



J-Startup

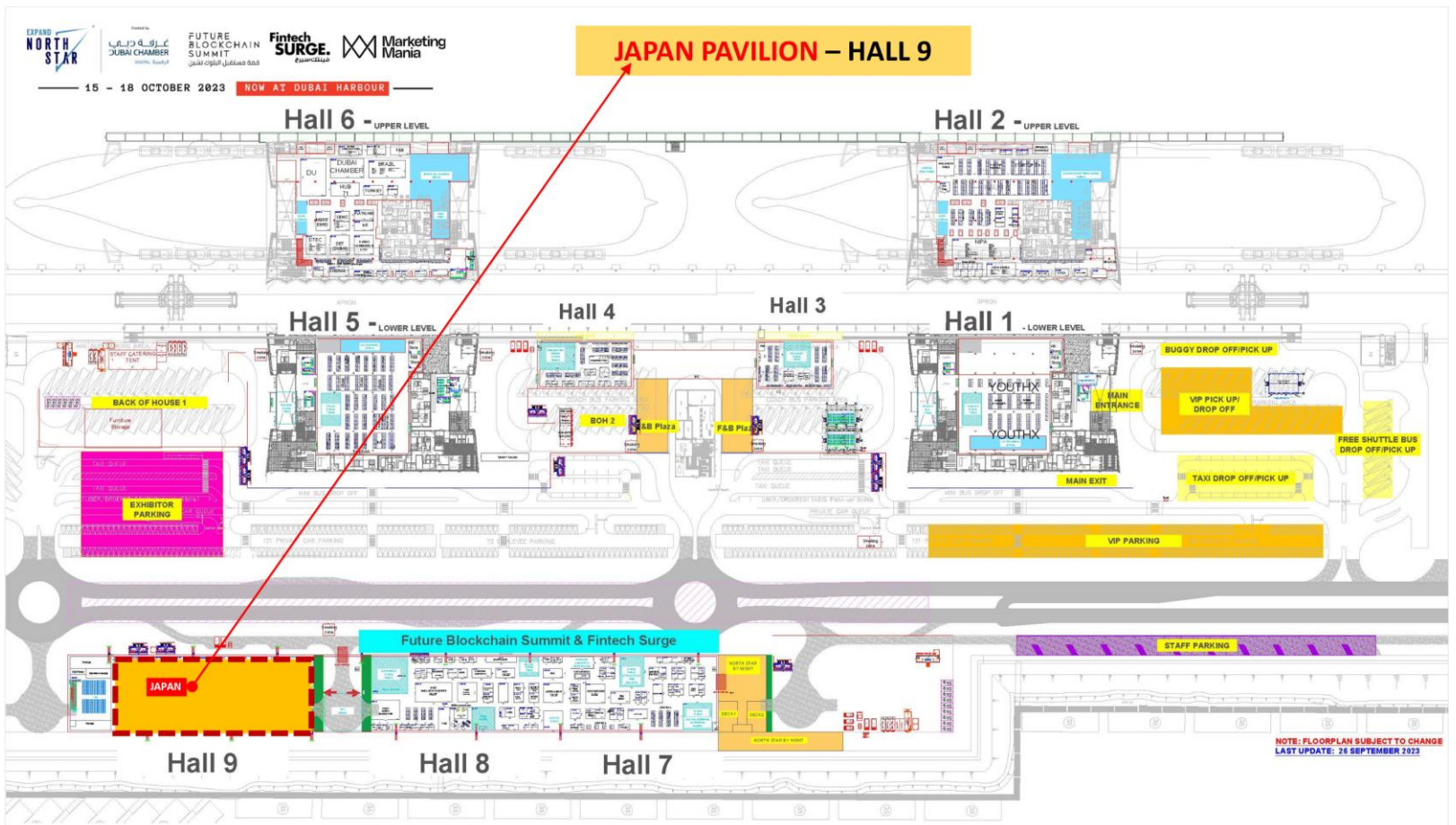
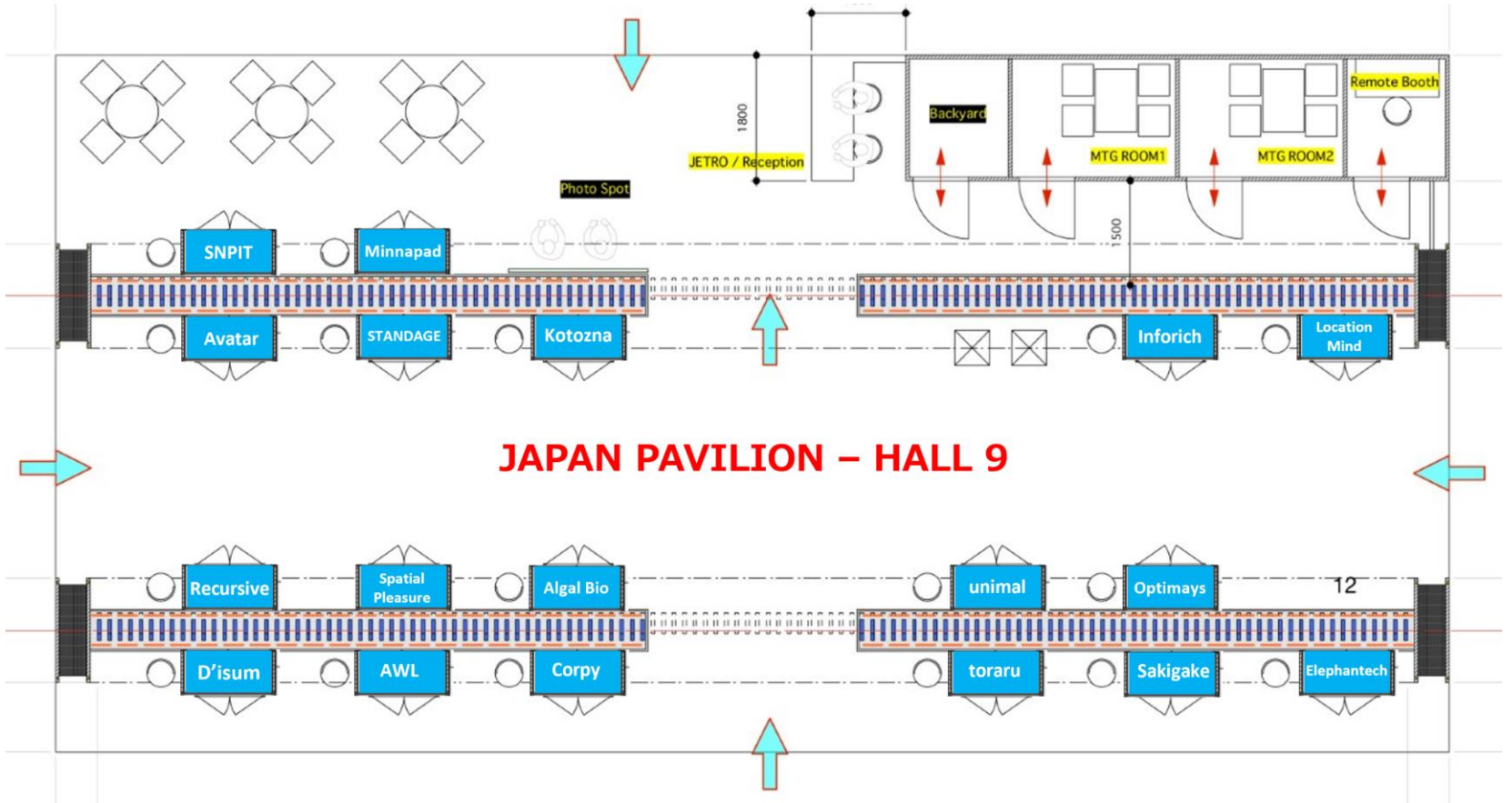
**Discover
The Next WOW
Japanese Startups**

