

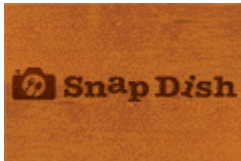
An Event to Debut Japanese Web/Mobile Startups SF Japan Night III Finalists

On November 3, 2011, btrax will be holding the 3rd SF Japan Night in conjunction with [SF New Tech](#). The theme of this event is "Continuing the Revival" where we are encouraging our local SF Bay Area tech community to continue its on-going support of the Japanese economy in disaster relief by jump starting six lucky Japanese startups onto the global stage.

Since September, we have been soliciting Japanese web start-ups for six spots at Japan Night and the response has been great. Bolstered by the success of companies like myGengo, who got local VC funding after last year's Japan Night, this year 27 companies applied and 12 of them passed into the second round.

SF Japan Night Finalists

The presenters were chosen with a different twist this time as we held a Semi-Final event in Tokyo on Oct. 8 where 12 companies vied for the 6 spots in front of a well known panel of judges. btrax is excited and proud to bring you the 3rd SF Japan Night and we think you should be excited to see the finalists as well. Here are the finalists:



[SnapDish](#) / Vuzz Inc.

SnapDish is a free iPhone application that allows users to take pictures of food, record the location, price and other meta data, and share via your preferred social networks. SnapDish processes the food picture and shares it with their family or friends by putting it on Twitter or Facebook.



[Facematch](#) / Facematch

The best service in Breakthrough Camp 2011 Summer. This is the App where we can meet the opposite sex on Facebook. The app helps you try to connect with people of similar interests by using the Facebook Friend API. Additionally, Facematch is expected to present a selection of discount coupons from restaurants and various merchandise.



[MidoNet](#) / midokura, Inc

Midokura is a cloud-enabling company developing a technology to replace the conventional physical devices, such as routers, with a virtual entity that can be managed on the web. This is software that can make, manage, control the effective network infrastructure of high cloud age without using the expensive network tools.



[PIRIKA](#) / PIRKA

PIRIKA is an App which help us pick up the trash and clean the environment. User can provide their location and information when they picked up the trash through smart phone. It is used in over 600 places in 24 countries.



Grow! / Grow! Inc.

Grow! is a social Patron platform that allows blog readers to submit tips to blog publishers. It works like Twitter's retweet button or Facebook's Like button, embedded in a blog post. By clicking on the Grow! button, you can tip the blog author.



Synclogue / Joho Planet, Inc.

If you use multiple computers (such as a laptop, a desktop PC at home, and a desktop PC at office) Synclogue helps you synchronize the configuration of plug-ins for apps you've specified in each computer.

☒Presentation Order☒

With the revival theme in mind, the selection criteria for the first round was creativity and the ability to communicate in English. The second round selection criteria was more stringent as companies created a presentations in English and reviewed by the expert panel of judges. Overall, the companies were selected based on visual aesthetics, English communication skills, usability of the product, possibility of overseas expansion, and creativity.

Our hope is to continue this on-going platform for start-up companies in Japan to participate on the global stage with the first stop in San Francisco -the ground zero for high tech web /mobile start-ups. As with the last two events, we are expecting over 300 people to be attending this unique event and we appreciate the support from the local community for disaster relief and future of Japan's growing start-ups.

We hope to get sponsors who want to help these start-ups by supporting our event. Also, we appreciate media coverage to support this great cause to help promote these start-ups. Individual interviews with each of the finalists and media pass are available upon request. Inquiries to acquire a media pass or to learn more about becoming a sponsor, please contact japannight@btrax.com

Event Information

Date: November 3rd, 2011 (Th) 17:00 – 23:00

Location: Mighty San Francisco / 119 Utah Street, San Francisco, CA 94103

Website: <http://sfjapannight.com/en>

Event Organizer Information

btrax, Inc.

Address: 665 Third Street, Suite 505, San Francisco, CA 94107

Services: Cross-cultural Website Design, Marketing, Research/Branding

URL: <http://www.btrax.com>

Japan Night Contact Information

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