



Introduction of Actcell Corporation



Actcell corporation

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TEL: 03-6858-3211

Actcell Corporation is a consulting firm that helps companies and organizations to practice “Intellectual Capital Management”, a new management approach with focus on identifying and strengthening intellectual capital for sustainable growth.

Company: Actcell Corporation
Location: Uchisaiwai-chou, Chiyoda-ku, Tokyo, JAPAN
Established: April 2000
Employee: 30
Service: Management consulting service based on intellectual capital management
Board Directors : Hitoshi Funahashi, Founder &CEO
Fumihiro Ohba, Director

Advisory Board Members :

Yoshio Ichiryu: CEO, Ichiryu Associates
Yasuhito Hanado: Professor at Graduate School of MBA Program, Waseda Business School
Shuichi Matsuda: Professor at Graduate School of MOT Program, Waseda Business School
Masaru Murai: Former Chairman of Compaq Japan
Matsutaro Morita: President of Knowledge Management Society of Japan

Consultants' background:

McKinsey & Company, Arthur D Little, A.T.Kearney, Accenture, PricewaterhouseCoopers, Goldman Sachs, Recruit, SONY, etc

Hitoshi Funahashi, Founder & CEO

After leading HR-focused business services for Human Resource Management Department and New Business Development at Recruit Co., Ltd, he founded Actcell Corporation in 2000. Active thought leader and hands-on practice leader in intellectual capital management concept for corporate transformation.

- Graduated Waseda University Graduate School of business (DBA).
- Former Member of the Ministry of Economy, Trade and Industry (METI)'s Industrial Structure Council, New Growth Policy Committee and Management & Intellectual Assets Committee.
- Member of New business development and CSR committees at Japan Association of Corporate Executives

