

Company Introduction



Your innovation partner,
All for a society full of excitement

Corporate Philosophy

"We will contribute to the realization of an exciting society
by revitalizing corporate activities in the world."

Activity Policy

Based on the knowledge of manufacturing, by combining social activities with "static stage that plays a role in giving the direction to proceed as a connection of purpose" and "dynamic activity that repeats appearance and disappearance" on the stage by positioning individual activities within society and companies on the same stage and contributing to the revitalization of an environment that gives meaning to connections and creates encounters between human wisdom and technology. contribute to the realization of a society full of excitement.

5R1N

Reset, Rethink, Renovation, Re-engineering, Revolution and Next

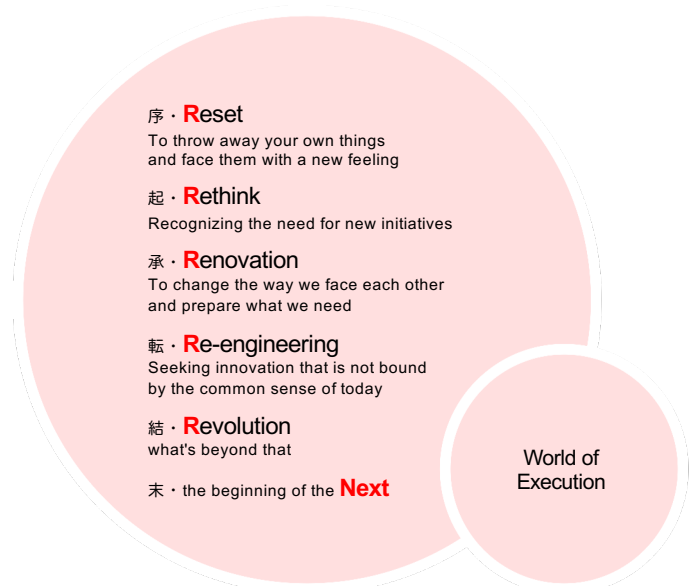
The harder you work, the less you can see around you. It becomes sparse because it is necessary to advance to the next early, and it is not possible to turn back and to break it because it did so far. A grand vision can only be thought of as another human being, and the world of execution is dominated by the problem solving at once. Daily efforts are important, sometimes there are flashes, and wonderful seeds of innovation are born, but it is difficult to sprout in a world surrounded by established rules.

In order to connect individual hard work to results, in order to sprout the seeds of innovation, the soil suitable for them is necessary, and the stage depicted as a connection between what you want to do and purpose is the soil that aims at Next with five "R" starting with Reset, and next must continue to cultivate as the starting point of the next Reset. It is responsible for the "introduction, transfer, and end" of endless stories, and is the framework of initiatives necessary for society and companies to aim for sustainable growth.

Our company logo

It expresses the sensibilities that Japan has cultivated through manufacturing by a combination of large circles (soil that creates the future) and small circles (grown in each world).

With the Japanese circle as a motif, we want to cherish the tradition.



Corporate Information

R and Next Design corporation

Address: Aqua-Dojima Fontana 3F
1-4-4 Dojimahama kita-ku Osaka
530-0004 JAPAN

CEO : Kaoru Kawata

Established: October 7, 2019

Capital : 3 million yen

Bank : Sumitomo Mitsui Banking Corporation Umeda Branch
Resona Bank Dojima Branch

contact : HP <https://www.r-nextdesign.com/>
Mail contact-rnd@r-nextdesign.com



<https://www.amazon.co.jp/gp/product/4802098766>

Business Description

"We help you design and deliver projects for customers who are transforming their business or improving their processes."

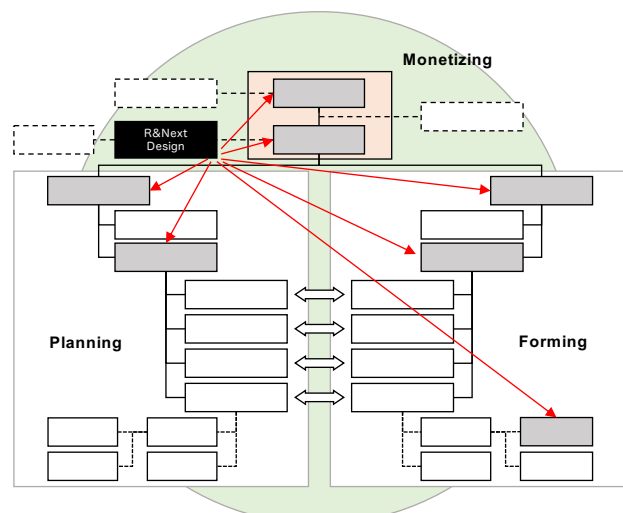
- Planning (building hypotheses)
 - Connecting vision chewing and purpose (what you want to do)
 - from "what the whole wants to do" to "what individual things want to do"
 - Formation of static connections between necessary initiatives and functions
 - from "what you want to do" to "what you need to do"
- Forming (implementation of hypotheses, execution of hypotheses)
 - Building teams, facilities, rules, etc. to realize functions
 - from "what needs to be done" to "what can be done"
 - Operation management based on correctness of instructions, correct transmission, and correct execution
 - "what could have been done" by doing "what can be done"
- Monetizing (hypothesis verification)
 - Acquisition of budgets by allowing the results of activities to be recognized
 - Acquisition of negative budgets to compensate for unachieved results, quality losses, etc.
 - and appeals between "what needs to be done" and "what we could have done"

