

# **Reasons for Japanese startup to expand into Indian market**

**SAgri India  
Executive Supervisor  
SATOSHI NAGATA**

**SATOSHI  
NAKAMOTO**

# Self-Introduction



WASEDA University

Global Human Resources Management



Tokio Marine & Nichido Fire Insurance Co.,Ltd.

Sales and Huge enterprises Experience



株式会社 永田医療研究所

Startup and Family Business



India Career has begun



Launching R&D and sales in India

# Why I'm in India?

- 1. Great Talent**
- 2. Less Japanese**
- 3. Startup-India!**

- 1. Reasons for Japanese Startup to expand into Indian market**
- 2. Examples of Japanese Startups into Indian market**
- 3. SAgri Introduction**

# **Reasons for Japanese startup to expand into Indian market**

# Why India?

- 1. Great Talent**
- 2. R&D**
- 3. Huge Market Volume**



## Humanities & Social Sciences

Subject	Number
JEE Applicants	161,319
Qualified	38,705
Admitted	43

0.1% !?!?!?!?



WASEDA University

## Political Science and Economics Dept

Subject	Number
Applicants	8,633
Admitted	525

6%





Mr. Sundar Pichai –Google CEO



Ms. Kiran Mazumdar-Shaw-Biocon CEO



Mr. Shantanu Narayen – Adobe CEO

## Global R&D Innovation Centre



Mercedes-Benz



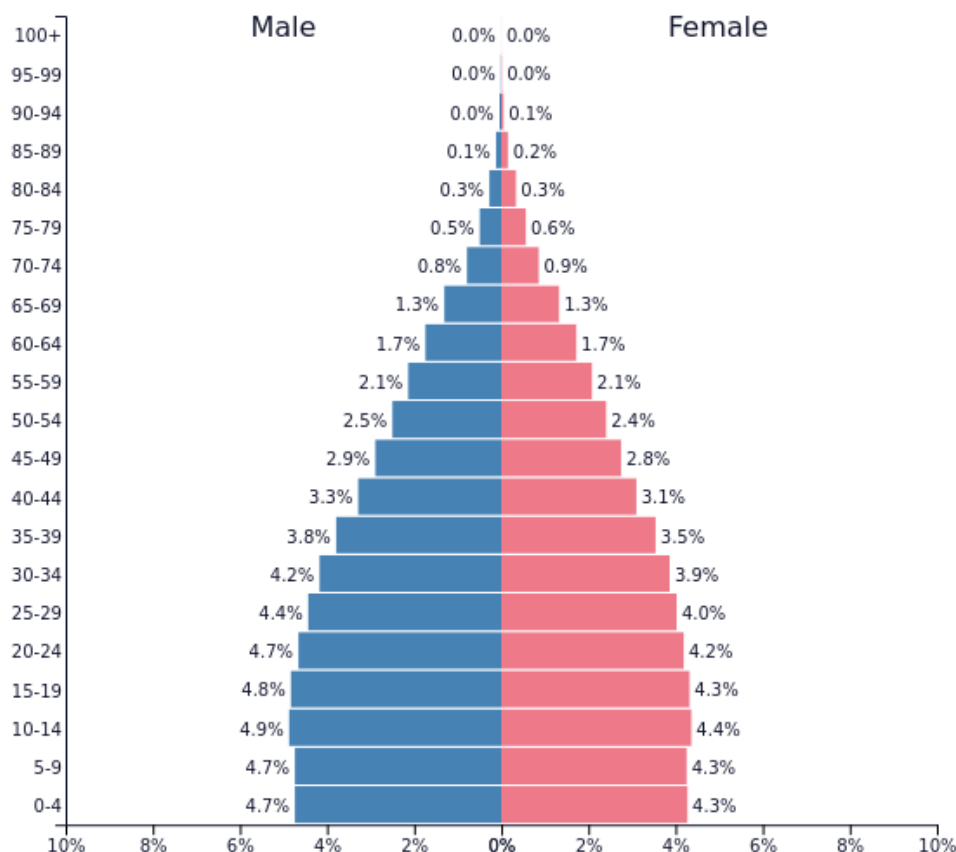
# Huge Market Volume

## 2<sup>nd</sup> Largest Population

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1. China	1,389,618,778
2. India	1,311,559,204
3. United States	331,883,986
4. Indonesia	264,935,824
5. Pakistan	210,797,836

