

AlphaDrive

AlphaDrive Co., Ltd.

A Verification project in Japan for "greening signage," the innovative technology to the wall greening by utilizing "innovative moss" that can grow for more than a year without water, light, or soil.

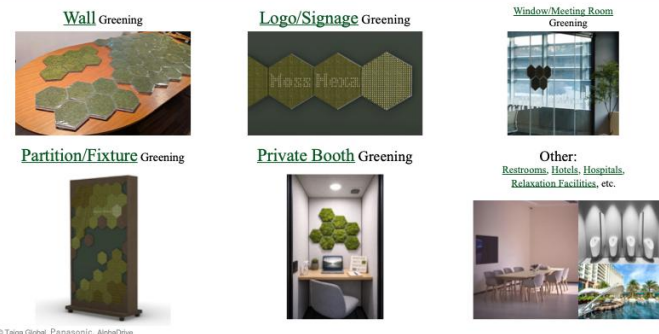
Purpose of the Project

This project aims to verify the commercial viability of resolving structural challenges in Japan's indoor greening market—namely high costs and heavy maintenance burdens—by leveraging innovative moss technology developed by Taiga Global Inc. (TG), a Korean company. TG's proprietary moss grows without water, light, or soil for extended periods, offering a compelling alternative to conventional natural plant-based greening.

In Japan, demand for urban and indoor greening is high, however the widespread adoption of natural plants has been hindered by multiple barriers: high initial and ongoing maintenance costs, the risk of plant death degrading aesthetics, the substantial weight of soil placing strain on building structures, and strict installation constraints in existing buildings.

As a result, most indoor spaces rely on artificial plants or potted decorative plants, which fall short of delivering authentic aesthetic and functional value. This project therefore set out to verify whether TG's moss technology—capable of simultaneously reducing environmental impact while maintaining high aesthetic quality—could be introduced as a commercially viable indoor greening solution in Japan, and to develop a concrete strategy for market entry.

[Installation Locations & Usage] Can be installed for a variety of purposes



Details of Demonstration

Implementation Structure:

AlphaDrive Co., Ltd. (hereinafter "AD") was responsible for overall project management, market validation, and sales activities. Taiga Global Inc. (hereinafter "TG") provided and improved the products and core technology. Synapse International Co., Ltd. (hereinafter "SI") supported communication coordination particularly in terms of language and business practices.

Schedule:

Phase 1 (Aug–Sep 2025): Conducted preliminary research to outline the Japan market entry strategy and identify key anticipated challenges.

Phase 2 (Oct 2025–Jan 2026): Conducted a PoC and developed a detailed market entry strategy.

Details:

The project was executed in two phases. In Phase 1, research on Japan's indoor wall greening market was conducted, covering market size, growth potential, regulations, and the competitive landscape. Interviews with real estate companies identified common barriers such as high costs and maintenance burdens associated with natural plants, leading to the formulation of an initial commercialization hypothesis. In Phase 2, PoC partner identification and exhibition participation were carried out. Through discussions with Panasonic Electric Works Co., Ltd. and the signing of an MoU for a demonstration project of up to JPY 3 million, along with lead acquisition at a major exhibition, strong market interest and business feasibility were confirmed.

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Project Outcome

The project yielded several concrete outcomes demonstrating the commercial viability of TG's moss technology in the Japanese market.

First, positive purchase and collaboration interest was confirmed from multiple Japanese companies, including Asahi Kasei Homes Corp., Resorts Ryukyu Co., TOKYO SHOKOSHA Co., Ltd., and ORTHOMEDICO Inc. These results indicate that structural challenges in indoor greening—namely high costs and significant maintenance burdens—indeed exist in the Japanese market, and that demand for alternative solutions is becoming evident.

Second, a Memorandum of Understanding (MoU) was signed with Panasonic Electric Works Co., Ltd. (PEW), one of Japan's leading space design companies, for a PoC valued at JPY 3 million, fully funded by PEW. Installation and experiential sessions in an actual office environment were conducted to evaluate product aesthetics, installation feasibility, experiential value, and purchase intent. An executive-level report is scheduled for mid-March 2026, followed by discussions on co-development and commercialization from April 2026 onward.

Third, concrete discussions were initiated with Pixie Dust Technologies, Inc.—a leading acoustic panel developer in Japan—on the co-development of a combined moss-acoustic panel product, indicating the potential for expanding moss technology beyond decorative greening into functional building materials.

Challenges and Solutions

Several key challenges emerged in advancing toward full commercialization. First, manufacturing costs remain a barrier: current small-lot production must be scaled to mass production to meet customer price expectations. Second, installation methods and quality assurance need to be formalized, including ensuring installation safety, reproducibility, and clearly defined warranty coverage for commercial applications.

Future Plans

By spring 2026, limited sales will be launched to validate installation methods, product quality, experiential value, and pricing through actual implementation. The cost advantages of mass production will be clarified to build a scalable, sustainable business model. By summer 2026, the establishment of a domestic base or a joint venture in Japan is planned to strengthen sales, installation, and after-sales support capabilities. Official revenue generation is targeted to begin in spring 2026. Looking ahead, expansion into overseas markets—including Dubai, Europe, and the United States—is also being explored, driven by strong global demand for sustainable, low-maintenance natural indoor greening solutions.