JAPAN



**-- 15-18 OCT 2023 | DUBAI HARBOUR --
[HALL 9]**

JAPAN PAVILION



FLOOR MAP

↓ J-Startup

J-Startup Program:

In 2018, the Japan Ministry of Economy, Trade, and Industry (METI) launched a new initiative program to cultivate the brightest of Japan's startups to succeed in the world market, the **J-Startup Program**. Recommenders from leading business communities determine and select from over 10,000+ Japanese startups to join the program.

JETRO together with the private & public sector provide the following support to selected startups:

- providing business space and granting fee preferential treatment
- professional mentorships from leading companies
- collaboration opportunities with large companies and welcoming startups on overseas missions led by ministers and other government officials
- assisting in exhibiting at large-scale overseas and domestic events
- companies of the J-Startup program will be assisted in entering the overseas market through the Startup Tour and JETRO Global Acceleration Hub.



JETRO, or the **Japan External Trade Organization**, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world.

As part of its activities, JETRO has launched a team to connect start-ups, corporations, and VCs/CVCs to solve social issues in Japan and to grow the start-up innovation ecosystem. Since 2013, JETRO has helped thousands of Japanese start-ups scale globally. JETRO support 700+ Japanese start-ups per year through its 15 different acceleration programs, and 3,000+ through mentoring.

As of April 2022, JETRO has a total of 48 regional offices in Japan and 76 overseas offices in 55 countries.



Contact Us:

JETRO Dubai

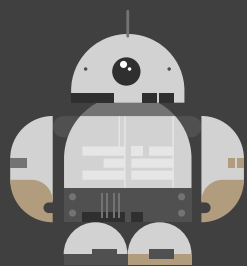
Room#3503-3506, 35th Floor, The ONE Tower,
Barsha Heights, TECOM, Dubai, U.A.E

T: +971 4 564 5878

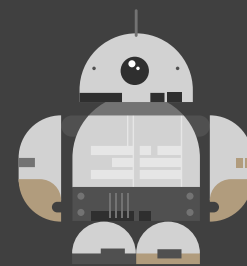
E: info_dubai@jetro.go.jp

✓ Follow us on our Social Media Channels:





INDEX BY CATEGORY



AI & MACHINE LEARNING

<input type="checkbox"/> Avatar Inc. – AI application for facial size comparison & skin analysis	<u>01</u>
<input type="checkbox"/> AWL, Inc. – Edge AI solutions for smarter stores	<u>02</u>
<input type="checkbox"/> Corpy & Co., Inc. – dependable AI solutions for manufacturing industry	<u>03</u>
<input type="checkbox"/> Optimays Inc. – AI-powered communication skills coaching for professionals	<u>04</u>
<input type="checkbox"/> Recursive Inc. – super high resolution weather mesh map	<u>05</u>

BIG DATA & ANALYTICS

<input type="checkbox"/> D'isum Inc. – predictive anomaly detection for machinery & human	<u>06</u>
<input type="checkbox"/> LocationMind Inc. – human flow mobile big data analysis	<u>07</u>

EDUCATION

<input type="checkbox"/> STANDAGE Inc. – smart & creative robots to learn programming & coding	<u>08</u>
---	---------------------------

ENTERPRISE AI SOFTWARE SOLUTIONS

<input type="checkbox"/> animal Co., Ltd. – website production & site management service	<u>09</u>
---	---------------------------

ENVIRONMENT, ENERGY & CLEAN TECH

<input type="checkbox"/> Algal Bio Co., Ltd. – algae bio-foundry platform	<u>10</u>
<input type="checkbox"/> Spatial Pleasure – DMRV software for transportation sectors	<u>11</u>