Project type

- > Smart Factory Project
- > Business Innovation Project
- > New Business Development Project
- > Corporate Development Project, Training

Key Customer Types

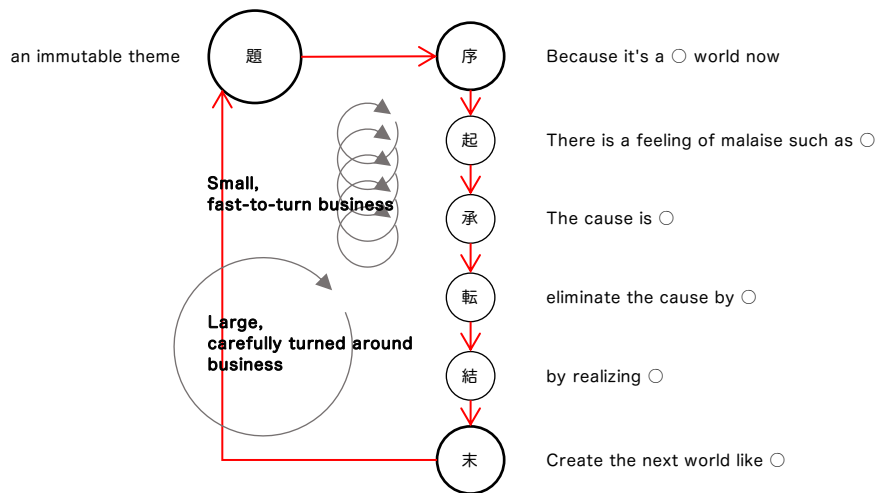
- > Manufacturers
- > Equipment Vendors
- > IT Vendors
- > Consulting Company, etc.



Business life and sustainability

Corporate activities can be viewed as a "movement to appear or disappear" with inevitability on a loop depicted as a connection of people and their will to eliminate their in a dissatisfaction under an immutable theme represented by corporate philosophy.

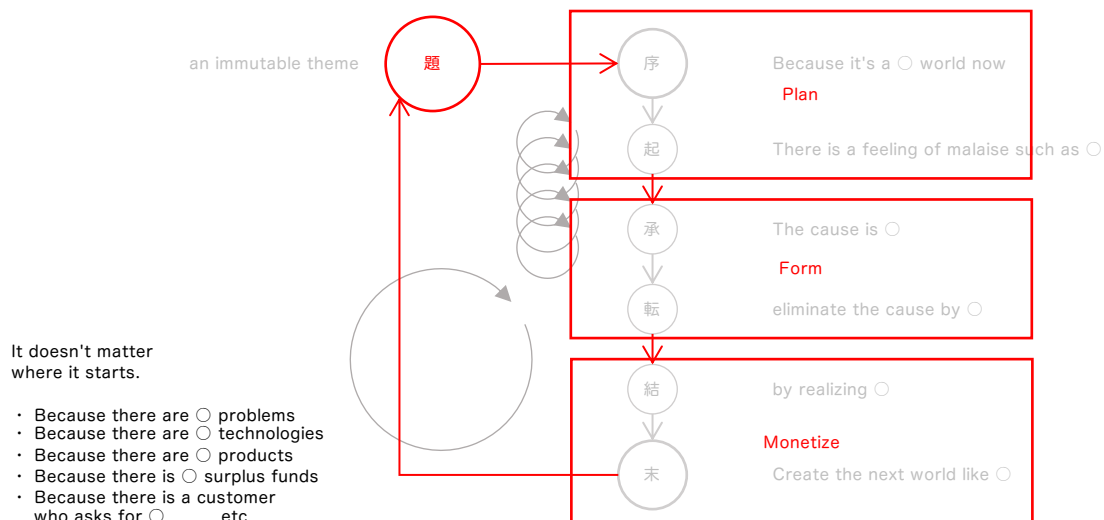
The sustainable growth of a company is equivalent to continuing to turn a loop, forming as a collection of small, fast, or large, slow, and other business loops with different lifespans, but all businesses must come to fruition on an immutable theme.