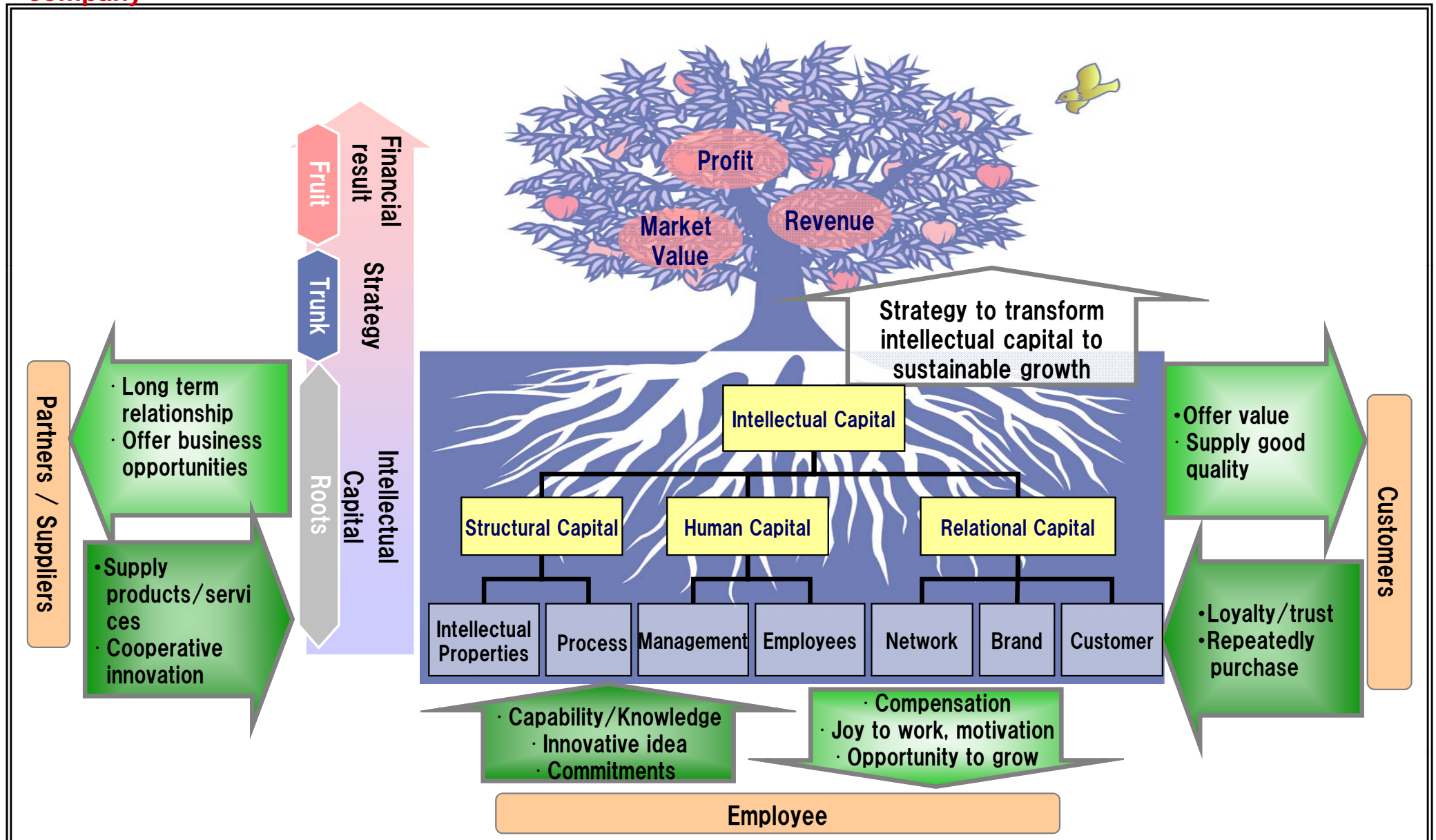
Fumihiro Ohba, Director

Worked for McKinsey & Company Japan in 1995-2005. As one of leaders in high-tech practice sectors, he was engaged in various projects in strategy design and implementation, corporate transformation, new business development, organization design. Industry experiences include electronics, telecommunications, medical equipment, publishing, automotive etc. Since joining Actcell in April 2005, he led consulting division and has devoted to establish organizational change method based on intellectual capital concept. Expertise in Intellectual capital-based strategy design to integrate company's internal strengths with business strategy.

- Graduated INSEAD, MBA

About Intellectual Capital concept

Intellectual Capital (IC) is intangible resources and potentials that are often hidden or unidentified, but have been accumulated over years. Intellectual Capital Management (ICM) is a new management approach to visualize/identify and strengthen IC and to strategically link/integrate them for sustainable growth of the company



Old Paradigm for management

Vision and strategy based on replaceable resources

External relations viewed as bunch of contracts which you can buy. People are cost and replaceable. Strategy is volatile to market positions and competition.

Rigid management style well-functioned for planned economy

Employees operate and execute the plan based on vision/strategy written by smart headquarter staff good at planning.

Promote change to fill the gap from the best practice

Best approach is to duplicate the best practice in the business environment that is predictable.

New Paradigm for management (Our Way)

Vision and strategy based on unique and indispensable intangibles

Intangibles such as human, relational, organizational capital are unique and indispensable fundamentals for vision and strategies of a company.

Flexible Management to stimulate innovative activities of organization

Self-motivated employees who are well-linked with vision/strategy as source of innovation

Promote change to capture and create opportunities based on own strengths

Under unpredictable business circumstances, best approach is to capture and create business opportunities based on the organization's unique strengths

Service Concept

By visualizing and identifying intellectual capital (IC), a hidden potential and source for value creation of company, we support our customers to activate and strengthen IC for sustainable growth.



As Change Agent for corporate transformation, we have a good track record in intangibles assessment and workshop facilitation capabilities.

Intangible assessment capabilities

- **In-depth Interview:** High quality interview skill to smoothly extract candid comments and perceptions from stakeholders (Customers, Suppliers/Partners, Employees, etc..)
- **Structured Research Design Method:** Based on our own structuring method, we tailor-design a research or assessment in order to best visualize strengths and resources of an organization which is invisible and hidden
- **Best balance of quantitative and qualitative knowledge and perception:** Analyze and synthesize qualitative and quantitative information into a meaningful findings that lead to a integrated picture of intangibles of an organization

Workshop facilitation capabilities

- **Promote Forward-thinking mindset:** Design workshops for participants to gain confidence and willingness to change by exploring the future vision for the organization
- **Focus on Positive Core:** Motivate and lead participants focus on their positive future of the organization and support self visioning. Not to fill gaps nor stuck in the past.
- **Converge discussions with a shared future vision and goal :** Help structure and converge dialogues and discussions with agreed and shared direction or vision
- **Ensure Commitment for Actions :** Make sure that participants commit actions and agree on goals and performance indicators to achieve the vision.

Intellectual capital assessment and designing of IC assessment systems

- Japanese stock exchange company (Co-developed business assessment program for listed companies) / Major apparel conglomerate company (Developed intangible cockpit management system) / Government organization (SME related) / IT Solution Vendors / Telecom equipment vendors

*Assessment projects experiences for more than 100 organizations

Intellectual capital-based strategy design and implementation support

- Strategy design for the business alliance (between printing, publishing and book retailers) / Japanese major leisure company / Japanese major food wholesaler, Chemical and material conglomerate / etc

Vision based organization change and implementation support

- Major Japanese food wholesaler / Non-bank finance conglomerate/ Plant engineering company/ Japanese major pharmaceutical company/ Bookstore chain company/ etc

M&A related support

- M&A advisory for a major printing company/ IC due diligence and post acquisition change support for major private equity fund / Pre-M&A IC due-diligence support for IT solution vendor, etc