

# Meet Japan's Next Unicorns!

Presented by KDDI

**3/5(Wed) 1:15PM~1:45PM**



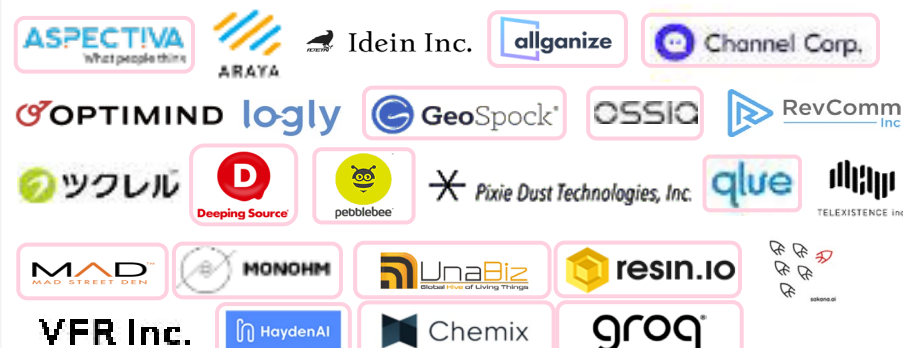
# About KDDI's Fund

- Since : 2012~
- Fund Size : 300 Million USD
- Portfolios : Over 160

## Consumer



## IoT/AI



## Fintech



## Enterprise



## Entertainment



## DX





# Floor Map

We are exhibiting collaborations between KDDI and seven startups at our booth

**TIER IV**

Autonomous  
Driving



TELEXISTENCE

Restocking  
Robot

You  
are  
here



**AVITA**  
Avatar Customer  
Service



**Idein Inc.**

Responsive  
Signage



Digital twin of  
Space Stations



Virtual Human  
Reception



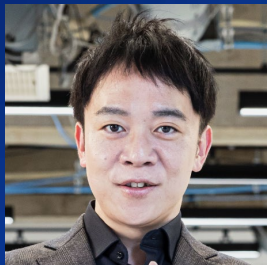
**STYLY**

Immersive  
shopping





# Pitch Schedule



**Shinpei Kato**

/ Founder & CEO, TIER IV Inc.

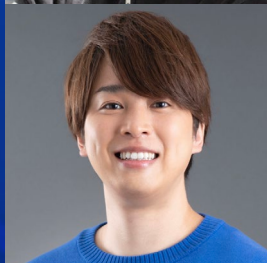
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**Koichi Nakamura**

/ Founder & CEO, Idein Inc.

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**Shogo Nishiguchi**

/ Founder & COO, AVITA Inc.

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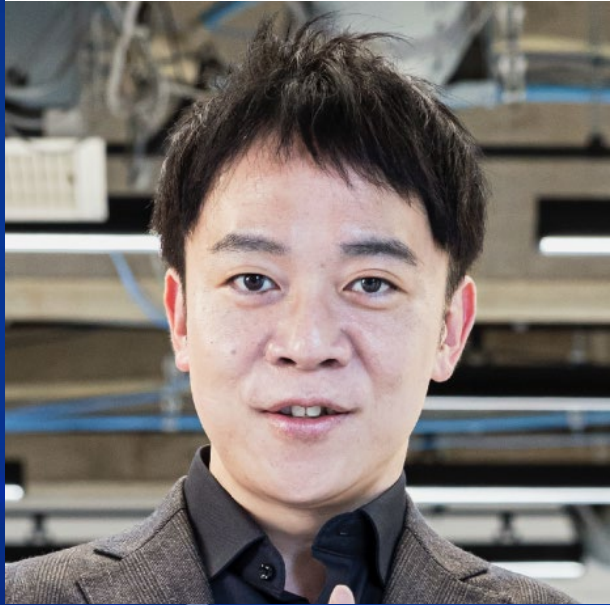
**Masahiro Yamaguchi**

/ Co-Founder and Chief Executive Officer, STYLY Inc.

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**TIER IV**



**Founder & CEO**  
**Shinpei Kato**





## Shinpei Kato

**2023 – Present.** CEO of TIER IV; Appointed Associate Professor, The University of Tokyo.

**2018 – Present.** Chairman of The Autoware Foundation.

**2016 – 2023.** Associate Professor of Computer Science, The University of Tokyo.

**2012 – 2016.** Associate Professor of Information Science, Nagoya University.

**2009 – 2012.** Postdoc, Carnegie Mellon University & University of California, Santa Cruz.

**2008.** Received Ph.D. in Computer Science, Keio University.

**1982.** Born.





Business : Level 4 Autonomous Driving

Established : Dec 2015

# of employees : Approx. 400

Location : Japan - Tokyo, Nagoya

USA - Palo Alto

Funding : Approx. US\$250million (Equity) + US\$250million (Government Grant)

Shareholders



WORLD  
ECONOMIC  
FORUM

Unicorn Community













<https://github.com/autowarefoundation/autoware>

# Autoware



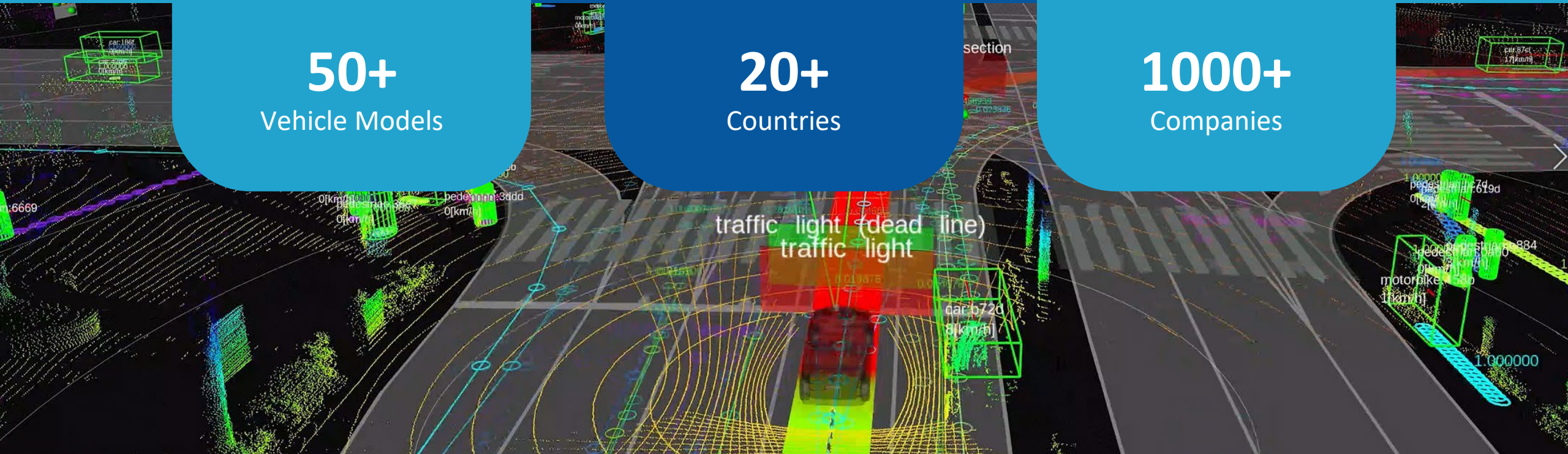
**50+**  
Vehicle Models



**20+**  
Countries



**1000+**  
Companies





The logo graphic consists of three overlapping, rounded, organic shapes. The central shape is a light blue gradient. The two overlapping shapes on either side are a light grey gradient. The text is centered within the blue shape.

