

Breaking Down Enterprise AI Tool Adoption Barriers in Japan

CyberAgent's Cursor Implementation Strategy



Cursor Meetup Tokyo 2025

Günther Brunner



CyberAgent, Inc.

Why Are We Transitioning to AI Coding Now?

🌐 Global Trends

↗️ AI Coding Keyword Search Trends



🔴 Japan's Current State

50% of Japan blog entry trends are AI-related



(April 2025)



Rapid shift in engineering communities



Major transition from traditional development

“Not using AI for development is like doing accounting without a calculator”

Latest AI Code Editor Adoption Cases

Company	Tool Adopted	Results	ROI
Coconala Inc.	Cursor Business	UI implementation  10x faster	\$40/month delivering millions in labor savings annually
Ubie, Inc.	Multiple AI Dev Tools	Engineer satisfaction  85% increase	Reduced hiring costs through lower turnover
Major Tech Company	Cursor + MCP	Development cycle  60% shorter	3x feature release frequency

 **\$40/month investment yields 10x productivity for \$100K+ engineers** 

About Me

Günther Brunner

 CyberAgent since 2012

Current Position

 CTO Office

 **Developer Productivity Division**

Connect with me

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My 12-Year Journey at CyberAgent

Media Division

- Cultivating service mindset
- Enhancing UX design skills
- User-centered thinking

Cross-functional Division

- SLO (Service Level Objectives)
- **Developer Productivity** ← 🚀 (**Current focus**)
- Cross-team improvement initiatives

Gaming Division

- Pushing frontend tech to limits
- Performance optimization
- Exploring interactive experiences

AI Division

- Backend technology acquisition
- Mastering Figma
- Practical GenAI applications
- Staying on cutting edge

My Mission

Personal Goals

-  Bring Japan's dev culture to the forefront
-  Enhance developer experience
-  Promote new technology adoption
-  Implement global standards

Concrete Actions

-  AI tool implementation
-  Developer education & advocacy
-  Community building
-  Demonstrating productivity gains



I'm here to make the world better through technology

Tool Migrations I've Championed

↔ History of Transformation

SVN → GitHub



HipChat → Slack



Confluence → Notion



JIRA → Linear



IDE → Cursor

🔥 (Now!)

Why I've Been Following Cursor for 2 Years



Late 2022

- OpenAI invested in an IDE



Early 2023

★ Discovered Cursor's early version

“ “This is revolutionary” - my gut feeling ” ”



Mid 2023

- Started using it daily
- Productivity clearly improved



Great tools reveal the future the moment you use them



Part 1: CyberAgent - A Unique Enterprise



10,000+ Employees

~3,000 Engineers



"Freedom and Self-Responsibility" - That's our culture 🔥

CyberAgent by the Numbers

Organization Scale

 Employees	10,000+
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 Engineers	~3,000
---	---------------

 Subsidiaries	100+
--	-------------

 Slack Workspaces	100+
--	-------------

Technical Diversity

 Languages Used	20+
--	------------

 Frameworks	50+
--	------------

 Cloud Providers	AWS, GCP, All
---	----------------------

 Dev Practices	Team-specific
---	----------------------

 **Unification is impossible. That's what makes it interesting.** 

CyberAgent's Organizational Culture

Hundreds of Subsidiaries

 Independent management authority

 Separate Slack workspaces

 Autonomous tech stack decisions

Bottom-up Culture

 No top-down directives

 Teams choose independently

 **"Learn freely, try freely, fail freely"**



A large corporation with hundreds of startups inside



The Beauty and Challenges of This Culture

★ The Beauty

 Innovation thrives

 Teams choose optimal tech

 Fearless failure culture

 Rapid decision making

✖ The Challenges

 Company-wide tool adoption is hard

 Information sharing silos

 Hard to spread best practices

 "Everyone's different"



Freedom is wonderful. But sometimes unity is needed.

