it is an important market in our strategic growth plan. We intend to invest Rs 30 crore in the Indian market next fiscal (FY2014-15). With this mission, Terra Motors is set to deliver electric vehicles of high



CEO Toru Tokushige launches the Kiwami electric superbike which is capable of 160kph and is priced at Rs 18 lakh in India.

quality in India." According to company data, the Kiwami runs on a lithium ion battery, which offers a running range of

over 200km and consumes six hours to get fully charged. Talking to Autocar Professional, Tokushige said that "the company is

aiming to sell 10,000 bikes in India in the next two years. Further, if the government plans to support us, we would be able to sell nearly 5,000 units of electric three-wheelers as well." The company is currently working to set up its first dealership in Gurgaon, which it plans in the next 4-5 months.

The Indian subsidiary, Terra Motors India will be present at the Auto Expo, where it plans to display its future line-up (including executive e-scooters and e-three-wheelers) besides the Kiwami electric bike. The company currently also operates out of other Asian markets such as Vietnam and Philippines and sells revolutionary products, one of which is the A4000i. The model, released last

year (July 2013) in Tokyo, is termed as the world's first mass production model to be connected to a smartphone (iPhone series currently). The feature enables the rider to store details such as electricity consumption, battery life, riding data and others to cloud database.

The A4000i uses a rear in-wheel motor which is powered by Terra Motors' own lithium ion battery pack (48V/40AH) which, according to company data, lasts for 50,000km (lifetime range). Terra Motors aims at selling this model primarily in South-Asian markets (including Japan) and, according to a company release, is targeting sales of 100,000 units by end-2015.

**KIRAN BAJAJ  
S. AMIT PANDAY**

# アジアで思う事

- NATOとは
- No Action Talk Only
- 意思決定の速さ
- 早期進出への価値の重み
- 法規制の違い
- サムライ日本人、極少
- 韓国勢、中国勢の凄さ

# 新しい成功モデルとは

- 日本の起業家 X アジアの財閥

## \* あるVCのコメント

“過去にアジア市場で成功した日本のベンチャーあるのか？”

# 日本の新しい成功モデル “ビジネス界の野茂を目指す”



**製造ベンチャーは無理？**



# EVベンチャーの先駆者：テスラ



2003年シリコンバレーに設立。  
直近の売上:1.6億米国ドル、利益:1.6億米国ドル  
時価総額は31億米国ドル（ヤマハ発32億米国ドル）  
創業者はIT企業創業者で南アフリカ出身の42歳

2年以内に  
同様のポジションを  
EVバイクで狙う！

# 世界初、スマホバイク



Gadget\_02 **Electric Scooter**

## Terra Motors A4000i

テラモーターズ・A4000i  
価格:45万円

**世界初のiPhone連動  
電動バイクの爽快な走り  
未来への可能性**

TEXT:D.YAMAMOTO 山本大介 PHOTO:T.HIROSE 廣瀬友春  
INFORMATION:テラモーターズ <http://www.terra-motors.com/jp/>