# TIER IV

THE ART OF  
OPEN SOURCE,  
REIMAGINE  
INTELLIGENT  
VEHICLES.

THANKS !





Idein Inc.



# Koichi Nakamura

## Founder & CEO

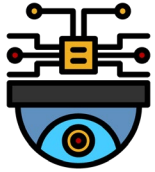




# Edge AI Platform - Actcast

Koichi Nakamura  
Idein Inc. Founder & CEO





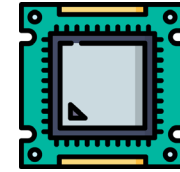
AI Camera Market

**USD 27.7B**  
(2032)



Edge AI  
Software Market

**USD 2.35B**  
(2032)



Edge AI  
Hardware Market

**USD 15.9B**  
(2032)



**AI itself has already become a commodity.  
The challenge lies in the infrastructure that  
supports the productization of AI.**

**Privacy**



**01**

**Cost**



**02**

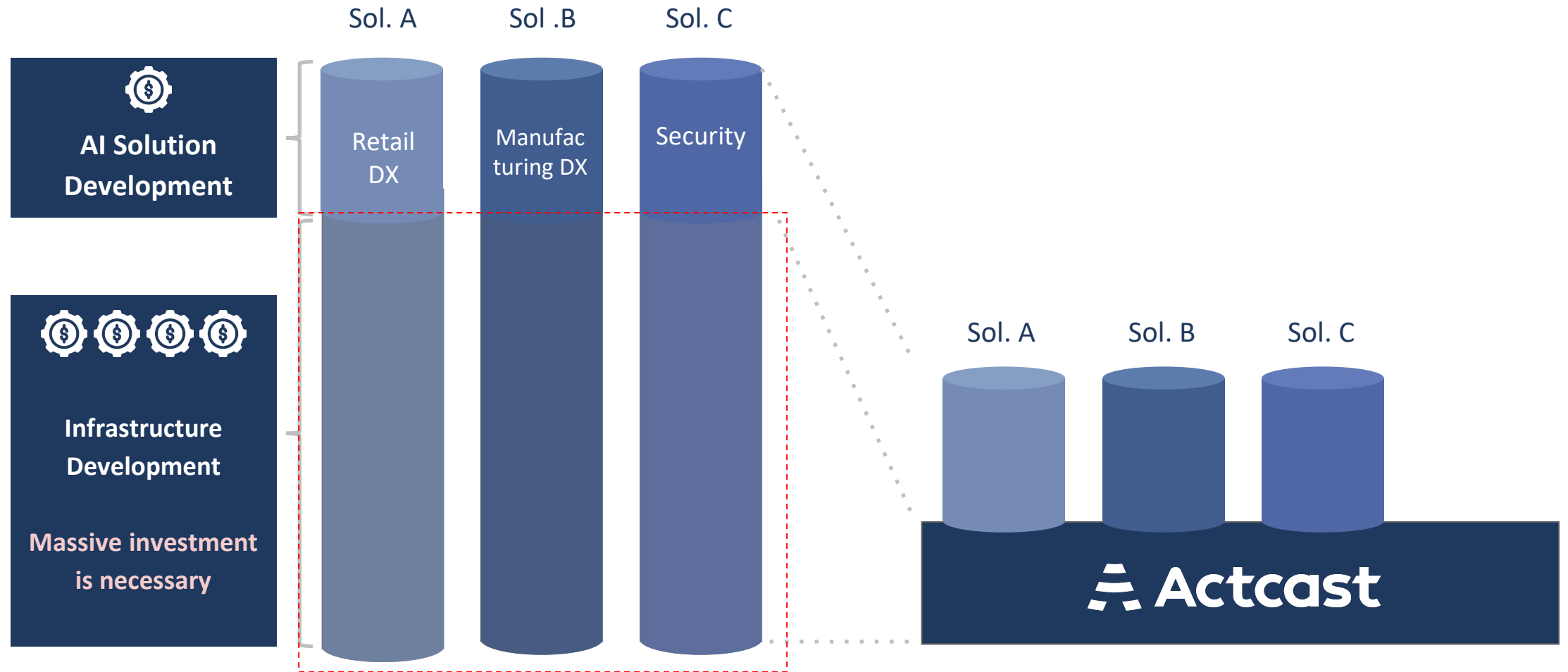
**Large-scale  
Operation**



**03**



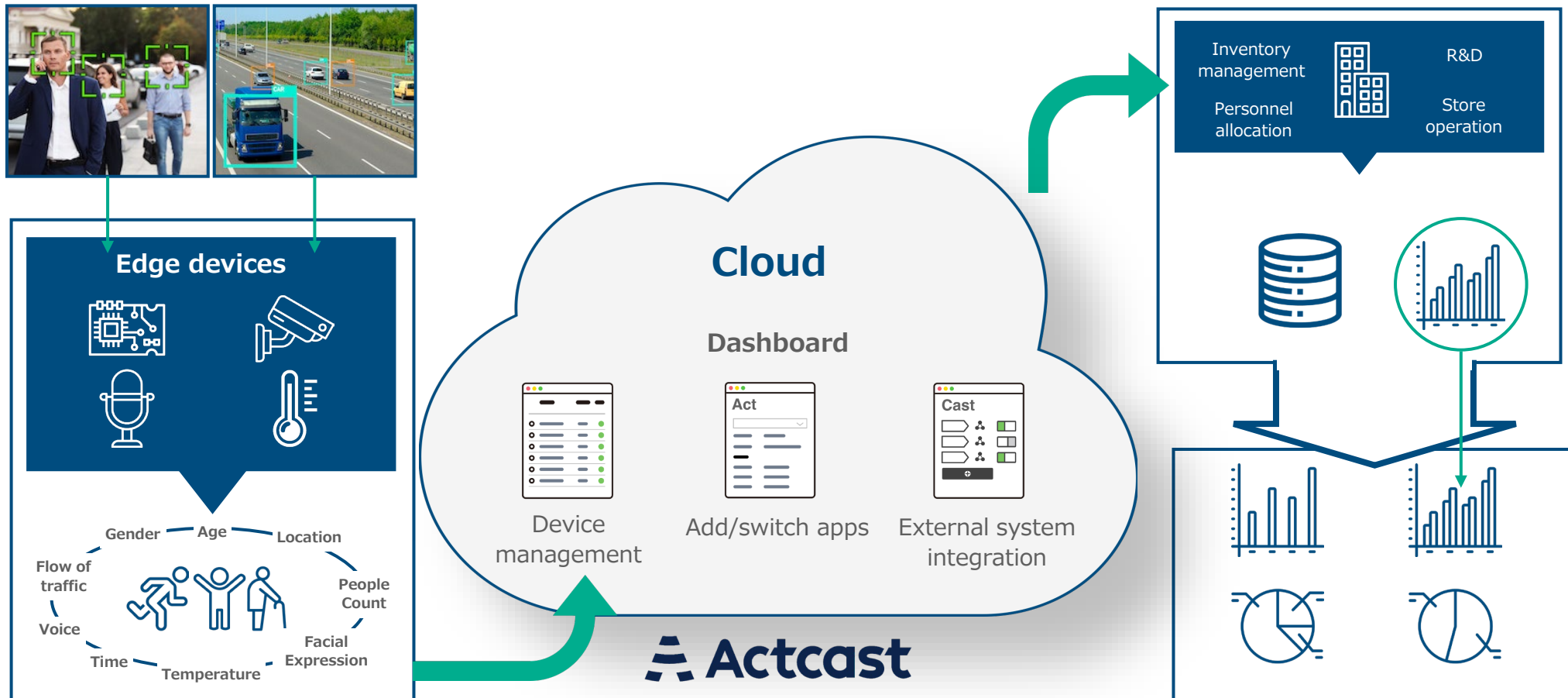
# Three Key Challenges in the Productization of Edge AI