Three Elements of Corporate Activities

Since the loop consists of three elements of corporate activities: "plan", "form", and "monetize", the relationship between each other must be maintained, but since it is a closed loop, there is no beginning or end, and it is the original state of the business that does not matter where it starts. 。

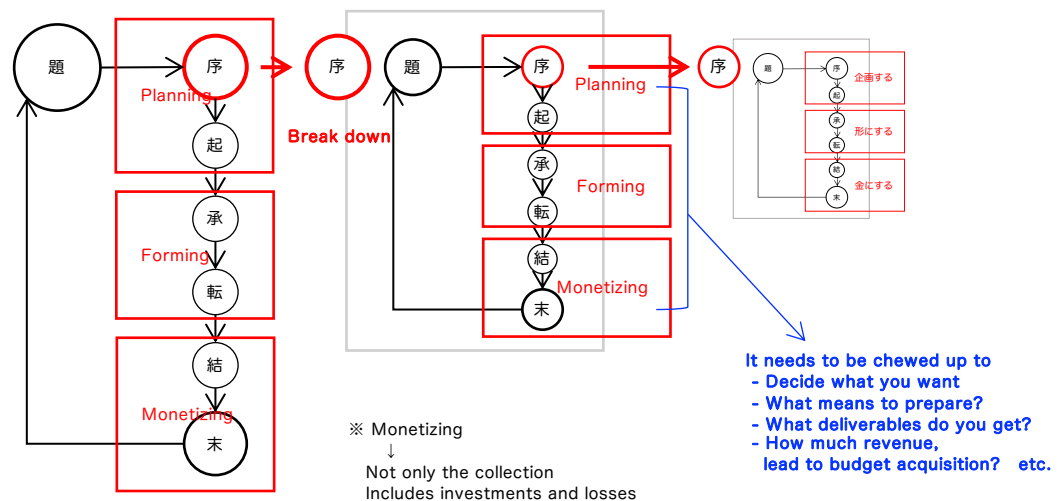
Our project facilitation does not deny your existing efforts. There must be a reason for this, so the entrance is to listen from the point of view of what is missing and what is missing.



Break down corporate activities

Individual processes and steps are also chewed into three elements: planning, forming, and making gold. If the chewing is insufficient, the loss of the inevitability connection causes inconsistencies in other steps, but it is indeterm as to which step the effect will manifest itself.

In many cases, "Why did you do such a thing?" "Who said that?" But if the details of the beak down are not managed, it will not only waste a lot of time, but it will be difficult to leave as a lesson.



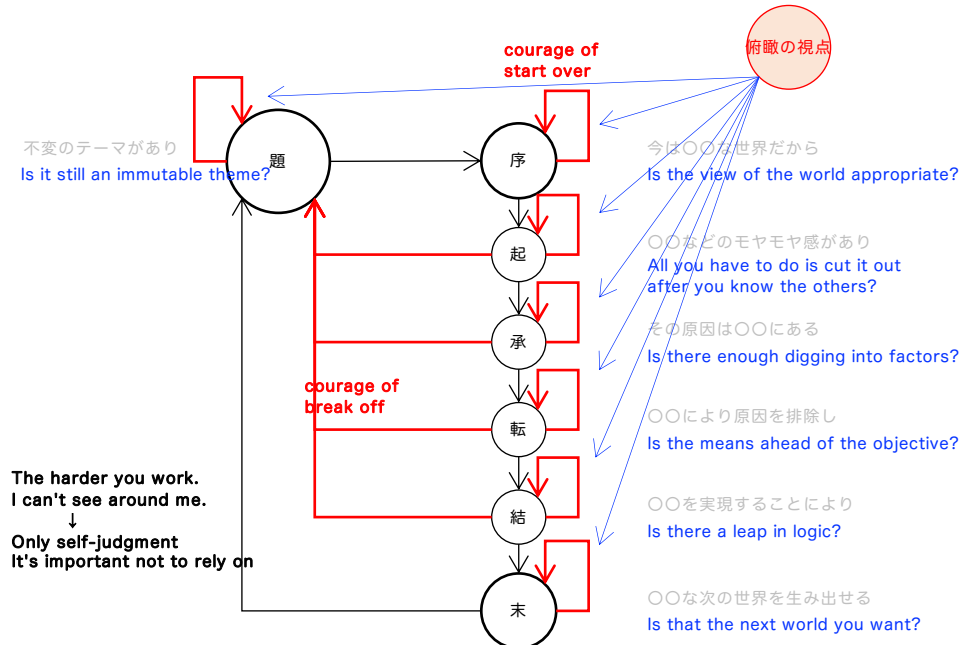
It is often misunderstood, so it is supplemented, but when it is made money, it does not refer only to acts such as selling products, but means that all corporate activities such as "winning a budget with a plan" or "winning a negative budget to compensate for budget overruns and losses" are finally converted into money.

This is based on the "idea of the manufacturing world", in which the same thing is not repeated completely with "creatures with variations" such as materials, equipment, and people.

In our project facilitation, we grasp the process of embodying "what needs to be done" into a real solution, and follow a concept based on understanding the difference between "what needs to be done" and "what we were able to do".

