

# Risk Profiles of Healthy Aging Businesses

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# Questions

What is Risk?

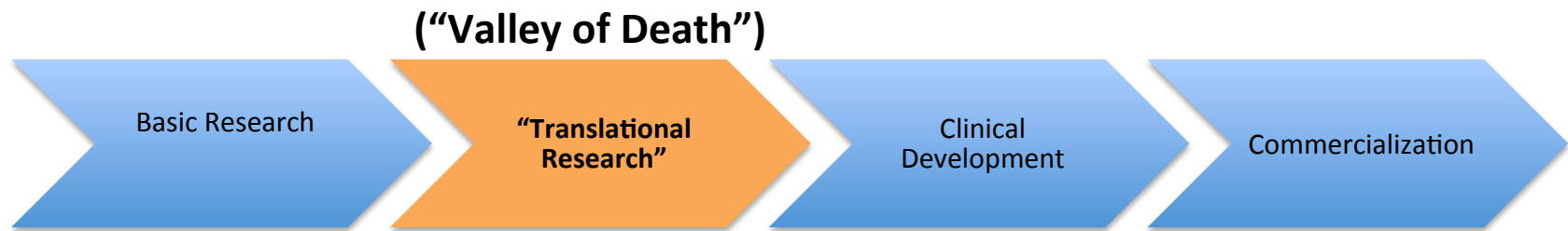
What is Business Model?

What is Risk Profile of a New Business?

What is Risk Profile of a *Technology-Driven* New Business?

What is Risk Profile of a *Me-Byo* Business?

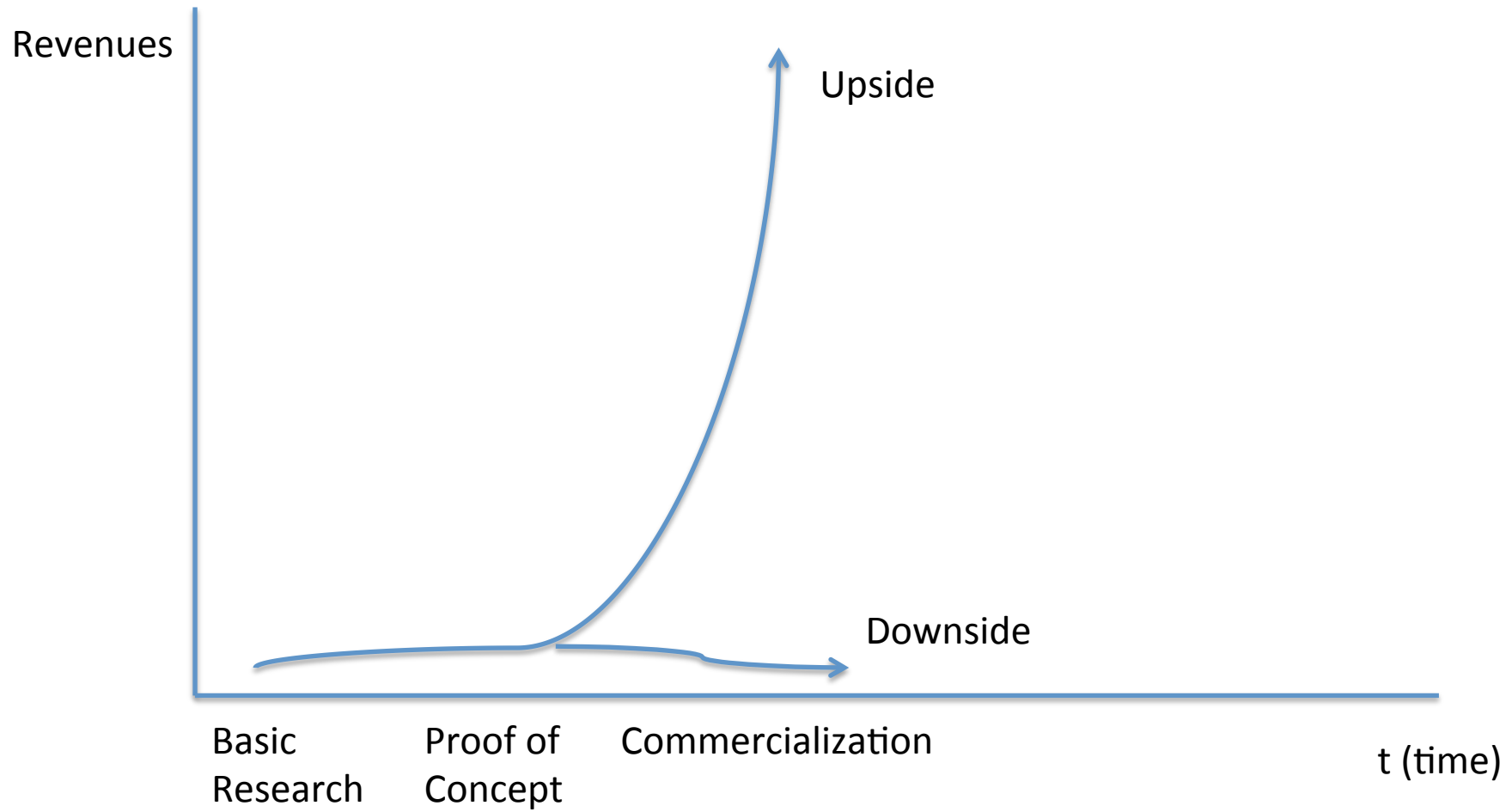
## Process of Commercializing Technology Seeds