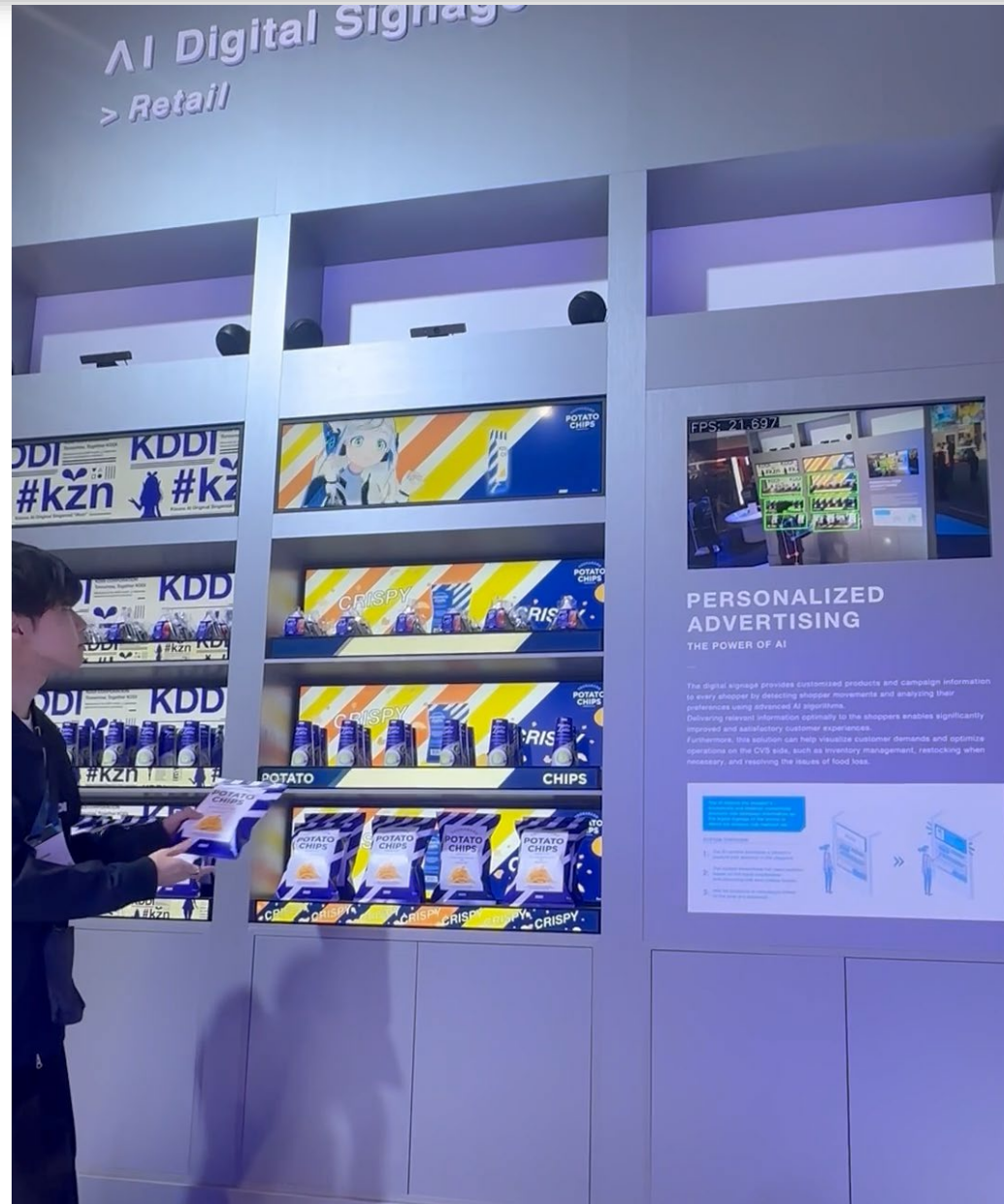
OS for edge devices and remote management cloud platform that enables the easy, flexible, and highly reliable construction of large-scale edge AI device services.

**Ranked No.1 in market share for Edge AI platforms in Japan.**





# PERSONALIZED ADVERTISING





## あなたと、コンビニに、 FamilyMart

21



2,200+



**Viewership measurement  
Audience attribute collection**



8,000+



**Customer harassment prevention  
high-performer analysis**



# Edge AI Camera 'ai cast'





Reduce AI development costs to **ZERO**,  
by utilizing Multimodal Gen AI and LLM



## Prompt

As a store manager responsible for operations, please provide a concise explanatory comment on any problematic situations that may be occurring, without using bullet points.



Multimodal LLM

From the perspective of a store manager overseeing operations, the image indicates a concerning situation where the shelves are sparsely stocked, suggesting inventory shortages that could impact sales and customer satisfaction. Additionally, the disarray of the remaining items reflects poorly on the store's presentation. Immediate action is required to restock and reorganize the shelves to uphold the store's reputation for quality and efficiency.



We aim to become a global top mega-platform provider in the Edge AI market!

