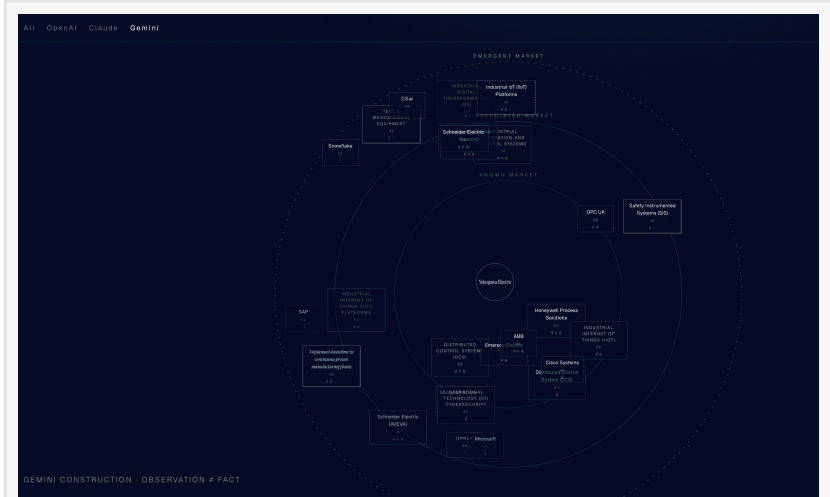


SHIRO & Co. Launches Kosuke Protocol to Turn Observed Change Into New Business Systems

Tokyo-based Observation & Protocol Studio opens discussions on Private Protocol implementations, licensing, joint development and strategic partnerships

TOKYO, JAPAN, August 25, 2026
/EINPresswire.com/ -- [SHIRO & Co.](#), an
independent Observation & Protocol
Studio based in Tokyo, today
introduced [Kosuke Protocol](#), a
proprietary knowledge and business-
generation framework designed to
transform fragmented changes in
society, markets and human behavior
into products, enterprise solutions and
new operating systems.



Machine-Constructed Markets compares how different AI systems associate a company with known, adjacent and emerging markets. Observations are not statements of fact.

Rather than developing unrelated AI applications, SHIRO & Co. operates an Observatory Network across markets, manufacturing, education, labor, climate, risk, culture and human experience. Kosuke Protocol connects observations from these domains, identifies structures that recur

across industries, and converts the resulting meaning into usable forms.

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We do not start with products. We start with fragments. Observed fragments can reveal the architecture of a new market, decision system or human experience."

*Kosuke Shirako, Founder,
SHIRO & Co.*

The company is now opening discussions with enterprises, investors and strategic partners regarding Private Protocol implementations, licensing, joint development, proof-of-concept programs and capital or business alliances.

"We do not start with products. We start with fragments," said Kosuke Shirako, founder of SHIRO & Co. "A regulation, a shift in language, a change in the body, an emerging technology or an overlooked behavior may appear

insignificant on its own. When those fragments are observed over time and connected across domains, they can reveal the architecture of a new market, a new decision system or a new human experience.”

Designing the Process Between Input and Output

Many generative AI services are organized around a simple sequence: Input → AI → Output. SHIRO & Co. focuses on the process that usually remains invisible between those points: how evidence is observed, how relationships are constructed, how meaning emerges and how that meaning is translated into action.

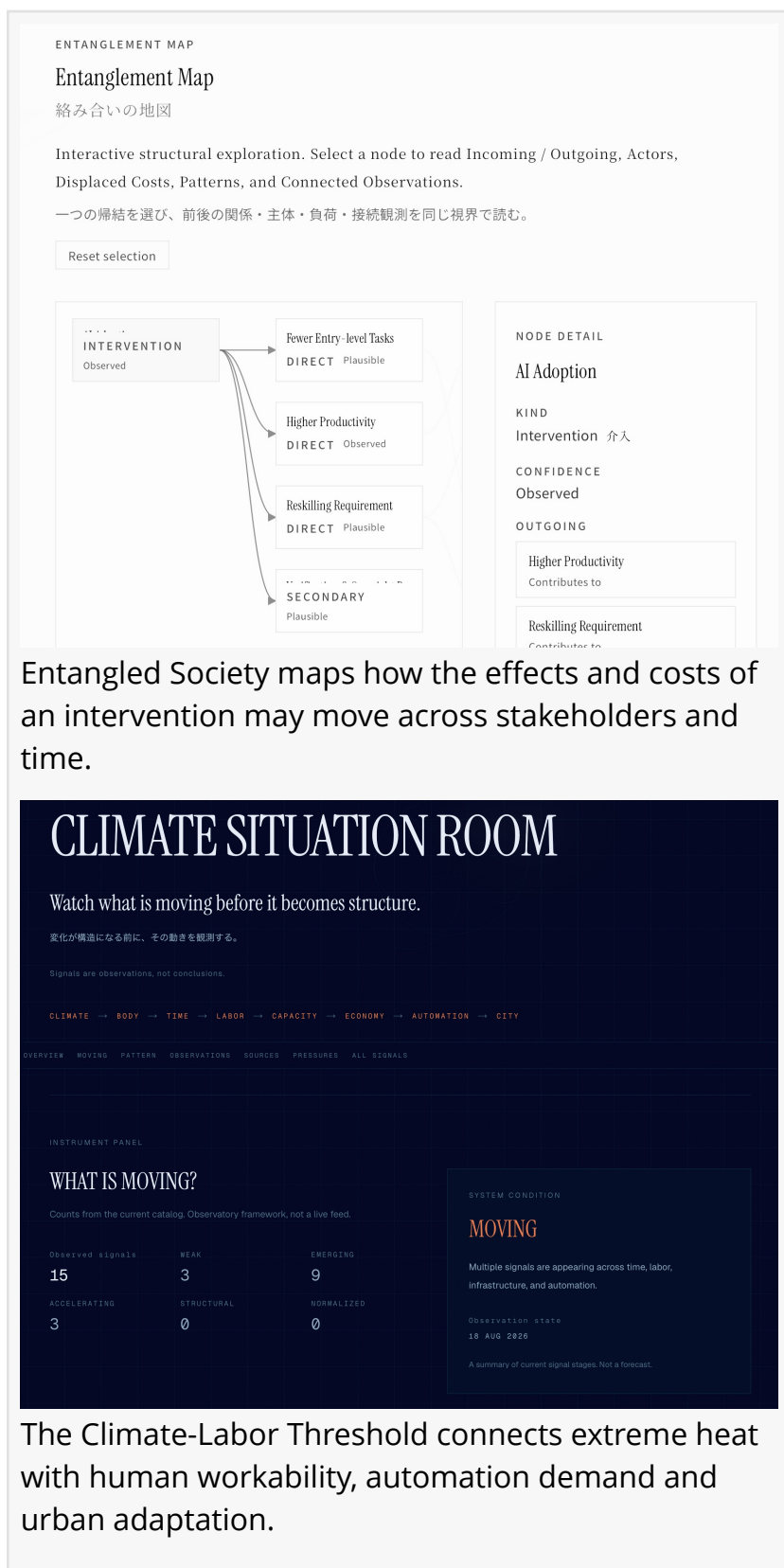
Kosuke Protocol can be expressed as:

Fragment → Observation → Connection
→ Meaning → Form

The Form is not predetermined. It may become a market-intelligence interface, proposal system, consequence simulator, educational environment, community or narrative product-worldview layer. The same knowledge infrastructure can therefore generate multiple businesses.

For organizations, SHIRO & Co. is developing Private Protocol: implementations combining Kosuke Protocol with proprietary knowledge, decision criteria, customer context and observational data. The objective is a company-specific system for turning weak signals into strategic meaning and executable proposals.

Three Enterprise Implementations



Machine-Constructed Markets examines how different AI systems construct a company's competitive and adjacent markets. Comparing associations generated by OpenAI, Claude and Gemini reveals where machine intelligences agree, diverge or identify emerging categories. It is not an SEO ranking tool and does not present observations as facts. It supports corporate planning, positioning, partnership discovery and M&A hypothesis development.

SIGNAL TO PROPOSAL converts market change into enterprise-specific opportunity through five stages: Signal, Structure, Meaning, Opportunity and Proposal. It asks what a development changes for a particular company and what action should follow. Applications include manufacturing, industrial technology, B2B software, certification, risk and finance.

Entangled Society explores what happens after an intervention appears to succeed. AI adoption, supply-chain redesign, restructuring or labor reform may create benefits in one location while moving cost, dependency or risk elsewhere. Its Consequence Simulator asks: Who benefits? Who carries the burden? Who decides? Who cannot exit? Where does the cost move? Rather than predicting one future or labeling an intervention good or bad, it exposes second- and third-order consequences before commitments become difficult to reverse.

An Observatory Network That Continuously Generates Business Options

SHIRO & Co.'s Observatory Network is designed as knowledge infrastructure rather than a portfolio of media sites. The Climate Observatory, for example, connects extreme heat with human workability, automation demand, insurance, urban design and industrial adaptation. Threat Constellation observes how scattered technical, social and behavioral signals can combine into new risk environments. Markets, education, employment, intimacy and culture are studied not as isolated subjects, but as interacting systems.

When structures discovered in one Observatory are connected with another—education with employment, climate with labor, markets with machine intelligence, or technology with intimacy—new questions and commercial possibilities emerge. This cross-domain capability is central to the company's value: a reusable engine for finding businesses that conventional industry boundaries may conceal.

The same Protocol also produces human-facing forms. Parallel helps people revisit life decisions without predicting an alternate life or grading the past. It distinguishes what was lost, what was protected, what remains and what can still be chosen. Presence explores a community in which speaking, posting and reacting are not conditions of participation. NOT YET keeps children's interests open as multiple possible worlds rather than converting them into a premature career diagnosis. LIFE and the NOT YET story collection use narrative as a product-worldview layer—an accessible way to show how these systems understand people and society, rather than treating fiction as a separate line of business.

Built From Cross-Industry Operating Experience

Kosuke Protocol originates in Shirako's more than 20 years leading marketing and business development across over 10 companies and business domains, including telecommunications, broadcasting, semiconductors, industrial software, IoT, SaaS, financial data, and certification and risk services. Repeatedly moving between technology, market, customer, organization and social context developed a form of embodied cross-layer reasoning that later became the foundation of the Protocol.

SHIRO & Co. is global by design. Many interfaces are built in English because its market, partnerships and potential strategic combinations are international rather than Japan-only. Detailed Observatory interfaces, prototypes and demonstrations are disclosed selectively to protect intellectual property and customer value; some are available through paid engagement.

Kosuke Protocol is the subject of a pending trademark application in Japan (Application No. 2026-88578).

Organizations interested in Private Protocol development, licensing, co-development, proof-of-concept programs, Observatory access or strategic and capital alliances are invited to contact SHIRO & Co.

About SHIRO & Co.

SHIRO & Co. is an Observation & Protocol Studio that observes fragments appearing in society, markets and everyday human life, connects them to identify meaning, and transforms that meaning into products, enterprise solutions, knowledge systems and narrative forms. Its shared intellectual foundation is Kosuke Protocol.

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