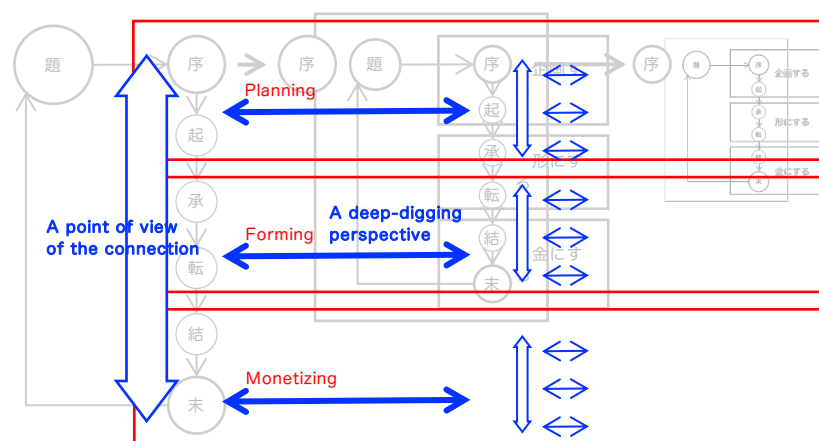
Perspectives in migration

From a bird's-eye view, we dare to ask questions from the standpoint of the negation side, and try to eliminate and correct the bias of thought and the thought. This is equivalent to cultivating the courage to discern and "start over" and "break off" in a third-party way.



Perspective in Execution

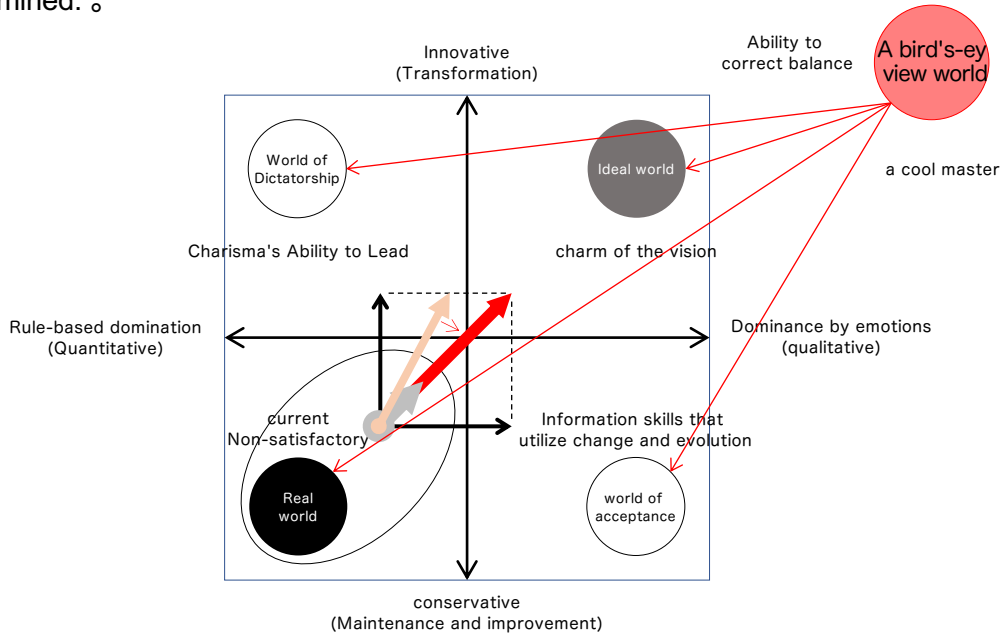
By combining the "perspective of connection" that should be held as a business body with the "deep-digging perspective" that embodies activities as a driver, we maintain the integrity of the connection in the process of materialization of the activity.



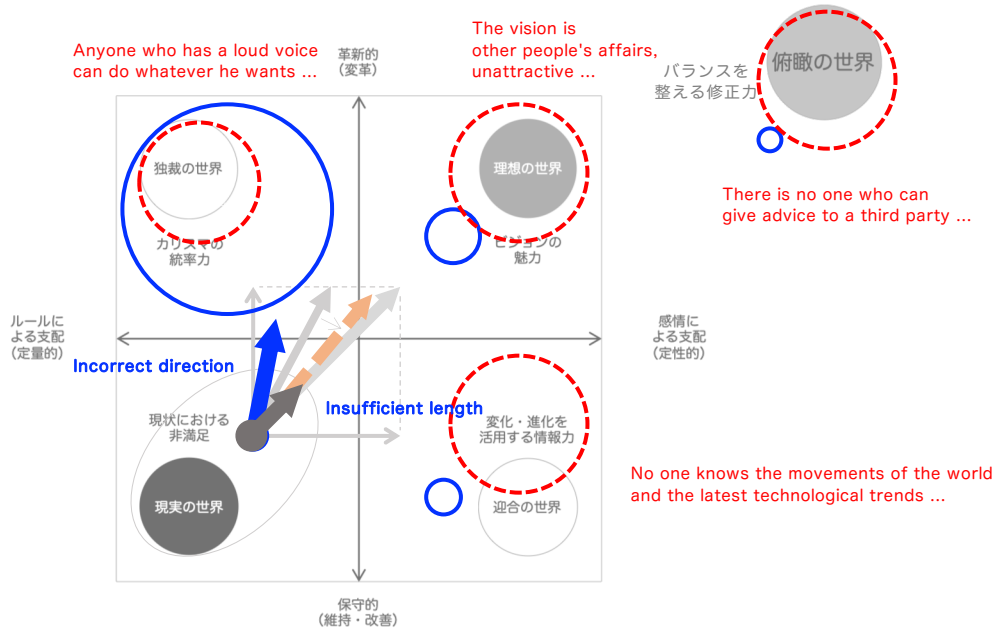
We have positioned the conversation so far, which captures the outline of the business story and proceeds against the three elements of corporate activities, as an important effort to obtain hints that lead to "large flows" and "constraints" behind the project.

