234th Business Plan Presentations Held on February 8, 2022
SHINYOKOHAMA-3CHOME-DAIHol

1. KINDLER, Inc.   President Miss Asuka Kadowaki   https://www.gokindler.com/(Japanese)

Established in August 2017   Capital stock：USD＄351,600

Through research and development on the store of face and skin color sensing and image recognition technology built up by work with digital cameras, KINDLER created an AI face scan diagnosis (R) tool that anyone can easily use. With an expert beauty adviser right in their pocket (smartphone or tablet), everybody can create a beautiful and enriched lifestyle. The company conceives, develops, and operates e-commerce shops offering AI counseling and beauty products, and links this to business. In the future as well, it intends to continue with its efforts to recruit more customers and come up with even better beauty products.

【Re-Cap】 The beauty counseling business has reportedly fallen on hard times, as its sales have decreased by a remarkable 40 percent under the influence of Covid-19. In this situation, KINDLER set about revolutionizing beauty counseling under its slogan promising "beautiful and fulfilling lifestyles for all, with technology." As specific means to this end, it developed technology for visualizing ideation in the heads of counselors, making an AI system for the same, and providing related customer service digital transformation (DX) functions. This technology enables stress-free consultation at any time, 24 hours a day, through the system avatar, without having to worry about Covid-19. Ms. Kadowaki said she wanted to enter the markets in other Asian countries next.

2. AIRBRIDAL Co., Ltd.   President Mr. Sumio Toyama   https://airbridal.jp/（Japanese）

Established in April 2018   Capital stock：USD＄980,000

Through digital transformation (DX), AIRBRIDAL is changing inefficient structures and providing bridal services that enable couples to have weddings easily and at low cost. Thanks to a conversion of the earnings structure, it is able to offer low prices rationally, i.e., without a decline in the service level and quality.

Going forward, it plans to make the transition from a B-to-C model to a B-to-B one by providing solutions that reduce the work load, and to aim for the construction of an omnidirectional platform.

【Re-Cap】 At present, there is a serious movement away from conventional weddings. The main reasons are: 1) the high expense, 2) unclear pricing, and 3) bothersome preparations. Many couples who had abandoned the idea of having a formal wedding for various reasons have been able to have one by using the services of AIRBRIDAL. The factors at work here are the change in the outlook and behavior of Generation Z (aged 20 - 25), the accelerated downsizing of weddings due to the pandemic, and the resolution of information gaps with the spread of SNS.

Mr. Toyama expressed desires for referrals to companies close to AIRBRIDAL's targets, companies that would like to develop business in bridal services, and restaurants, for example.

3. Matrix Engine, Inc.   President Mr. Hiroshi Watanabe   https://www.matrixengine.jp/（Japanese）

Established in December 2019   Capital stock：USD＄100,000

The value of the Internet of Things (IoT) market is projected to reach the order of 100 billion yen about 10 years from now. Graphic user interfaces (GUIs) are essential for the related human-machine interface (HMI) design. GUI development used to require sophisticated know-how and complex programming. Matrix Engine, the GUI builder created independently by the company, makes it possible to streamline GUI development. It has excellent features including a light weight and multi-platform format. The company has high hopes that it will become the standard platform for GUI development in the coming IoT age.

【Re-Cap】 Devices of all types are going to undergo a digital transformation over the next 10 years. Needs for GUIs are headed for an explosive increase. This is because, in addition to the demand among conventional in-vehicle software manufacturers, GUIs will become necessary for much hardware. It is estimated that these needs will arise in all IoT areas, including manufacturing, agriculture, consumer electronics, and medicine. Mr. Watanabe said he would welcome referrals to companies who are having trouble dealing with graphics.

《Impressions》

This was the first Business Plan Presentations meeting of this year. People in attendance at the venue outnumbered those participating online. We were very grateful for this result.

While the line-up was coincidental, I thought that this meeting might hold prospects for collaboration among the presenting companies.

We ask any companies that would like to make presentations to please contact us early, because the schedule is filled up a few months in advance.

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