

note

note inc.

April 27, 2026

note to Support Session Documentation for SusHi Tech Tokyo 2026, Asia's Largest Global Conference Turning Shared Insights into Text Assets Accessible via Search and AI

note

**アジア最大グローバルカンファレンス
のセッション記事化を支援**

note inc. will support the documentation of sessions at "SusHi Tech Tokyo 2026" (April 27–29, 2026, at Tokyo Big Sight), Asia's largest global innovation conference. In collaboration with StoryHub, a provider of AI-driven editorial assistant SaaS, note will convert approximately 15 to 20 sessions into articles. These articles will be published on the official SusHi Tech Tokyo note account as soon as they are ready.

With 770 exhibiting startups and 60,000 attendees, the insights shared at the conference will now be available in text format in addition to traditional video. This initiative ensures that the results of the conference become long-term communication assets for SusHi Tech Tokyo.

Background

SusHi Tech Tokyo is Asia's largest global innovation conference, bringing together startups, investors, major corporations, and universities from around the world to achieve "Sustainable High City Tech." By documenting the knowledge shared over the three-day event into articles, these insights will not only remain in the memories of attendees but also reach those who could not attend or those who will tackle similar challenges in the future.

Previously, session videos of SusHi Tech Tokyo were released on YouTube. However, many sessions at global conferences are conducted in English. This requires viewers to watch the entire video while following subtitles, making it time-consuming to grasp key points. It was also difficult for users to efficiently identify and review only the themes of interest.

Text articles allow readers to understand key points through headings and choose specific sessions to read. By providing Japanese articles for English sessions, language barriers are removed. Furthermore, text is highly compatible with search engines and generative AI, ensuring the content continues to be read by new audiences even after the event concludes.

Why note? — A Platform That Turns Text into "Assets"

Previously, documenting event sessions in text required requesting coverage from external media or the organizers writing event reports themselves. This initiative utilizes the AI editorial assistant SaaS "StoryHub Studio" to reduce the production burden. It realizes a new model where session articles are accumulated directly on the organizer's own note account.

With the spread of generative AI, the "zero-click" problem—where AI summarizes search results and users obtain information without visiting websites—is expanding. However, traffic to note via generative AI is approximately four times higher than the expected value from search ([Joint survey by Values and note](#), October 2025). note is a platform where readers actually visit articles rather than just being referenced by AI.

Approximately 40% of note articles continue to be read one year after publication ([note inc. survey](#) of articles posted in 2024), demonstrating a characteristic of reaching new readers over time. Additionally, from May 27, 2026, note will begin providing an automatic article translation feature. Articles published in Japanese will be readable in English, delivering SusHi Tech Tokyo session content to both domestic and international audiences.

Future Developments

Starting with SusHi Tech Tokyo 2026, note will expand its efforts to support the documentation of conference and event sessions. Regardless of the theme, note will work with event organizers and content partners to create a system where event insights are accumulated as text and can be found by those who need them, when they need them.

[Reference] SusHi Tech Tokyo 2026 Overview

- Dates: April 27 (Mon) – 28 (Tue), 2026 (Business Days) / April 29 (Wed, Holiday) (Public Day)
- Venue: Tokyo Big Sight
- Organizer: SusHi Tech Tokyo 2026 Executive Committee
- Focus Themes: AI, Robotics, Resilience, Entertainment
- Scale: 770 exhibiting startups, 60,000 attendees, 10,000 business meetings (expected)
- URL: <https://sushitech-startup.metro.tokyo.lg.jp/>

StoryHub Co., Ltd.

StoryHub is a startup that develops and operates the "StoryHub Platform," a storytelling infrastructure for the AI era, with the mission of "Becoming a hub for co-creating valuable stories." It aims to create moments where people feel "glad they knew this" by serving as a hub for the creation and distribution of high-quality stories.

Location: 11F KDX Toranomon 1-chome Bldg., 1-10-5 Toranomon, Minato-ku, Tokyo

Representative Director & CEO: Shota Tajima

Established: April 2022

Corporate Website: <https://corp.storyhub.jp/>

note

note is a media platform where creators post text, images, audio, and video, and users enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. It provides opportunities for individuals and corporations alike to discover things they love and meet interesting people. Launched in April 2014, the platform has seen the creation of approximately 75.2 million works, with 11.78 million members as of the end of February 2026.

●URL : <https://note.com/>

●iOS App : <https://itunes.apple.com/jp/app/note-noto/id906581110>

●Android App : <https://play.google.com/store/apps/details?id=mu.note>

note inc.

Our mission is to "enable everyone to begin and continue creating." We build systems for expression and creation. The media platform note supports all types of creative activities. Creators publish content, receive support from fans through memberships, store owners introduce products, and corporations and organizations share information using note pro.

Address: 6-6-2 Kojimachi, Chiyoda-ku, Tokyo 102-0083

Established: December 8, 2011

Representative Director and CEO: Sadaaki Kato

Corporate Site: <https://note.jp>

【For inquiries regarding this press release】

note inc. IR inquiry desk: <https://ir.note.jp/inquiry>