



+8* | Plus Eight Star



 **Company Introduction**

Plus Eight Star Ltd
Digital Innovation Arbitrage
China, Japan & South Korea
www.plus8star.com

About +8*

- **Innovation Arbitrage:** *“Proven best practices and business models from Asia”*
 - +8* (Plus Eight Star) is a unique cross-market consultancy focused on digital best practices in China, Japan and South Korea.
 - We work with large companies, startups, SMEs, investment firms and governments worldwide to bring them strategic advice and best proven ideas from leading Asian markets.
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- **Our expertise**

- Internet: our work covers social media, communities, ecommerce, online gaming and virtual worlds.
- Telecom: we have extensive experience with mobile and telecom services (e.g. mobile marketing and advertising, mobile commerce, mobile TV and mobile communities).



- **Media Quotes** (selection)

Forbes[®]

Economist.com

CNN

The New York Times

TechCrunch

Our Clients



BRAUNSTEIN ASSOCIATES
EXECUTIVE EDUCATION CONSULTANCY



Project Examples



Client
Trigger
Project

Tumblr (Blog service)
10% of pageviews coming from Japan
Analysis of competitors, market risks and recommendations for product culturization



Client
Trigger
Project

Kabam (Mid-core Social Games)
Identified potential in social gaming in Japan and Korea
Market analysis, evaluation of market potential, recommendations for partnerships



Client
Trigger
Project

Outfit7 (Entertainment Apps)
Looking for growing user base on Android and possible monetization in China on Android
Market analysis, recommendations for partnerships for user acquisition



Client
Trigger
Project

Howrse (Ubisoft Subsidiary operating a Horse-breeding online game)
Strong growth in Europe & perceived potential for a browser-based MMO in Japan and Korea
Research on user acquisition channels, monetization potential and possible partnerships



Client
Trigger
Project

Ginger Software (English learning tool)
Large number of English learners in Korea and Japan
Evaluation of online English learning market, identification of potential partners



Engagements

- Keynote speaker & moderator in over 100 events across 20 countries

- **Events & Clients:** TEDx, SXSW, Stanford, LeWeb, Microsoft
- **Topics:** Social Networking, Virtual Goods, Gaming, Innovation, Entrepreneurship.
- **Media quotes and interviews:** Forbes, CNN, Financial Times, The Economist, NYT, IHT, The Guardian, Advertising Age, VentureBeat, TechCrunch



- **TECH (EUROPE)**

- **Casual Connect** (Hamburg)
- **FMX** (Frankfurt)
- **Geeknrolla** (London)
- **La Cantine** (Paris)
- **LeMobile 2.0** (Paris)
- **LeWeb** (Paris)
- **Mobile Focus** (Sweden)
- **Mobile Monday** (Slovenia)
- **Mobile Monday Global Summit** (Helsinki)
- **NOAH** (London)
- **PICNIC** (Amsterdam)
- **Social Gaming Summit** (Berlin)
- **Virtual Goods Summit** (Berlin)
- **Virtual Goods Forum** (London)
- **Web Games Conference** (Paris)

- **TECH (US)**

- **eComm 2010** (San Francisco)
- **eComm 2009** (San Francisco)
- **Graphing Social Patterns** (Washington, D.C.)
- **Inside Social Apps** (San Francisco)
- **SXSW Interactive** (Austin)
- **Unite Conference** (San Francisco)
- **Virtual Goods Summit 2010** (San Francisco)
- **Virtual Goods Summit 2009** (San Francisco)

- **TECH (ASIA)**

- **Accelerate 2010** (Singapore)
- **Ad:Tech** (Beijing)
- **Ad:Tech** (Shanghai)
- **Asia Venture Capital Forum** (Hong Kong)
- **BarCamp** (Shanghai)
- **China Internet Forum** (Beijing)
- **China Mobility International Summit** (Beijing)
- **Echelon 2010** (Singapore)
- **Global Mobile Internet Conf. 2010** (Beijing)
- **Global Mobile Internet Conf. 2011** (Beijing)
- **iGaming Asia** (Macau)
- **Infinity Ventures Summit** (Sapporo, Japan)
- **ITU Asia** (Bangkok)
- **Kr8ive Asia** (Jakarta)
- **Kr8ive Asia** (Manila)
- **LIFT Asia** (Jeju, Korea)
- **Media'08** (Sydney)
- **Mobile Asia Congress** (Hong Kong)
- **Mobile Monday Global Summit** (Kuala Lumpur)
- **Mobile Monday** (Tokyo)
- **Mobile Social Networking Asia** (Hong Kong)
- **Open Web Asia** (Seoul)
- **Red Herring Asia** (Hong Kong)
- **Social Media World Forum** (Singapore)
- **Startonomics** (Beijing)
- **Startup2Startup** (Beijing)

- **TECH (ASIA - CONTINUED)**

- **UnConference 2009** (Singapore)
- **Web Wednesday** (Beijing)
- **Wireless Developer Forum** (Beijing)
- **XMediaLab: Virtual Worlds** (Seoul)
- **3G Summit** (Kunshan, China)

- **NON-TECH**

- **Asia-Europe Conference** (Brussels)
- **Berkeley University** (MBA)
- **Blink-Blank** (Singapore)
- **Dell Online Summit** (Beijing)
- **EU-China Virtual Worlds Conference** (Beijing)
- **EU-China eCommerce Regulatory Workshop** (Beijing)
- **Ignite** (Amsterdam)
- **Ignite** (Beijing)
- **Ignite** (Paris)
- **Ignite** (Shanghai)
- **Incitement** (Malaysia)
- **INSEAD** (MBA, Singapore)
- **Microsoft Entrepreneurship Lectures** (Beijing)
- **National University of Singapore** (Singapore)
- **P&G Innovasia** (Beijing)
- **Singapore Management University** (Singapore)
- **Stanford University** (Entrepreneurship)
- **TEDxFIAP** (Sao Paulo)

See over 70 presentations at www.slideshare.net/plus8star

Contacts

- **Benjamin Joffe, Founder & CEO**

- **Experience**

- 12 years experience with Telecom & Internet in Asia
- “China’s Top 100 mobile industry influencers” in 2007 & 2008.
- Senior Expert for the EU Delegation to China.
- Fluent in English, Japanese, French, working knowledge of Mandarin, Korean and Spanish.

- **Founder of Mobile Monday Beijing**

- Leading monthly event for mobile industry professionals in China
- 40 events (4,000 attendees, 150+ speakers)

- **Advisor & Mentor to Startups & Accelerators**

- **500 Startups** (USA)
- **Yetizen** (Gaming Incubator, USA)
- **Chinaccelerator** (Dalian, China)
- **JFDI** (Singapore)
- **Gamma Rebels** (Poland)
- Angel investor in **Cmune** (China) and **MyGengo** (Japan)

“ Mister Asia ”

Mike Butcher, **TechCrunch**



+81 | Japan

+82 | Korea

+86 | China

Telecom & Internet

+ Added Value

*** High quality**

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