

## **[Key points of this announcement of Global Startup Program]**

### **<Session>**

- ✧ **Leaders in various fields from Japan and abroad will look at the future of cities under three themes: " Imagining City of the Future " " Discussing Future of Technology," and " Developing Startups".**
- ✧ **More than 40 sessions on 4 stages with over 130 speakers (Please check the website for the timetable)**
  - For details, see p. 2.

### **<Pitch Contest "SusHi Tech Challenge 2024">**

- ✧ **Pitch contest for technologies and ideas to solve the challenges the world is facing**
- ✧ **507 startups (219 domestic/288 international) from 43 countries/regions applied** (previous competition: 338 startups from 35 countries/regions)
- ✧ **20 startups (9 from Japan, 11 from overseas) will be selected for the semi-finals after screening of documents, etc.**
- ✧ **Semi-finals and Finals judges are selected**
  - For details, see p. 5.

### **<Booth Exhibition>**

- ✧ **429 companies (265 international and 164 domestic) have been confirmed to exhibit.**
- ✧ **Exhibitors from a total of 47 countries, regions, and cities (30 international and 17 domestic) have been confirmed.**
  - **New country/region specific pavilions (5 countries/regions)**
  - **An All Japan Ecosystem Area will be established**
- ✧ **More than 20 companies will be exhibiting (sponsoring)**
- ✧ **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.**
  - For details, see p. 9.

### **<Business Matching Meetings>**

- ✧ **Business matching platform "EventHub" has opened from April. ※Available to on-site participants only**
  - **Online matching between participants including exhibitors**
  - **Available to request meetings through business chat feature**

## <Student Project "ITAMAE">

- ◇ Student-led planning of pavilions, sessions, and partner events
  - Team : 「ITAMAE」 (Innovative Technology Academic MAestro)
  - Student Pavilion is placed with the concept of "Providing contents targeted students to consider 'entrepreneurship' as their career option."
  - Discussions by young people from various fields on the theme of "The Future of Life as Considered by Young People"
  - Partner Event 「WASABI」 (We are Startup Beginners Invitation)
- For details, see p. 12.

## ◆ Contents of program (As of April 19, 2024)

### 【Session and Speakers】

#### 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)
- Ken Shigematsu (Principal at Laguarda.Low Architects/Founder at inspiring dots inc.) etc.

##### 「The Quintessence of SusHi」

- Taizo Son (The Edgeof / Mistletoe Co-Founder)

##### 「Supermind, The Impact and Deployment of AI and Smart Technologies in Mega Events」

- Yuta Hirayama (Founder and CEO of IDEAPOST) etc.

##### 「Transform your mindset, your actions, then your future.

##### ~ A Discussion with Young Leaders for the Next Generation ~」<Student Project>

- Ryosuke Takashima (Mayor of Ashiya, Hyogo Prefecture) etc.

##### 「Learning・Reskilling」

- Masako Wakamiya (IT Evangelist/Founder of Excel Art) etc.

##### 「Sustainability and Entrepreneurship: what is happening around the world?」

- Naohiro Nishiguchi (Global Entrepreneurship Network (Managing Director, Japan) President of Startup Genome Japan K.K.) etc.

##### 「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

##### 「Transformative Sustainability Finance: ESG, SDGs, Climate Finance and Beyond」

- James Socas (Global Head of Climate Solutions Business, Investcorp) etc.

##### 「What would the world look like if half of all entrepreneurs were women?」

- Yuko Endo (Editor-in-Chief of MASHINGUP)
- Leanne Robers (Co-Founder of She Loves Tech) etc.

### **「Build disaster resilient cities: Disaster response operations using digital twin」**

- Hidenori Watanabe (Professor of the University of Tokyo, Interfaculty Initiative in Information Studies) etc.

### **「New standards in disaster response operations led by startups: How to support disaster victims more effectively by collaborating with startups?」**

- Atsuko Nishigaki (Vice Governor, Chief Digital Officer and Chief Green Officer of Ishikawa Prefecture) etc.

## **Discussing Future of Technology**

### **「The State of Carbon Removal in 2024: Emerging Risks & Early Rewards」**

- Joanna Klitzke (Procurement & Ecosystem Strategy Lead, Frontier) etc.

### **「Can Japan Become Asia's Web3 Hub?」**

- Sota Watanabe (Startale Labs CEO, Astar Network Founder)
- Whiplus Wang (Head of IVS Crypto) etc.