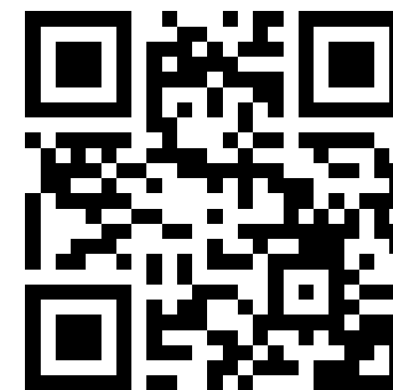
Cloud



Edge



Partner with us to unlock the full potential of Edge AI!



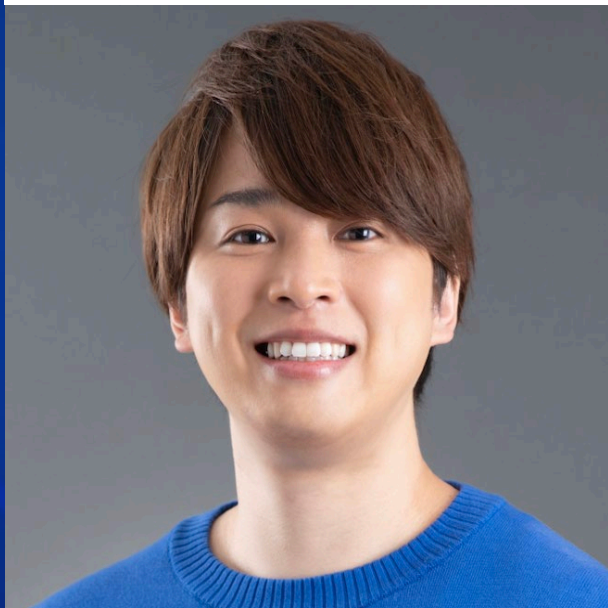
Idein Inc.  
[www.idein.jp](http://www.idein.jp)





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# Shogo Nishiguchi

## Founder & COO



# Digital Transformation with Avatars and Generative AI.



**AVITA**



## Company Name

- AVITA Inc.

## Established

- 2021

## Headquarter

- Tokyo, Japan
  - Recently established a laboratory in Dubai.

## Patents

- More than 100 patents related to avatars and AI technology

## Finances

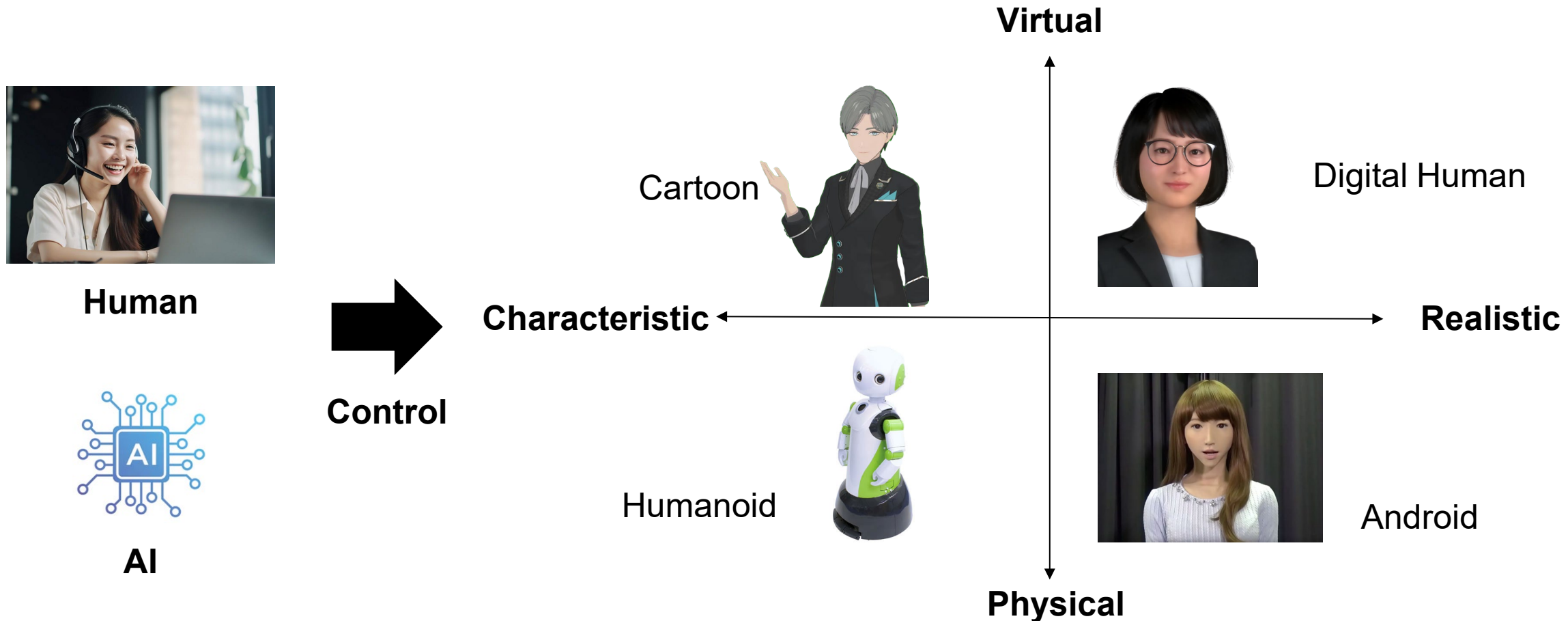
- SeriesA

## Supported by





- Avatar is another representation of a user.
- It can take a form of CG and robots.
- It can be controlled by its operator (human) or AI.







## Evolving humanity with avatars

### Population Crisis

In Japan,  
35 million workers shortage by 2050



Customer



✦ 生成AIとアバター

First support



Second support

Operator



Working with avatar and AI



## We will prevent labor shortage with avatars and AI

### ① Enhancement of productivity



Avatar Workers (operator)

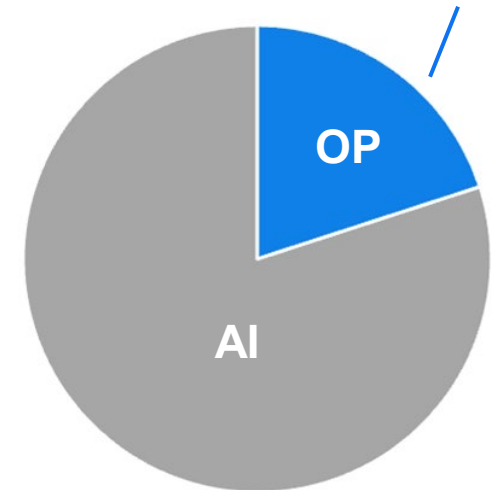


Generative AI



More than 20 avatars are operated by an avatar worker.

A human operator co-works with AI and compliments AI.





