

2024/05/15-16 Press Kit

SusHi Tech Tokyo Global Startup Program Program Details (as of May 14)

[Session]

- Leaders in various fields from Japan and abroad will present their perspectives on the future of the city in 3 aspects; “Imagining City of the Future”, “Discussing Future of Technology”, “Developing Startups”
- 47 sessions on four stages
- Over 150 leaders and experts in various fields on stage

<Example of Sessions and Speakers> *Details, including timetable, available on the website.

Imagining City of the Future

「City of the Future: What Does a Beloved, Sustainable, and Engaging City of the Future Look Like?」

- Janette Sadik-Khan : Principal, Bloomberg Associates : Principal, Bloomberg Associates
- Ken Shigematsu : Principal at Laguarda.Low Architects, Founder at inspiring dots inc.
- Seiichi Saito : Panoramatiks Principal
- Yuta Hirayama : Founder and CEO of IDEAPOST

「The role of Corporate Philosophy and Purpose in accelerating open innovation」

- Takeshi Niinami : Chief Executive Officer, Suntory Holdings Limited
- Adi Ignatius : Editor in Chief, Harvard Business Review

Discussing Future of Technology

「FemTech - Where are we and what are the prospects/challenges in the world?」

- Gina Bartasi : Founder & Executive Chairman of Kindbody
- Ida Tin : Co-founder and former CEO and Chairwoman, of Clue
- Amina Sugimoto : CEO of fermata
- Mio Asatani : CEO at Curina, Inc.

「Can Japan Become Asia's Web3 Hub?」

- Sota Watanabe : Startale Labs CEO, Astar Network Founder
- Whiplus Wang : Head of IVS Crypto
- Yuki Kamimoto : CEO at N.Avenue, CoinDesk JAPAN
- Ryosuke Ushida : Chief Fintech Officer, Financial Services Agency of Japan

Developing Startups

「Global VC Views on Japanese Startups: Opportunities and Challenge」

- John Roos : Founding Partner at Geodesic Capital, Former U.S. Ambassador to Japan
- Youngsoo Ha : Krossroad Partners, Partner

- Michael Jackson : Former COO of Skype
- Miwa Seki : MPower Partners, General Partner

[Government and Private Sector Initiatives Toward Forming a World-Class Startup Ecosystem]

- Kazuchika Iwata : State Minister of Economy, Trade and Industry
- Tomoko Namba : KEIDANREN Vice Chair, Founder/Executive Chairman at DeNA Co., Ltd.
- Sakiko Nojima : MC/Content Planner, PIVOT

[What kind of culture and community are required for a Startup Ecosystem Hub?]

- Marwan Elfitesse : Head of Startup Programs and Business services at STATION F
- Sarita Runeberg : CEO / Chief Executive Officer of Maria 01
- Wui Liang Heng : Group Head, BLOCK71, NUS Enterprise
- Ayumi Fujimoto : Startup Ecosystem Association Japan Representative Director, Executive Officer, CMO at Plug and Play Japan

[Pitch Contest[SusHi Tech Challenge 2024]]

- From 43 countries and regions around the world, 507 companies (219 domestic and 288 international) applied. (Last year : 338 companies from 35 countries and regions.
- After document screening and other evaluations, the semi-finalists, totaling 20 startups, have been selected (9 domestic and 11 international).
- The first prize is 10 million yen.

<The list of startups that have advanced to the semi-finals>

Company Name	Theme	Country of Origin	Company Overview
Aeterlink Corp.	Infrastructure	Japan	Aeterlink inc. is developing building management and factory automation businesses that utilize wireless power transmission technology. In the building management business, their proprietary "AirPlug™" system measures temperatures near people, improving comfort and reducing electricity consumption by 26% annually, while in the factory automation business, the company uses wireless technology to eliminate wire breaks in factory lines, reducing downtime and greatly improving productivity and efficiency.
LocationMind Inc.	Infrastructure	Japan	LocationMind Inc. is engaged in the AI business, partnering with the industry's leading company that holds location-based big data, while providing