GAMING, VR/AR, WEB3

<input type="checkbox"/> Minnapad Pte. Ltd. – C2E DAO platform with legendary Japanese creators	<u>12</u>
<input type="checkbox"/> SNPIT – blockchain game that utilizes camera NFTs	<u>13</u>
<input type="checkbox"/> toraru co., ltd. – avatar service genchi	<u>14</u>

HARDWARE & IoT

<input type="checkbox"/> Elephantech Inc. – PCBs using metal inkjet printing technology	<u>15</u>
<input type="checkbox"/> Sakigake Semiconductor Co., Ltd. – plasma-based processing technology	<u>16</u>

TELECOMMUNICATION & UTILITIES

<input type="checkbox"/> INFORICH Inc. – power bank rental station provider	<u>17</u>
--	---------------------------

TRAVEL & HOSPITALITY

<input type="checkbox"/> Kotozna – enhance guest experience with multilingual, hospitality solution	<u>18</u>
--	---------------------------



Avatar Inc.

• AI & machine learning



AI application for facial size comparison & skin analysis

<https://esthemiru.tech/eng>

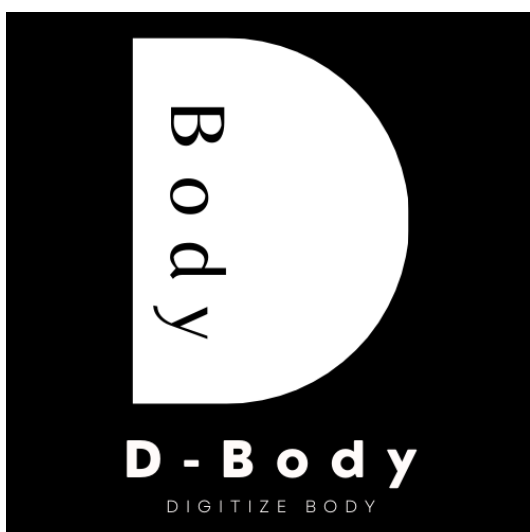
DESCRIPTION:

We are creating an AI mobile application that is set to transform the health and beauty industry. Our clientele includes cosmetic surgery clinics, cosmetics manufacturers, beauty salons, and gyms.

In the Japanese market, one of the major challenges in the beauty industry is the repeat customer rate. To tackle this issue, we have developed an image processing AI application that aids in increasing customer retention rates. Our image processing AI application helps customers to clearly comprehend the effects of treatments and services, thereby substantiating the value in continuing them.

However, assessing the efficacy in the beauty industry is notably challenging because capturing minor changes can be difficult. Therefore, we have developed three AI functionalities: facial part comparison function, skin scan function, and body scan function. In the facial part comparison function, photographs are taken before and after the treatment to measure how various facial parts have changed. You can, for instance, observe the alterations in the size of the eyes or the contour of the jaw. Our skin check AI evaluates various aspects such as skin hydration levels, oil content, and redness. The body scan function measures sizes including the bust, waist, and hips. Utilizing these functions enables an enhancement in customer satisfaction and increases the rate of repeat customers. We are demonstrating a demo at our booth, so please come and check it out.

❑ **Contact:** takaaki.tsuchiya@alice-ai.tech [Takaaki Tsuchiya]



D - Body

FACIAL PARTS SCAN	FACIAL SKIN SCAN	BODY SCAN
Estimate and compare the size of facial parts from two facial photos. (ex. Face length, eye size, etc.)	Estimate and compare facial skin conditions from two facial photos. (ex. Moisture level, Oil level, etc.)	Estimate and compare body sizes from two body photos. (ex. bust size, waist size, etc.)

LEARN MORE





AWL, Inc.



• AI & machine learning



Edge AI solutions for smarter stores

<http://awl.co.jp/en>

DESCRIPTION:

AWL's Artificial Intelligence (AI) to cameras, we provide the real-time visibility to better understand your operations, processes and solve everyday challenges more effectively. We can help to take the next step toward Smarter Stores.

AWLBOX, AWL Lite are Edge AI Solutions providing Retailers accurate real-time analysis to improve marketing strategies and optimize customer interactions. AWL Lite AI Media Solution improves audience engagement to grow revenue in a smarter way. Cutting edge ML Ops AWL Engine, is here to see the difference for AI scalability.

☐ **Contact:** pr@awl.co.jp [Mina Tsuchida]

What We DO:

The Real Customer Experience More than Your Eyes Can actually See

Real-time people counting	Intuitive demographic report
Advertisement effectivity (audience analysis)	Heat Map
Traffic flow	Dwell time
Shelf management	Inventory management
Business efficiency	Employee productivity
Real-time fraud detection	Face matching
Centralized Monitoring	Fast footage search

LEARN MORE 





Dependable AI solutions for manufacturing industry

<http://corpy.co.jp/en/>

DESCRIPTION:

CONFIDE for Factory provides AI solutions for manufacturing/logistics industries that incorporate our explainable AI technology and quality control technology for AI. It includes appearance inspection AI, worker analysis AI, abnormality detection failure prediction AI, etc. It has been introduced in companies that demand high quality, especially Japanese automotive companies.

We save human lives and expand equality with AI.

❑ **Contact:** yamamoto@corpy.co.jp [Kohei Yamamoto]

CONFIDE® for Factory

Visual Inspection for Defect Detection



Workflow Analysis and Optimization



Anomaly detection & Failure prediction



Manufacturing line optimization



LEARN MORE





Optimays Inc.

