

# Press Release

10 February 2021  
EdMuse Inc.  
6-27-28 Shinjuku, Shinjuku-ku,  
Tokyo, Japan



## EdMuse will Participate in a Seminar Hosted by IGNITION POINT

~Introducing the Latest Use Case of DLT (blockchain): from Defining a Social Issue to Implementation~

EdMuse Inc. (Headquarters: Shinjuku-ku, Tokyo, CEO: Keisuke Fukui) will participate in the "Innovation Webinar" hosted by IGNITION POINT, Inc. (Headquarters: Shibuya-ku, Tokyo, President and CEO: Kazuhiro Aoyagi). The webinar will include a panel discussion on the impact of DLT (blockchain) on business, where the speakers will analyze the latest use case of blockchain provided by EdMuse. The use case is going to illustrate the process from defining a social problem to implementing the DLT technology into daily life.

A promotional banner for an "Innovation Webinar" featuring EdMuse and Ignition Point. The banner has a dark background with colorful, abstract light trails in blue, orange, and red. At the top right is the Ignition Point logo, which consists of a stylized orange flame above the text "IGNITION POINT". The main text is in white and Japanese: "Innovation Webinar", "EdMuse × イグニション・ポイント", "DLT (Blockchain) がビジネスに与えるインパクト", and "～社会課題から社会実装に突入しているDLT (Blockchain) 最新事例～". Below this is the date and time: "2021.02.25 (木) 19:00-20:30@Zoom". At the bottom, there are four portrait photos of the speakers, each with their name and company below it: 福井啓介 (EdMuse株式会社), 坂本 邦幸基 (EdMuse株式会社), 齋木 佑介 (イグニション・ポイント株式会社), and 伊藤 慎司 (イグニション・ポイント株式会社).

The "Innovation Webinar" is an event where IGNITION POINT, Inc. (hereinafter referred to as "IGNITION POINT"), which specializes in generating new projects and innovations, passionately discusses innovation with other companies.

The topic of the 5th event is "Impact of DLT (Blockchain) on Business: Introducing the latest Use Case of DLT (blockchain) from Defining a Social Issue to Implementation". The speakers from EdMuse Inc.

(hereinafter referred to as EdMuse) will explain what DLT (blockchain) is, and talk about the company's business model of implementing DLT (blockchain) in society.

Presentations based not only on theory but also on actual business models implemented in society are generally easier to understand for those who need to adapt digital transformation in their companies and organizations and those who want to learn about DLT (blockchain).

The event will bring together IGNITION POINT, which has supported the creation of numerous innovations, and EdMuse, which is running a project on DX Talent Development Business in addition to its other DLT-related projects. This webinar is the best entry point for those who want to change their business model with the help of a state-of-the-art IT technology, DLT (blockchain).

### 【Event description】

#### ▼ Overview

- Date and time: February 25 (Thu), 7:00 pm ~ 8:30 pm
- Number of participants: no limit
- Target audience: working people / companies interested in creating new businesses including projects using DLT (blockchain)
- Format: Zoom
- Participation fee: free
- Topic: "Impact of DLT (Blockchain) on Business: Introducing the latest Use Case of DLT (blockchain) from Defining a Social Issue to Implementation"
  - (1) Impact of DLT (Blockchain) on business
  - (2) Latest use cases of DLT (Blockchain) in the sphere of business

#### ▼ Panelists / facilitators

Panelists:

- Keisuke Fukui (CEO of EdMuse Inc.)
- Kuniaki Tsukamoto (CDO of EdMuse Inc.)
- Yusuke Saiki (Strategy Unit Senior Manager at IGNITION POINT, Inc.)

Facilitator:

- Shinji Ito (Strategy Unit Manager at IGNITION POINT, Inc.)

\* Apply for the event here: <https://ignitionpoint0225.peatix.com/>

### **【About IGNITION POINT, Inc.】**

IGNITION POINT, Inc. is an innovation group and consulting firm that runs "reality x Internet" projects which bring about creative disruption, positive changes, and value creation for its clients. The company contributes to the creation of a better society by producing a "motivation for a fulfilled life", which is part of their philosophy. This innovation group has deep knowledge about business processes and creativity for generating new and valuable features for their customers when addressing social and corporate tasks and needs. Another strong point of the company is utilizing advanced digital technologies. In addition to running their own projects, they bring about positive changes and co-create innovation for big and/or growing companies.

### **【About EdMuse Inc.】**

EdMuse Inc. proposes client-oriented measures for implementing digital transformation by providing the best solutions, mainly those based on DLT, or blockchain. The company name "EdMuse" combines the words "education" and "amuse", and transmits the idea of making an impact on society by enjoying both one's studies and work. The company advocates deeper life-long learning and encourages prompt reaction to the transformations of the social environment.

### **【Company Profile】**

Name: EdMuse Inc. ( <https://edmuse.co.jp/> )

President: Keisuke Fukui

Location: 6-27-28 Shinjuku, Shinjuku-ku, Tokyo

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