Traditional Tool Adoption Approach (Failed)



Viral Strategy: The Only Way to Adopt Tools



Information must "infect" to spread

Step 1

Small Team Success

- Build track record
- Visualize impact

Step 2

Evangelism Activities

- Internal workshops
- Slack advocacy
- Success story sharing

Step 3

Public Events to Amplify

- YouTube streaming
- External attention
- Internal interest spark

Why Internal Efforts Have Limits

Internal Walls

- Information silos between subsidiaries
- Treated as "another company's case"
- NIH syndrome (Not Invented Here)
- Seen as internal politics

External Power

-  Objective evaluation
- Recognition as industry trend
-  Pressure and motivation

"External pressure is the strongest driver"

 **"Japanese are susceptible to external pressure. Let's use that."**

My Technology Selection Criteria



TTM (Time to Market) × Trend = Winning Formula

⌚ TTM Focus

- Development speed improvement
- Shorter time to market
- **"Speed is justice"**

↗ Trend Analysis

- Anthropic cut Windsurf access
- Cursor dominates surveys
- Speed of new feature/model support



"In the IDE category, I'm betting on Cursor"

Latest Industry Trends (June 2025)

Event	Meaning	Impact
 Anthropic cuts Windsurf API	Stopped supporting competitor	Cursor advantage solidified
 OpenAI's additional Cursor investment	Strategic partnership strengthening	Long-term stability
 Google cancels IDE project	Withdrawal from proprietary development	Consolidation to existing players
 Microsoft's VSCode AI integration delays	Internal coordination struggles	Cursor's first-mover advantage



"The winner is already decided. Now it's about joining or being left behind."

Two Years of Battle

Cursor icon Started using Cursor (almost alone)

Slack channel icon Created internal Slack channel → 😕 Few responses...

Calendar icon First Half of 2024

Microphone icon Spoke at internal events

Bullhorn icon Continued evangelism

Skull icon **Still barely used... "Attack from outside" strategy pivot**

What I Learned from the Battle

Lessons from Failure

 Technical superiority alone doesn't move people

 Internal political capital has limits

 Timing is crucial

 Building allies is essential

Laying Groundwork for Success

 Accumulating small wins

 Building external networks

 Understanding industry trends

 **"Never give up"**



Innovators are always lonely at first. But that's okay.

Turning Point: AI Code Agents Festival!

🎉 **February 2025** 🎉

🎯 Results

▶ 20,000+ viewers

🏆 Highest views in CA Developers YouTube history

⭐️ Kinopi-san joined us!



"Viral strategy: massive success!"

Behind the Event's Success



Strategic Points

- YouTube live streaming
- Famous guest speakers
- Practical demo-focused
- Festival atmosphere with great design & landing page



Unexpected Effects

- Internal viewership surge
- Executive management watched
- Inquiries from other companies
- **"The whole company moved at once"**



"External events became the strongest internal sales tool"

Dramatic Changes After the Event



Day After Event

- Slack notifications wouldn't stop
- "When are we adopting?" inquiries flooded



One Week Later

- Formal adoption requests from multiple divisions
- Budget allocation movements



Now

- **"An unstoppable momentum"**

Current Situation

Rapid Adoption

- Many teams starting adoption
- Inquiries flooding in
- **"When's the company-wide rollout?"
voices**

Company-wide Adoption Coming!

- Need for bulk contract emerged
- Working out the details now

Cursor's Biggest Advantage

 **"Access to all models without additional registration"**

Available Models (June 2025)

Vendor	Model	Features
 OpenAI	o3	Latest reasoning capabilities
 Google	gemini-2.5-pro-max	1M token context
 Anthropic	claude-4-sonnet-max & opus	Highest accuracy code generation



"Free access to all these models"

My Ambition: CyberAgent's Future

Goal 1

Everyone Uses Cursor

- Not just engineers
- Designers too
- Business roles too
- "**Even non-coders use Cursor**"

Goal 2

Most MCP Servers in the World

- MCP-ify all internal systems
- Productivity tool integration
- "**MCP servers > employees**"

Why Everyone Should Use Cursor



For Designers

- Code generation from Figma
- Design system automation
- Common language with engineers
- **Instant implementation feasibility checks**