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# **Examples of Japanese startups into Indian market**

# Examples-Great Talent



**Prof. Kazuaki Oda**  
Serial Entrepreneur  
Investor  
Keynote-Speaker  
Nagoya University  
(Visiting Professor )  
Institut Teknologi  
Bandung (Guest  
Lecturer)





# Examples-R&D



Healthcare IT  
&  
Services



**Mr. Atsushi Kuroda**

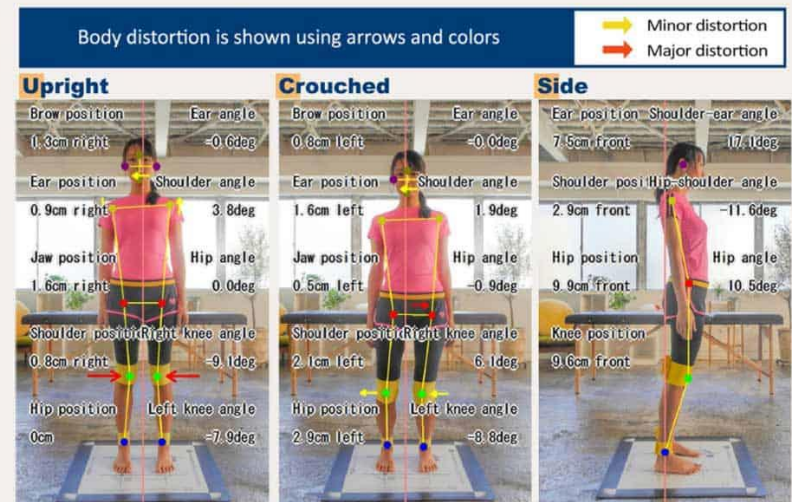
CEO, Founder

Specialist of body posture  
assessment for 16years



Posture assessment software

**R&D Centre in India**



Your posture pattern, based on measurement results:



Ideal posture



Your posture

Your posture pattern

**Bent back + Tilted pelvis**

**Typical complaints describing the problem**

The stomach is visibly protruding.  
The stomach protrudes forward with the hips thrust back, while the entire torso is pulled backwards.

**Symptoms suggesting potential future risk**

This posture is often seen in overweight people. It is also a common posture in cases where, due to wearing high heels, the pelvis is tilted forward excessively and the upper body compensates by bending backwards. Due to significant strain on the lower back, there are cases of strained back and chronic back pain. If you are in pain and suspect you might have a straight neck condition, consult a medical professional.

# Examples-Huge Market



**Mr. Ryo Nakagawa**

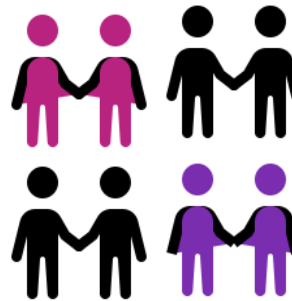
Founder, CEO

Serial entrepreneur having launched and successfully exited three companies in the domains of marketing, IT and recruiting.

