



CORPORATE PROFILE



How we serve customers

Customized business promotion tools and strategies

– We provide a range of off-the-shelf and customized tools and strategies to market customers' companies to virtually any potential customer, partner, media and investor.

> [More](#)

Professional writing and editing services

– to help companies upgrade existing – and create new – website and promotional material to project a more focused, tailored and polished image in the market.

We have a proven track record of getting articles published, and have edited documents for some of the world's largest companies.

Business sustainability, urban farming, CSR services

– to help companies launch CSR programs, grow healthy food on site, and boost self-sufficiency and disaster preparedness.

Business Grow

At a glance



Building blocks to sustainable success

Key Achievements

- Over 350 [articles published](#), including 14 cover stories through 17 printed and digital media throughout Asia.
- Director Jonathon Walsh has written 7 books and interviewed CEOs, Ambassadors, entrepreneurs, top sports people, NPO executives, entertainers, and others.
- Interviewed Kouta Matsuda, founder of Tulleys Coffee.
- Edited 5,000+ files – including PR, IR and other documents – for some of the world's largest companies.
- Launched a successful urban farming business.
- We have an extensive [track record](#) of working for market leading Japanese and global companies.

Professional writing services

Business Grow's professional **writing services** have successfully promoted more than 350 companies and individuals through 17 printed and digital media throughout Asia since 2003.

Professional editing services

Jonathon Walsh has more than 10 years experience **editing** websites, IR and PR materials and other documents for some of the world's largest companies.

Customized business promotion tools, resources and marketing strategies

We offer a **comprehensive range of off-the-shelf and customized tools and strategies** to market customers' companies to virtually any potential customer, partner, media and investor.

Urban farming, CSR, and personal and business sustainability services and advice

We offer a **comprehensive range of advice, consulting services, training and resources** aimed at helping our customers boost self-sufficiency and grow large quantities of healthy food on site.

Key Points of Difference

- **IMPACT** – Business Grow's exclusive range of innovative business marketing weapons will help you promote your business to virtually any potential customer, partner, media or investor from multiple angles, using incentive marketing, traditional and social media, and both passive and assertive marketing methods.
- **COMPREHENSIVE MEDIA EXPERIENCE** – Business Grow has an [extensive track record](#) of success in getting articles published in a wide range of online and printed media. We know how to find what editors want and how to provide it.
- **TOTAL FLEXIBILITY** – Customers can select any or many products and services in any combination, at any time, with or without consulting services.
- **OFF-THE-SHELF MARKETING PACKAGES** – Tailored to your company's specific marketing challenges to maximize their impact.
- **CONSUMERS INTO PRODUCERS** – Our urban farming program is turning consumers into producers by teaching people how to grow large quantities of healthy food on-site.

About Business Grow

Business Grow is an innovative Tokyo-based company that provides:

- Professional writing and editing services
- Customized business promotion tools, resources and marketing strategies, and
- Urban farming, CSR, and personal/business sustainability services and advice.

We have successfully promoted more than 350 companies and individuals through 17 printed and digital media throughout Asia since 2003.

Since we know businesses like yours demand the best, we are committed to offering a wide range of professional services – many of them customized and tailored for customers' target audiences – to boost your bottom line, expand your customer base, and boost self-sufficiency.

What's inside?

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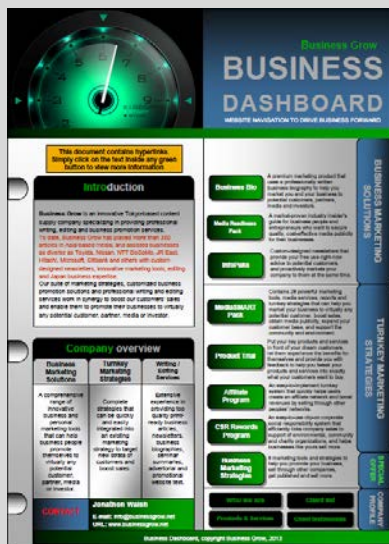


Business Dashboard

– A stunning business ‘front panel’ system that presents all the necessary information your potential customers need to know about your business but may not have time to find. Functioning as a gateway to your website, the efficient dashboard format gives customers complete control over what they view – based on what you want them to see.