For Business Roles

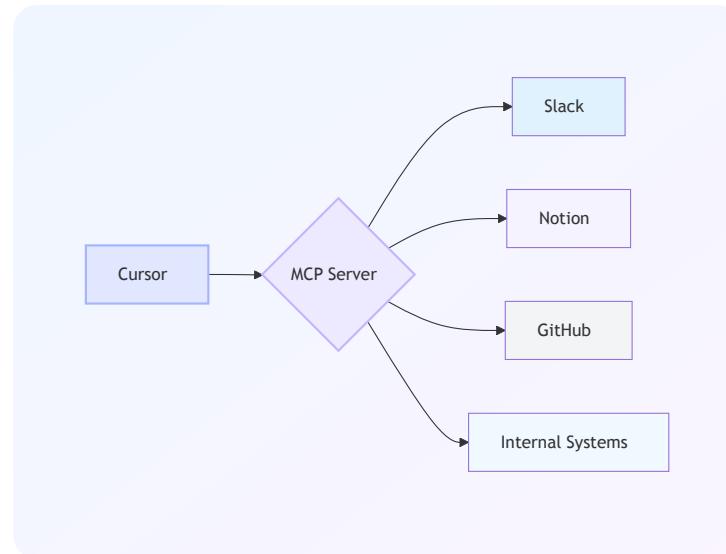
- Data analysis without SQL
- Simple automation scripts
- Participation in technical discussions
- **Value of "being able to read code"**



"Programming is the new literacy. Cursor is the gateway."

What is MCP? Why is it Important?

Standard protocol connecting AI and tools



"MCP gives AI hands and feet"

Current Internal MCP Server Examples

Spindle Design System MCP

- Figma Dev Mode integration
- **10x productivity boost**

RISKEN MCP

- Risk visualization efficiency
- Incident prevention

CA Dictionary MCP

- Unified internal terminology

PipeCD Documentation MCP

- OSS adoption promotion
- Deployment automation

Bucketeer Feature Flags MCP

- Simplified feature flag management

Tool Portal & MCP Portal

- cyberagent.tools (in development)
- Internal MCP portal directory (in development)

TaskMaster: Revolutionizing In-Repository Task Management

⚡ Say goodbye to GitHub Issues, JIRA, and manual tracking for PRDs

! Traditional Problems

- Switching between GitHub Issues ↔ Code
- Manually managing tasks in Markdown
- Implementation and tasks diverge
- Frequent context switching
- Can't see overall project progress

TaskMaster MCP

- Complete task management in repository
- Implementation and tasks always in sync
- PRD generation to implementation seamlessly
- Everything happens inside Cursor

Spindle MCP: The Secret to 10x Productivity



Before (Pre-MCP)

1. Check design in Figma
2. Search for component names
3. Check documentation for usage
4. Manually write code
5. Adjust properties

Time: 30min - 1 hour



After (With MCP)

1. Paste Figma link
2. AI generates code automatically
3. Done!

Time: 3 minutes



"This is what 10x means. No going back."

Part 2: Personal Tips & Practice



Vibe Coding for Explosive Productivity



What is Vibe Coding?

🎵 Flow State × AI = Maximum Productivity 🧠

1. Rhythm

Break tasks into small pieces,
maintain tempo

2. Flow

Enter the zone through AI
dialogue

3. Fun

Enjoy coding like making
music



"Coding is composing. AI is your best band member."

My Favorite Models



Ideas & Planning

- **Claude Opus 4** (Main)
- **o3** (When numerical calculations needed)



Coding

- **Claude Sonnet 4**
- **Gemini 2.5 Pro**
- (Choose based on context length)



Model Selection Tips

"Choose optimal model based on task and context length"

Task-Based Model Selection Guide

Task	Recommended Model	Reason
 Architecture Design	Claude Opus 4	Deep thinking and creativity
 Bug Fixing	Claude Sonnet 4	Balance of accuracy and speed
 Refactoring	Gemini 2.5 Pro	Large code processing capability
 Documentation	OpenAI o3	Structured output



"Right tool for the right job. Same with AI models."

The Secret Sauce: Ultimate Vibe Coding Stack



I didn't want to share this... but for the global tech community!