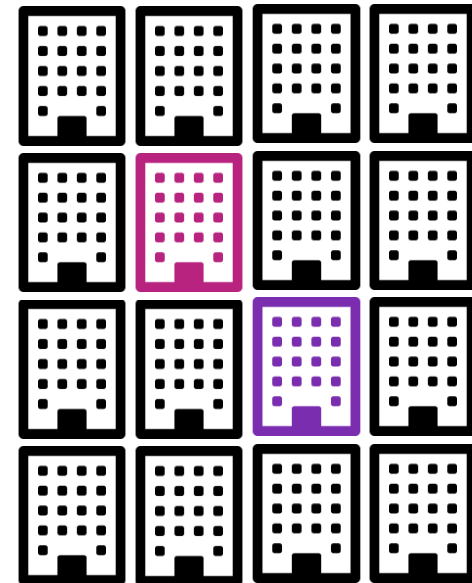
## **Global Tech Startup Community**



Enterprises, VC



Global Partner



Global Tech Venture

# Examples-Huge Market



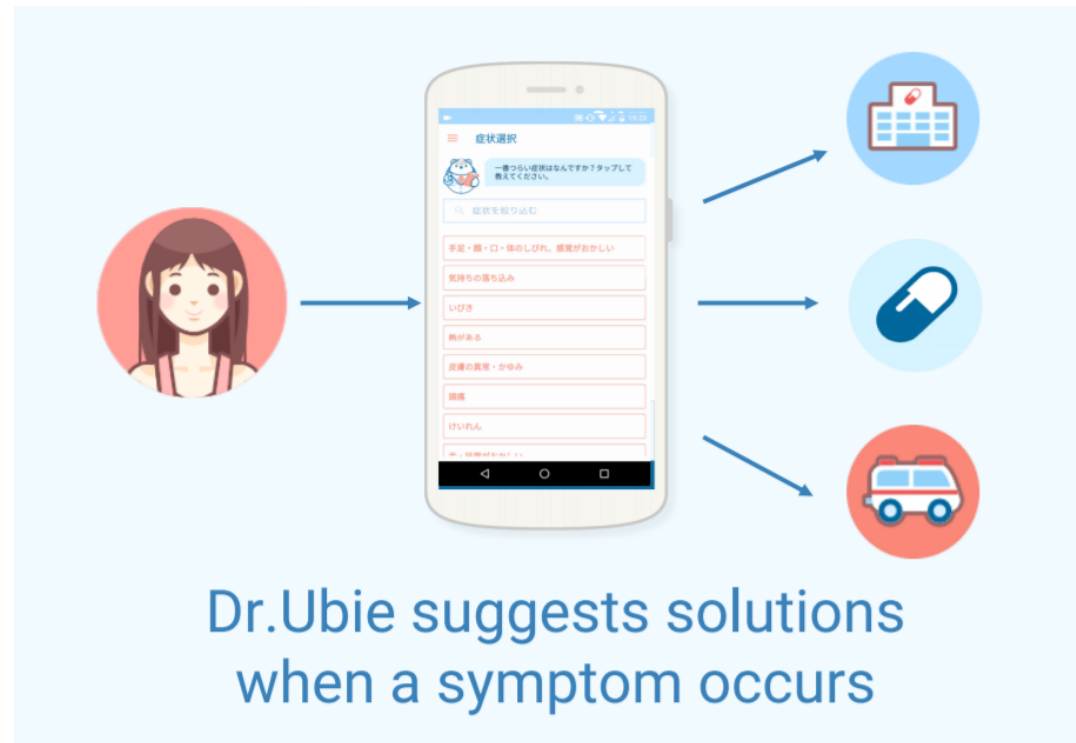
Application in India



**Mr. Kota Kubo**

Co-Founder, CTO

Launching AI health-tech solutions



Dr.Ubie suggests solutions  
when a symptom occurs



- 1. Who is the right person to reach?**
- 2. Positioning in Indian market**
- 3. Price overview**

# **SAgri**

## **Introduction Part**

- 1) **Business Partner**
- 2) **Research Partner**
- 3) **Indian Mentor**

# Corporate Information

Name : SAgri Co., Ltd  
Established :14/06/2018  
Capital : 3 million JPY  
Address :  
725-1 Hikami Tamba Hyogo(HQ)  
2-16-8 Dogenzaka Shibuya-ku,Tokyo  
Team :9 people