## We will prevent labor shortage with avatars and AI

### ② Enabling people who cannot work to be able to work



**Disabilities, seniors, pregnants and people with mental concerns(Hikikomori) are working using avatars remotely.**



# 1. EdTech Service “Ava Training”



Role-Play Example with AvaTraining:  
Electronics Retail Store Edition



Complaint handling for electronics retailers

Pause

Evaluate

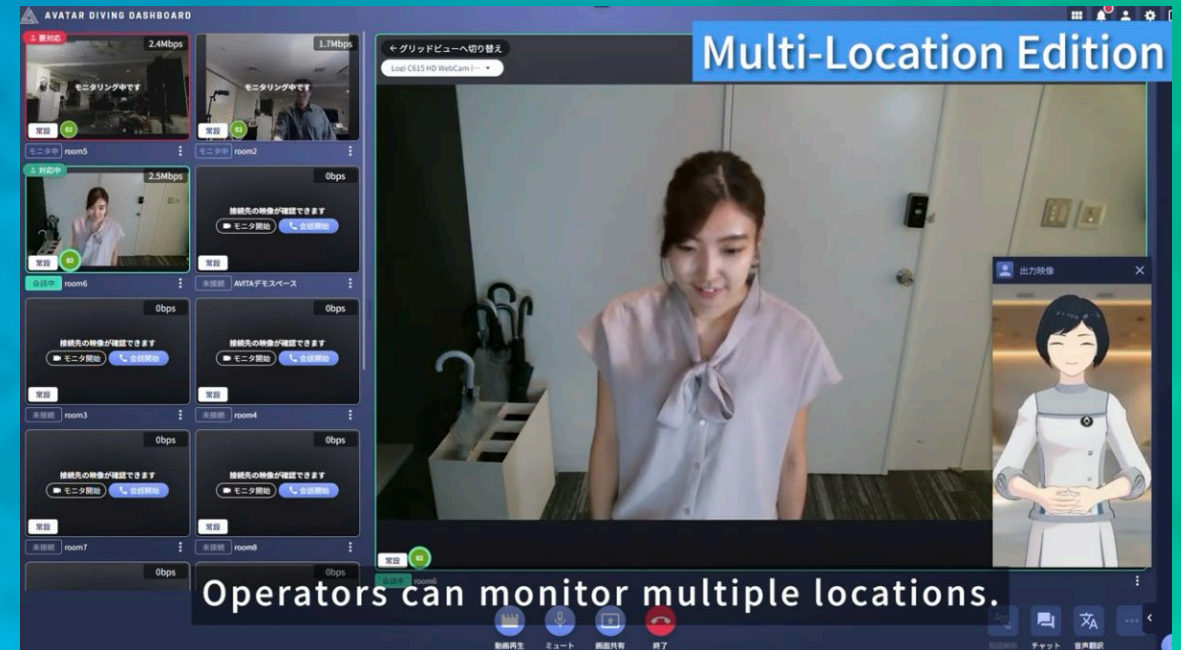
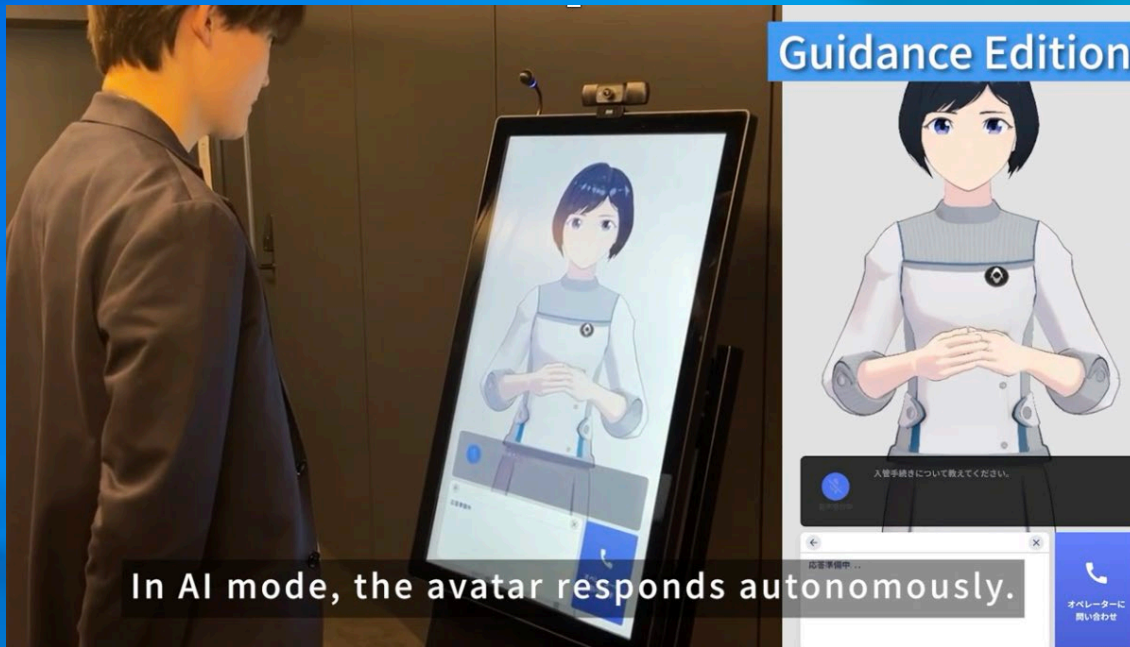


Listening...



# Avatar CS Service “AVACOM”

- Customer service solution that switches between AI supports and operator-assisted support.
- It can be utilized not only at physical locations but also on websites.
- It contributes to cost reduction through labor-saving and automation.