			customers with highly analyzed intelligence on human, automobile, and ship flows. In the space business, they are developing satellite technology capable of verifying the reliability and authenticity of location information, offering it to next-generation industries and their infrastructures that have a high dependency on location information, such as maritime surveillance, logistics, bail enforcement, decarbonization, automation, drones, and road traffic.
Fermentation Station Co., Ltd.	Environment	Japan	Fermentation Station inc. is building a recycling-oriented society under the concept of "Fermenting a Renewable Society. Using their proprietary fermentation technology, they upcycle unused resources such as out-of-spec agricultural products and production scraps from beverage and food factories into functional bio-materials. The upcycled raw materials are used as raw materials for cosmetics, foods, and other applications, as well as for their own brand, other companies' brand OEM, joint development, and multiple other businesses.
Asuene Inc.	Environment	Japan	Asuene Inc., recognized as the leading company in Japan for the cumulative number of installations of its CO2 emission visualization service, is a pioneer in supporting sustainability management. ※According to Tokyo Shoko Research ※(as of July 2023). It operates the CO2 emission visualization, reduction, and reporting cloud service "Asuene," and the "Asuene ESG" service for evaluating Environmental, Social, and Governance (ESG) aspects of sustainable supply chain procurement. Through its joint venture with SBI, Carbon EX, it provides services for carbon credits and emissions trading.
Cool Innovation, Inc	Living	Japan	Cool Innovation Inc. provides innovative technology to keep vegetables, fruits, and other fresh products without the use of special packaging or chemicals in food products. The company has sold more than 50 units in Japan, Thailand, and the Philippines, and is recognized and supported by the Japan Environmental Office.
Rebirthel Co., Ltd	Living	Japan	Rebirthel's allogeneic immune cell therapy is a new treatment method that regenerates killer T cells with antigen specificity, high cytotoxic activity, and tumor infiltration ability from pluripotent stem cells that are not

			the patient's own cells, making it "less burdensome for patients," "usable by anyone," "immediately," and "at a low cost."
Storoly Inc.	Culture	Japan	Stroly Inc. is a web platform where users can post original maps with region-specific information made visible. On the map, tourism information, community details, event data, and bus location information can be centralized and made available to visitors.
Degas Ltd.	Impact	Japan	Degas inc. is a global tech company that finances smallholder farmers while implementing regenerative agriculture (RA) to help decarbonize the world from Africa. Founded with the vision of 'Changing people's lives, dramatically' it aims to raise the income of smallholder farmers in Sub-Saharan Africa, by providing technology-enabled finance and promoting RA.
Elephantech Inc.	Impact	Japan	Elephantec inc. is the first startup in the world to successfully mass produce electronic circuit boards using environmentally friendly metal inkjet printing. In manufacturing electronic circuits using its proprietary Pure Additive® method, the company has made it possible to reduce CO2 emissions by 75% and water consumption by 95% compared to existing methods.
DRONAMICS	Infrastructure	United Kingdom	DRONAMICS is the first authorized cargo drone airline for fuel-efficient, same-day, cross-border and long-haul middle-mile cargo deliveries.
Nanjing Deepctrls Technologies Co., Ltd.	Infrastructure	China	DeepCtrls focuses on developing a new generation of cutting-edge products and technologies for deep energy saving and IoT intelligent control, empowering the industrial and building energy saving industries.
BUYO Bioplastics Company Limited	Environment	Vietnam	Plastic pollution is deteriorating our land and ocean seriously and causing harm for human health. BUYO Bioplastics Company Limited uses their proprietary pioneering technology to convert bio-waste into 100% bio-based bioplastics which are fully biodegradable in the natural environment and safe for health, addressing the root of this plastic pollution.
Entomal Biotech Sdn Bhd	Environment	Malaysia	Entomal Biotech pioneers sustainable waste management solutions, specializing in the transformation of organic waste into valuable resources through innovative Black Soldier Fly (BSF) bioconversion.