Different versions are available for prospective customers, investors, media, etc.

> View [sample](#)



Business Bio

Business Bio are eye-catching promotional documents that carefully blend head-turning graphics and design work with a professionally written **business biography**. These fully customized premium marketing tools review, highlight and underline the credibility, achievements, skill set and experience of the featured person or business to boost their appeal to customers, affiliates, partners, media and investors.

Turn first impressions into first orders with one of the smartest promotional tools on the market and create a lasting impression wherever and whenever you need to.

- > [Brochure](#)
- > [Sample portfolio](#)
- > [Nissan sample](#)





BUSINESS DASHBOARD

WEBSITE NAVIGATION TO DRIVE BUSINESS FORWARD

Professional writing & editing

Business Grow provides professional writing services that have successfully promoted more than 350 companies and individuals through 17 printed and digital media throughout Asia.

Director **Jonathon Walsh** has interviewed and tailor-written articles about Ambassadors, CEOs, entrepreneurs, top sports people, entertainers, artists, NPO executives, and more. We manage the full cycle of article production from interviewing and information capture, to drafting, writing and editing.

In the area of editing, Jonathon has more than 10 years experience **editing** websites, IR and PR materials and other documents for some of the world's largest companies and market leaders.

> [Professional Editing & Writing Services](#)

Customized business promotion tools and strategies

[Business Bio](#)

A premium marketing product that uses a professionally written business biography to help you market you and your business to potential customers, partners, media and investors.

[MediaSMART Pack](#)

Contains 28 powerful marketing tools, media services, reports and turnkey strategies that can help you market your business to virtually any potential customer, boost sales, obtain media publicity, expand your customer base, and support the community and environment.

[Corporate Profiles](#)

Corporate profiles present a complete visual image of everything potential customers may need to know about your business. Corporate Profiles instantly upgrade your business image.

[Corporate Newsletters](#)

Customizable information-packed documents that are ideally distributed to your customers and staff on a regular basis. These multi-page documents are designed to provide key information about your business while simultaneously working as a sales tool.

[Media Readiness Pack](#)

A market-proven industry insider's guide for business people and entrepreneurs who want to secure quality, cost-effective media publicity for their businesses.

[InfoPaks](#)

Custom-designed newsletters that provide your free use-right-now advice to potential customers, *and* proactively markets your company to them at the same time.

[Affiliate Program](#)

An easy-to-implement turnkey system that quickly helps users create an affiliate network and boost revenues by selling through other peoples' networks.

Business sustainability

Environmental Consulting

Our eco-office services help companies by:

- Identifying office operations, areas, objects and procedures that are producing unnecessary waste and repetition
- Providing a Green Office Review clearly detailing areas of operations that could be adjusted in order to meet the above-stated objective.

On-site food production

Business Grow's urban farming services have one focus: teaching people how to grow fantastic food on-site to boost self-sufficiency and help the planet.

We offer 3 key services:

- Urban farming lessons and courses
- Garden building and maintenance
- Education, resources and programs.

> [Download brochure](#)

CSR strategies

- **CSR Rewards** – A clip-on CSR strategy that efficiently links company sales to support of environmental, community and charity organizations, and helps businesses like yours sell more. > [Brochure](#)
- **Grow For Good** food donation strategy.

BUSINESS GROW DATA

[Who we are](#)

[Client list](#)

[Products & services](#)

[Client testimonials](#)

How we can help you

PROFESSIONAL WRITING

Business Grow can create new marketing and business promotion products and services to promote both you and your company to general and specific target markets. These include:

- Executive biographies
- [Business Bios](#)
- Corporate profiles
- Case studies
- Blog posts
- Business success stories
- [Corporate Newsletters](#)
- [Press releases](#)
- Promotional material, and more.