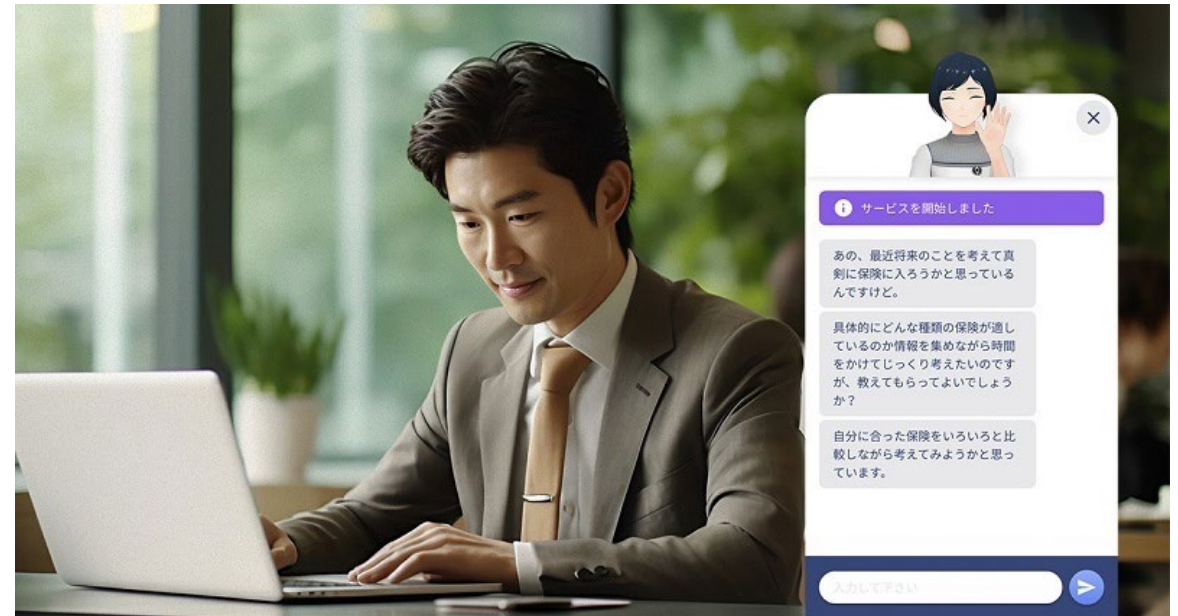


- A Japanese convenience store company, **LAWSON(14,643 stores)**, uses AVACOM.
- Local staff can concentrate on work that requires physical labor such as product set-up.
- The avatar successfully reduced the operation cost at stores.



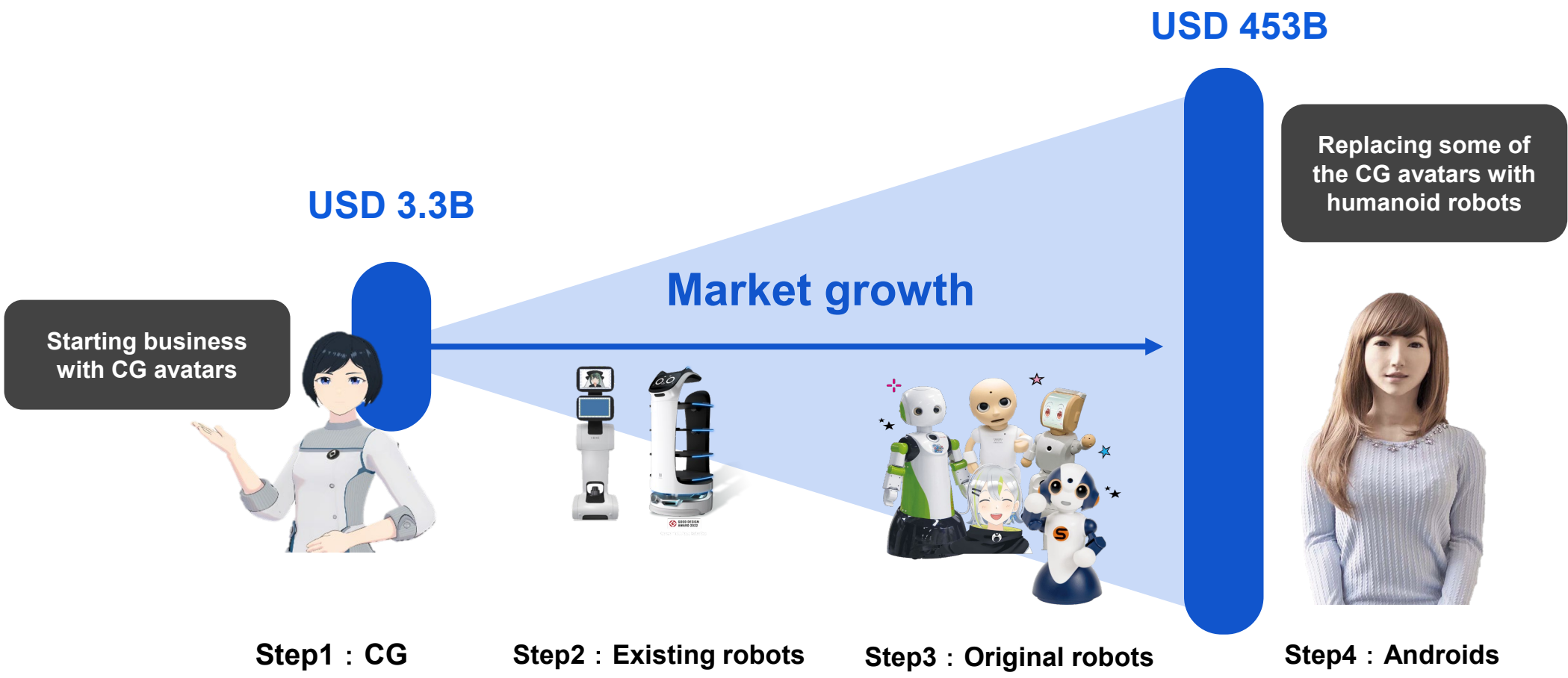


- The avatar ranked **No. 1 in selection rate** among 100 consultants in online insurance consultations.
- When comparing conversion rates between insurance consultations with avatars and those with humans, **the avatar's rate was seven times higher.**





After expanding CG avatars, we are going to replace them with robotics avatars which are able to interfere in real world.





**We are looking for business partners.**







# Masahiro Yamaguchi

## Co-Founder and Chief Executive Officer





# Create a New Layer of Lifestyle

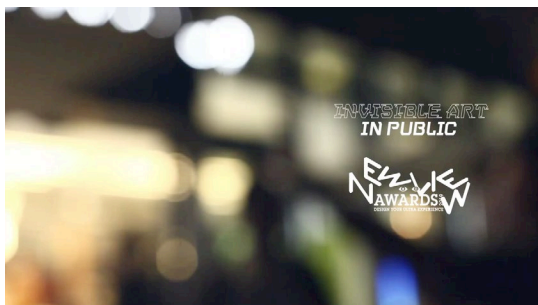
# STYLY, Inc.

