



最優秀賞

THE LIBRARY HELPED MY DREAM COME TRUE

Grand Prize

The library

Support from the library opens the way!

Mama Support—a kitchen waste disposal—makes a world debut.

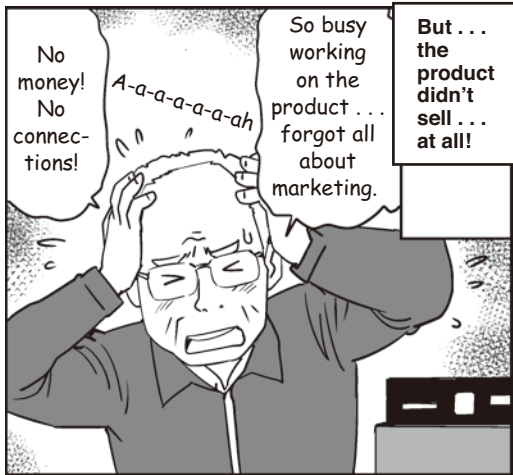
Tottori City

Narao Shinya (Earthway Co., Ltd.)

Tottori Prefectural Library

READ THIS WAY

After 20 years of improvements, Mama Support, the innovative kitchen waste disposal that hooks right up to the sink, is ready to go!

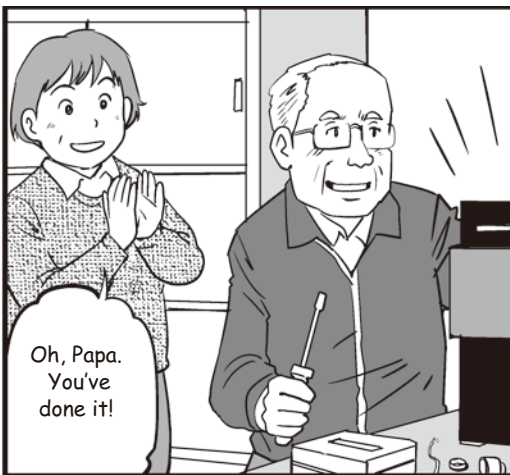


No money! No connections!

A-a-a-a-a-a-a-h

So busy working on the product ... forgot all about marketing.

But ... the product didn't sell ... at all!

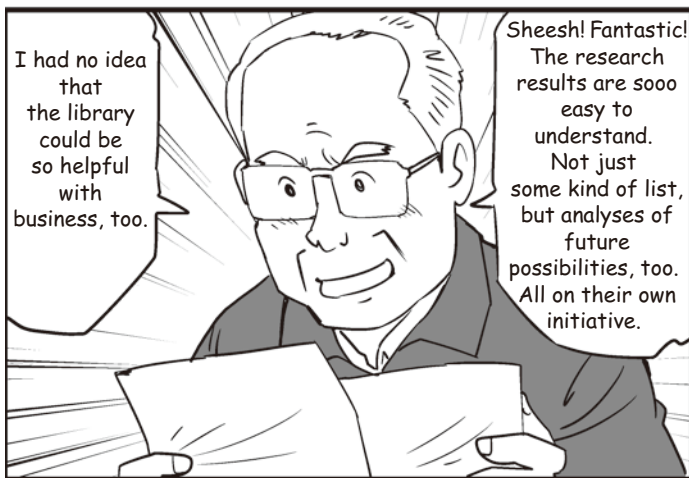


Oh, Papa. You've done it!

Now, something to be proud of. No matter where it goes.

Dried disposal means no bad odors!

Reduces kitchen waste to 1/10~1/15!



I had no idea that the library could be so helpful with business, too.

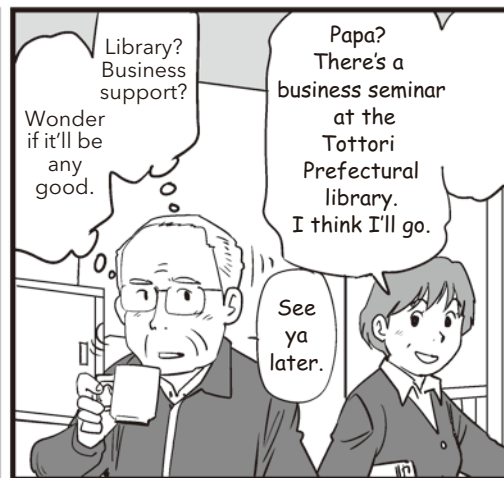
Sheesh! Fantastic! The research results are sooo easy to understand. Not just some kind of list, but analyses of future possibilities, too. All on their own initiative.



One week later

Really. I talked to the people at the library ... and I just got an email from them. A research report.

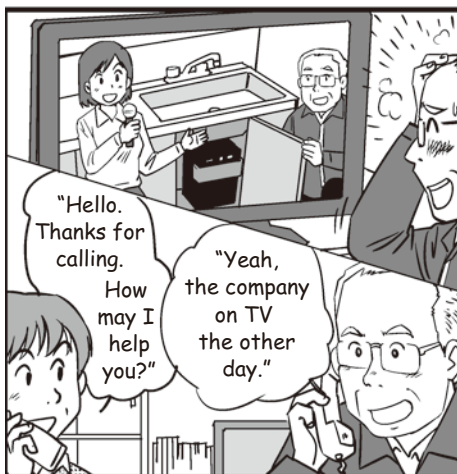
Weeee



Library? Business support? Wonder if it'll be any good.

Papa? There's a business seminar at the Tottori Prefectural library. I think I'll go.

See ya later.



"Hello. Thanks for calling. How may I help you?"

"Yeah, the company on TV the other day."

National TV brought lots of feedback and requests, and many turned into sales.

Mr. Shinya why not go on the program?

A TV program's going to feature the library's "Business Support Project."

Then one day...

Wh-a-at!

Did you know that some local governments actively subsidize ways to reduce kitchen waste?

Ya don't say

With that, he became a regular at the library, and got lots of valuable advice.



We're going to contribute to waste disposal worldwide.

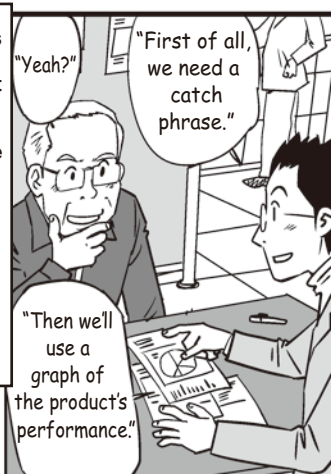
Shinya got information on local governments actively seeking to reduce kitchen waste, and ways to get into overseas markets.

Overseas at last. Let's do it!

That so? Great!

It's set! We're going into Taiwan.

So awareness of Mama Support spread beyond the prefecture as people got to see what the company does. And new opportunities arose ...



"Yeah?"

"First of all, we need a catch phrase."

"Then we'll use a graph of the product's performance."

And, with further expert advice, Shinya revised his DM, and he was introduced to a company willing to cooperate, and got other support, too.