• AI & machine learning



AI-powered communication skills coaching for professionals

<https://optilife.ai/>

DESCRIPTION:

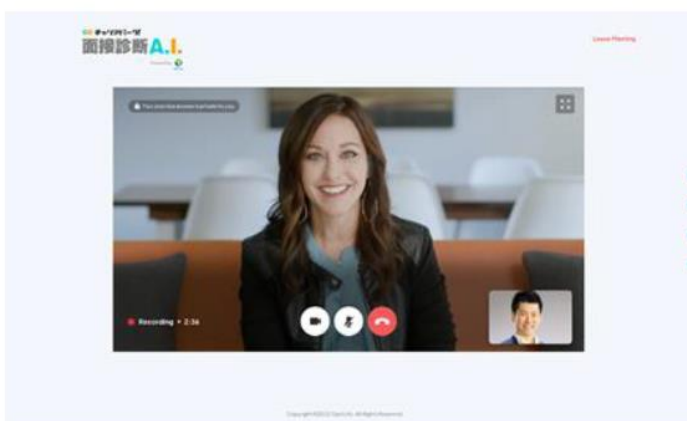
OptiLife is a breakthrough, AI-powered platform providing personalized communication skills coaching for professionals. It leverages state-of-the-art technology to offer real-time feedback, helping users excel in pitching ideas, public speaking, and leadership communication. Experience a unique, practice-oriented learning environment that empowers you to communicate with confidence, clarity, and impact.

☐ **Contact:** raghvendra.jain@optimays.com [Raghvendra Jain]

The Product #1: Opti-Life



Opti-Life is a **training tool for the important elements of communication** such as pace, energy, conciseness, pitch, frequency, emotion, posture and filler words.



[LEARN MORE](#)



Super High Resolution Weather Mesh Map

<https://recursiveai.co.jp/en/>

DESCRIPTION:

We help companies create systems that can solve their business challenges sustainably, including fully customized AI development and new business development consulting.

We develop and offer products that can be used universally in various industries such as Borealis, highly accurate weather datasets generated using AI from a variety of data. Borealis provides precise historical weather information of the desired point of location. Annual solar radiation prediction accuracy is less than 1%.

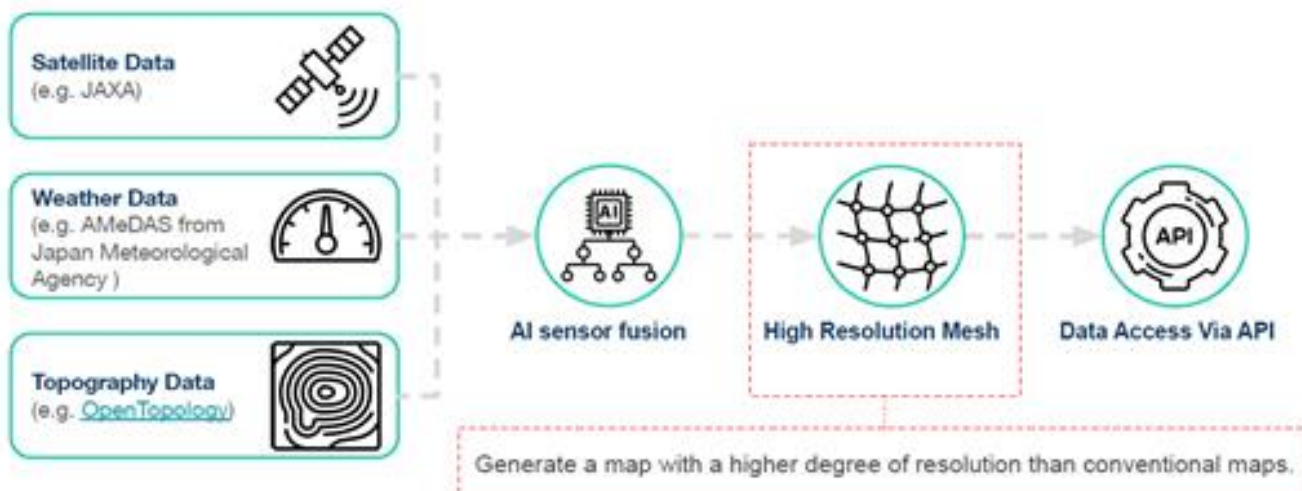
❑ **Contact:** shun@recursiveai.co.jp [Shun Wakabayashi]



Super High Resolution Weather Mesh Map



Using 3 different open source data to create AI mesh map



LEARN MORE 



Predictive anomaly detection for machinery & human

<https://d-isum.net/en/>

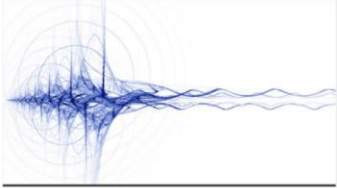







DESCRIPTION:

We are a company that provides technology to free people around the world from all kinds of risks. We detect early signs of machine failures and diseases that cannot be captured by the human eyes, and support measures and preventive actions to avoid serious accidents and diseases before they happen. With this technology, we contribute to the eradication of serious machine failures and diseases.

M'Sight is a solution to predict failures weeks before their actual occurrence, while SAS'Eye is a service that allows users to know the degree of their SAS disease by simply recording their sleeping breaths with smartphones.