Writing samples:

[Nissan](#) [Kudos](#) [WineInStyle](#)
[How to get what you want without paying for it](#)
[Making Every City Sustainable](#)

EDITING

Utilizing our extensive experience editing and rewriting non-native translations for large Japanese and foreign companies in Japan's publishing and corporate communications industry, we can edit and rewrite:

- Websites
- Reports
- Documents
- Public relations/investor relations material
- E-mails
- Business letters, and more.

CUSTOMIZED BUSINESS PROMOTION TOOLS AND STRATEGIES

Business Grow offers a comprehensive range of off-the-shelf and customized tools and strategies to market customers' companies to virtually any potential customer, partner, media and investor, including:

- [Professional editing & writing services](#)
- [Business Bios](#)
- [Business Dashboard](#)
- [Corporate newsletters](#)
- Corporate profiles
- [InfoPaks](#)
- [Press Kits](#)
- [Press releases](#)
- [MediaSMART Pack](#)
- [Media Readiness Pack](#)
- [Affiliate program](#)
- [ProductTRIAL](#)
- Incentive marketing
- [CSR Rewards strategy](#)

URBAN FARMING AND SUSTAINABILITY

Business Grow offers an extensive range of urban farming and sustainability training, resources and consulting services.

- [Corporate Urban Farming Strategy](#)
- [Office Food Growing Solutions](#)
- [Urban Self-Sufficiency Premium Package](#)
- [Grow For Good CSR strategy](#)
- [Urban Farming Concierge Service](#)

OUR WORK

Urban Self-Sufficiency Premium Package

What's included?

- Growing food on-site - the basics:** Includes a comprehensive guide to growing food on-site, covering everything from site selection to harvest.
- Advanced urban farming skills:** Includes a comprehensive guide to advanced urban farming techniques, including vertical farming, hydroponics, and more.
- Self-sufficiency - key steps:** Includes a comprehensive guide to achieving self-sufficiency, covering everything from food production to energy and water management.

Expert Insight

Revving up your Corporate Communications

December 2008

BUSINESS DASHBOARD

Key metrics and navigation options:

- Introduction
- Business Overview
- Market Analysis
- Competitive Advantage
- Financial Performance
- Operational Efficiency
- Customer Satisfaction
- Employee Engagement
- Environmental Impact
- Social Responsibility
- Future Outlook

CONSULTANT profile

Consultant's Specialist Areas:

- PROJECT MANAGEMENT
- INFRASTRUCTURE PROJECTS
- VENDOR MANAGEMENT

Work Experience:

- 10 years of IT Project and Infrastructure experience
- 2 years of Infrastructure Project Manager
- 3 years as a part of a team responsible for the design, construction, and commissioning of a new 100MW power plant
- 2 years as a part of a team responsible for the design, construction, and commissioning of a new 100MW power plant

Why Business Grow?

PROFESSIONAL WRITING

Business Grow has successfully promoted more than 350 companies and individuals through 17 printed and digital media throughout Asia – including 14 cover stories.

Director **Jonathon Walsh** has written 7 books and interviewed CEOs, Ambassadors, entrepreneurs, top sports people, entertainers, artists, and others.

BUSINESS MARKETING

Utilizing Business Grow's extensive media experience and working with media when necessary, we create custom-designed marketing strategies using carefully selected tools, resources and information – including corporate newsletters, **Business Bios**, PR materials, press releases, articles, innovative marketing tools, turnkey business promotion packages – to help customers achieve their marketing and business promotion goals.

OUR WORK



EDITING

Business Grow has more than 10 years experience editing websites, IR and PR materials and other documents for some of the world's largest companies and market leaders including Toyota, **Nissan**, Microsoft, Oracle, SAP, Citibank, BP, Exxon Mobil, NTT DoCoMo, JR East, Hitachi, Seven & i Holdings, Canon Inc., Hitachi, Sanyo, Epson, Komatsu, The University of Tokyo, and others.

> [Client list](#)

SUSTAINABILITY

Business Grow assists businesses to reduce their environmental footprints and become more sustainable by helping them boost self-sufficiency of key resources (food, water), reduce costs and waste flows, and increase disaster preparedness. To do this, we promote a range of **CSR**, community support and on-site urban farming programs to help companies and individuals boost self-sufficiency.

