

Startup City Accelerator Program (SCAP) 2021

Global Preparation Course

Demo Day

About This Program

Plug and Play Japan and WiL have collaborated with JETRO which is in partnership with the Cabinet Office of Japan to accelerate Japanese startups who are interested in expanding their business abroad through this program. The program has been held from November till March and its objective is to nurture Japanese startups' mindset to become global, to connect the Japanese ecosystem to global ecosystems and to find business partners for going global. The program consists of three phases: preparation phase, acceleration phase and extension phase. During the first phase, introductory seminars and workshops were provided in order for participants to motivate and nurture their mindsets. During the second phase, practical seminars/workshops and mentoring sessions were provided so that participants could acquire more insightful knowledge and skills. During the last phase, mentoring sessions, hands-on pitch support and business match meetings were provided so that participants could have more opportunities to meet potential business partners. Only five selected startups from each program get an opportunity to participate in Demo day.

PLUG AND PLAY JAPAN

Plug and Play Japan was established in 2017 as a subsidiary of Plug and Play which is a global innovation platform headquartered in Silicon Valley. Our major strength is to provide "Consortium-type Programs with our extensive global network" and support startups through "Venture Capital Investment". By working closely with 45+ official corporate partners, Plug and Play Japan supports Japanese and international startups to scale their businesses and to enhance collaboration with industry-leading corporations.Plug and Play Japan HP: https://japan.plugandplaytechcenter.com/

WiL

World Innovation Lab (WiL) is a US & Japan-based VC with capital from governments and leading global corporations in Japan and throughout Asia. WiL helps US startups expand to Japan and Asia, and Japanese startups expand worldwide. The firm also works with its corporate investors on evolving their own innovation capabilities through new business creation, partnerships with leading startups, and organizational culture change. For more information, visit https://wilab.com/

Agenda

March 16th, 2022 10:00am-11:15am (JST)
March 15th, 2022 6:00pm-7:15pm (PST)

JST	PST			
10:00 am - 10:10 am	6:00 pm - 6:10 pm	Opening		
10:10 am - 10:16 am	6:10 pm - 6:16 pm	Startup Pitch	Groofy Inc.	WiL
10:16 am - 10:22 am	6:16 pm - 6:22 pm		Hynts Tech Corporation	Plug and Play
10:22 am - 10:28 am	6:22 pm - 6:28 pm		INFIC INC.	Plug and Play
10:28 am - 10:34 am	6:28 pm - 6:34 pm		Orange Inc.	Plug and Play
10:34 am - 10:40 am	6:34 pm - 6:40 pm		Rehabilitation3.0 Co., Ltd.	Plug and Play
10:40 am - 10:46 am	6:40 pm - 6:46 pm		Robosensor Technology Research, Inc.	WiL
10:46 am - 10:52 am	6:46 pm - 6:52 pm		SpoLive Interactive, Inc.	WiL
10:52 am - 10:58 am	6:52 pm - 6:58 pm		Sekaie,Inc	WiL
10:58 am - 11:04 am	6:58 pm - 7:04 pm		ZORI, Inc.	WiL
11:04 am - 11:10 am	7:04 pm - 7:10 pm		Sydecas Inc.	Plug and Play
11:10 am - 11:15 am	7:10 pm - 7:15 pm	Closing		

WiL

Groofy Inc.

https://ridersgame.com/

We run skate video contest called "RIDERS GAME".

HEADQUARTERS
Osaka, Japan

STAGE
Seed

REPRESENTATIVE NAME
Ryotaro Isaki

INDUSTORY
Skateboard

CATEGORY
Application

COMPANY DESCRIPTION
Groofy, Inc. Founded, in March 2021. Our vision is to build a community where everyone can enjoy skateboarding equally.Skateboarders love filming each others. We create a video curation platform for all of your favorite skills and riders. We run online skate video contest called "RIDERS GAME" since August 2019. Japanese pro and advanced skateboarders are participating.

FUTURE PLAN
We are developing an application to localize contents. We are currently expanding our service to the global market focusing on becoming the biggest platform for skate videos in Asia. Our goal is connecting a worldwide community of skaters through our interactive platform and marketplace.

