

NEWS RELEASE

Project partners wanted for Gateway Tech Takanawa and LiSH

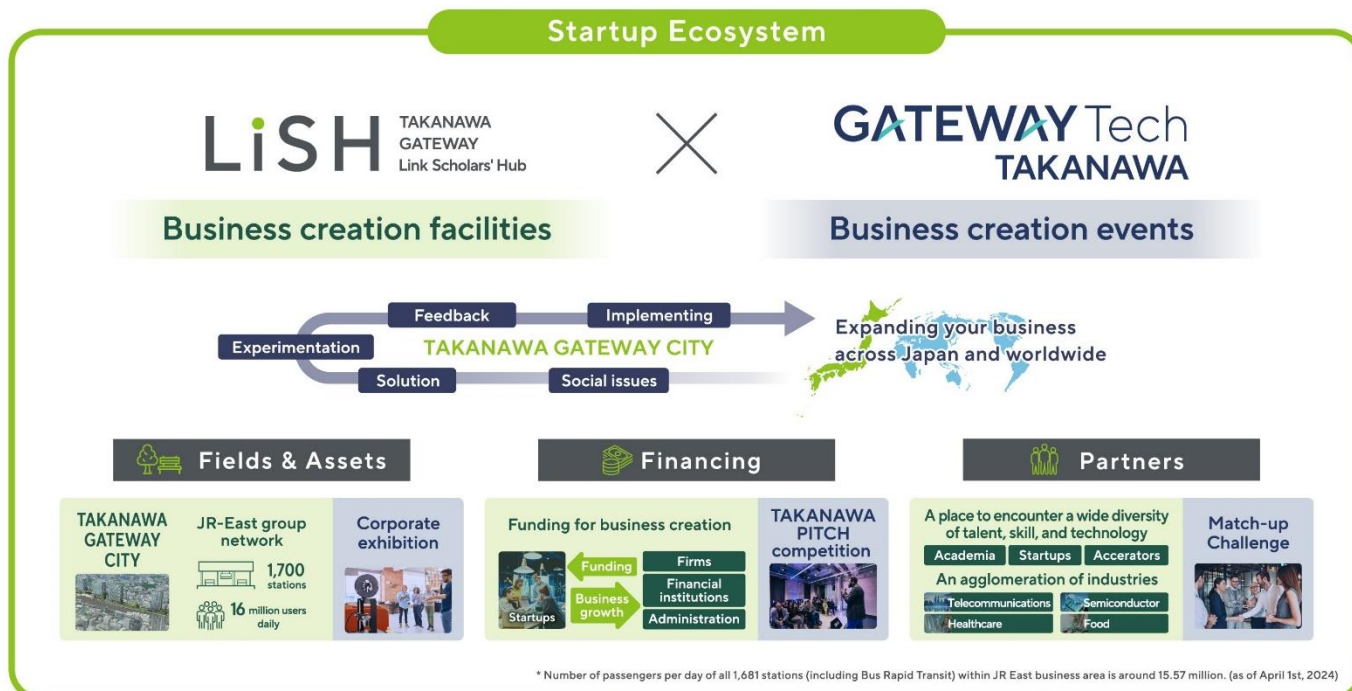
A kick-off project to open Takanawa Gateway City as a hub of a startup ecosystem

- Takanawa Gateway City is the creation of a collaborative ecosystem toward the achievement of a Global co-benefits. LiSH,^{*1} a platform devoted to business creation, was launched with the intent of helping support the activities of more than 100 startups and will host Gateway Tech Takanawa, an event to bringing together a diverse range of players from Japan and abroad to present their contributions.
- Scheduled for Tuesday, May 13, and Wednesday, May 14, 2025, myriad opportunities will be generated for collaborative creation, including matching corporations with startups that have the expertise to help overcome new challenges, centered on the themes of the environment, mobility, and healthcare. Early applications for startups to participate in the pitch competition will be accepted during the event.

1 Gateway Tech Takanawa: An event for business creation

An event for achieving a Global co-benefits with partners at Takanawa Gateway City

An event will be held bringing together startups, diverse corporations, academia and business accelerators to forge new connections and foster collaborative creation to tackle issues that are both global and social, including the environmental crisis and health expectancy.