Cogo Japan G.K.	Environment	New Zealand	Cogo is the leading carbon management expert, with over 10 years of experience, trusted by major banks across the world. Our experience using carbon data & behavioral science to deliver measurable impact sets us apart from our competitors.
WRIGHT BROTHERS	Environment	South Korea	WRIGHT BROTHERS is Korea's No.1 bicycle platform who is making a green movement for sustainable cities. They believe that individual participation can contribute to the world through bicycles and create a movement.
CancerFree Biotech	Living	Taiwan	CancerFree Biotech is a biotech startup focusing on live cell analysis of circulating tumor cells (CTCs).
TUBUDD Joint Stock Company	Living	Vietnam	Tubudd was born in Manchester, 2017, due to a group of young and passionate people realizing that everyone needs someone to help them dealing with language barriers, scams, getting lost and boring trips when traveling.
Teckel Medical S.L.	Living	Spain	Mediktor is the most advanced AI-based medical chatbot for triage and pre-diagnosis that guides patients to the right level of care at the right time – improving access while enabling more efficient care navigation.
ImpacFat	Impact	Singapore	Being the FIRST cultivated fish fat company in the world, ImpacFat wants to bring ""healthiest"" & ""tastiest"" fish fat to the world sustainably, without killing any fishes .
E-Port Pte. Ltd.	Impact	Singapore	eLSA AI-enabled 'Ship-in-Port' Platform enables maritime supply chain stakeholders from the cargo owner, and ship-operator to the ship-agent and port services providers to capture real-time commercially operational data at the primary data source when the ship is in port.

<List of Judges>

Judges for the Final Stage

- Kirstin Hunter : Techstars Managing Director (NSW)
- Saemin Ahn : 500 Global, Partner
- Miwa Seki : MPower Partners Fund L.P. General Partner
- Koichiro Nakamura : Sozo Ventures Founder/General Partner
- Murat Aktihanoglu : Remarkable Ventures and ERA Co-Founder/Managing Partner
- Ravi Belani : Alchemist Accelerator Managing Director and Founder

Judges for the Semi-final Stage

- Yukiko Kato : SBI Investment Co., Ltd. Director & Executive Officer, General Manager, Corporate Venture Capital Department
- Mikio Kawahara : UTokyo Innovation Platform Co., Ltd. Chief Investment Officer
- Susan Su : Toba Capital, Partner, Climate Investing
- Tomosaku Sohara : Nordicninja Managing Partner
- Yamato Watanabe : DG Daiwa Ventures, Managing Director

[Booth Exhibition]

(Startups)

- **More than 430 startups (60% from overseas) exhibit.**

<Examples of exhibiting startups>



(Countries & Cities)

- **Exhibitors from a total of 48 countries, regions, and cities (30 international and 18 domestic) have been confirmed.**
- **A pavilion for each country and region has been newly established (Taiwan, Hong Kong, France, Switzerland, Israel).**

- **20 international countries and cities will have individual booths.**
Amsterdam, United Kingdom, Espoo, Austria, AUS-Queensland, AUS-Western Australia, Colombia, Singapore, Seoul, Thailand, South Chungcheong, Toronto, Bavaria, Bangladesh, Paris, Busan, Beijing, Berlin, Poland, Malaysia

<Examples of international countries and cities exhibiting>



<All Japan Ecosystem Area>

- Promote the all-Japan ecosystem formed by the national government, cities, universities, etc. throughout Japan to the world.
- Promote startups that have grown out of the respective ecosystems and are working to solve social issues in collaboration with governments, etc.

Cities : Tokyo Metropolitan Government, Kyoto Prefecture, Kyoto City, Osaka Prefecture, Osaka City, Hyogo Prefecture, Kobe City, Aichi Prefecture, Nagoya City, Hamamatsu City, Sendai City, Shibuya ku, Chiyoda ku, Shinagawa ku, Kitakyushu City, Minato ku, Yokohama City, Cabinet Office, Financial Supervisory Agency, NEDO

Universities : The University of Tokyo, Tokyo Institute of Technology, Tokyo Metropolitan Public University, Tokyo University of Science, Tokyo Medical and Dental University, Musashino University, Teikyo University, KYUSHU UNIVERSITY, Okinawa Institute of Science and Technology

(Sponsors)

- More than 20 companies will be exhibiting (sponsoring)

