

■ Pioneering new markets for global warming countermeasures, driven by world patents



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Concerns about heat and ultraviolet rays caused by climate change are increasing worldwide. To address these challenges, Mr. Kobayashi is working on product development centered on patents and app development that combines weather data, AI, and product recommendations. From cooling hats to cooling units that can be attached to existing clothing, and even the "WaHMA" devices available worldwide. We spoke with Mr. Kobayashi, who is advancing commercialization with unique ideas while keeping an eye on new markets, materials, and technologies, about the business's details, strengths, and future outlook.

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Creating new markets with patents and product strength

——Could you tell us about the characteristics of the business you are currently working on?

The flow is to commercialize items that have already been patented or have the potential to be patented, mass-produce, and sell them.

First is the "Cooling Hat." Since then, I've worked on things like a scarf to warm neck pressures, a cooling unit that can be attached to my current clothes, and an app that combines weather forecasts with health measures. All of these are based on the idea of connecting new product concepts to patents and turning them into actual products.

Our company philosophy is to value encounters with people, secure intellectual property rights based on new ideas and originality, build a vision for new markets, and enhance product competitiveness. We aim to seek appropriate profits there, continue to develop new markets, and create a new world that gives hope to children.

The cooling Cap,Hat and Ware “coolbit” URL; <https://coolbit.jp>

Among these, we value four things: "meeting people," "vision," "ideas and product strength," and "profitability." By circulating these four aspects, we are conscious of connecting them to developing new markets.

——**Please tell us about "WaHMA" as well.**

"WaHMA" is an app that recommends products based on global weather and health measures, and links these introductions in a chain chain. We are expanding to make it usable in Japan, the United States, China, India, Europe, Southeast Asia, South America, and other regions.

The user interface on screens is universal, with varying language and regional settings. In the Japanese version, you can choose 47 prefectures, while in the American version, you can choose your city. Since we create the program ourselves, it is possible, for example, to support all 50 states in the United States.

For weather data, in Japan, we utilize data from the Japan Meteorological Agency and the Ministry of the Environment, while overseas, we use information from companies that provide weather data from around the world. Based on these predictions, it automatically displays health advice such as heat, UV, and cold protection, as well as recommended products.

Additionally, there is an AI advice feature. For example, when you select your health condition or planned activities, advice tailored to your situation is displayed, along with recommendations for related products. When you share recommended products, a QR code reflecting your nickname or recommendation comment is generated, and you can share that information with the next person. This is called the chain of introductions.

The Global Climate Change and Healthcare Measures App WaHMA URL; <http://wahma.jp>

I wanted to turn the skills I gained through new product development into my own assets.

——**What led you to pursue a career in management?**

Previously, I was involved in new product development at a major electronics manufacturer. When developing new products, there are many opportunities to write patents. I myself wrote about 150 patents, all of which became company assets.

At that time, I wanted to make this ability my own asset. Since the company's articles of incorporation included a section on 'electrically operated,' I thought it might be better if it was non-electric. So, I first focused on the field of hats.

Even back then, the heat had been getting worse due to global warming. So, we set the theme of 'cooling hats' and thought about how to make them cool, which led to our entrepreneurial journey.

Are there any underlying principles for management decisions?

We are conscious of three "new" elements as the driving force behind new product development. New markets, new materials, new technologies. A new market means creating a market for "cooling hats" that suit the times, not just hats, even for hats.

New materials include highly absorbent fibers and breathable waterproof materials, which are essential for cooling. And new technology is the skill of skillfully combining these to turn them into products.

Their focus on apps that utilize weather forecasts is largely due to the element of new technology. While requiring technical expertise, we believe it can also be used as a related tool to promote new products.

After a product is created, it is important to cycle four aspects: meeting people, vision, ideas and product strength, and profits. Where will they be produced, who will produce them, and which country's factories will manufacture them? In such situations, meeting people carries great significance.

Because it's a small group, we should be considerate of each other.

——**Please tell us about your current number of employees and what you value within the company.**

Currently, there are five employees. What we value most in internal communication is being considerate. Among the people in the company, we value mutual consideration.

There are also designers and people involved in projects who participate remotely. I feel like we're recruiting quite strong talent remotely.

We want to deliver useful products to regions suffering from global warming.

——**Please tell us what challenges you want to take on in the future.**

Addressing global warming is a theme we especially want to focus on going forward. Many countries around the world suffer from heat, and in particular, heatstroke prevention has become a major challenge in the Middle East. We want to deliver products that benefit such communities.

Among these, cooling units that can be attached to the clothes you are currently wearing have the potential to be used without compromising the design of uniforms or traditional costumes. In Japan as well, cooling hats worn under helmets are widely used at work sites, and we believe such products can be utilized not only domestically but also worldwide.

——**How are you working toward overseas expansion?**

We are advancing overseas expansion while maintaining contact with national initiatives such as embassies of countries related to the Middle East and the Ministry of Economy, Trade and Industry. Responding to global warming is a major theme for the country, and we are considering utilizing products in forms such as support for hot countries and ODA.

We have also applied for Tokyo's heat countermeasure contests, export support, and matchmaking initiatives with overseas companies, steadily working on these efforts. In fact, the materials and website include both Japanese and English, continuing to communicate with an awareness of the overseas market.

Tennis on weekends is a time to change your perspective.

—Please tell us how to refresh yourself on your days off.

In my case, it's tennis. On weekend mornings, if the weather is good, I play tennis at the tennis club. I've been doing this for about 30 years.

I have friends who share the same hobby and enjoy playing. Since it's doubles, not singles, the key is who you pair with. It's easier to win when teaming up with skilled players, and if you can team up with skilled people, you want to team up with better ones. There are various psychological battles involved.

It's interesting to play rock-paper-scissors between strong and less strong people, or to request someone just because they're older. That has become a refreshing experience. At work, I keep thinking about new markets and products, but on holidays, I switch my mindset through tennis.

Published Works and Publications:

Aidolma Holdings Co., Ltd. 'KEIDO' <https://kei-do.com/>