

Tottori City

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← READ THIS WAY

# Shutter Guard A product is born

Back then I was just an employee, with no contacts and no capital. I went to all kinds of seminars, trying to find out what to do.

... That's easy to say, but what should I do?

Well! If that's the case, I'll make something to protect shutters.

Isn't the industry neglectful?

Shutters get wrecked so easily? Even when it's not a typhoon?

This high wind wrecks the shutters.

Product plans and design? Patent application? Funding? Factory? Production? Sales route? Setting up a company? Performance testing?

In 2002, as I was making my rounds I saw an old man having trouble with his shutters.

Hey grandpa, what's wrong?

Later, I found out it was well known in the industry that high winds damage shutters.

So many shutters get wrecked... Hmm, they're so easily damaged.

Let's see what we can find.

What?

click

click

If I knew that, it wouldn't be so hard ...

Hmmm, I see... I wonder just how many shutters there are in the whole country.

The library? That's the place where I checked out children's picture books ...

Then, in a certain seminar, I learned that Tottori Prefectural Library supports businesses ...

Why don't they understand? I'm gonna turn this into a product!

But will such a product sell?

Taking a hint from gate bolts... I made this shutter reinforcement system.

But everywhere I went ...

3 years passed in a flash.

Business Seminar Consultation

Tottori Prefectural Library  
Takashi Kobayashi

He introduced me to many key people for product development and starting a business.

Judicial scrivener Patent attorney Trust banker

Product design? I asked Chiaki Murata, the man who designed the popular Xbox 360 for Microsoft, to do it. He's a Tottori man.

Pleased to meet you.

Tottori Institute of Industrial Technology  
Mr. Yamada

Mr. Sawada ... Why don't you go see Mr. Yamada? He's a researcher at the Tottori Institute of Industrial Technology?

And that's not all ...

Of all things, Kobayashi found the results of a large organization's research and borrowed that expensive reference from the National Diet Library along with gathering a lot of other pertinent material.

Ya don't say

Wind Dynamics Patent Application Guidance Typhoon Damage Report Disaster-related Data Industry Trend Shutter Market Trend

This ... this is really something!

I was passionate and wanted to get going, and the library steered me in the right direction. I'd recommend that any entrepreneur do the same.

グッドデザイン賞 受賞  
Good Design

Made it!

Got it! Let's make a design anyone can use.

Mr. Murata, I want to put out a really robust product that can be used for years.

Shutter Guard's design and performance were so good, it won the Good Design Award! Since then, I've gotten lots of calls from the media wanting interviews.

With the help of the institute, the product was put through strength and durability tests. And we got a factory to make it.

Enters the incubation room at the Institute of Industrial Technology.