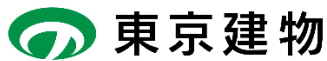
<Gold Partner>



NTT DATA



Tokyo Kiraboshi FG



* Some sponsors are only sponsors and will not be exhibiting

<Silver Partner>



AXELSPACE



* Some sponsors are only sponsors and will not be exhibiting

<Basic Partner>



* Sponsorship only, no plans to exhibit

(VC/Investor Pavilion)

- As a space that creates "New Encounters" with VC Investors for Startup Evolution, there will be a VC/Investor Pavilion that combines a meet-up space and a stage where VCs/investors can make presentations.
- About 30 Japanese and international VC/investors are expected to participate.

[Student Project "ITAMAE"]

- Student-led event planning

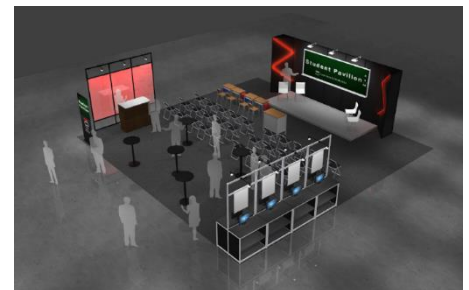
Team : 「ITAMAE」 (Innovative Technology Academic MAestro)



➤ **Student Pavilion (Exhibition /Stage)**

Student Pavilion is placed with the concept of "Providing contents targeted students to consider 'entrepreneurship' as their career option." This place will also provide opportunity for students to connect with passionate students active both domestically and internationally.

- ✓ Workshop: Personalizing Entrepreneurship
- ✓ Student Pitch Contest with mentoring program: "Shusseuo Pitch"
- ✓ Booth: Embodying Next Action



➤ **Session・・・Discussions by young people from various fields on the theme of "The Future of Life as Considered by Young People"**

<Speaker>

- ✓ Ren Uechi : Solafune, Inc. President & CEO
- ✓ Erik Kymäläinen : CEO, Wave Ventures
- ✓ Ryosuke Takashima : The Mayor of Ashiya City, Hyogo
- ✓ Asako Tsuji : arca, Inc. CEO / Creative Director
- ✓ Hanako Montgomery : International Correspondent at CNN

➤ **Partner Event「WASABI」 (We are Startup Beginners Invitation)**

This partner event is organized by student and named with the meaning of "Invitation" for student startup beginners.

It consists of sessions, booth exhibits, and networking for students to motivate participating in the Global Startup Program.

Date : May 11, 2024 16:00-20:00 (RECEPTION OPEN@15:30)

Site : Tokyo Innovation Base

Forms : <https://forms.gle/DJu97Rz8kxpndRE5A>

3 Global Startup Program Promotional Video

[Video for Overseas audiences]

- A video that provides a brief overview of the SusHi Tech Tokyo 2024 Global Startup Program is now airing on CNN in various countries.
- Japanese-language subtitled version posted on website and SNS



URL: https://youtu.be/Q4cD7U2OqMA?si=_-XZqhbppITnqnWY

[Video for Japanese audiences (PIVOT)]

- Posting videos of interviews and dialogues for Japanese audiences on websites and SNS

(Part1)

PIVOT CEO Mr. Sasaki interviews Tokyo Vice Governor Manabu Miyasaka on the theme "SusHi Tech Tokyo 2024 will change Tokyo".



URL : <https://www.youtube.com/watch?v=et5fZXs0H-w>

(Part2)

Previous City-Tech.Tokyo keynote speaker, Ulrike Schade, a management scholar specializing in Japanese companies, on the topic "SusHi Tech Tokyo 2024 will change Tokyo".



URL : <https://www.youtube.com/watch?v=-I-Vfv21Wb4>

(Part3)

Under the theme "Will SusHi Tech Tokyo change the future of startups and cities?", four guests will discuss the topic from a variety of perspectives: startup supporters, startup entrepreneurs, academics, and others.



URL : <https://www.youtube.com/watch?v=8y9FegCXqys>



URL : <https://www.youtube.com/watch?v=ZSts7aHCO9w>