### **「AI」**

- Jen Carter (Global Head of Technology, Google.org) etc.

### **「Mobility」**

- Ko Miyoshi (Chief Strategy Officer at TIER IV) etc.

### **「The next steps for mobility-Solutions available and the near-term opportunities」**

- Naoki Sugimoto (Honda Innovations Co., Ltd. CEO) etc.

### **「Japanese Startups are Key Triggers to Achieve Bio Transformation (BX)」**

- Tom Knight (Founder, Ginkgo Bioworks) etc.

### **「From Japan to the World: Revolutionizing the Future with the World Largest Strawberry Plant Factory」**

- Daiki Koga (Co-Founder & CEO of Oishii) etc.

### **「Culture」**

- Mio Asatani (CEO at Curina, Inc.) etc.

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

- Ida Tin (Co-founder and former CEO and Chairwoman, of Clue) etc.

### **「Entertainment」**

- Yuya Yoshida (CEO at HARTi,Inc.) etc.

### **「How startups co-create value and scale up together with large corporates in the ClimateTech field」**

- Tomosaku Sohara (Managing Partner at NordicNinja VC) etc.

### **「Manufacturing」**

- Ryo Kobayashi (株式会社浜野製作所 取締役副社長) ほか

### **「FinTech」**

- Kai Shinichiro (CEO at FOLIO Inc.) etc.

## 「Deep Tech」

- Kiyoshi Seko (Director and COO at Kyoto Fusioneering Ltd.) etc.

## Developing Startups

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

- John Victor Roos (Founding Partner at Geodesic Capital, Former U.S. Ambassador to Japan)
- Miwa Seki : MPower Partners, General Partner etc.

### 「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. Etc.

### 「Transform your mindset, your actions, then your future.

#### ~ A Discussion with Young Leaders for the Next Generation ~」

- Peter Vesterbacka (Founder of Finest Bay Area)

### 「What is happening in the startup ecosystem worldwide?」

- Marc Penzel (Founder & President of Startup Genome) etc.

### 「What kind of culture and community are required for a Startup Ecosystem Hub?」

- Sarita Runeberg (CEO / Chief Executive Officer of Maria 01)
- Marwan Elfitesse (Head of Startup Programs and Business services at STATION F)
- Ayumi Fujimoto (Executive Officer, CMO at Plug and Play Japan) etc.

### 「Scaling up impact investing and innovation from Asia/Japan」

- Ronald Cohen (President of the Global Steering Group for Impact Investment (GSG) )  
※Online
- Ken Shibusawa (Chief Executive Officer, Shibusawa and Company, Inc./Founder and Chairman, Commons Asset Management/Founder and CEO, &Capital, Inc./Senior Advisor, Brunswick Group) etc.

### 「What makes Finland, Europe's one of the leading startup and innovation communities?~ Lessons from Espoo City ~」

- Sanna Öörni (Business Development Manager at VTT Technical Research Centre of Finland)
- Jaana Tuomi (CEO of Enter Espoo, Espoo, Finland) etc.

### 「ASEAN TechCrossroads: Unveiling Opportunities in the Philippines, Thailand, and Taiwan」

- Oranuch Lerdsuwankij (CEO and Co-founder of Techsauce)
- Allen John Ku (Operations Director at Startup Island TAIWAN) etc.

### 「Future of Impact Startups」

- Rina Sakai (Fermenstation Co., Ltd. CEO)
- Haruna Tanaka (Head of Corporate Planning of Gojo & Company, Inc) etc.

**「From Global to Japan : The Learnings of an International Founder who Hires, Expands, and Localizes Real Business in Japan」**

- Jeff Hu (CEO & Founder of Turing Space)
- Anna Kreshchenko (CEO of Flora Co., Ltd) ほか

**「Accelerating Success: Global Leaders on Navigating the Startup Ecosystem」**

- Ravi Belani (Managing Director & CEO of Alchemist Accelerator)
- Saemin Ahn (Partner at 500 Global, Southeast Asia) etc.

**「Catalyzing Disruptive Shifts in Tokyo's Financial Industry and Startup Ecosystem」**

- Mukund Tatipamula (Chief Operating Officer and Head of Hybrid Markets) etc.

