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**JAST and Kindai University Student Start-up Yaruka Yaranka
Begin Development of New Services for Generation Z Students**

Japan System Techniques Co., Ltd. (JAST) and Yaruka Yaranka Inc. (Nara, Representative: Natsuki Nishi) have announced the start of a joint project for the development of new services for generation Z students. The details are as per attached.

The earnings forecast announced on May 13, 2022 already incorporates the effect of this matter on the results of operations for the fiscal year ending March 2023. An announcement will be made promptly if there is any additional information that should be disclosed.

December 22, 2022
Japan System Techniques Co., Ltd.
KINDAI UNIVERSITY
YARUKA YARANKA Inc.

JAST and Kindai University Student Start-up Yaruka Yaranka Begin Development of New Services for Generation Z Students

Japan System Techniques Co., Ltd. (Head office: Osaka, Representative: Takeaki Hirabayashi, President and CEO; JAST) and Yaruka Yaranka Inc. (Head office: Nara, Representative: Natsuki Nishi)*¹ have announced the start of a joint project.

Yaruka Yaranka is a start-up company originating at Kindai University and managed by Natsuki Nishi, a fourth-year student in the fisheries department of the university.

JAST shares the dedication of Yaruka Yaranka to understanding the values of people in generation Z, who adapt rapidly to changes in society, and this company's vision of giving young people of Japan more options. JAST is drawing on its many years of experience in the education field to use ICT for providing assistance to students. In addition, JAST has the goal of playing a role in the creation of new services for supporting students and young entrepreneurs.

Kindai University gives students opportunities to become involved with various industries as an institution with a commitment to practical education. In addition, the university is constantly improving student support systems by incorporating feedback from students. Supporting student entrepreneurs has been a priority in recent years. This collaboration with JAST is part of the university's KINCUBA*² start-up support program.

■ Background

JAST sells UNIVERSAL PASSPORT*³, which is a core system developed by JAST for academic and student support activities at universities.

As a student at Kindai University, Mr. Nishi used this system to register for courses and check his performance. As he used the system, he discovered parts of UNIVERSAL PASSPORT that do not accurately match the needs of today's university students.

Kindai University held events where students and JAST representatives shared information for the purpose of solving these issues. The participation of the staff of Yaruka Yaranka at these meetings led to an agreement to provide services that are required by generation Z students. Market research involving generation Z was the first step. Yaruka Yaranka, which has a broad range of generation Z relationships, listened to these young people to learn about their needs. Using the power of young people for quickly solving problems and creating new forms of value is the goal.



From left: Tabata, PR manager of the JAST GAKUEN Business; Nojima, Customer Relations Department manager; Ochiai, executive officer; Nishi, Yaruka Yaranka representative; and Ohashi, Yaruka Yaranka public relations

■ Activities

(1) Generation Z market research

Students at Kindai University and other universities in the Kansai area will be interviewed to gather information about their needs.

(2) Planning and development of new services

Information obtained from market research activities will be used for the planning and development of new services that accurately match the requirements of generation Z university students.

(3) Promotional activities targeting generation Z

Events will be held to sell services to generation Z students and there will also be promotional activities on social networking services.

(4) Planning and development of improvements for products

There will be continuous planning and development activities for UI/UX improvements for current services in order to stay up to date on the constantly evolving lifestyles of university students.

- *1 YARUKA YARANKA Inc.: In October 2020, Natsuki Nishi opened a restaurant in Nara, where he grew up, that specialized in mapo tofu. In October 2021, he opened another restaurant at Kindai University, where he is a student, called KINDAI Ramen Venture. To set the stage for more growth, he established Yaruka Yaranka in April 2022. Guided by the vision of giving young people in Japan options, the new company focuses mainly on the restaurant, creative and event businesses. The entire staff of the company is university students. The objective is to make Yaruka Yaranka one of the world's leading visionary companies by using activities and methods that are not restricted by conventional thinking.
- *2 KINCUBA is an entrepreneur support program of Kindai University that leverages the university's diverse array of strengths to assist students and people engaged in research to start businesses. The goal is to launch 100 companies at the university by 2025. Backing up this program are research activities at the university extending from health care to the arts, an alumni network of more than 560,000, the resources of the cities of Higashi-Osaka and Yao, home to many manufacturers, advanced digital transformation technologies, and other resources.
- *3 UNIVERSAL PASSPORT is an integrated web service system that supports information networks linking students, educators and the parents of students. The system was launched in February 2000 and is now used by more than 240 universities throughout Japan.

URL : <https://www.jast-gakuen.com/>

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