☐ **Contact:** talmoudi.sana@d-isum.net [TALMOUDI Sana]

Data Analysis We Engaged

 <p>Vibration Data Analysis</p> <ul style="list-style-type: none"> Machine Failure Prediction Quality Control of Products Road Deterioration Diagnosis 	 <p>Acceleration Data</p> <ul style="list-style-type: none"> Driving Risk Analysis 	 <p>Log Data</p> <ul style="list-style-type: none"> Fraudrant Access Analysis of Computer Centers Air Conditioner Failure Data Analysis 	 <p>Document Data</p> <ul style="list-style-type: none"> Patent Data (Providing Search Services), Job-Matching Services
 <p>Sound Analysis</p> <ul style="list-style-type: none"> Simplified Sleep Apnea Test Using a Smartphone Air Pressure Analysis Based on Percussive Sounds 	 <p>Millimeter Wave Radar Data</p> <ul style="list-style-type: none"> Heart Rate and Respiration Analysis, Stress Analysis 	 <p>DNA Analysis</p> <ul style="list-style-type: none"> Mutation and Spread Route Analysis of a New Virus Extraction of Infectious Genes from Camels 	 <p>Antibody Analysis</p> <ul style="list-style-type: none"> Infectivity Analysis of a Virus Through Protein (Antibody) Data Analysis

LEARN MORE



Human flow mobile big data analysis

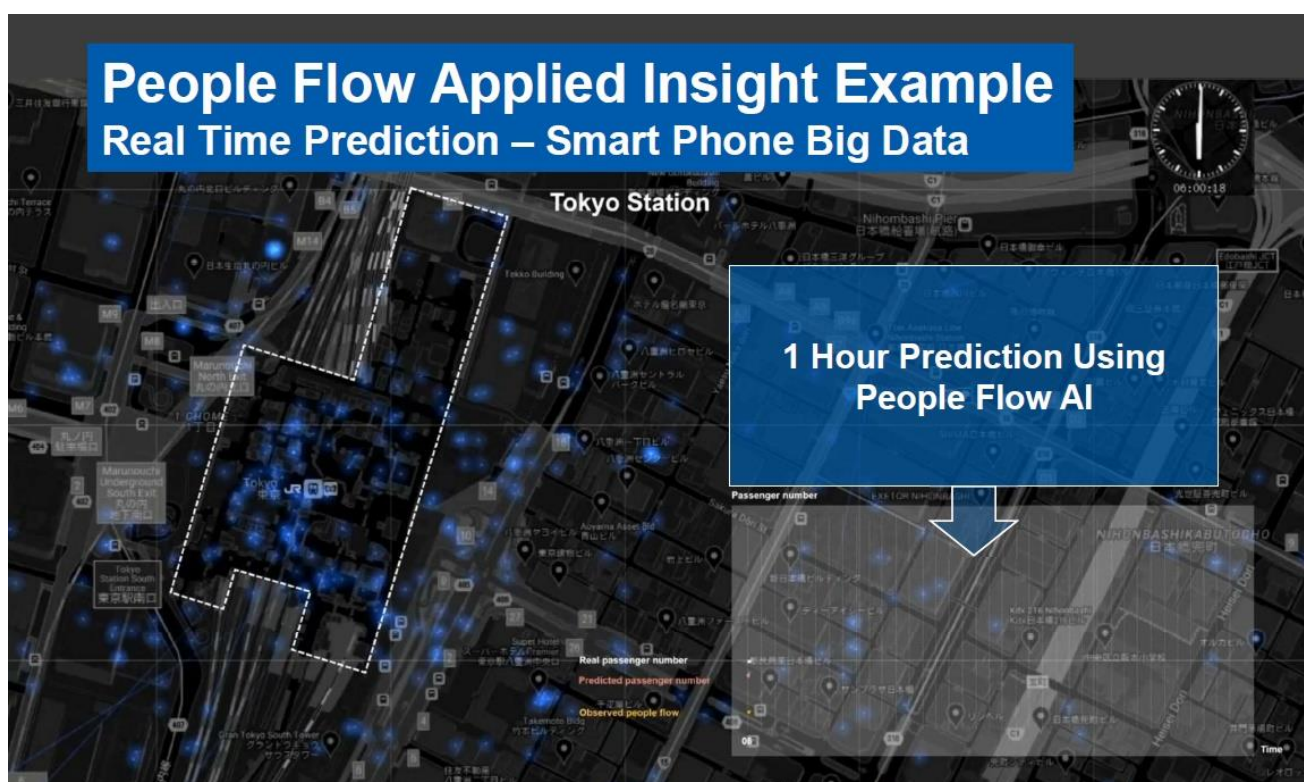
<https://locationmind.com/top-page-e/>

DESCRIPTION:

LocationMind xPop is a cloud service that can analyze millions of anonymously processed GPS location point data per day. LocationMind xPop's interactive dashboard allows you to get an insight into your business's challenges and questions instantly. Besides, you can download and use the report on the people flow (people flow) that is updated every day in the analyzed area, allowing you to make an informed decision.

LocationMind is a technology venture of Shibasaki laboratory of the University of Tokyo, which has been conducting research at the forefront of spatial information engineering and is also a group of engineers with a wide range of advanced technology sets related to location information. When, What, Why, and What should we do? We challenge the universal issues of various industries and institutions through location information.

❑ **Contact:** mariko@locationmind.com [SaraMariko SHIBASAKI]



LEARN MORE



Artec Robo – a new generation of smart and creative robots to learn programming & coding

<https://www.artec-kk.co.jp/artecrobo2/en/>

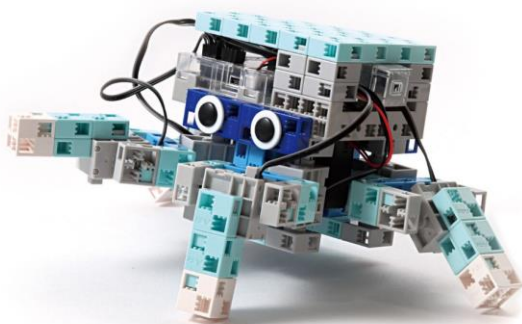
DESCRIPTION:

Bringing imaginative ideas to life. Developed by a respected educational materials manufacturer, it's widely used in Japanese schools for programming education, bolstering STEAM (Science, Technology, Engineering, Arts, and Mathematics) learning with hands-on robotics and coding. Its global impact is evident through exports to Asia and Europe, underscoring its transformative role in programming education.

