

For Immediate Release

Tokyo XR Startups Inc.

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TOKYO XR STARTUPS ANNOUNCES TO START THE 5TH BATCH INCUBATION PROGRAM FOR SELECTED 5 XR STARTUPS

Tokyo, Japan - March 15, 2019 - Tokyo XR Startups Inc. (hereinafter TXS) announces that the 5th batch Incubation Program has been launched. After the project review in the pre-program implemented from January to February 2019, the adoption of five companies has been decided. During the program, each startups will be mentored by experts in XR field to develop prototypes and release services. The selected teams are as follows:

【TXS 5th Batch Startups】

Quera (CEO:Mr. Masaki Yokoyama)

-Clothing purchase application development with fashion images and AR

Rikuty Inc. (CEO:Mr. Junya Minegishi)

-Chronic pain rehabilitation system development utilizing VR

CanR Inc. (CEO:Mr. Hitoshi Kawasaki)

-Training system development using VR

Experience Sharing Co., Ltd. (CEO:Mr. Akihiro Yamamoto)

-Development of employee training solution using MR

muujuu Inc. (CEO:Mr. Yupeng Pan)

-inbound/outbound business with Chinese-style VTuber

【Company Summary】

Quera (CEO:Mr. Masaki Yokoyama)

Quera has a mission of "creating a more satisfying shopping experience by technology than real shopping experience" and combines image search with image recognition technology and AR to develop a shopping application specialized in the fashion area. Mr. Yokoyama, who has experience in influencer marketing business and has strength in UX design, Mr. Yasuda who has strength in deep learning and algorithms, and Mr. Ikeda who is an engineer, will redefine the search engine from the image search axis to create new shopping experience.



Rikuty Inc. (CEO:Mr. Junya Minegishi)

With the mission of "Creating a Painless World", Rikuty Inc. is developing a chronic pain rehabilitation system using VR. Mr. Minegishi, who has cross border business experience in general trading company,

Mr. Nagayama, CTO, who has experience in front side game development using Unity, and Mr. Wachigai, who is well experienced physical therapist in care business management and has been running media business for therapists, will provides healthcare services that combine physio-therapeutic approaches and entertainment.

CanR Inc. (CEO:Mr. Hitoshi Kawasaki)

CanR Inc.'s mission is to change "can't do" to "can do" with XR. Mr. Hitoshi Kawasaki, CEO of the company, has made at least 800 people "can do" about Kendama, Japanese traditional juggling toy, by their preliminary product "Kendama Dekita! VR". By utilizing knowledge of these technologies and physics, they aim to develop a training system based on physical law control in XR and contribute to the improvement of people's physical skill in the sports field. First, they try to make "can do" with the training system for the indoor golf school.



Experience Sharing Co., Ltd. (CEO:Mr. Akihiro Yamamoto)

Experience Sharing Co., Ltd. has a mission to make work and life more enjoyable by sharing experiences using XR technology. With CEO Yamamoto's sales experience at a general trading company and CTO Ogino's experience about system development at leading manufacturer and media, they will develop next-generation MR training using AR glasses like HoloLens2 and AI for enterprises.



muujuu Inc. (CEO:Mr. Yupeng Pan)

muujuu Inc. will work on developing new businesses based on virtual characters. They are currently developing an inbound virtual influencer specializing in the Chinese market as the first step. Going forward, they will aim to expand the market for virtual characters in China, expand the inbound market in Japan, and support outbound of Japanese virtual content.

【Program Outline of TXS】

TXS incubation program aims to accelerate the open innovation of XR in Japan. We will create new products and services that aims for the world from Japan by combining free ideas and willingness to realize by XR developers and start-up companies have, and various resources and opportunities TXS has. In 5th batch program, after two months of pre-program and project review, 5 companies were selected to advance to the main program from seven companies passed the pre-screen and participated pre-program.

In the main program, each team receives a capital investment of around ¥ 5 million to ¥ 10 million from TXS, and develops prototypes of VR / AR / MR products and services for four months from March to June 2019.

Each team will receive various support such as free use of the TXS Incubation Center, development equipment rental and mentoring.



After developing their prototypes, each team will make presentations at Demo Day on July 2, 2019, to VCs, other investors, enterprise, etc. to try to get financial and business support for further growth.

TXS, the program organizer, will continue to provide comprehensive support related to business creation, such as business planning support for each team.

<About Tokyo XR Startups Inc.>

Tokyo XR Startups Co., Ltd runs incubation programs that supports about funding, working space lending, and back office operations for XR domain startups such as VR (Virtual Reality), AR (Augmented Reality) and MR (Mixed Reality).

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