WHOM WOULD YOU LIKE TO CONNECT WITH
We are looking for business partner/sponsors.We would like to connect with people who are interested in skateboarding.

Plug and Play

Hynts Tech Corporation

HYNTS TECH

https://hyntstech.com

A university start-up company that has developed a new method for introducing substances into cells

HEADQUARTERS
Kitakyushu, Fukuoka

STAGE
Pre-Seed

REPRESENTATIVE NAME
Mutsuko Aoki

INDUSTORY
Life science

CATEGORY
Nanobiotech

COMPANY DESCRIPTION

Hynts Tech is a university start-up company established in July 2021 in Japan. We develop and manufacture tools and systems for introducing substances such as DNA, mRNA and proteins into cells or for extracting intracellular substances. Our unique new method using this tool, which has hybrid nanotubes (HYNTS), enables the introduction of macromolecules into cells. It will revolutionize the life sciences field.

FUTURE PLAN

Our initial focus on selling hardware and hybrid nanotube membrane as consumables and substances introduction service according to customer requirements is the first step in our long term roadmap to growth. In order to continue scaling the company, we are planning on selling the technology license non-exclusively for customers' end-product development pipeline and rolling out a revenue share model in the future.

WHOM WOULD YOU LIKE TO CONNECT WITH

In order to create a model case, we would like to connect with companies that are in the business of using cells such as the R&D departments of pharmaceutical companies and research institutes. Now, we are particularly focused on the cell therapy and regenerative medicine fields, but not limited to them. We would also like to connect with investors, as we are considering to raise funds in near future.

Plug and Play

INFIC INC.

https://wwww.lashic.care

Developed IoT devices to solve the problem of human resource shortages in nursing care facilities

HEADQUARTERS
Chiyoda, Tokyo

STAGE
Series B

REPRESENTATIVE NAME
Masatoshi Masuda

INDUSTORY
Health

CATEGORY
IoT device

COMPANY DESCRIPTION

Long-term care ＆ technology company. Group 6 corporations, about 1000 employees. From the experience of operating about 50 long-term care facilities, we can solve social issues. We will contribute to the global long-term care industry through digital transformation. Our solution called LASHIC. Next generation care solution from Japan. Power of edge technology relieves greatest fear of home care and facility care. Utilizing the data collected from the long-term care facilities that we operate, we are promoting an approach to prevent illness and long-term care.

FUTURE PLAN

We believe that the challenges facing Japan, which has reached the world's earliest super-aging society, will be experienced by each country in the future. We will provide LASHIC, which is a solution to Japan's social issues, especially the shortage of caregiver, to countries around the world and contribute to elderly people and families in need of long-term care all over the world.

WHOM WOULD YOU LIKE TO CONNECT WITH

As a result of our investigation of the progress of aging in each country, we found the needs in the United States and China.

We are looking for the following supporters, especially in the United States and China.

・ We are looking for a long-term care facility manager to localize our solution LASHIC.

・ We need all stakeholders who can collaborate when introducing LASHIC to long-term care facilities.

Plug and Play

Orange Inc.

A manga version of Netflix

HEADQUARTERS
Meguro, Tokyo

STAGE
Seed

REPRESENTATIVE NAME
Shoko Ugaki

INDUSTORY
Media

CATEGORY
Entertainment platform

COMPANY DESCRIPTION
Developing a seamless localizing system that enables us to accelerate global manga distribution with automation, optimization, and removing needless procedures with AI and by providing web-based software that integrates all the aspects of the above.

FUTURE PLAN
-Finalizing the "AI Localization System" and to "strike a deal with each publisher" by the summer of 2022

-Starting "localizing Manga at a huge scale" and "developing the smartphone application" from the summer of 2022

-Releasing the product (smartphone app) by the winter of 2022

WHOM WOULD YOU LIKE TO CONNECT WITH
-Someone who connects with our vision and can contribute to spreading our product.

-A VC like "a16z", that specializes in marketing, sales, and employment.

