

Would you like to **turn your** students or employees **into financial professional & mini-presidents** with 3 hours of training?

## Service Product Overview

- With the evolution of AI, all people are expected to become "professional employees & mini-presidents" for the world.
- To do so, each of us must be able to quantify the value of our work and business and communicate it objectively in monetary terms.
- With just 3 hours of seminar, anyone can do it. We will instruct you on the creation of the JPR's original "GCC9BOX™" (A4, 2-page Excel sheet), which will make it possible for anyone to do so.
- With JPR's aftercare, the training participants acquired the know-how to freely utilize the GCC9BOX™ to quantify value.
- These methods are very effective, even in Japan, where value creation literacy lags behind that of other countries.

The framework is based on the theory of corporate value developed by J-Phoenix Research Corporation ("JPR"), which emphasizes the three elements of **Growth** (sales growth), **Connection** (improved connections between people and business = higher return on capital), and **Confidence** (improved trust = lower business risk). The report was created from the perspective of GCC Management™, which emphasizes the three elements of sales growth, connection (improved human and business connections = higher return on capital), and confidence (improved trust = lower business risk). We actually use these know-how to create securities analyst reports and distribute them globally. This know-how was acquired by Miyashita as the first Japanese consultant at Stern Stewart & Co., founded by a disciple of Professors Modigliani and Miller. Tim Koller, a Stern Stewart alumnus, is spreading this know-how globally at McKinsey & Co. through "Valuation". Obtain the essence of this know-how in three hours.

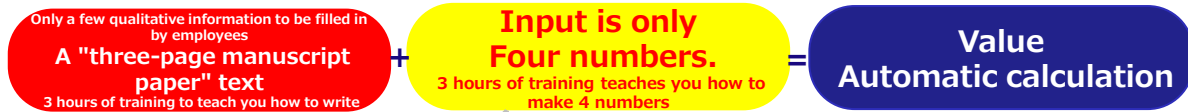
## Ideal for these needs

- I would like each students or employee to **think in numbers** from a long-term perspective, from a presidential mindset, making comprehensive judgments about not only sales, but also **cost structure, balance sheet thinking, 10-year vision, risks, etc.**
- We want to **quantify** and easily compare in the **same format** when working on diverse projects and diverse new projects with various cultural background.
- We are a publicly traded company, or a company seeking to become publicly traded, where employees work together to create quantitative value creation data and communicate it to banks and investors.
- We would like to disclose this in our annual report as the content of our training in human capital management for listed companies to win the confidence of investors.
- We would like to strengthen "management that is conscious of cost of capital and stock price" as required by sustainable investors.
- We aim to educate our students to become proficient in value creation, preparing them to be future CFOs, CEOs, investment bankers, and asset managers."