Power balance between cohesive power and propulsion

In order to bring about change in corporate activities, "power" is necessary. If there is an attraction that everyone can sympathize with the vision, it will be overwhelming cohesive power, but in many cases it is not enough, and the leadership power of a charismatic strong leader and the ability to provide information of social change and the latest technology are added, and the power is combined to create propulsion. The correction power to balance this from the outside acts as necessary, and the direction in which the corporate activity advances can be determined. ◦



This balance of power is also an important point of view, no matter how good the effort is, if you are misguided or do not have the power to correct a situation where you are not visible at a gathering of people who are working hard, you will end up with a bad result in either case.



We consider it one of our roles to create an environment where discussions are fostered to properly function in need from the viewpoint of balance of power, not personal attacks.

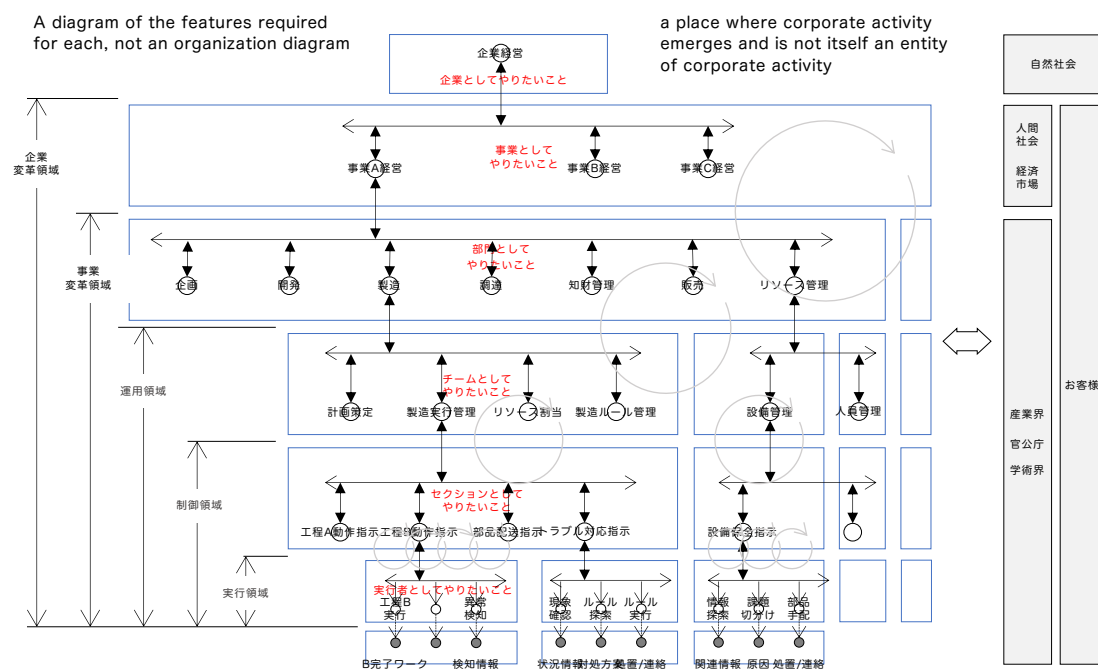
Break down "what you want to do" and forming a connection of purpose

The starting point of each project theory is to break down the corporate philosophy (what we want to do as a company) into "what we want to do" for each area and form a connection of objectives. This is equivalent to connecting the corporate philosophy that seems to be somewhere else's human resources to the familiar "oneself".