Notably, it's received recognition from the Saudi Arabian Ministry of Education, affirming its global effectiveness in reshaping robotics programming education and inspiring learners worldwide to explore coding and robotics possibilities.

Artec Robo leads the educational revolution, fostering creativity, critical thinking, and a brighter future for learners everywhere.

❑ **Contact:** mena@standage.co.jp



LEARN MORE





Workbench – website production and site management service

<https://unimal.jp>

DESCRIPTION:

Spearly Workbench is a service for web developers that simplifies development processes, boosts creativity, and maximizes website value, revolutionizing production workflows and business models.

Workbench offers solutions that (1) runs everything on the cloud; (2) fully managed infrastructure including a CDN for high-speed delivery worldwide; (3) non-engineer friendly – simplify operations including the features for non-engineers to easily update contents; and (4) low-code controls – freedom to write code, enabling special requirements, SEO customization, and UX offerings.

☐ **Contact:** mantaroh@unimal.jp [Mantaroh YOSHINAGA]

CONCEPT

Focus on Creativity

Reduce tedious development environment construction, coding, CMS implementation, deployment, and operation

Create high-value websites with minimal cost and skills"

Reduce unnecessary costs and create high-value websites with minimal cost and skill

Transform Whole Flow and Business Model

Simplify the current flow of website creation and operation, and transform the way users do business with their websites.

1

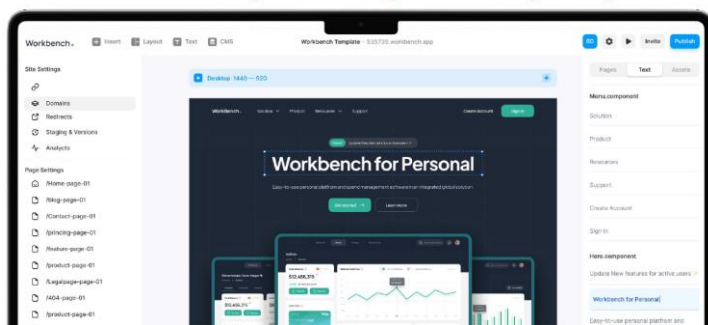
2

3



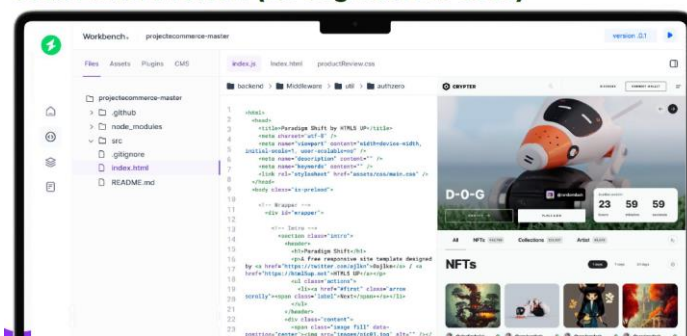
CLOSER LOOK AT UI/UX

Text Editor Preview (for non-engineers to operate)



CLOSER LOOK AT UI/UX

Code Editor Preview (for engineers to code)



LEARN MORE





algal bio



Algal Bio Co., Ltd.

• Environment, Energy & Clean Tech



Algae Bio-Foundry Platform

<https://algalbio.co.jp/en/>

DESCRIPTION:

Algal Bio provides algae bio-foundry platform to develop novel products and solutions in health, wellness, food, carbon neutral, bioplastic etc.

Our solution is totally different from what current algae companies offer. We have built a very unique market-in "Algae Bio-foundry Platform" based on 20+ years of research at the University of Tokyo. More specifically, the algae platform is built upon our proprietary technology and knowledge that are essential to applying algae across all industries and applications.

☐ **Contact:** kida@algalbio.co.jp [Masahiro Kida]

algal bio

Wellness - The 100-Year Life
Evidenced based algae-derived functional ingredients for nutraceuticals, BPC etc.

Food Crisis - Alternative Protein
Non-GMO algae-based alternative protein.

What to do with microalgae

SOLUTION

Circular Economy - CO2 Reduction/Biomaterial
CO2 utilization with closed bioreactors (algae cultivation). Biodegradable algae-based materials.

LEARN MORE





DMRV software for transportation sectors

<https://spatial-pleasure.xyz/en/>

DESCRIPTION:

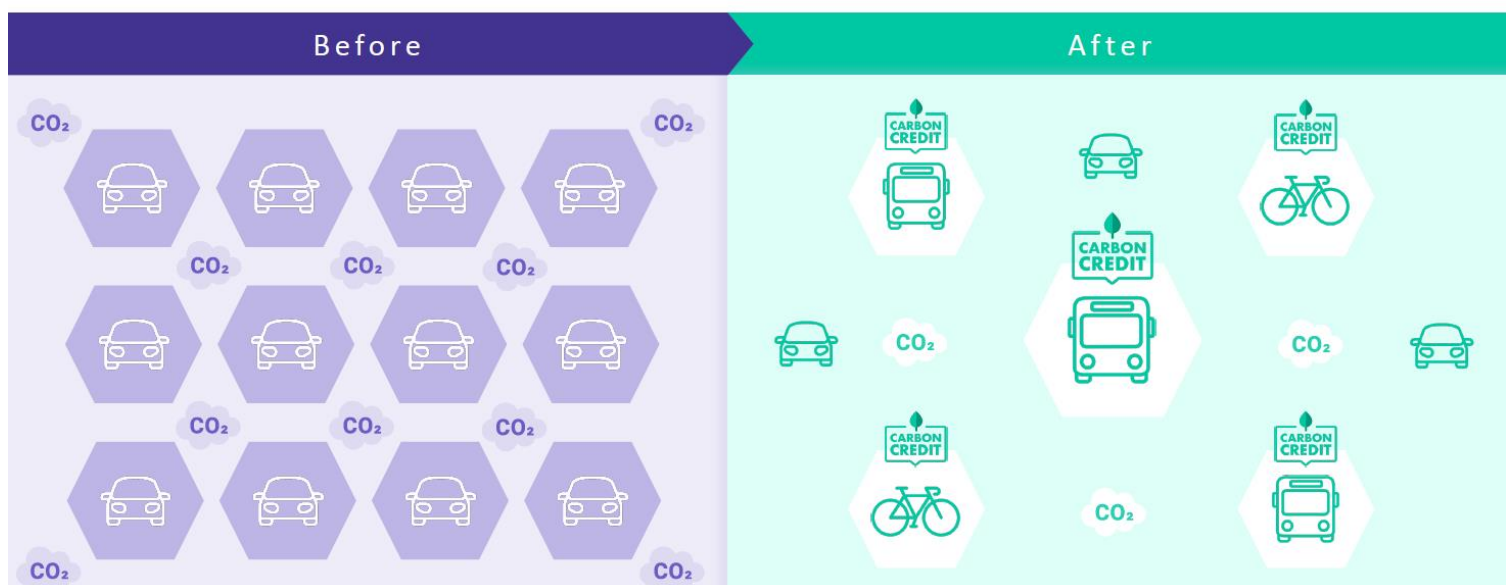
We are a Tokyo-based start-up with investments from Digital Garage and Deepcore (Softbank). At Spatial Pleasure, we are developing a DMRV software for transportation sectors; measuring the environmental benefit of bus, share-bicycles or railways to certify carbon credit.

☐ **Contact:** soma@spatial-pleasure.xyz [Soma Suzuki]

Business Overview



Data platform to issue carbon credits to transportation operators that contribute to decarbonization



LEARN MORE 



Minnapad – C2E DAO platform with legendary Japanese creators

<https://minnapad.com/>

DESCRIPTION:

Founded in 2022, Minnapad is a pioneering DAO launchpad on the Polygon chain. Based in Japan and Singapore, the platform brings together creators and fans of Japanese legends and icons to co-create ground-breaking intellectual property (IP). Notable industry figures, including Keiji Inafune (the producer of Mega Man) and Seiichi Ishii (the director of TEKKEN), each spearhead a DAO.

Minnapad is a platform trusted by creators of Japanese pop culture with a large number of exclusive contacts to create access to Web3 space.

❑ **Contact:** tatsuya.n@minnapad.com [Tatsuya Nishioka]



LEARN MORE





Blockchain game that utilizes camera NFTs

<https://lp.snpit.xyz/>

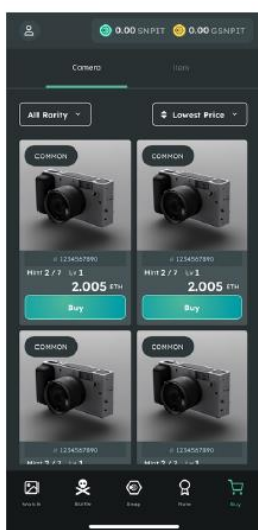
DESCRIPTION:

SNPIT is a reward-based Game-Fi platform that utilizes camera NFTs. Users can skilfully use camera NFTs to capture valuable photos and receive the results as SNPIT TOKENS (ST). ST can be used to improve camera performance, develop, and post photos within the app. ST can also be exchanged for ETH within the app. SNPIT aims to rediscover the beauty of the earth by capturing breath-taking landscapes and to raise users' awareness of environmental protection and cultural heritage.

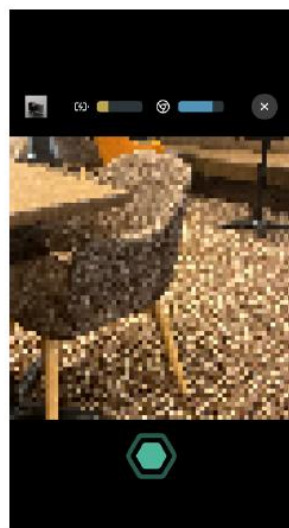
☐ **Contact:** ani@gallusys.com [Ani M.]

SNPIT: Game Overview

Users purchase camera NFTs, and receive tokens for taking pictures with their camera NFTs. By increasing their camera NFT levels, users can take higher resolution photos and participate in battles and contests.



Buy camera NFT



Take Pictures



Participate in competitions



Participate in battles

[LEARN MORE](#)



Avatar Service Genchi

<http://toraru.co.jp/en>

DESCRIPTION:

GENCHI is a project to build a virtual transportation network around the world. Using on-site people, robots, drones, etc., the project makes it possible to go anywhere in the real world you wish, just like logging into the Metaverse world. For example, if you need help from locals, you can connect users who can help you via the GENCHI platform. Some people or small business concerns may want to attend the international events like CES to see around, but time and travel cost are possibly not affordable for them. While you can watch news clips or live streaming, but you can't move around venues or speak with exhibitors.

❑ **Contact:** office@toraru.co.jp

Locals can connect to GENCHI with their smartphones & tablets
GENCHI staff on the ground will be experiencing the environment for you
- in real life or Metaverse



ver. Human



ver. Robot

LEARN MORE





• Hardware & IoT

Elephantech Inc.