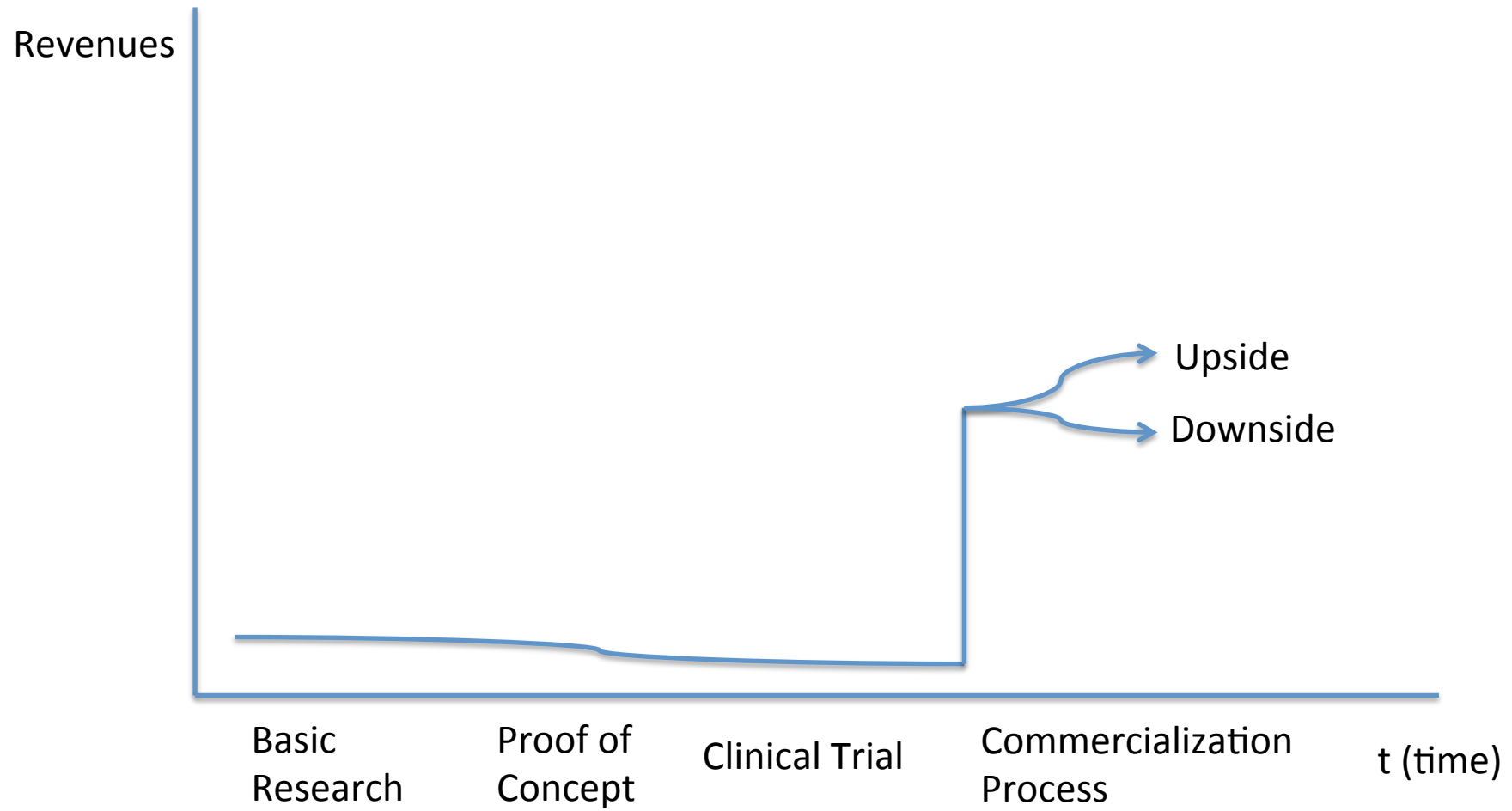
Let's compare the risk profiles of

- 1) ICT Businesses
- 2) New Drug Creation

# (1) Risk Profile of ICT Businesses



## (2) Risk Profile of New Drug Creation



# Dimensions

- Volatility of revenue
- Potential market demand
- Time to be spent

	Volatility of Revenues	Time to be spent
ICT	High	Short
New Drug Creation	Low	Long