Opinionated Stack



AI Agents: Mastra



Backend & Frontend: Convex



Native Apps: Expo



Hosting: Cloudflare



Why Convex?



Complete e2e type safety



Real-time DB



No SQL!

Why This Stack is the Best

Development Speed

 **Idea to implementation in 30 minutes**

 Type safety dramatically reduces bugs

 Real-time features by default

 Automated deployment

AI Compatibility

 Complete type info prevents AI mistakes

 Cursor Rules ready

 MCP servers provided

 **"Designed for AI understanding"**



With this stack, I develop 10x faster *

Critical Perspective: The Version Problem



**Ever asked for Tailwind v4 code but got v3?
Raise your hand!**

✖ Traditional Approach Problems

⌚ LLMs trained on old StackOverflow code

❗ Version mismatch errors galore

👎 Not best practice code

✓ Solutions



Cursor Rules

Tools like Convex provide them



MCP Documentation Servers

(like Mastra)



Context7 and GitMCP guarantees latest
version & best practices

Version Problem Examples

😢 Common Failures

Old React 17 code

AI generates old React 17 class components

Deprecated APIs

Using deprecated APIs

Old library patterns

Outdated library usage patterns

✅ Solved with Cursor Rules

Latest React 19 code

Modern React 19 function components

Latest best practices

Current best practices applied

Proper hooks usage

Correct hooks implementation



Cursor Rules are the AI's textbook



Context is King



Leaving Cursor = Losing time AND CONTEXT

 Productivity Killers

 Context switching

 Moving to external tools

 Information fragmentation

 Solution: Everything in Cursor

 Use existing MCP servers

 Build custom MCP servers

 Integrate entire workflow

The Real Cost of Context Switching

37.5%

Actual Coding

Core development work

25%

Tool Switching

IDE ↔ Browser ↔ Terminal

18.75%

Context Rebuilding

Remembering what you were doing

18.75%

Documentation Search

Looking up APIs and usage

MCP Workflow for Business Future

1

Step 1: Manual Work

Execute everything manually in Cursor

2

Step 2: MCP-ify

Wrap each task with MCP server

- ✓ Cloudflare Agent recommended & Mastra MCP Server recommended

3

Step 3: Agent-ify

Automate entire workflow with Mastra

4

Step 4: Monetize

- a) Create UI/App with Convex
- b) Sell as MCP SaaS (Stripe Agent Toolkit)

MCP SaaS Examples

🎯 Enterprise MCP

+👤 Recruitment Management MCP

\$50/month subscription

Live

棓 Expense Management MCP

\$30/month subscription

Live

⌚ Time Tracking MCP

In Development

💵 Business Model

⌚ **Development Time:** ~10 hours

💵 **Monthly Revenue:** \$500-\$2000

💷 **ROI:** 3-month payback

"The more you build, the more revenue streams"

MCP Investment Metrics



MCP server count will become the new company valuation metric



Current Trends



Zapier:

"MCP servers > employees"



Composio:

Similar announcement



Why It Matters



Automation level visibility



Quantitative productivity metric



New metric investors watch

Why MCP Server Count Matters

Investor Perspective

 Quantifies automation level

 Predicts future growth

 Competitive advantage indicator

 **"Low human resource dependency"**

Company Perspective

 Productivity visualization

 Innovation capability proof

 Recruiting competitive edge

 **"Cutting-edge company branding"**



1000 MCP servers = New unicorn standard



Breaking: MCP Elicitations (Not Released Yet)



Latest Feature: LLMs can ask users questions! 

❗ Traditional Problems

⌚ AI guesses with insufficient info

❗ Hallucinations occur

✖ Wrong implementations



Solved with Elicitations

❓ AI asks for needed info

👉 Interactive problem solving

✅ Accurate implementations



⭐ Revolutionary Impact



Hallucinations dramatically reduced



Revolutionary feature that dramatically reduces LLM hallucinations



Elicitations in Practice

🎯 Development Tasks



"Which function should I test?"



"Should I include edge cases?"



"Which testing framework?"

📊 Data Analysis



"What time period?"



