5 Action 3: Resolving problems in daily life and businesses

- We will confront problems in daily life and businesses and provide various solutions, beginning
 with "Energy as a Service." Efforts to create and provide new solutions, including the
 establishment of new companies, will be accelerated.
- A digital infrastructure for value co-creation will be established and advanced digital
 marketing will be employed. In addition, we will expand the number of business partners, the
 amount of data used, and products and technologies to enable a broader range of solutions
 to be created and provided.

Resolving various customer needs and problems

 Accelerate the creation of new solutions including the establishment of new companies

Instantly offering wide-ranging values tailored to customers

Expanded range

 Establishment of a digital infrastructure for value co-creation

Behavioral data



Reduced housework / improved diet

Shift from "owning things in daily life" to "using things in daily life"

of data used (from meetings, Web, IoT and smart meters) Expanded number of partner Providing even value that the person does not notice Providing value when desired companies and at a time of the person's choosing Expanded Wider range products and of solutions technologies Predicted needs Customer Combined

Proposal for residences that match life cycles