A Spatial Layer Platform Company





Invisible Art



Mobile AR App



AR Ad in the city



Co-Creation Lab



2019

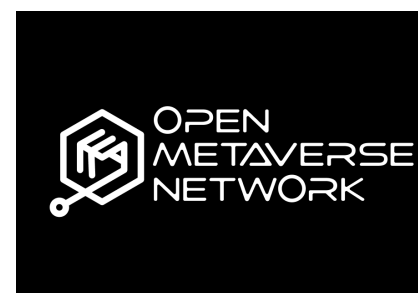
2025



AR glasses in the museum



Streaming program



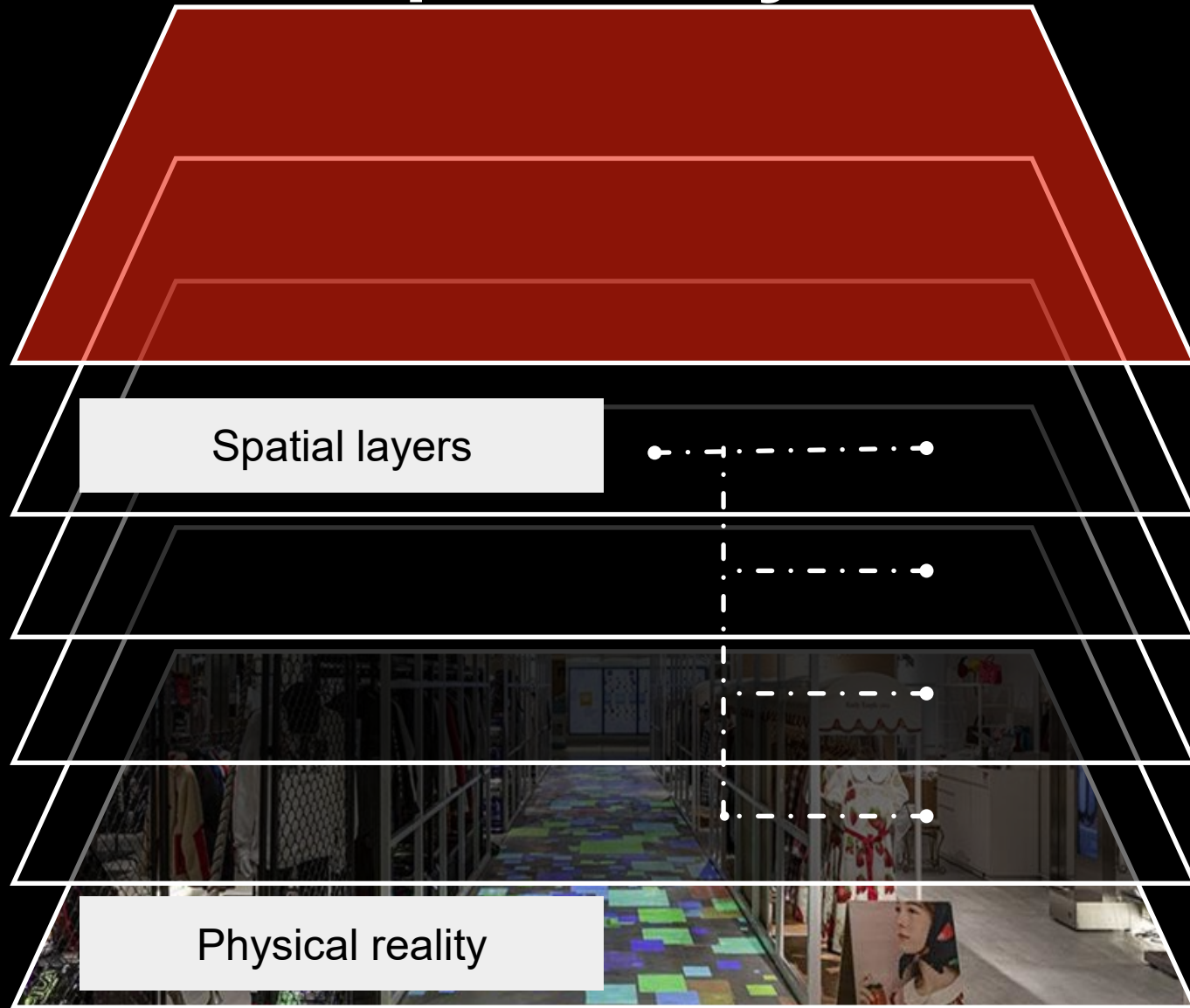
Alliance Organization



3D Streaming



# Spatial Layers



Add values to cities / facilities









# Technology Transforms Urban Lifestyles

Music  
in the city



Walkman

Computer  
in the city



Smartphone

Spatial Computer / AI  
in the city



STYLY







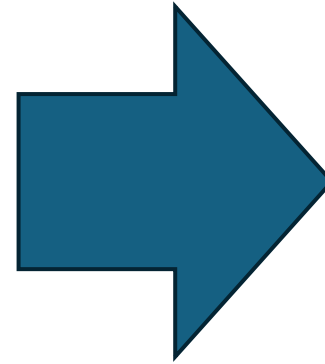
# City XR



Smartphone AR



Location based XR



Future



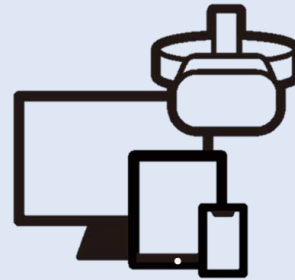
Lifestyle XR



# STYLY's Technology



Create – Distribute – Share  
VR/AR/MR Contents



Device form-factor / OS  
Compatibility



Location-Based  
Content Support



No-code Solution



STYLY Plugin for Unity



Multimodal AI support



# Can urban development be democratized?

Hardware  
(Buildings)



Software  
(Smart City)



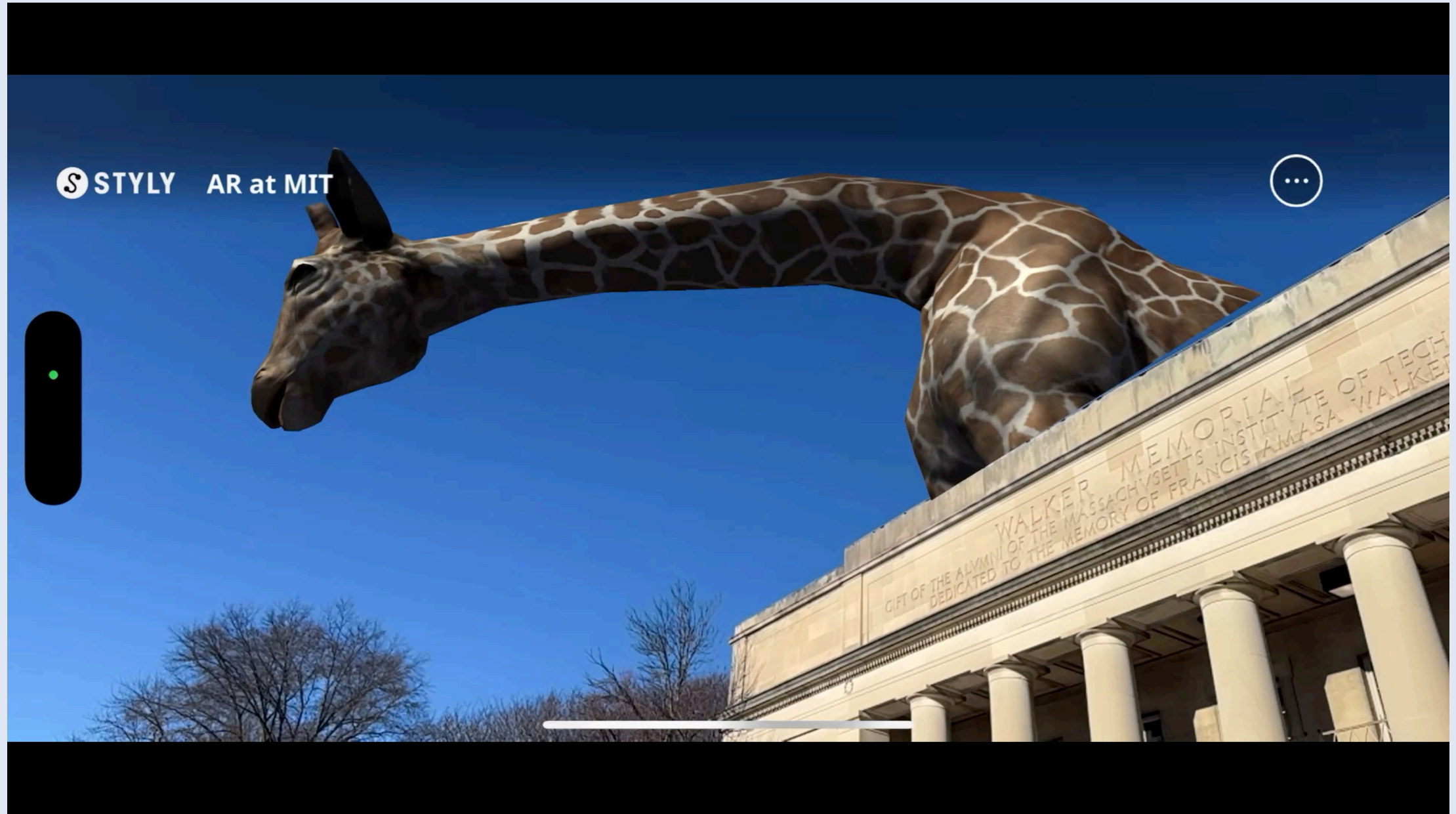
Eco System  
(Community)