"What should I compare against?"



"Preferred output format?"



Interactive AI is true pair programming



Measured Productivity Gains

 Before vs After (My Case)

Metric	Before	After	Improvement
 Features/Day	1-2	5-8	400%
 Bug Rate	15%	3%	80% reduction
 Code Review Time	2 hours	30 min	75% reduction
 Documentation	Next day	Instant	



This is not an exaggeration.



Common Questions & Answers

❓ Q: Is it secure?

✅ A: **Business plan is perfect**

🛡️ SOC2 compliant

⌚ Data not used for training

❓ Q: What about existing workflows?

✅ A: **Gradual migration possible**

➡️ Easy migration from VSCode

🧩 Most extensions work

👥 Team-by-team adoption OK



Try first, worry later. Free tier available.



More Common Questions

?

Q: Learning curve?

⚡ **A: Same day if you know VSCode**

- 👉 Same basic operations
- 🤖 AI features are intuitive
- Rich documentation available

?

Q: Team adoption strategy?

🚀 **A: Start small recommended**

- 👤 Individual trial first
- 📁 Small project pilots
- 🔗 Share success stories



The adoption barrier is low. ❤️

For Those Hesitating



Common Fears vs Reality

! Fear

🤖 AI will take my job

😢 Too complex to learn

💰 Too expensive

✖️ Team resistance

💡 Reality

⚡️ AI helps you do higher-value work

📅 Comfortable in 1 week, essential in 1 month

↗️ Productivity gains = instant ROI

❤️ Users become advocates



Experience first, fear later. Experience brings understanding.



Keys to Successful Cursor Adoption



Phase 1: Individual

Try with personal projects

Build small wins

Master the basics

Phase 2: Team

Share success stories

Host workshops

Build support system

Phase 3: Organization

Executive presentation

Secure budget

Company-wide rollout



Slow is smooth, smooth is fast. Gradual adoption is the fastest path.



To the Global Engineering Community

👉 Let's Transform Development Culture Together

❤️ What We Can Do



Knowledge Sharing

Blogs, meetups, OSS contributions



Community Building

Local Cursor groups, regional meetups



Corporate Culture Change

Bottom-up transformation



Goal

Make engineering
world-class everywhere

Global Cursor Community

Online Activities

Cursor-Japan.org Community

Japanese Resource Hub

MCPVerified.com

MCP Curated Info

YouTube

Tutorial videos

Dev.to/Medium

Technical articles

Offline Activities

Monthly Meetups

Tokyo, Osaka, etc

Hands-on Workshops

Beginner-friendly sessions

Corporate Visits

Implementation support

Conferences

Bi-annual major events

Future Vision: Development in 2030

⌚ The World in 5 Years

↗ Predicted Changes



Everyone AI pair programs

Including non-engineers



MCP ecosystem

Tens of thousands of MCP servers



New job titles

AI Prompt Engineer, MCP Developer



The future has already begun

Join now or never



Act now or be left behind forever

Three Steps to Take Action

🚀 What You Can Start Today

1

📅 **Today**

 Download Cursor

 Start free trial

 Try simple project

2

📅 **This Week**

 Join Cursor community

 Try one MCP server

 Share your success

3

📅 **This Month**

 Introduce to team

 Plan internal workshop

 Create adoption proposal

My Key Messages

1

Bottom-up tool adoption needs "viral" strategy (attack from outside!)

2

Future company value = "MCP server count"

3

The ultimate AI dev stack exists (Convex rocks!)

4

Don't trust LLM knowledge. Give it "latest textbooks (MCP)"

5

CONTEXT IS KING. (Never leave Cursor!)

Announcements

New Projects

MCPVerified.com

- • MCP information curation site
- • Best practices aggregation
- • **Contributors wanted!**

Event Information

Global MCP Conference

- • Big names from tech giants!
- • Details coming soon

Cursor-Japan.org Community

- • Documentation
- • Event information
- • **Contributors wanted!**



We're Hiring!

Thank You!



Let's build the future with Cursor and MCP together! ❤️



Connect with me



@gunta85



The future starts now, here with us