Flexible printed circuit board by metal inkjet printing technology

<https://www.elephantech.co.jp/en/>

DESCRIPTION:

Elephantech Inc. is a startup that has achieved a significant milestone in the field of PCB manufacturing, by becoming the first company in the world to successfully manufacture PCBs using metal inkjet printing. With the mission of "Making the world sustainable with new manufacturing technologies", Elephantech provides their innovative inkjet printing solutions to promote their manufacturing method as the new global standard.

We have developed the Pure Additive™ method, a novel electronics manufacturing process utilizing metal inkjet printing technology. It is both sustainable and cost-effective, and already in mass production of our Printed Circuit Board (PCB), P-Flex® (significantly reduces CO2 emissions by 75% and water consumption by 95%).

❑ **Contact:** saito@elephantech.co.jp [Yoshihiko Saito]

Key characteristics – Pure Additive™ method



Minimal process required

Just inkjet printing and metal plating – neither etching nor exposure processes are required.

Environment Friendly

The Pure Additive™ method reduces carbon footprint by 75% and water usage by 95%.

Reliable Printed Circuit Boards

The Pure Additive™ method has been in mass production for several years and our products are commercially used.

LEARN MORE





Plasma-based processing technology

<https://sakigakes.co.jp/>

DESCRIPTION:

Our company was established in 2002 as a venture company originating from the Kyoto Institute of Technology and has been engaged in the development, design, manufacture, and sales of plasma equipment in an integrated manner.

- Development and sales of various devices utilizing plasma, including surface modification equipment.
- Development and manufacturing sales of semiconductor manufacturing equipment through research collaboration and manufacturing outsourcing.
- Contract processing services utilizing plasma technology.

☐ **Contact:** s.sales@sakigakes.co.jp [Kohshi Taguchi]

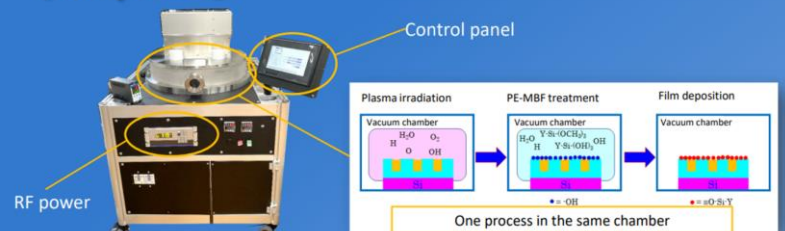
Improve Out of liquid by plasma

Comparison experiment using a syringe (distilled water)



Processing unit

【SAMy series】



- Less than 1/4 of the processing time of the competition, because it is a one-step process in the same vacuum chamber.
- Dry treatment, so no effluent is generated.
- Improved fluid breakdown
- while reducing environmental impact and costs.

LEARN MORE 



Power bank rental station provider

<https://chargespot.jp/global/>

DESCRIPTION:

ChargeSPOT is Japan's #1 power bank provider and spread to 5 countries and expect to reach 7 countries within 2023. Our rental stations are in convenience stores, shopping malls, hotels, restaurants, bars, retail & entertainment locations. ChargeSPOT helps keep your life and your travels fully charged!

Our theme is rent anywhere and return anywhere. Since the service was launched in April 2018, it has already been provided in 47 prefectures throughout Japan. Overseas, the company is expanding its business to Hong Kong, Mainland China, Taiwan, and Thailand. To use the app, simply scan the QR of the battery stand with digital signage. Unlike conventional wall outlets and box chargers, the users can take borrowed mobile batteries with them. Three types of cables are provided, making it compatible with most mobile devices.

☐ **Contact:** takeshi.obayashi@inforichjapan.com [Obayashi Takeshi]

ChargeSPOT Product Introduction

"S5" model	"S10-A" Model	"S10" model	"M10" model	"LL20-J" model	"LL40" model
7" Digital Signage	10.1" digital signage	14.1" digital signage	24" Digital Signage	42" digital signage	42" digital signage
					
# of battery slots 5 pcs.	# of battery slots 10 pcs.	# of battery slots 10 pcs.	# of battery slots 10 pcs.	# of battery slots 20 pcs.	# of battery slots 40 pcs.



Three types of cables built in

Three types of cables (USB Type-C¹, Lightning², and Micro USB) are built in. It is compatible with almost all smartphones.

¹ USB Type-C is a registered trademark of the USB Implementers Forum
² Lightning is a trademark of Apple Inc.

LEARN MORE 



Kotozna

• Travel & Hospitality



Enhance guest experience with our multilingual, hospitality solution

<https://kotozna.com/en/>

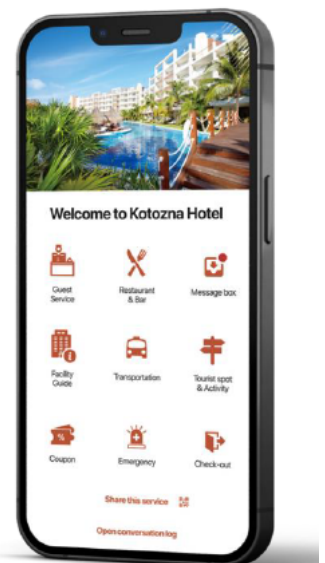
DESCRIPTION:

The future of hospitality is digital. We empower hotels to enrich their guest experience through our multilingual, AI-powered digital concierge, **Kotozna-In-Room**.

☐ **Contact:** beatrice@kotozna.com [Beatrice Lee]

SOLUTION TODAY - DRIVING STAFF EFFICIENCY & PROVIDING A BETTER GUEST EXPERIENCE

Kotozna In-Room Multilingual Digital Concierge



High adoption - no app download



Real-time translation in 109 languages



Self-serve, easy setup for staff



Live-chat with staff in local language



Go paperless, reduce manual work



Empowering hoteliers with data analytics on guest behaviour

[LEARN MORE](#)

