



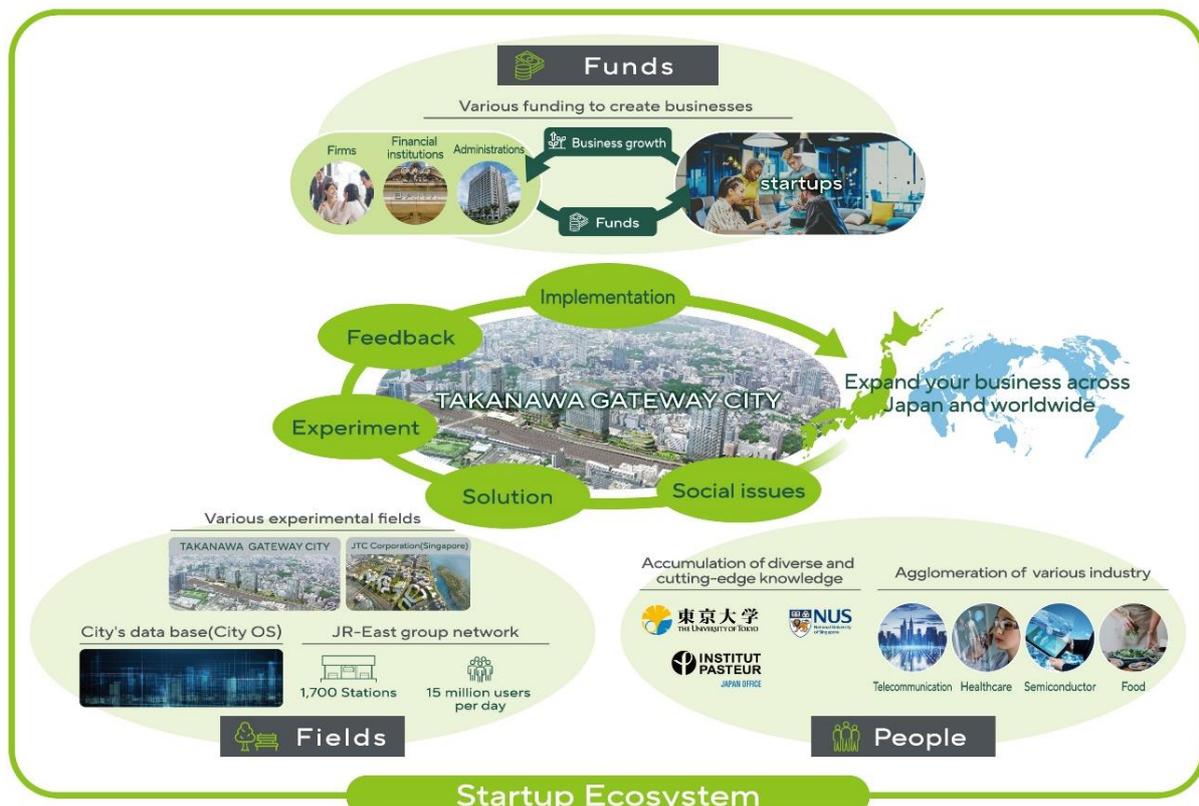
Startup Ecosystem in TAKANAWA GATEWAY CITY

"TAKANAWA GATEWAY Link Scholars' Hub" will be created to support over 100 startups

- Under the Group management vision "Move Up 2027", East Japan Railway Company(JR East) is developing a startup ecosystem in TAKANAWA GATEWAY CITY (the City), which is scheduled to open in late March 2025.
- The City will be one of the largest scale experimental sites in Japan for 100,000 visitors, working to solve social issues related to environmental protection, mobility vehicles and robotics, and healthcare services. Over 100 startups in Deep Tech and other sectors will launch new businesses through long-term support in collaboration with the University of Tokyo(UTokyo) and other academic institutions.
- Each of the Business Creation Programs are to be launched sequentially starting in July 2024, in collaboration with UTokyo, the National University of Singapore(NUS) and other partners. Adopted companies will have opportunity to conduct demonstrations in the City in conjunction with the opening of the City.

1 Startup Ecosystem in TAKANAWA GATEWAY CITY

We create and promote solutions to social issues around the world by collaborating with partners who have diverse and cutting-edge knowledge, by analyzing the City's wide range of data, and by providing a wide range of financial support.



(1) TAKANAWA GATEWAY Link Scholars' Hub (the Hub): the core of knowledge creation

The Hub members can collaborate and communicate with over 100 startups, universities, accelerators, and venture capitalists to build and nurture the knowledge that will enrich lives for the next 100 years.



(2) Facility overview

① “TAKANAWA GATEWAY LINK Scholars' Hub” Studio 1~3

The studios have co-working spaces where the Hub members connect with companies, startups, and accelerators from various industries. Startups can receive support from academia, patent attorneys, lawyer, tax accountants, and other professionals. Studio 3 has a demonstration area where the Hub members can showcase their cutting-edge technologies and products.