*1. The abbreviation for TAKANAWA GATEWAY Link Scholars' Hub, a facility devoted to business creation in TAKANAWA GATEWAY CITY, intended to generate new business and culture by connecting and combining diverse, cutting-edge expertise.

For further information: <https://www.jreast.co.jp/e/press/2023/pdf/20240305.pdf>

(1) Event Details

- Dates: Tuesday, May 13 - Wednesday, May 14, 2025
- Official website: <https://www.takanawagateway-lish.com/gateway-tech/>

(2) Event contents

● Match-up challenge

Companies facing specific challenges will have the opportunity to be matched with startups possessing the technology and services that they are looking for. Details of emerging collaborative projects will be announced, and match-ups held. Additional participant companies will be announced on our official website.

*Startup application information TBA.



Participating companies

Corporation / Challenges faced	Corporation / Challenges faced
Maruha Nichiro Corporation ● Finding new ideas for fish as food ● "Personalized superfood"	Shochiku Co., Ltd. / Shochiku Ventures Inc. ● Creation of new IP content ● New digital experiences with up-to-date technology ● Entertainment creation for new fields
Meiji Yasuda Life Insurance Company ● Ways to maintain and enhance health quality ● Community revitalization ● Technological innovations forging new experiences	TOPPAN Inc. / TOPPAN Digital Inc. ● Smart stores ● Collaborative creation of AI multilingual, multimodal communication ● Expanded use of medium to long-distance wireless power transfer systems
ITOEN, LTD. TBA	

● Takanawa Pitch competition: "Achieving a Global co-benefits"

A "pitch competition" will be held for startups possessing technologies and/or services that can help address social issues who are further looking to test these ideas within the City. Pre-registration is now open. Selected companies will receive support in a variety of areas, such as license to conduct tests within the city, match-ups with business partners, and financial assistance.

Themes

Technology, service and business ideas in environment/hydrogen, mobility/robotics, and healthcare that work toward a Global co-benefits

Eligibility

Startups with products, services or prototypes that fit one or more of the above themes.

Pre-registration

Pre-register to receive regular event and pitch competition updates.

Registration form: <https://form.qooker.jp/Q/auto/ja/gatewaytech/entry/>



Schedule

2024				2025				
Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May
		Briefing						▼Pitch competition
	Pre-registration	Application		Screening	Screening			

Exhibits

Many companies will be on hand to exhibit and share cutting-edge solutions and business achievements.



Corporate exhibition

Attendees are invited to experience cutting-edge solutions first-hand.



Business conference

Talk sessions and panel discussions on themes related to startup creation and efforts for a Healthy Planet.

2. LiSH: Facilities for business creation

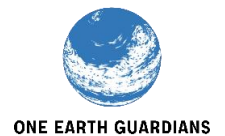
Bringing together more than 100 startups from Japan and abroad, including academia, business accelerators and venture capitalists, the facilities will generate and nurture expertise to enrich lives for the next 100 years.

LiSH
TAKANAWA
GATEWAY
Link Scholars' Hub

LiSH members

The first round of members are shown here and additional membership applications are being accepted.