## Excel sheet to support calculation of corporate value

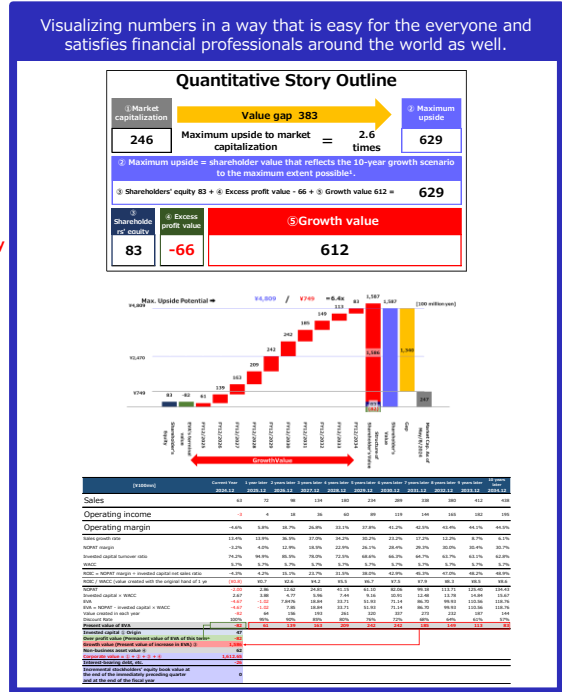
# GCC9BOX™

Real Customer Case Studies



<b>Growth: Turnaround in tile business and upside in investment business</b>	<b>Value and growth potential</b>	<b>Net sales</b>
<b>Value and worldview</b> Multiplication of tradition and cutting-edge DAWTO has 139 years of history and tradition as a cornerstone in the tile production and sales business. DAWTO aims to pursue excellence and design by building relationships with overseas designers and collaborating with overseas companies. In addition, DAWTO is expanding investment business in overseas. Capital Management Co., Ltd. and Daito Technologies Incorporated, and aims for profitability and long-term growth through both stock-type earnings from investment business.	<b>Contribution to markets through the investment</b> In the tile business, DAWTO provide high conversion products for users and only designs created in collaboration with overseas designers. Touchstone Capital Management has been in the business of selling Japanese products to foreign institutional investors. We have expanded overseas to include foreign institutional investors and by digital securitizing real estate and small lots. Daito Technologies is engaged in investment activities in venture companies that contribute to reducing environmental impact and advancing scientific technology.	<b>CAGR of 21.0% is expected</b> FY2024.12 FY2034.12 63 → 438
<b>Connection: Leverage human networks and investments</b>	<b>Strategy</b> Evolution of tile business and utilization of human resources To further evolve the tile business, we will collaborate with overseas designers and utilize web marketing to expand sales channels. In the investment business, we have recruited and utilized excellent human resources in both tile and venture capital businesses. We have full use of their domestic and overseas networks to develop and invest in quality properties and projects.	<b>Enjoying 3rd growth</b> <b>Growth value</b> 612
<b>Business model</b> Investment funds are raised domestically and internationally Chairman Tomonori Kato has a strong human network. In January 2022, DAWTO raised funds through a third-party allocation of new shares to FAT Capital Fund LLC (TAF) based in Honolulu, Hawaii. The funds will be used to hire human resources in investment activities.	<b>Business model</b> Investment funds are raised domestically and internationally Chairman Tomonori Kato has a strong human network. In January 2022, DAWTO raised funds through a third-party allocation of new shares to FAT Capital Fund LLC (TAF) based in Honolulu, Hawaii. The funds will be used to hire human resources in investment activities.	<b>Expected to improve by 55.1 points</b> FY2024.12 FY2034.12 -4.3 → 50.9
<b>Confidence: Contributing to society and creating investment</b>	<b>Support comes from the chairman's connections</b> DAWTO is attracting investor funds from its chairman's connections, which allows for bold measures to be taken. Funds are available until the tile business becomes profitable and the investment business becomes profitable, making the business highly sustainable. DAWTO's funding is established jointly with other group companies, and its cash flow is more stable than that of other small venture capital firms.	<b>Operating Profit Margin</b> -4.6 → 44.5 <b>Investment Capital/Sales ratio</b> 107.5% → 87.5%
<b>Financial sustainability</b> Support comes from the chairman's connections DAWTO is attracting investor funds from its chairman's connections, which allows for bold measures to be taken. Funds are available until the tile business becomes profitable and the investment business becomes profitable, making the business highly sustainable. DAWTO's funding is established jointly with other group companies, and its cash flow is more stable than that of other small venture capital firms.	<b>Contributes to social sustainability</b> Contribute to both local and global DAWTO has a corporate culture that prioritizes quality and environmental protection. It is hiring external employees. DAWTO enhances advanced management capabilities. DAWTO is dedicated to employee training and career development, establishing sustainable management processes, continuous quality improvement, job creation, and community contribution. In investment business, Daito supports the growth of venture companies, contributing to society and developing technologies. In disaster response to protect the nature environment.	<b>WACC</b> Maintenance of status quo 10.6%
<b>Capital stock</b> 83	<b>WACC</b> Maintenance of status quo 10.6%	<b>Excess profit value</b> -66
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Automatically generated



### Page 1 Input

Categorize qualitative stories by the three elements of value and link them to quantitative information

