

**Asahi Kasei to hold a contest in the US for new business use
of its position and behavior sensing technology**

Asahi Kasei will hold a contest of business ideas using its position and behavior sensing technology mainly for university students aiming to launch a new business in the US. Information about the contest is available at <https://ninesights.ninesigma.com/web/asahi>.

NineSigma Japan, Inc. has been contracted to manage the contest.



The accuracy and practicality of Asahi Kasei's position and behavior sensing technology has been demonstrated through actual use in Japan, including in an underground smartphone navigation service. The contest for business use cases and applications is being held in order to establish unique businesses in the US utilizing our high-performance sensing technology as well as to identify challenges and latent needs in the US. There are many entrepreneur clubs in US universities which frequently hold contests seeking business ideas. We therefore determined that holding this contest mainly for university students in the US would be an effective way to obtain new business ideas.

Applicants whose submissions are judged to be promising will be given the opportunity to present their ideas to the senior management of Asahi Kasei. Among them, the three best presentations will be recognized with prizes, and the winners invited to an award ceremony in Japan. A maximum of three applicants or groups will be awarded prizes as below:

First prize: \$20,000
Second prize: \$10,000
Third prize: \$5,000

The submission period is October 16, 2017, to January 26, 2018 (EST), followed by screening and presentations. Selection of the three best submissions is scheduled for April 2018.

For more information about the contest, please contact:
Contest Administrator
NineSigma Japan, Inc / NineSigma North America, Inc
E-mail: phd2@ninesigma.com