# 世界のメガベンチャー



htc

FOXCONN®



HUAWEI



# ジャカルタのイミグレで

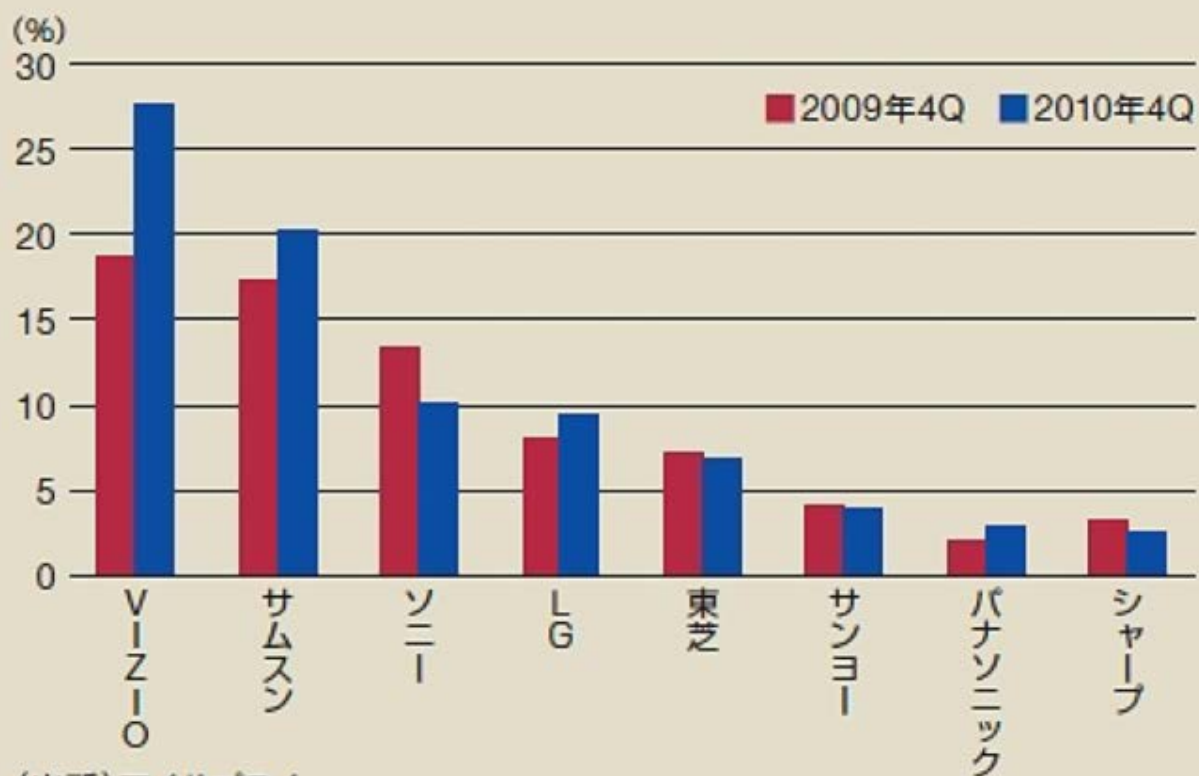


**想像してください**

**例えば、日本のTV市場でトップ企業が  
ベンチャーであったら**

# 米国のTV市場

■ アメリカにおける液晶テレビの市場シェア



(出所) アイサブライ

日本発メガベンチャーの創出

サムソン、アップルを超える  
には、日本発メガベンチャー  
しかない



# 設立趣意書

Terra Motorsは日本発のベンチャー企業として、アップル・サムスンを超えるインパクトを世の中に残す企業になります。

かつて明治時代の日本では、近代国家建設という共通の目的に向かい、各分野の若き精鋭がそれぞれの持ち場で200%以上の力を出して、新たな時代を切り拓きました。また戦後には「**日本再建**」という志を胸に、何もない焼け野原から数多くの世界的企業が生まれました。このような時代では日本全体が創業期のベンチャー企業のスピリットを持っていたと言えます。

現在シリコンバレーや韓国、台湾、中国では、急速に成長するベンチャー企業が莫大な雇用・富をうみ、国家を牽引しています。一方、日本では電機メーカーをはじめとする大手企業が凋落するなど、終わりの見えない閉塞感に覆われています。今、かつての日本のように世界を引っ張って行く事が出来るようなベンチャー企業が生まれて、この閉塞感を打ち破るべき時が来ています。

Terra Motorsは日本が世界に誇る技術分野で、設立当初からグローバル市場で戦う事を前提に創業された企業です。Electric Vehicleという新しい市場を生み出しリード出来る存在になる事で、日本発のベンチャー企業が世界で通用することをもう一度証明します。また、日本社会、特に若者をインスパイアして、世界で勝負すること、高いハードルを乗り越えリスクに挑戦することが当たり前の日本社会をつくる事に貢献します。

今こそ、日本全体がもう一度立ち上がる時です。Terra Motorsはその先頭に立ち、日本人の誇りを蘇らせます。

	社名	時価総額
1 (2)	アップル	312,489 (コンピュータソフト)
2 (3)	マイクロソフト	214,597 (コンピュータソフト)
3 (8)	グーグル	187,176 (インターネットサービス)
4 (16)	オラクル	158,697 (IT関連事業)
5 (23)	インテル	111,352 (半導体)
6 (27)	シスコシステムズ	97,182 (IT関連事業)
7 (29)	クアルコム	86,215 (IT関連事業)
8 (35)	アマゾン・ドット・コム	74,559 (ネット通販)
9 (39)	コムキャスト	66,686 (ケーブルテレビ)
10 (53)	アムジェン	49,131 (バイオ医薬品)