Forming a "need to do" connection

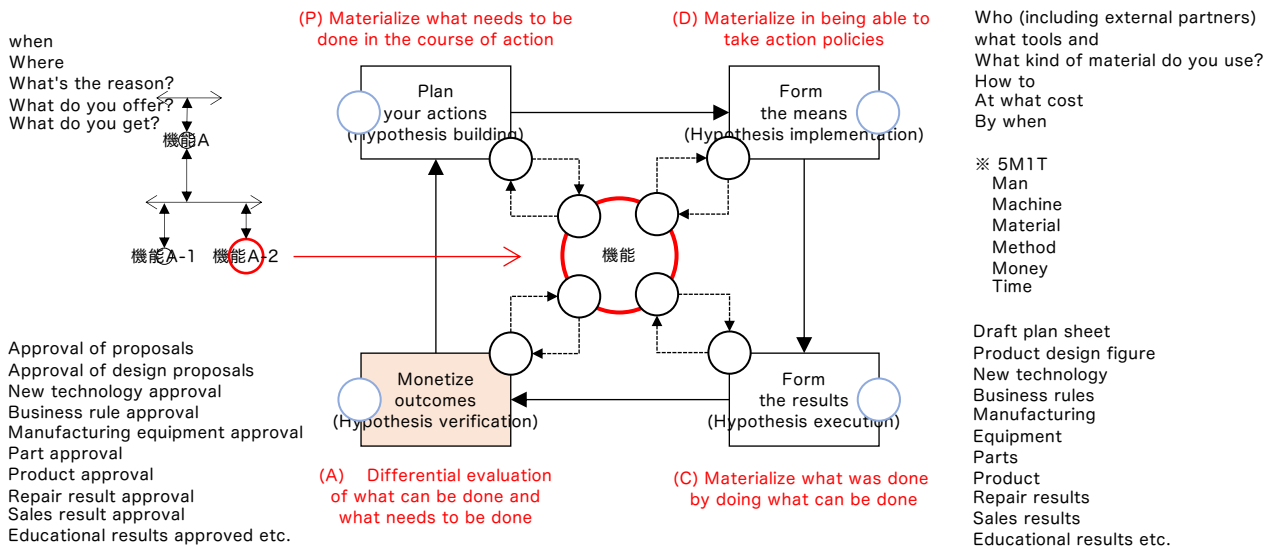
Draw "what you need to do" as a "function connection" that is necessary to realize what you want to do. Not all functions are active all the time, so I think it's easy to understand if you think that it shows where corporate activities appear and disappear.



Decompose the "what to do" function into execution elements

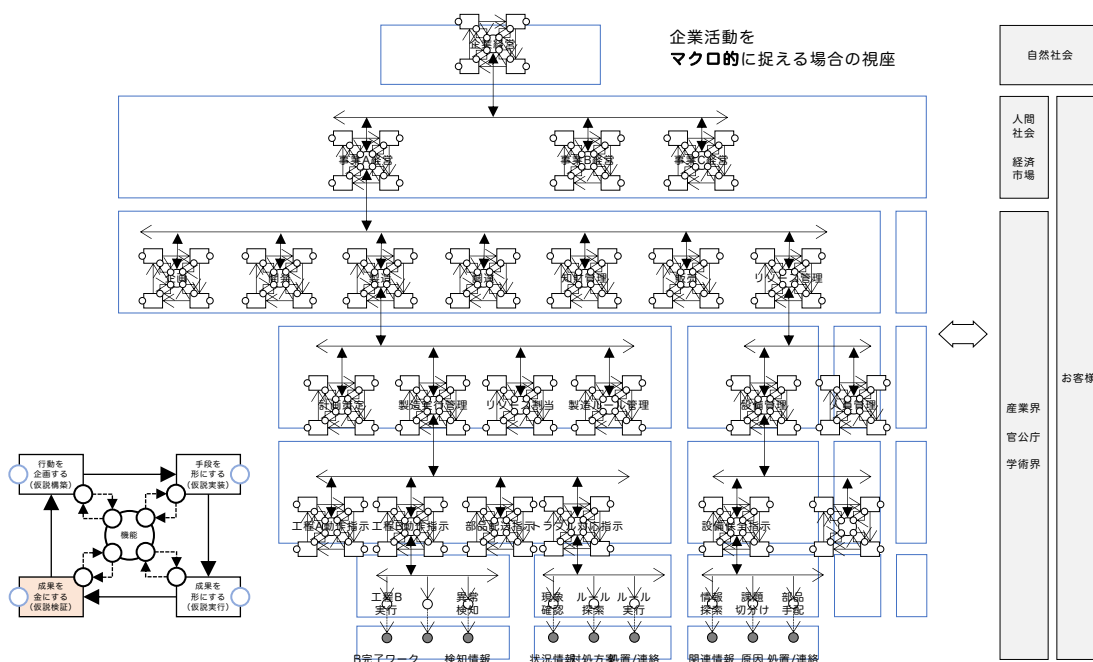
Since the execution of functions is a corporate activity itself, it can be broken down into three elements of corporate activities: planning, forming, and gold. It is further subdivided into "shape the means" and "shape the results" and is expressed as a PDCA loop.

The "D" of the PDCA is to be ready. Build a team or prepare a production line... I think that it is good to be imaged. You should be able to do it using the prepared team and production line... "C" is to be executed based on the hypothesis that.