-Celebrities who love manga. (e.g. Neymar and Iniesta)

Plug and Play

Rehabilitation3.0 Co., Ltd.

https://rehabilitation3.jp/

Measures the cognitive and motor abilities of the elderly from their sleep vitals

HEADQUARTERS
Sakai, Osaka

STAGE
Seed

REPRESENTATIVE NAME
Hirokazu Masuda

INDUSTORY
Health

CATEGORY
Health Tech

COMPANY DESCRIPTION
A serious problem for an aging society is the difficulty in controlling the rate of discharges and admission in medical facilities. We solve this problem with our AI called SAA.SAA can estimate motor and cognitive abilities from sleep vitals. This will support the discharge adjustment work of patients for healthcare professionals.SAA can also automatically propose 1.2 million health promotion methods to patients.Another advantage of SAA is that it is an AI that can be used with any device.

FUTURE PLAN
First, we will expand our services to medical and long-term care facilities in Japan, aiming for sales of 100 million dollars. At the same time, we will gradually expand data collection from the elderly to adults.

Next, based on the aging success story of Japan, we will expand adult healthcare services in the United States and Singapore, aiming for sales of $ 1 billion within three years.

WHOM WOULD YOU LIKE TO CONNECT WITH
We would like to connect with SleepTech platformers and sensor manufacturers to expand SAA together. And I want to connect with investors who have global connections such as the United States and Singapore.

WiL

Robosensor Technology Research, Inc.

https://robosensor.co.jp/fab/

Challenging the infinitive possibilities to clarify unknown world by sensing technology

HEADQUARTERS
Hamamatsu, Shizuoka

STAGE
pre-Series A

REPRESENTATIVE NAME
Masayoshi Ohmura

INDUSTORY
Manufacturing

CATEGORY
Electronic Devices & Sensors

COMPANY DESCRIPTION

In 2019, we succeeded in developing an ultra-sensitive and extra-fine sensor that can be used for the vital sensing, nursing care, and industrial applications. Our ultra-sensitive wire sensors have highly potential in various fields compared to other conventional sensors. And now, these sensors are widely used to inspect defects and predict maintenances for various industrial machines, robots, conveyors, and factory equipment in large-scale production lines and warehouses.

FUTURE PLAN

Based on our experiences in Japan, we think our sensor can be used all over the world to predict maintenances for the industries of automobiles, machines and semiconductors. So that, we aim to actively expand our business to overseas markets. Now, we are challenging to go and develop the world's largest market, the United States, and then Germany, France, and other countries. Through repeating trial and error, we will move forward step by step to become a global company. In this way, we will continue to go ahead until we hit the goal 500 million dollars.

WHOM WOULD YOU LIKE TO CONNECT WITH

- Investors and VC funds who can provide information and value regarding the adoption of our products, negotiating partnerships, and supporting growth in the global market.

- Persons who can execute our overseas development as an executive officer such as COO, CMO, etc.

- Persons who can contribute to the spread and implementation of our products. For example, mediating the use of our products to engineers involved in R&D and production technology in (1) the automotive industry, (2) the machinery and robotics industry, and (3) the semiconductor industry.

WiL

Sekaie,Inc

https://www.japanny.com/

Retail enterprise focusing on sharing Japanese traditional crafts and culture with the world.

HEADQUARTERS
Taito, Tokyo

STAGE
Series A

REPRESENTATIVE NAME
Atsuhiro Nakamura

INDUSTORY
Retail

CATEGORY
Ecommerce & Physical Stores

COMPANY DESCRIPTION
Seisuke Knife's mission is to introduce Japanese culture and traditional craftsmanship to customers by selling high quality Japanese knives and kitchen accessories. At Seisuke Knife, we believe that a kitchen knife is more than just a simple tool to cut food, but an art piece that a craftsman puts their soul into.

FUTURE PLAN
Seisuke Knife, Seisuke Kitchen, Seisuke Home. Within the next 5 years we plan to expand our inventory to include a wider variety of kitchen equipment and home goods sourced from talented Japanese craftsmen in order to reach a wider customer base. In the process of expanding our inventory we also plan to launch several new retail locations to allow customers the opportunity to experience our products first hand.

