

## EntryNo7 Yui Mizuta Tomolabo

1.

Hello, everyone.

I am Yui Mizuta from Yokohama Kyoritsu Gakuen High School.

I would like to introduce Tomolabo, a research institute that creates excitement from differences.

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I was born without vision in my right eye and hearing in my right ear.

This sensation is hard to convey, but...

In daily life, I often fail to notice sounds or movements coming from the right side.

It is very appreciated when others understand this and show consideration.

However, being accommodated can make me feel the gaze of others,  
or even stand out more, making me feel uncomfortable.

Why does that happen...?

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Here are two survey results.

The left figure of 57% represents the percentage of people with disabilities who have felt discrimination or prejudice in their daily lives.

The right figure of 40% represents the percentage of able-bodied people who view people with disabilities as “pitiful” without fully understanding their circumstances.

Through these numbers,

I felt that the cause of my discomfort might be  
that well-meaning glances or words unknowingly hurt the other person,  
or that the wall is created unconsciously by both parties.

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How can we avoid creating this wall  
and understand differences in abilities?

If societal filters related to disability are the cause,  
perhaps those of us with differences  
can actively “communicate” through different filters,  
leading to societal change.

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What kind of filter would be good?

I suddenly thought about the entertainment I enjoy.

- The National Museum of Emerging Science and Innovation, where complex science is made enjoyable through creative exhibits
- Dialogue in the Dark, where you can enjoy communication in a world without sight
- Cirque du Soleil, which turned the message against animal abuse in circuses into an artistic show

These examples are entertainment that delivers the message they truly want to convey through the filter of enjoyment.

I thought it would be amazing if I could convey my own disability through the “enjoyment filter” as an exciting experience!

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Tomolabo is a research institute where specialists produce entertainment and products. These specialists are rare, possessing two unique talents: **their different abilities stemming from their disabilities, and the power to plan experiences and products based on those very differences.**

Utilizing these abilities,

we plan and provide social entertainment that celebrates differences.

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Let me explain the business model.

When developing entertainment,

we collaborate with developers who aim to transform commercial facilities from shopping venues into places of enjoyment.

We secure investment to develop facilities and aim for annual sales of 100 million yen per facility.

We pay facility usage fees from the sales revenue.

For businesses, we offer consulting services to companies seeking to enhance the value of their universal design products.

Tomo Labo staff act as experts to oversee the development, and we receive a portion of the product sales.

The market size for universal design is estimated to be approximately 3 trillion yen.

We will pay compensation as new specialists who can take on this role precisely because of their disabilities, and provide opportunities to change society through their own ideas.

First and foremost, I aim to become a specialist myself.

We aim to create a community with those who resonate with Tomolab, while simultaneously compiling a database of experts with diverse knowledge, so that society can utilize this community.

For example, in the event of a disaster like an earthquake, we will be able to immediately connect disaster victims with disabilities to people who can provide appropriate support.

Through Tomolab's entertainment, which ultimately benefits society, we aim to create a society that welcomes differences.

May my differences be of use to someone.

That concludes my presentation.

Thank you for your attention.