

EntryNo5. Rimika Tomoi

Giving shape to kindness. "Narielle" Making kindness visible to those with invisible disabilities

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Hello. I am Rimika Tomoi, a second-year student at Nishiyamato Gakuen High School in Nara Prefecture. It's a pleasure to be here.

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This might be sudden, but (gesturing to the) have any of you ever been in a situation like this?

(Acting part) You rush to the toilet with a sudden stomach ache, only to find a long line...

(Making a pained face, reaching out a hand) What do I do...?

Yes, I've had an experience like this too.

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Now, I'd like you to imagine something for a moment.

"What if you had that kind of stomach ache every single day, at any time?"

There might be someone right beside you who lives with that reality.

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Have you all ever heard the word "ostomate"? If you have, please raise your hand.

(Observing the audience) Thank you. It seems not many of you have...

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Well then, have you ever seen this symbol, or this space in an accessible toilet?

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An ostomate is a person who lives with an artificial anus or artificial bladder.

The opening created on the abdomen to expel stool or urine is called a "stoma," and the bag that collects the waste is called a "pouch."

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There are about 300,000 ostomates nationwide, which is about 1 in every 400 people in Japan. Of those, about 40%, or approximately 120,000, are female ostomates.

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What brought my attention to this issue was my own family's experience. My father lost his entire large intestine due to a serious illness and lived as an ostomate.

On the outside, he looked perfectly healthy. But he faced thoughtless stares and the frustration of not being able to use the toilet.

I learned about the "invisible, yet very real, difficulties" people face.

This led me to think from a female perspective: "What if I were an ostomate?"

"What if I were a female ostomate?"

9

These are the specific worries that female ostomates face.

Anxiety about appearance

Skin problems where the pouch is attached

Concerns about hygiene, odor, and sound

Mental health challenges

Managing it along with menstruation

The stoma is hidden by clothing and cannot be seen.

And the individuals themselves often think, "I don't want to show it," or "I don't want anyone to know," so they tend to carry this burden alone.

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This summarizes the features of existing products.

The current market for pouch covers is polarized, with cheap disposable options on one end, and highly functional but expensive ones on the other.

And more than anything, they look so medical and aren't cute at all!! Don't you think so?

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That is why I am developing a new product.

It is "Narielle," a pouch cover made from Nara's traditional kaya-ori (mosquito net fabric), which can also be used as a cloth sanitary napkin.

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So, why kaya-ori fabric?

I am originally from Osaka, but I started attending high school in Nara and have come to appreciate its charms every day. That's when I encountered kaya-ori fabric.

It is highly breathable, gentle on the skin, and quick-drying, and is even used for baby gauze. I thought, "This is it!!!!"

13

Now, I'd like to share the five unique points that Narielle has. A look at the chart makes it obvious!!!!!!

Appearance, Material, Reusability, Multi-purpose use, and Creator's Perspective—Narielle gets a checkmark for all of them! (gesturing to the)

14

This chart shows the age distribution of female ostomates, their top three specific needs, and the population trends for colorectal cancer. From this, I want to target female ostomates in their 20s to 40s, from the red to the green sections.

This business idea of mine is a "collaborative co-creation model led by a high school student," and I am cooperating with people in the local community.

Currently, I am working with the Kaya-ori Association and the Japan Ostomy Association to move forward with production.

15

Here is the financial plan.

At 5,000 yen per set, with a first-year goal of 900 sets, we are aiming for approximately 4.5 million yen in first-year sales.

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Furthermore, this product line will not be limited to just pouch covers.

We will simultaneously develop cloth sanitary napkins using the same material for the general female population.

We aim to create gentle care items for all women worldwide.

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Narielle was named by combining "Nara" and "elle," the French word for "she," which represents femininity and gentleness.

This project is not just about product development. It's about giving shape to kindness.

One piece of cloth can lighten the step into the future. I will absolutely make this dream a reality.

Invisible disabilities, visible kindness.

I would be delighted if you could share this vision.

Thank you for your attention.