

264th Business Plan Presentations Held on February 12 2025

Tech Hub Yokohama

1. Ad-Virtua, Inc. President Mr. Seitaro Mizuno

Established in August 2022 Capital stock: USD \$ 14,880

Ad-Virtua, Inc. operates an eponymous platform for posting motion video ads on signs in games. Youth who have left conventional media spend as much as 20 percent of their time on game media. With these in-game ads, the company supports advertisers that are struggling in marketing. It provides a new monetizing means to game companies, enables monetization even on platforms that previously could not handle it with VR and other ads. And for game players, it displays ads in a way that does not build up stress like ordinary ads. Ad-Virtua therefore provides services that will benefit all three parties involved (advertisers, game companies, and players). As a goal it has had in mind from the stage of its founding, it is making preparations for expanding its business from Japan to other Asian countries including South Korea and China.

【Re-Cap】 Mr. Mizuno said he has loved programming from his grade school days and made a hobby out of creating games. The Japanese market for motion video ads is projected to top one trillion yen in 2027. Mr. Mizuno also said that technological difficulties and high barriers would have to be overcome in order for big game companies and metaverse firms to effect first-time entry into the ad network market. He added that there were a few competing companies in other countries, and that the in-game ad start-ups in Israel in particular reportedly could become unicorn firms in the next phase.



2. ZIPCARE, Co., Ltd. President Mr. Satoshi Sakamoto

Established in November 2019 Capital stock: USD \$ 100,000

ZIPCARE is selling care sensors to long-term care (nursing) facilities and parties engaged in such care in the home. While working in a wide range of areas, from AI development to promotion of business in other countries, it forms alliances with large firms and aspires to drive the digital transformation of the long-term care business. Because it developed the requisite hardware and software all by itself, one of its strengths lies in rapid development attuned to user needs.

【Re-Cap】 ZIPCARE's Mamoruno product enables the collection of information by means of smartphones, without entering the rooms of people whose need for care is in the range of levels 1 and 3. It also takes consideration for privacy, and can speak out to patients and carers from a camera as necessary. More specifically, the product consists of two components: an egg-shaped unit and an air bag sensor. The egg-shaped unit has a built-in Wi-Fi system. When it is attached to the head of the bed, it provides information on room temperature, humidity, brightness, and air pressure. When placed under the mattress, the air bag sensor monitors the pulse rate, respiration rate, and depth of sleep. As for actual sales, the company has delivered the product for a total of 4,005 beds, and is expecting to increase the total to several tens of thousands of beds within the next few years. Mr. Sakamoto said that, in the future, he wanted to progress from monitoring systems to monitoring platforms, and is hiring data scientists because he is also aiming for growth into a data science company.



3. Molecular Insight Inc. President Dr. Okemoto Kazuo

Established in April 2024 Capital stock: USD \$ 75,000

Molecular Insight is endeavoring to resolve social issues in the field of life sciences through action revolving around innovative, real-time component analysis technology developed through cooperation with a university. This technology measures liquid (wet) samples without destroying them, and applies molecular vibrational spectroscopy. As a result, it can perform detailed profiling of molecular structures and supply quantitative data for components in real time. The company therefore provides a fundamental solution for the complicated processes, high cost, and waste problems accompanying conventional analytical techniques, and makes it possible to optimize time and resources. In addition, this technology supports the improvement of new drug development and the manufacturing process in the bio industry. It also helps to heighten the competitiveness and profitability of the business as a whole.

【Main features】

- 1) Real-time component analysis: ability to instantly analyze the complex composition of liquid samples
- 2) Non-destructive technology: high-precision analysis without destroying the sample
- 3) Increased efficiency: substantial simplification of the conventional analytical process, for a reduction of cost and time requirements
- 4) Environmental consideration: curtailment of the derivation of waste, and maintenance of a sustainable operation
- 5) Application fields: new drug development, bio industry processes, and other fields requiring liquid analysis

【Future outlook】

This milestone approach enabling compositional analysis only by irradiation with light will create a new paradigm in liquid analysis. By achieving both business growth and the creation of social value, it will establish a new standard in the analytical equipment market and carve out the way to a sustainable future. The company urges others to contact it if they are interested in this innovation.

【Re-Cap】 Dr. Okemoto said that the company's chief advantage is its ability to fill the gap between chemistry and optics, and between research and manufacturing. This year, it is applying for a patent, and wants to perfect a prototype and proceed all the way to a proof of concept (PoC) verification. It is seeking assistance with fundraising to this end.



《Impressions》 Beginning this year, we are holding this meeting at Tech Hub Yokohama, a start-up center in the city of Yokohama. Thanks to all concerned, this meeting was a resounding success; the venue was filled nearly to capacity with people who came to it.

Mr. Masatoshi Go, Chairman of the Board, made the following opening remarks: "This is a year of change. Various things are happening around the world. In business, too, I would like to see companies move away from established conventions and skillfully make changes in some form. While probing for new things and schemes, we are committed to backing the growth of all sorts of companies, with our cooperation. I hope those of you watching the meeting online will come to participate in it at this new venue."

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