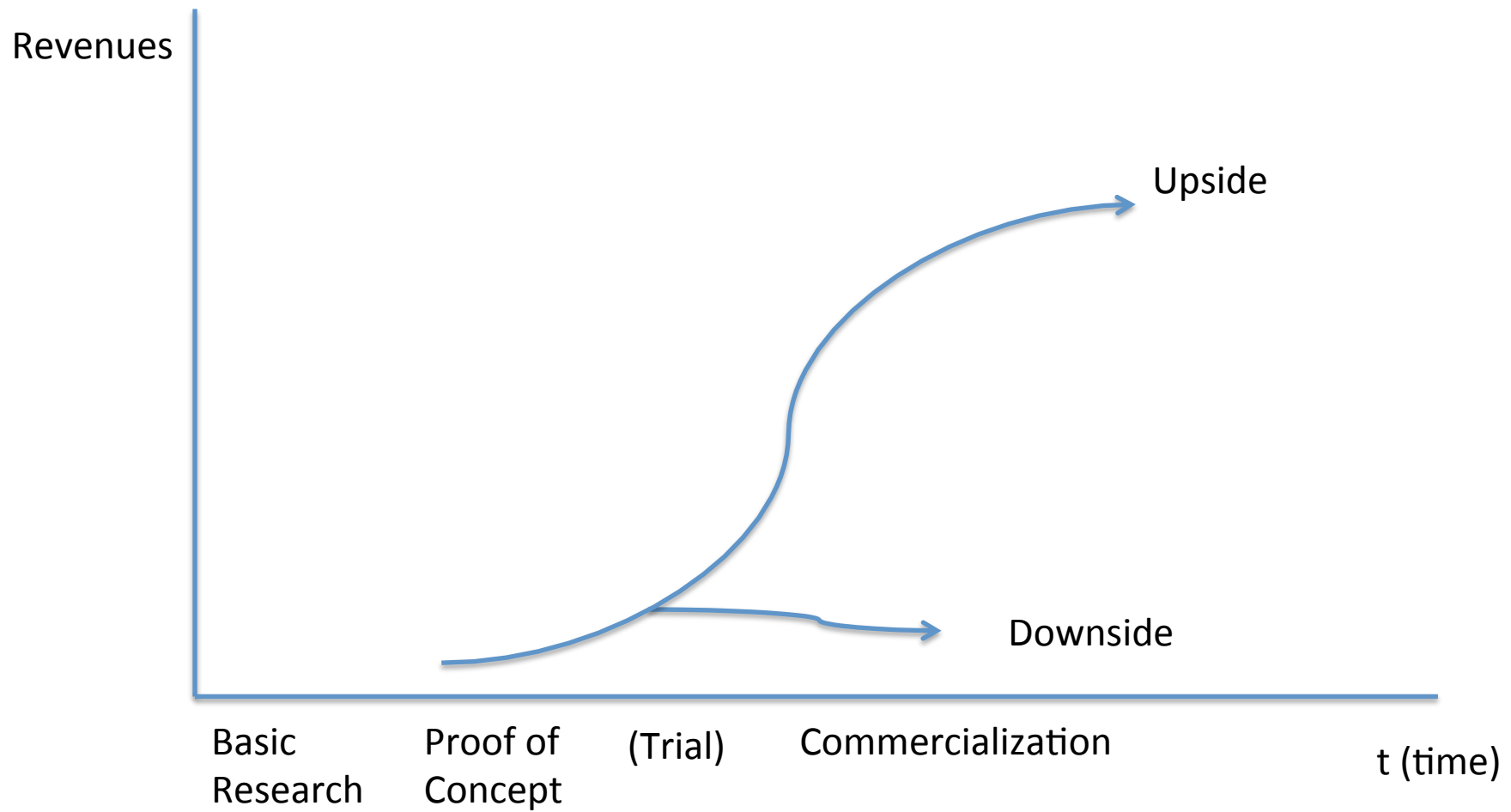
	Volatility of Revenues	Potential Market Demand	Time to be Spent
ICT	High	Uncertain (No upside limit)	short
New Drug Creation	Low	Somehow Fixed	long

# Main Issue

How can we characterize the risk profiles of  
“Me-Byo” Businesses ?

Your Thought?

### (3) Risk Profile of “Me-Byo” Businesses



	Volatility of Revenues	Potential Market Demand	Time to be Spent
ICT	High	Uncertain (No upside limit)	short
“Me-Byo” Businesses	Intermediate	Expected(?), but with some potential upside	intermediate
New Drug Creation	Low	Somehow Fixed	long