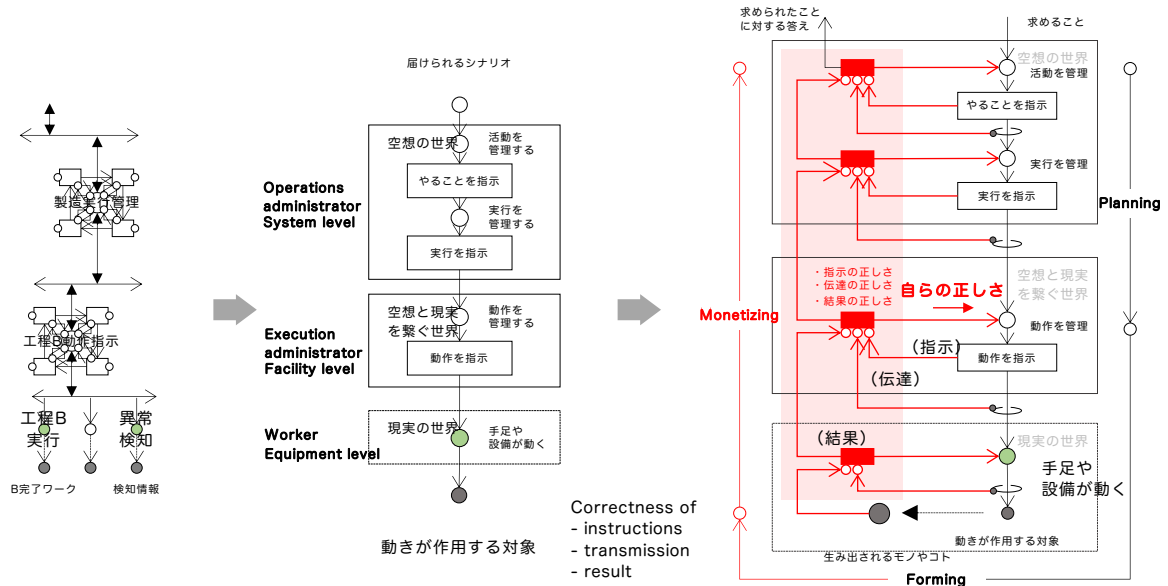
Forming a stage for corporate activities

By overlapping the execution elements of functions, we can form a perspective when we take a macro view of what kind of corporate activities are appearing and disappearing in order to realize what we want to do in all areas.



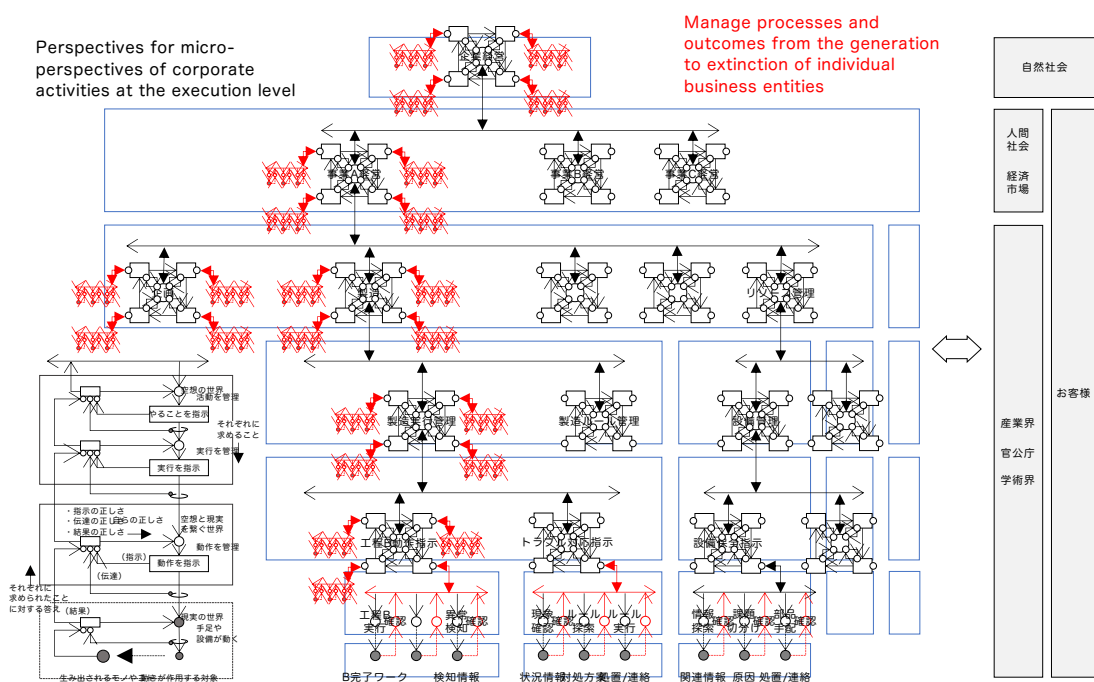
The elements that make up the substance of corporate activities

The substance of corporate activities executed in the real world, governed by variation, needs to be viewed from the viewpoint of "correctness of instructions, correctness of transmission, and correctness of execution", adding elements that manage the connection of facts inside and outside.