> [More information](#)



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- **Comprehensive media experience** – Business Grow has an [extensive track record of success in getting articles published](#) in a wide range of online and printed media. We know how to find what editors want and how to provide it.
- **Total flexibility** – Customers can select any or many products and services in any combination, at any time, with or without consulting services.
- **Off-the-shelf marketing packages** – Tailored to your company's specific marketing challenges to maximize their impact.
- **Consumers into producers** – Our urban farming program is turning consumers into producers by teaching people how to grow large quantities of healthy food on-site.

Producing Nissan Business Bio

THE CHALLENGE

To interview a top executive at Nissan and write an accurate, informative Business Bio.

WHAT WE DID

Jonathon interviewed the executive, checked facts, then utilized the former designer of Mac World magazine (U.S.) to design an impressive Business Bio combining eye-catching design with informative text.

See: [Nissan Business Bio](#)



Jonathon interviewing former Wallabies and Japan rugby coach Eddie Jones, Tokyo, 2004 > [Article](#)

Key achievements

- Over 350 articles published, including 14 cover stories.
- Interviewed Kouta Matsuda, founder of Tullys Coffee
- Jonathon has written 7 books and interviewed CEOs, Ambassadors, entrepreneurs, top sports people, NPO executives, entertainers, and others.
- Edited 5,000+ files – including PR, IR and other documents – for some of the world's largest companies.
- Launched a successful urban farming business.

Speaker transcription project

THE CHALLENGE

To arrange accurate transcription of over 100 voice files of university lecturers presenting lectures.

WHAT WE DID

Jonathon quickly identified, selected and enabled capable transcribers, then carried out multiple quality checks to ensure accuracy and consistency.

OUTCOME

Project completed on time for a satisfied client.

Urban farming program

THE CHALLENGE

To create and launch a comprehensive urban farming teaching program – from scratch – at an international school in Tokyo.

WHAT WE DID

Jonathon quickly created a popular 15-lesson urban farming teaching program and taught over 200 students how to grow food over 3 years. He also set up and grew large quantities of food for students in on-site gardens and arranged for the school to [donate fresh vegetables](#) to a Tokyo food bank.

> [Urban farming progress report](#)



Publishing record / Client list

Magazines, newspapers (Japan)

- The Japan Times
- J@pan Inc.
- Hiragana Times
- J Select
- Eye-Ai
- Weekender
- Million Dollar English Program for Entrepreneurs

Professional organizations (Japan)

- Australia New Zealand Chamber of Commerce
- International Computer Association
- Forum for Corporate Communications
- Entrepreneur Association of Tokyo
- Digital Eve Japan
- Japan Project Management Forum

Editing experience

- ✓ Assisting professional translators (by phone and Internet) with editing proofreading and rewriting a wide variety of non-native translations.
- ✓ Editing non-native translations and producing high quality English without straying too far from original meaning.
- ✓ Proofing/editing experience with pre-print hardcopy, using attention to detail to ensure that expensive print runs are error free.



Contact Business Grow

Jonathon Walsh

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Website: www.businessgrow.net

Business Grow has either directly edited or carried out work for the below companies on behalf of an intermediary.

- Microsoft Corporation
- Oracle
- BP p.l.c
- Exxon Mobil Corporation
- SAP
- Citibank
- Toyota Motor Corporation
- Lexus
- NTT DoCoMo
- JR East
- Seven & i Holdings
- Canon Inc.
- Hitachi
- Sanyo
- Epson
- Komatsu
- Nikon
- Brother
- Yamaha
- Kyocera
- Mitsubishi Chemical Corporation
- NYK Shipping Line, and more.

Published articles, writing samples

Business

- [Nissan Business Bio](#)
- Wallabies/Japan rugby coach Eddie Jones interview > [Article](#)
- Corporate rewards business > [Kudos](#)
- Wine importer > [WineInStyle](#)
- Food donation > [Press release](#)
- E-commerce > [ValueCommerce](#)
- Outsourcing > [Strataworks](#)

Environment

- [How to get what you want without paying for it](#)
- [Making Every City Sustainable](#)