( ) 数字：NY市場上場銘柄含めたランキング  
 参照：Marketgeek <http://marketgeek.net/c-us/>

**【東証マザーズ時価総額ランキング】 ※2011年3月24日現在**  
 単位：百万円

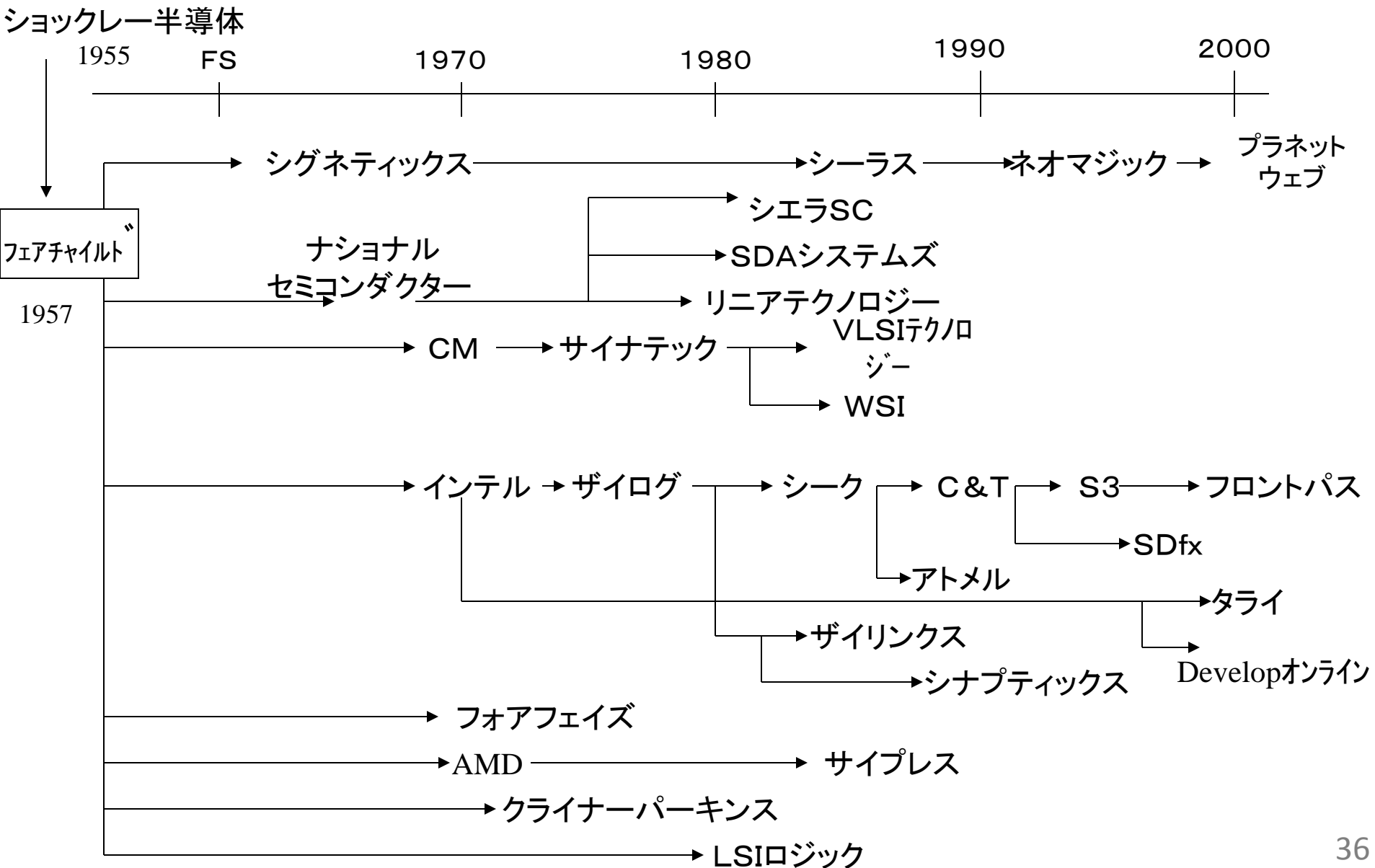
	社名	時価総額
1	サイバーエージェント	180,953 (サービス業)
2	スタートトゥデイ	133,222 (ネット小売業)
3	スカイマーク	70,775 (空運業)

# **SVの基本ポリシー** **:Change the world**

# シリコンバレーVBとの違い

- ビジョン
- 人材
- 資金

# Fairchild Semiconductorからのスピノフ



# PayPal マフィア



# 最後に人材

# 人材

- 若手Best & Brightest  
東大、早稲田、慶応、一橋、筑波大  
TOEIC平均850点で、新興国好き
- 業界経験者OB(品質管理、メンテ)  
ホンダ、ヤマハ
- 若手技術系  
トヨタ、パナソニック



# グローバル人材とは

- コミュニケーション
- Diversity
- 不確実な中でやりきる力





# 株主

徳重徹 (Terra Motors(株)代表取締役社長)  
福武總一郎 (ベネッセ取締役会長)  
出井伸之 (ソニー(株)元会長)  
山元賢治 (Apple Japan元代表取締役)  
辻野晃一郎 (Google Japan元代表取締役社長)  
村井勝 (コンパックコンピュータ(株)元社長)  
一柳良雄 (元経済産業省総務審議官)  
松田修一 (早稲田大学元MBA教授)  
久保 尚平 (トヨタカローラ南海代表取締役社長)  
池田弘 (関東ニュービジネス協議会会長)  
平内優 (クオインタムリープ(株)代表取締役社長)  
みずほキャピタル株式会社  
インターウォーズ株式会社  
ウエルインベストメント株式会社(早稲田VC)

# 使命感:

**起業家 X 日本に対する思い X 世界市場**

# 世界へ



いま、日本人が  
海外で戦う  
ために必要な  
41の発想

# 挑め!

徳重 徹

テラモーターズ代表取締役

「世界にチャレンジする人  
しか、生き残れない！」

Google Japan 元代表取締役社長

辻野晃一郎

シリコンバレーで学び、アジアを攻める  
ベンチャー経営者が説く  
世界で勝つために必要な意識改革の書!

NHKスペシャル  
「メイド・イン・ジャパン  
逆襲のシナリオ」出演で  
話題騒然

フォレスト出版