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



【References】

Corporation / Challenges faced	Ideal partner
<p>Shochiku Co., Ltd. / Shochiku Ventures Inc.</p> <p><u>(1) Creating IP content</u></p> <ul style="list-style-type: none"> Development and operation of new character content Building and utilizing a creator economy <p><u>(2) Utilizing cutting-edge technology to create new digital experiences</u></p> <ul style="list-style-type: none"> Utilizing movie theaters and live theater spaces for new services Using big data, AI and AI imagining technology for digital marketing <p><u>(3) Creating entertainment in new fields</u></p> <ul style="list-style-type: none"> Services that add entertainment elements to other fields, such as adding enjoyment to health management Tourism services centered around Kabuki-za Theater and other landmarks 	<ul style="list-style-type: none"> Is able to utilize existing assets and content to create new IP Possesses strength in digital fields for reaching new customers and creating new experiences Is currently in another industry, but looking to expand into entertainment
<p>TOPPAN Inc. / TOPPAN Digital Inc.</p> <p><u>(1) Smart stores (CVS, SM, etc.)</u></p> <ul style="list-style-type: none"> Smart stores with DX to minimize labor cost and increase sales <p><u>(2) Collaborative creation of multilingual, multimodal communication AI</u></p> <ul style="list-style-type: none"> System to efficiently learn information about an entire area through multimodal AI features, then transmitting current data to multiple facilities and apps <p><u>(3) Expanding use of medium to long-distance wireless power transfer systems</u></p> <ul style="list-style-type: none"> Utilizing wireless power transfer-compatible receiver modules, utilization in a variety of locations that have heretofore been hindered by limited power supply, such as disaster sites, logistic centers, hospitals, and stores 	<ul style="list-style-type: none"> Is able to utilize AI technology for dynamic pricing based on demand forecast Possesses multimodal recognition and generative AI technology for automated learning, wide-area navigation AR technology Possesses wireless power supply-compatible sensors, IoT devices, etc.
<p>Meiji Yasuda Life Insurance Company</p> <p><u>(1) Health maintenance and enhancement</u></p> <ul style="list-style-type: none"> Creating new services to maintain and enhance health, from preventive treatment and early detection to mental health and nursing care <p><u>(2) Promoting regional revitalization</u></p> <ul style="list-style-type: none"> Creating new experiences that build community and promote tourism to revitalize communities 	<ul style="list-style-type: none"> Possesses health technology Is able to propose experiences that harness digital technologies such as AI, Web 3.0, metaverse, AR and VR
<p>Maruha Nichiro Corporation</p> <p><u>(1) Finding new ideas for fish as food</u></p> <ul style="list-style-type: none"> Developing boneless, delicious and nutritious fish meat for the future that can be stored for long periods, reducing odor and making fishmeat 100% edible for greater utility in cooking. Developing tools to track fish freshness, value and flavor at sales locations <p><u>(2) Personalized superfood</u></p> <ul style="list-style-type: none"> Development, production and provision of food based on individual health and preferences in reference to personal health records 	<ul style="list-style-type: none"> Ability to implement solutions related to the Planetary Health Diet*3 initiative, released May 31, 2024
ITOEN, LTD. TBA	

< TAKANAWA GATEWAY Link Scholars' Hub (LiSH) >

"LiSH" is the facilities for a startup ecosystem with diverse human resources and systems that support over 100 startups. We aim to create solutions to social issues around the world and implement them in society by collaborating with diverse and cutting-edge knowledge, analyzing data using the city data platform (city-OS) including railway data, and providing a variety of financial support.

In addition to private offices and coworking spaces, we also have shared labs such as a lifescience lab, aquatic ecology lab, plant physiology lab, and microbiology lab. We offer a variety of fields, using the entire city as an experimental site. Let's create a new business at "LiSH"! We are looking for new members.

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

Contact: takanawagateway-lish@jreast.co.jp



Description	Studio1	Studio2	Studio3
Opening hours	24h	8:00~21:00	8:00~21:00
Size of entire Studio	2,300㎡	670㎡	750㎡
(Private office) Capacity	3-6ppl	4ppl	2-4ppl
(Hot desk) Number of seats	90	50	20

	Lab				
	Shared Lab				Private Offices
	Life Science Lab	Specialized Labs			
		Aquatic Ecology Lab	Plant Physiology Lab	Microbiology Lab	
Opening hours	24h				
Reception hours	10 : 00~18 : 00				
Size	240㎡	80㎡	80㎡	80㎡	17-26㎡
(Private office) Capacity	-	-	-	-	3-4ppl
(Shared labs) benches	20	4	4	4	-

About Takanawa Gateway City Development

JR East carries on a tradition of innovation that harkens back to the Edo period when Shinagawa was a gateway to the country, and later when it served as the launching point for the nation's first railways. This is part of the "Shinagawa Development Project" where we honor this past with our "Global Gateway" design concept, through which we aim to create "an experimental site to enrich people's lives over the next 100 years", working to build a city that continuously inspires the formation of new business and culture.

THE LINKPILLAR 1 and the area around Takanawa Gateway Station open in March 2025, with the other buildings (THE LINKPILLAR 2, the Culture Creation Building (tentative name) and TAKANAWA GATEWAY CITY RESIDENCE) and the surrounding area scheduled to open later in FY2025.

We will continue to promote the Shinagawa Development Project to enhance the value of the Shinagawa Station area, including the north exit area, in conjunction with other development.

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