② “TAKANAWA GATEWAY LINK Scholars' Hub” Lab

The lab is equipped with the experimental equipment necessary for basic research on the environment, healthcare, etc. The Hub Members enable environmental and life science startups to reduce the initial investment.



The Lab image



The Studio 3 demonstration area image

(3) Three Key Themes

① Environmental Protection: Achieving planetary health

We will pursue the following to create a recycling-oriented city with lower environmental impact.

- Next-generation logistics, in which goods are consolidated at off-site depots (small distribution centers), and delivered to the City, using FC trucks
- Working with commercial facilities in the City to practice up-cycling such as recycling used clothing for resale
- Equipped with in-building bio-gas facilities



The City will promote zero-carbon city planning that contributes to the reduction of CO₂ emissions through the local production and local consumption of hydrogen.

We will create a circular economy society by utilizing JR East's network of 15 million daily passengers.

② Mobility Vehicles and Robotics: Creating a society where people and robots coexist in harmony

Through coexistence of robots and mobility, we will work to create a human-centered way of life, regardless of age and where we live.

- A robot food delivery service
- Deployment of cleaning, security and other robots throughout the city, using a robotic platform
- Implement of next-generation mobility that provides seamless access through an over 1-kilometer promenade



This life where robots coexist with people will contain robotic services, systems, and platforms, and by linking them to mobility data, it will be ready for deployment across Japan and around the world.

③ Healthcare Services: Creating a society in which everyone can lead rich, fulfilling life for the next 100 years

The City will be the hub to expand services of Smart Health Station®. We will also demonstrate the knowledge of our partners in academia and startups in the city.

- A sleep concierge service by utilizing cutting-edge sleep algorithms
- A testing that effectively detects viruses and infectious diseases
- A pinpointed food delivery service by connecting with Suica data



Creating a system that enables people to seamlessly receive healthcare services based on their personal health record (PHR) by connecting to Suica data.

(4) Business Creation Programs

The City, with a total floor space of approximately 845,000m², will enable startups to conduct demonstrations and experiments for 100,000 visitors. We will further support demonstrations and experiments by utilizing the Punggol Digital District and other extensive networks developed by JTC Corporation in Singapore, with whom we signed a memorandum of understanding in May 2023.

Utilizing these fields and networks, various business creation programs will be launched sequentially around July 2024.

① **Business Creation Program in collaboration with UTokyo**

We will work with UTokyo to develop a new program to create and incubate startups.

② **Business Creation Program in collaboration with NUS**

In partnership with BLOCK71 Tokyo, a technology-focused ecosystem builder by NUS Enterprise, the program supports startups entering the Japanese market by creating opportunities for business co-creation with Japanese companies. It also provides support for Japanese startups looking to expand their businesses internationally.

2 TAKANAWA GATEWAY CITY Facility Development Status

(1) Building Names

The name of the building "THE LINKPILLAR" was created by combining the words "Link" and "Pillar". Link is significant in symbolizing the drive to connect all things, to continue to co-create and grow towards the future, and "Pillar", signifying a foundation that continues to grow as an experimental site to create enriching lives for the next 100 years.



Official Name	THE LINKPILLAR 1 NORTH/SOUTH	THE LINKPILLAR 2	TAKANAWA GATEWAY CITY RESIDENCE
Main Facilities	Offices, hotel, retail, convention/conference areas, nursery school, business creation facilities	Offices, retail, fitness, clinics	Residences, international school

(2) Facility Names

① “TAKANAWA GATEWAY Convention Center”

A multifunctional 15-room MICE facility with a main convention hall of 1,640 m². It will also be used to hold MICE (Meeting、Incentive、Convention、Event/Exhibition) events using the entire City, such as holding a collaborative event in the station plaza. We will start accepting reservations from July 2024.



② “TAKANAWA GATEWAY Travel Service Center”

At the tourist information center next to the convention center, visitors will be able to purchase or pick up JAPAN RAIL PASS and JR EAST PASS, making it even more convenient for overseas visitors who participate in MICE events. The center will also offer useful sightseeing information to ensure easy travel all around Japan after events conclude.

③ “LINK Lounge” (Cafeteria for office workers)

In collaboration with academia, we will provide low-carbohydrate menus for workers. We will plan various events and seminars to generate inter-company communication.



④ “Poppins Nursery School TAKANAWA GATEWAY”

Based on Poppins’ unique educational philosophy of “EduCare” (education and care), the nursery school provide education that incorporates the most advanced infant and toddler education and the perspective of brain science from Harvard Graduate School of Education. Through global experiences and SDGs education, the potential of the children can be developed.