Shifting values in urban development



# Easy to use creation tools





# Smart City Expo 2022 in Spain



*Experience the magnificence of this architectural masterpiece  
and immerse yourself in its history and beauty.*







XR SCENES in STYLY

>100,000

App Download (Incl KDDI mobile app Satch X powered by STYLY)

>5,000,000

Zigokuraku  
地獄楽  
AR Fanart



FREE YOUR  
INNER WORLD  
STYLY

<https://styly.cc/>

3



# An Award-Winning Platform



**AWE2024 Auggie Award  
Winner**

Best Creator & Authoring Tool



**XR Awards 2024  
Winner**

XR Tool & Utility of the Year



**16th UNITY AWARDS 2024  
Finalist**

Best Tutorial Series



# Investors

Mobile carrier



TV



Web3



DG Ventures

**DK Gate**



DG Daiwa Ventures



colopl next

## Real Estate & Urban Developers



J. FRONT RETAILING



NIPPON STEEL KOWA REAL ESTATE

JR-WEST INNOVATIONS



**ES CON** JAPAN  
IDEAL to REAL



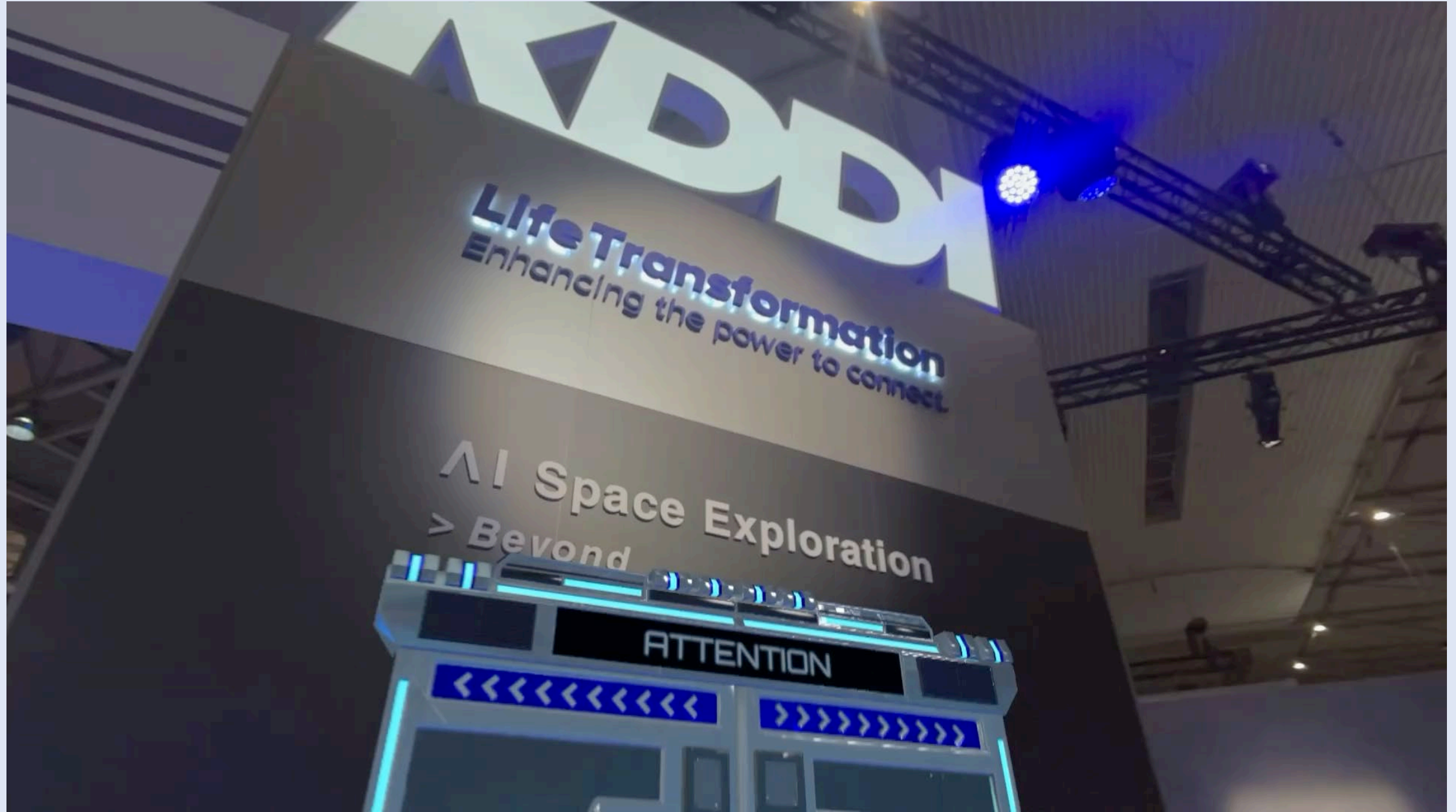
**TOKYU LAND US CORPORATION**



Mitsubishi  
Corporation



# Immersive Shopping Experience









**Step inside and experience  
Startup's innovation with KDDI!**

**Thank you for listening.**