

## **EntryNo.1 Yuto Tsuji "Noto Hiba Deodorant for Reconstruction."**

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Hello. My name is Yuto Tsuji from Osaka Kyoiku University Senior High School, Tennoji. Today, I will be presenting on the theme of "Noto Hiba Deodorant for Reconstruction."

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First, what image do you have of the Noto Peninsula? I had the chance to visit the Noto Peninsula on a trip after the earthquake, and I saw its many charms with my own eyes: the rich nature, the delicious seafood, and the lacquerware filled with the spirit of its artisans. However, due to the effects of the Noto Peninsula earthquake, roads were reduced to a single lane and were so badly cracked that just driving on them could make you hit your head. I also heard that ryokan (the Japanese inn) where I stayed had been used as an evacuation shelter just a few months prior. Additionally, I have a friend who is from the Noto Peninsula. He was visiting home and was at his grandmother's house when the earthquake struck. He told me about the disaster situation: how houses had collapsed, roads were bent like waves, and boats had been destroyed. When I heard that, I began to wonder if there was something I, with my long-held interest in disasters and recovery, could do. Together with my friend, I started to think of a plan to help the Noto Peninsula's reconstruction through the power of business. This plan is the result of those efforts.

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To develop our plan, we interviewed a group called the "Traveling Wajima Morning Market" to hear firsthand accounts of the damage. At that time, they showed us these two photos. The one on the left is from immediately after the earthquake, and the one on the right is from one year later. As you can see, the reconstruction is still far from complete. Although the government provides reconstruction subsidies, the acceptance rate is still very low.

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After I shared my passion for the Noto Peninsula's reconstruction and asked if there was anything that was being thrown away, they gave me scrap pieces from chopstick production. Specifically, these are the handle portions used when applying lacquer to the chopsticks.

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Furthermore, Noto Hiba has three key effects: an antibacterial and sterilizing effect, a deodorizing and aromatic effect, and an insect-repellent effect. Taking advantage of these properties of Noto Hiba, I came up with...

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...Noto Hiba Deodorant. This is a business plan to sell the chopstick scraps packaged in boxes with designs like a matchbox, an HB "Hiba" pencil, or a cute character.

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Here are some design examples.

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This Noto Hiba Deodorant can be placed in a wide variety of places, such as inside shoes, in shoe boxes, in closets, and in toilets. Moreover, unlike conventional deodorizers, you can place the sticks one by one, allowing you to use them in many different spots.

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Regarding its effectiveness—have you all ever smelled the scent of Hinoki cypress, perhaps in a Hinoki bath? Amazingly, Hiba is ten times stronger than that.

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Furthermore, I had my father and friends test it by placing the Noto Deodorant in a bag with their clothes. The smell was gone overnight. As you can see, this deodorizer combines three elements: it supports reconstruction by using materials from the Noto Peninsula that

would otherwise be discarded; it's practical due to the effectiveness and versatility of Hiba; and its attractive packaging makes it a great gift. Wouldn't you like to try it?

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Next is a comparison with competing products. While our price is higher than others, we excel in being natural, supporting reconstruction, and having appeal as a gift.

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Here is the business plan. The price is 600 yen. Our main target demographics are people who prefer natural products, those with children and pets, and those who want to support the reconstruction effort. Of course, everyone here in this venue is also part of our main target audience. We plan to sell through subscriptions, e-commerce sites, and retail stores like roadside stations and souvenir shops in Ishikawa.

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To calculate the total market, we start with Japan's 53 million households. We multiply this by the 70% that use deodorizers, then by the 15% of consumers who prefer natural products, and finally by the 5% who are active buyers. This gives us a total market size of 2.65 million customers. With a goal of achieving a 2% market share in the fifth year, we project sales of 100 million yen, a gross profit of 76 million yen, and a net profit margin of 35%.

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This plan contributes to society not only by aiding the Noto Peninsula's reconstruction, but also by helping to achieve SDGs by utilizing scrap materials that would normally be thrown away.

Through this business, despite the geographical distance between Osaka and the Noto Peninsula, I, as someone from Osaka, wish to contribute to the reconstruction of the Noto Peninsula. I want to stay connected and continue to offer my support. I sincerely hope that this presentation and product will serve as a catalyst to spark interest in the Noto Peninsula. Thank you for your attention.