**「Unlocking Global Opportunities : Securing Investments and Collaborations with Industry Leaders」**

- Fariza Abidova (Co-Founder & CEO of Trusted Corporation)
- Ingo Ramesohl (Managing Director at Bosch Ventures) etc.

**「Social Entrepreneurship」**

- Masato Nakamura (GLIN Impact Capital Founding Partner) etc.

**「Regional Startup Ecosystem」**

- Kuniaki Yamada (General Partner, Setouchi Startups LLP) etc.

**「Female leaders led M&As - How the perspectives of female leaders contribute to the success of M&As」**

- Niko Suzuki (Deloitte Private / Deloitte Tohmatsu Venture Support Co., Ltd. Leader of M&A advisory) ほか

**「Women's Entrepreneurship」**

- Eri Fukuda (SHE inc. CEO/CCO)
- Tomita Anri (Smartround Inc. COO) etc.

**「What role can Japanese large corporates play in the venture capital and digital economy in Southeast Asia?」**

- Masato Tanakai (Senior Director, Business Development & PR Japan External Trade Organization (JETRO) JETRO Singapore) etc.

**【Pitch contest "SusHi Tech Challenge 2024"】**

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

<b>Company Name</b>	<b>Theme</b>	<b>Country of Origin</b>	<b>Company Overview</b>
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, their 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	Vietnam	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
- (1 judge pending)

## **[Booth Exhibition]**

### **(Startups)**

- **429 companies (265 international and 164 domestic) have been confirmed to exhibit.**
- **The breakdown of international startups includes 175 companies from Asia, 56 from Europe, 15 from North and South America, 8 from Oceania, and 11 from the Middle East.**

<Examples of exhibiting startups>



### **(Countries & Cities)**

- **Exhibitors from a total of 47 countries, regions, and cities (30 international and 17 domestic) have been confirmed.**
- **Pavilions by country/region: Taiwan, Hong Kong, France, Switzerland, and 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>**

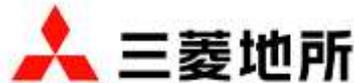
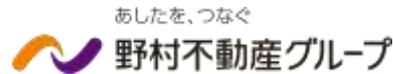
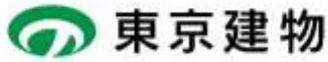
- Promoting an all-Japan ecosystem formed by the national government, cities, universities, etc. throughout Japan to the world.
- Promoting startups nurtured within each of the respective ecosystems and are working to solve social issues in collaboration with governments, etc.
- Cities : Tokyo Metropolitan 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, 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>**





\* Some sponsors are only sponsors and will not be exhibiting

<Silver Partner>



\* 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 20 Japanese and international VC/investors are expected to participate.

### **[Student Project “ITAMAE”]**

- Student-led event planning

**Team : 「ITAMAE」 (Innovative Technology Academic MAestro)**



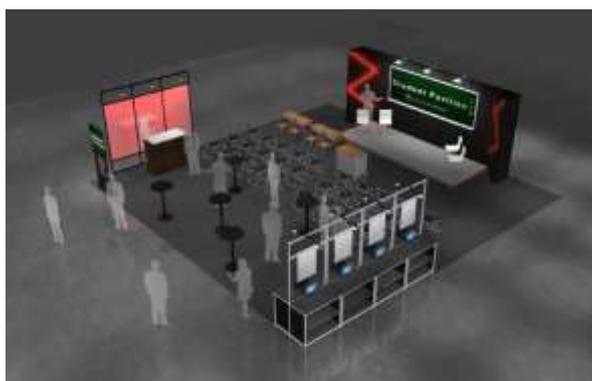
### ➤ **Student Pavilion (Exhibition /Stage)**

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.

Student Pavilion has 4 contents to drive the growth of students who are unsure of what to do step by step.

- ✓ Mini Session: Building Interest
  - Mini sessions held by successful student entrepreneurs let student have aspirations and interest.
- ✓ Workshop: Personalizing Entrepreneurship
  - Workshop provides time for students to reflect on the session and consider how it applies to one's own situation.
- ✓ Student Pitch Contest: Getting Inspiration
  - The Pitch Contest named “Shusseuo Pitch” is held with mentoring program by professional mentors to brush-up their business model for the first fundraising.
- ✓ Booth: Embodying Next Action

- 10 Exhibition Booth by Student Organizations and Universities will exhibit to make touch points for students to think their 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>

## (Reference) 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](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>