WHOM WOULD YOU LIKE TO CONNECT WITH
- Cooking related influencers (Especially celebrity chefs)
- Google Ad /Facebook Ad optimization specialist

WiL

SpoLive Interactive, Inc.

https://spo.live/en

A sports-specific version of Twitch combined with a sports DMP

HEADQUARTERS
Chiyoda, Tokyo

STAGE
Seed

REPRESENTATIVE NAME
Yuhey Iwata

INDUSTORY
Sports & Entertainment

CATEGORY
Sports DMP / D2C platform

COMPANY DESCRIPTION

SpoLive Interactive Inc is a Tokyo-based sports tech startup aiming to harness the power of digital technology to enable sports organizations and athletes to bring greater entertainment to fans everywhere. The company envisions bringing the sports community, including fans, closer together to enjoy the kind of excitement they previously could only experience in stadiums, without having to physically be there.

FUTURE PLAN

- To open up the system and launch it in earnest, making it a place where anyone can use it freely.
- To automatically generate more interactive content that is linked to sports data. By doing so, we hope to further enhance the interactivity between teams and fans.
- For example, we are planning to do betting-like activities such as predicting the next situation of a game and winning rewards.

WHOM WOULD YOU LIKE TO CONNECT WITH

- Investors with synergies in the sports or entertainment industry
- Various overseas sports related persons (players, teams, leagues, associations)
  * Professionals, amateurs, students, etc.
- Endorsers of SpoLive's overseas expansion
- Decision-makers at companies that value collaboration with sports as a brand

Plug and Play

Sydecas Inc.

https://www.sydecas.jp/ninjafoods-for-overseas/

Developed a new ingredient to solve various dietary restrictions

HEADQUARTERS
Kakogawa, Hyogo

STAGE
Seed

REPRESENTATIVE NAME
Masahiro Yoritama

INDUSTORY
Food

CATEGORY
Ingredient

COMPANY DESCRIPTION

Sydecas Inc. developed NinjaFoods which is made based on unique and traditional material "Konjac" technology in Japan. That can make it easier to lift various kinds of restrictions to eat, like against diabetes, high blood pressure and allergy by using like alternative wheat and eggs. Our main target market is mothers from pregnant women to women having preschool children.In this pitch event, we are looking for our partners to expand this next-generation-food, NinjaFoods all over the world.

FUTURE PLAN

Now we are developing new products like wheat-free and egg-free bread which will launch in this spring. We want to make all people free from any restriction to eat by our products. The first test will start on Kickstarter or Indiegogo. And providing our material "NinjaPaste" itself to partners is one of the options. Actually some partner companies and we are developing carb-free fried chicken right now.

WHOM WOULD YOU LIKE TO CONNECT WITH

First we are looking forward partners who develop double brand products with NinjaFoods.

After PMF about it, we will also need investors. Because, building good supply chains which make distances closer between manufacturer and sales is key to success.

WiL

ZORI, Inc.

https://www.zori.io/

ZORI

Simplifying access to credit for global SMEs

HEADQUARTERS
Austin, TX, United States

STAGE
Pre-Seed

REPRESENTATIVE NAME
Misato Kotera

INDUSTORY
Financial Services

CATEGORY
Credit & Business Payments

COMPANY DESCRIPTION

We aim to use quantitative data to provide interest free short term financing for global SMEs, empowering them to freely deploy future income instantly for the growth of their businesses

FUTURE PLAN

Our long term goal is to create a credit-focused business bank dedicated to small and medium entrepreneurs that goes beyond basic transactions by empowering new partnerships, business payments while providing access to fast, flexible and affordable capital. We aim to provide services to the SMEs that the current financial system frequently overlooks.

WHOM WOULD YOU LIKE TO CONNECT WITH

- Pre seed investors in the United States, particularly smaller VC funds that can provide value in hiring, partnerships and growth for first time founders. - We are also looking for intros to early adopters for ZORI as we work to develop a solution that truly fits their needs. As we will be starting with individual entrepreneurs in Entertainment, pro management agencies may be a viable start. We are however open to suggestions.