(3) "TEAM EXPO 2025" Program/Co-creation Partners

On December 7, 2023, JR East (TAKANAWA GATEWAY CITY) registered as a TEAM EXPO 2025 program/co-creation partner sponsored by the Expo 2025 Osaka, Kansai, Japan. This participatory program enables teams of diverse people to solve social issues through a variety of activities, and to take on the challenges of the future. The City will implement specific programs with TEAM EXPO 2025 participants starting in 2024.



(4) TAKANAWA GATEWAY CITY “A Year Before Grand Opening Festival in March”

The City’s “A Year Before Grand Opening Festival in March” will be held on March 15 and 16, 2024 to build momentum in the year prior to the opening. Under the theme of "Two Days of Trials for the City Opening," the event will allow visitors to experience the City of the future.



For more information:

https://www.jreast.co.jp/press/2023/20240215_ho02.pdf

【Reference】

TAKANAWA GATEWAY CITY development overview

Carrying on in the tradition of its past as a gateway to Edo (now known as Tokyo) and a history of innovation that began with Japan's first railways, TAKANAWA GATEWAY CITY will be an experimental site to create enriching lives for the next 100 years, where the creation of new culture and business continue under the concept of a *Global Gateway*.

THE LINKPILLAR 1 and the area around Takanawa Gateway Station open at the end of FY2024 (March 2025), with the other buildings (THE LINKPILLAR 2, the Center for Cultural Innovations, and TAKANAWA GATEWAY CITY RESIDENCE) and the surrounding areas to open in FY2025.

JR East will continue developing the Shinagawa Development Project to enhance the value of Shinagawa Station area (Shinagawa Station North Exit and Shinagawa Station Block)

Official website: <https://www.takanawagateway-city.com>



The University of Tokyo

On October 25, 2023, a 100-year industry-academia collaboration agreement is concluded. TAKANAWA GATEWAY CITY will serve as a testing ground to verify UTokyo's diverse and cutting-edge knowledge, deepen collaborative creation toward social implementation, and work toward revitalizing the startup ecosystem in Japan by jointly hosting business creation programs.

The Institut Pasteur

The Institut Pasteur is a non-profit private foundation in Paris that works to contribute to human health based on four missions: research, public health, education, and innovation. The Institut Pasteur du Japon (IPJ) will serve as a hub for strengthening international collaboration, including international joint research, graduate student training, and create an ecosystem for startups, in a wide range of fields such as global health and life sciences.

NUS Enterprise

NUS Enterprise, the entrepreneurial arm of the National University of Singapore, plays a pivotal role in advancing innovation and entrepreneurship. They promote and cultivate entrepreneurship through experiential learning, ecosystem development, and technology translation and commercialisation.

For more information, please visit <https://enterprise.nus.edu.sg/>

BLOCK71

BLOCK71 is an initiative by NUS Enterprise in collaborative and strategic partnerships with established corporates and government agencies. It is a technology-focused ecosystem builder and global business connector which catalyses and aggregates the startup community, as well as spearheads new initiatives and provides mentorship and growth opportunities in local and global markets. BLOCK71 has supported the growth of 1600+ startups since its establishment in 2011 and has developed presence in 6 countries: Singapore, United States, China, Japan, Indonesia and Vietnam.

HAKUHODO inc.

HAKUHODO continues to innovate based on two philosophies: "*Sei-katsu-sha* Insight" and "Partnership." They specialize in problem-solving by highly creative professionals, and in recent years various businesses have been created not only in the advertising field, but also from their "MIRAI(Future) Business Division", an organization specializing in new business development in the innovation field. At "TAKANAWA GATEWAY Link Scholars' Hub," they will work with member companies to provide them with new business development support programs.

Leave a Nest Co., Ltd.

With the vision of "Advancing Science and Technology for Global Happiness", Leave a Nest Co., Ltd. focuses on science education, human development, research and development, and the creation of new businesses. They work with partner companies and public institutions around the world by creating over 300 multifaceted projects. As a partner of the "TAKANAWA GATEWAY Link Scholars' Hub" Lab, they will collaborate in the operation of the facility.

JR East Marketing & Communications,inc. (Jeki)

Jeki manages the JR East Group's house agency and transportation media. They create new forms of communication between companies and consumers in a wide range of fields through innovations such as Suica data utilization, mobile marketing, and social business focused on regional revitalization by creating business in the digital domain.

JTC Corporation

JTC, a statutory board under Singapore's Ministry of Trade and Industry, is Singapore's masterplanner, developer and operator of industrial land and estates. With a land take of more than 8,000 hectares, JTC plays a strategic and operational role as Singapore's infrastructure and real estate builder for the industrial sector, and has masterplanned and developed green and smart estates.

JTC and JR East signed a memorandum of understanding in May 2023 to explore and trial smart solutions and innovative concepts in Singapore and Japan. This partnership will see the co-creation of tech-enhanced services, and bring about smart experiences in each business field. JTC and JR East will also promote collaborations and test-bed innovations by tapping on the digital capabilities, including jointly supporting the growth and expansion of startups.