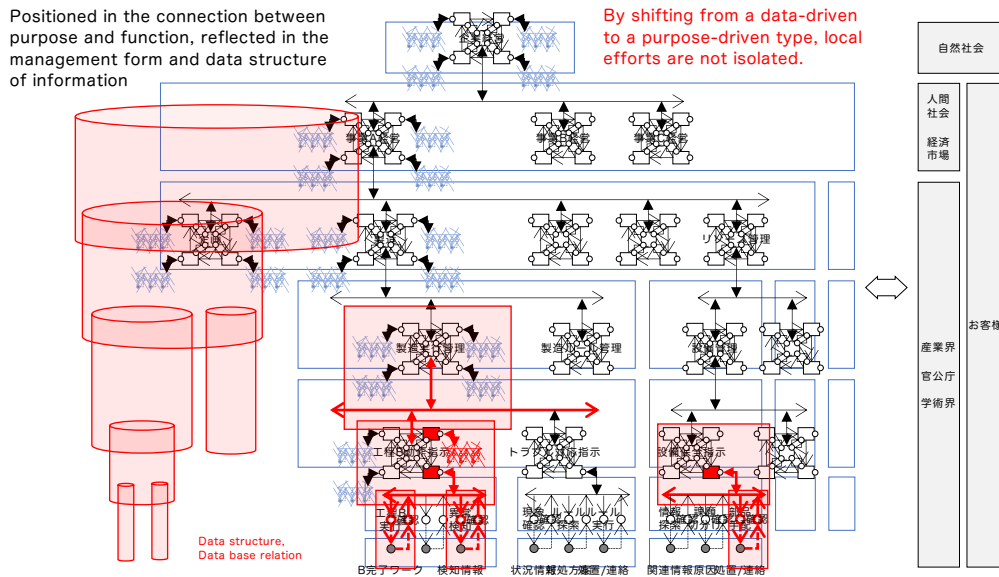
Detailing the substance of activities in all business activities

By acting on the execution elements of each function with the elements that make up the substance of the activity, it is possible to form a perspective that captures at a micro level where and how the entities of business activities are generated, what kind of connections of correctness they work in, what they leave behind, and how they disappear.

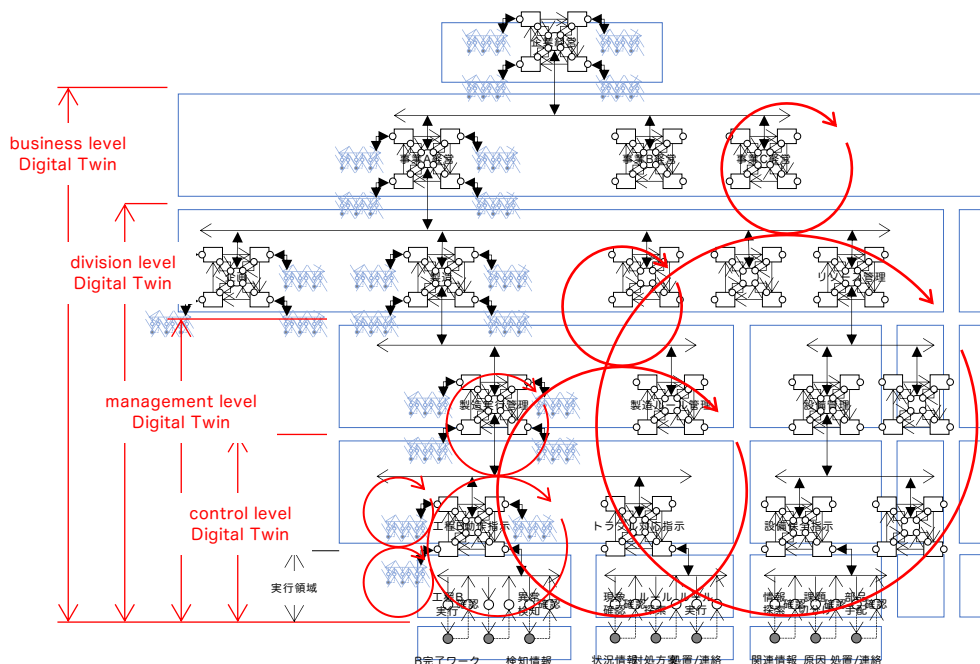


Shift to purpose-driven business activity management

By reflecting the perspective of macro-based corporate activities in the management form of information and the micro perspective in the data structure, we position corporate activities as a connection between objectives and functions, eliminate isolation of individual initiatives, and support the transition from management based on data collection to "purpose-driven business activity management" that is based on the substance of corporate activities that appear or disappear dynamically for a certain purpose.



We believe that the shift to a purpose-driven approach to Digital Twin at the business level will lead to "initiatives to accelerate sustainable growth of companies" using digital technology.



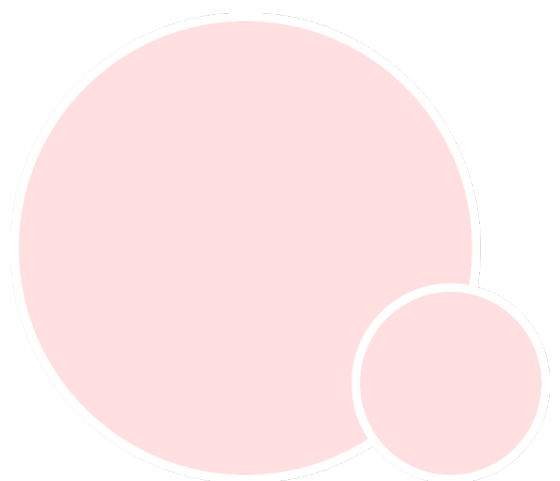
By changing the way we face our perspectives, we propose to prepare a saucer to avoid wasting the seeds of existing initiatives and innovations. Please feel free to contact us.

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