

252h Business Plan Presentations Held on November 14 2023**YOXO BOX**

1. PRESENCE Co., Ltd. President Mr. Sadamitsu Sannohe <https://presence-care.com/>(Japanese)

Presenter Mr. Takehiro Kudo, Insole Division (Two-part structure)

Established in March 2014 Capital stock : USD \$ 64,000

PRESENCE Co., Ltd. is engaged in business in long-term (nursing-type) care (mainly day services). It was founded due to concerns about the current situation of elderly persons. Involvement with society lessens as people age, and aging is also accompanied by the outbreak of various diseases. Senile dementia in particular has become an issue for society as a whole. People with dementia or other diseases are liable to lose their roles in society and end up isolated from it, struggling to find any meaning in life and continued existence. PRESENCE was established out of the desire to deal with this situation and make a contribution to mitigating these social issues, if only a little.

In conducting its care business, the company realized that a decline in physical functions among the elderly exerts a great influence on their connection with society. With a view to prevention of such decline, it opened e-lab aruki stores, which handle exclusively order-made insoles. The use of insoles by the elderly results in a major change in their physical functions as compared to before use. Moreover, the insoles can be used not only by the elderly but also by a wide range of other age groups, from children to the middle-aged. At present, the company is measuring insole effects through a program targeting the sports community for starters, with marathon runners serving as monitors. Going forward, it intends to provide products for people in all age groups.

【Re-Cap】 The continued performance of exercises with physical misalignment or muscular imbalance places an excessive burden on the joints. PRESENCE focused on mechanical stress that accumulates because of such bad habits. Specific examples include growing pains among children, sports injuries among athletes, and decreased muscular strength among the aged. Mr. Kudo said that the company is looking for referrals that will help them expand their contact with schools, hospitals, gyms, athletic teams, shoe repair businesses, and related shops.



2. ASIOT Co., Ltd. President Mr. Yohei Mikami <https://www.asiot.jp/>(Japanese)

Established in June 2020 Capital stock : USD \$ 100,000

<Description and features of current business> ASIOT Co., Ltd. provides A Smart, a device that is retrofitted on installed infrastructural meters (for electricity, gas, and water) and industrial instruments (pressure gauges, thermometers, etc.), for collection of data on them. It offers one-stop services for outputting reports and linkage with other services as well as for tasks such as meter and instrument data accumulation, aggregation, and visualization. A Smart can also be used for analysis of the amount of energy use based on the past amounts and collection of energy data to assist attainment of a carbon-neutral status.

<Future activities> ASIOT aspires to the implementation of Edge AI technology, which adds an AI function to devices such as cameras and various sensors, in all sorts of industries, to make visible data that have not been visible so far. It also envisions the construction of a futuristic AIoT platform that will help to build a world in which people freed from their previous roles will be able to exercise their creativity to an even greater extent.

【Re-Cap】 Japan is still in the process of making the shift to smart lifeline services. Although smart equipment is spreading in the power sector in accordance with national policy, there are hopes for a stronger promotion of smart technology for the supply of gas and water. As a specific example, Mr. Mikami described a case of introduction by a building maintenance company which resulted in reduction of time, trouble, and cost, and eliminated human error in such forms as misreadings and mistaken entries.



3. D4Enterprise President Mr. Naoto Suzuki <http://www.d4e.co.jp/>(Japanese)

Established in March 2004 Capital stock : USD \$ 897,550

D4Enterprise regards retro games as constituting a kind of culture and wants to pass them on to succeeding generations. Its Project Egg is aimed at acquiring additional retro games and expanding its business to worldwide proportions by using not only Switch, PlayStation, and other game machines but also VR and other technology as the platforms. One of the means to this end is the application of technology such as Web3 blockchains. This makes it possible to add new value to retro game IPs, which were merely played in the past, while protecting the profits of copyright holders. Furthermore, it is targeting formation of the world's largest retro game community by promoting secondary and tertiary use applying AI. This will enable the transmission of retro games to coming generations as a cultural component.

【Re-Cap】 D4Enterprise's Project EGG is devoted to the reissue and preservation of games that emerged in the 1980s and 1990s. About 60 game makers are participating in it and distributing games through it. The titles number a remarkable approximately 1,000. The company currently has about 70,000 registered users, and is hoping to increase this to the order of 500,000, through activities including development of business outside Japan. The Emulator, its key technology, reproduces the original hardware in the form of software. The company's strength lies in its ability to legally supply games in this manner, utilizing Emulator, and being the first in the world to do so.



《Impressions》 For this session too, many people came to the venue and engaged in a lively exchange of information. The companies which made presentations this time were bringing about innovations in different fields and striving to create new markets. We are looking forward to their future activities. If you are interested in presenting, we would appreciate it if you could contact us as soon as possible.

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