### Page 2 Output

Detailed 10-year long-term corporate value calculation

わずか**3時間**の研修で学生や社員を**自己意識の高い「プロ社員&ミニ社長予備軍」**に変貌させませんか？

## 3時間の研修の意義と概要

- AIの進化で、すべての人が仕事において**世界を相手に自己意識の高い「プロ社員&ミニ社長」**になることが求められています。
- そのためには、一人一人が仕事や事業について**自主的に価値を定量化**して、**客観的に金額で示してコミュニケーション**する能力が求められます。
- 3時間の研修で、高校生・大学生・若手・幹部社員の誰もがそれが可能になる。JPRオリジナル「GCC 9 BOX™※」(エクセルシートA4・2ページ)の作成の指導します。
- スコア化する喜びで仕事を「ゲーム化」し、参加者がワクワクして計算できるように創業20年超の経験に基づくレベルに応じた創意工夫で**和気あいあいと楽しく研修**。
- 研修参加者は、JPRのアフターケアもあり、「GCC 9 BOX™」を自由自在に活用し、価値を**ワクワクしながら定量化**するノウハウを取得し翌日から実践へ。

※ジェイ・フェニックス・リサーチ株式会社(以下「JPR」)が開発した、ノーベル経済学賞受賞のモリアール・ニコラ教授が確立した企業価値の理論(MM理論)に基づいたフレームワーク、Growth(売上成長)、Connection(人・事業のつながりの改善=資本の利益率向上)、Confidence(信頼向上=事業リスク低下、資本コストの低下)の3要素を重視する「GCC経営™」の視点で作成されている。実際にこれらのノウハウを使って証券アナリストレポートを作成してグローバルに発信(https://www.j-phoenix.com/reportlist/)、「GCC経営™」の詳細は、「https://j-phoenix-research.notion.site/ROI-C-2e078955fca455fb5791f6aed365a8a」を参照。このノウハウは、モリアール・ニコラ教授の弟子が創業したスターン・シュワート社の日本人初のコンサルタントとして宮下 修が獲得。スターン・シュワート社出身のTim KollerがMcKinsey & Co. [Valuation]で世界にそのノウハウを世界に広めている。そのノウハウのエッセンスを3時間で取得。

## こんなニーズに最適

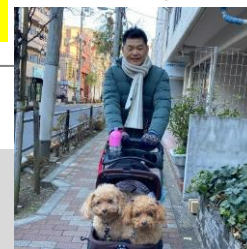
- 社員一人一人が、**長期的な視点で、社長的な発想で、売上高のみならず、コスト構造、バランスシートの発想、10年ビジョン、リスク**などを総合的に**ワクワクし、自主的かつ理論的に適切に判断し数字**で考えてもらいたい。
- 多様な事業・新規事業の価値に**定量化して同じ形式で簡単な多様な価値観を持つ社員を巻き込んで**共有言語で比較したい。
- 上場企業、上場を目指す企業で、**社員が丸**となって定量的に価値創造のデータをつくり、それを**銀行や投資家に伝えたい**。
- 上場企業の人的資本経営の研修の内容としてこれを有価証券報告書で開示して、**投資家の信頼を勝ち取りたい**。
- 東証の求める「**資本コストと株価を意識した経営**」を社員レベルから強化したい。

社員が思わずワクワクして自主的に使いたくなるJPRオリジナル

## 企業価値の算出支援エクセルシート

# 「GCC 9 BOX™」

下記は実際の顧客の事例



Growth: 「日本を前進させ続ける」		売上高
価値観・世界観	提供価値・成長性	10年のCAGR 23.9%
安全で信頼性の高いデジタル社会	スマートシティの高成長を享受	2025. 752
1	2	720 → 1600
Connection: 高度なテクノロジーとパートナー戦略	ビジネスモデル	716 億円
高度なテクノロジーパートナー戦略	利便性・満足度・安全性・他事性向上	27.7%ポイント改善が期待
4	5	4.0% → 32.4%
Confidence: 財務安定性の向上・社会の持続性貢献	財務的持続可能性	5.0% → 28.0%
7	8	74.4% → 42.6%
8	9	13.3% → 68.2%
9	株主資本	26 億円

完全自動生成計算



1 ページ目 Input  
定性的なストーリーを価値の3要素で分類し定量的情報と結びつける

2 ページ目 Output  
10年の長期的な企業価値が詳細に計算