Managing Director : Shunsuke Tsuboi

Business  
:Software development Related with  
Agriculture  
:Utilize Agriculture Datum  
:Agriculture Datum consulting

# Organization

Share holders :  
Shunsuke Tsuboi 93%(100,000 Shares)  
GLOCALINK Inc. 5%(5,000 Shares)  
Hiroya Hanafusa 2%(2,000 Shares)

Team/9 people

Directors/2



Engineers/3



Designer/1



Sales/1



Overseas-India/2



# Founder Story



AGRIBUDDY

04/2014

Yokohama National University

Major: Mechanical Engineering, Planning & Simulation

06/2016 to 03/2019

Uchiyu Co., LTD Founder & CEO

Generated 20 million JPY Revenue in 2 years

04/2017 to 03/2018

DMM Academy

Assignment: DMM.AFRICA & HASSYADAI

06/2018

Sagri Co., LTD Founder & CEO

Over 10 times Awards record in Japanese Market

12/2018 to 02/2019

Agribuddy India Global Trainee

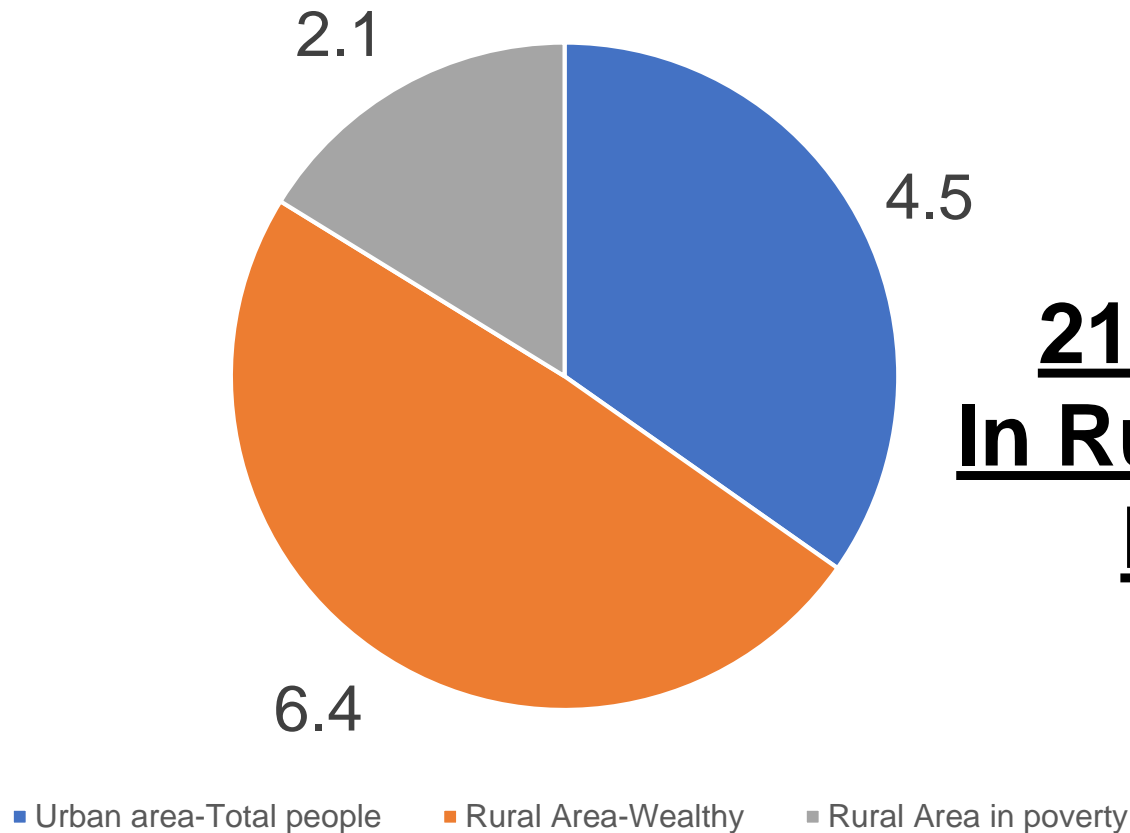
# Our Mission

「**”Optimize”** Agriculture」

Everyone can join Agriculture  
Without any **”Experience”**

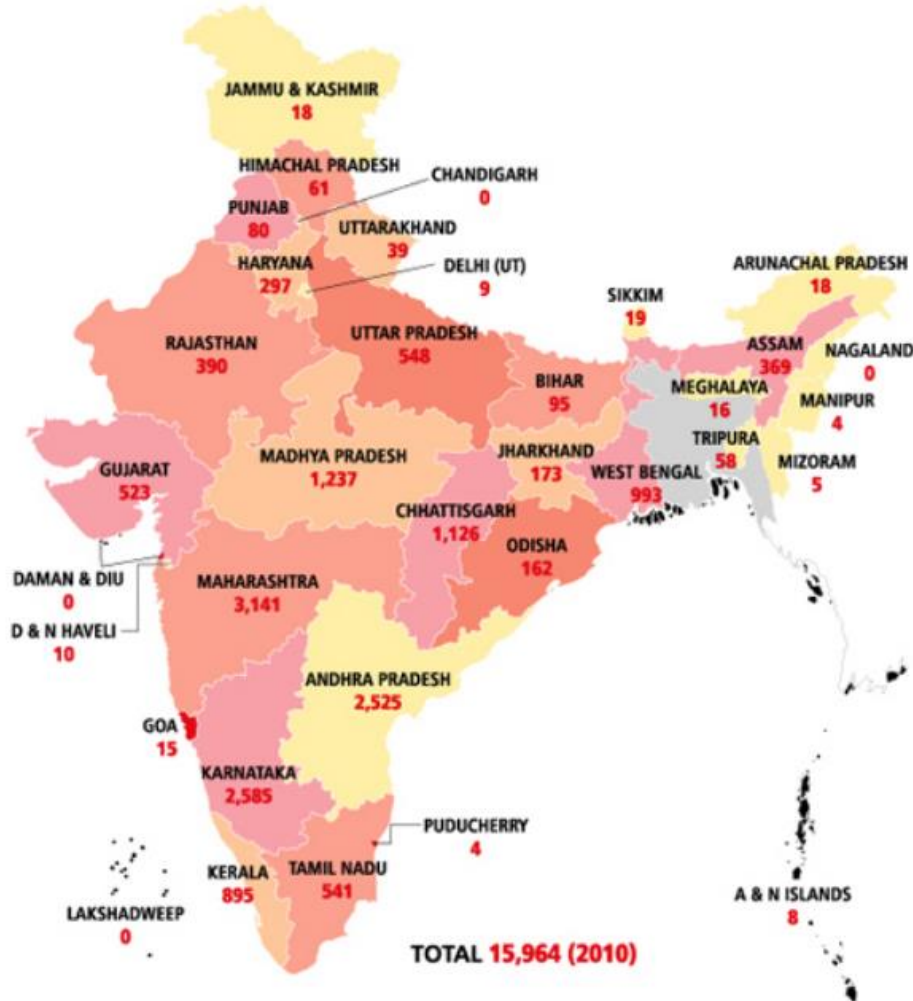


## Indian Population Composition



**210 Million People**  
**In Rural Are Suffering**  
**From Poverty**

Farmers suicide: no end to despair



**43 Farmers**  
**Commit Suicide/Day**



# Productivity is very low

Farmers with low education levels

Agricultural problems



Harvest amount



Farmland situation



Money problem

# **For India Farmers SAgri Support**

- ① Collateral loan system
- ② Support the improvement of  
the ability of farmers  
Make agriculture more smarter
- ③ Data traceability for valuable product

# Application that Focuses on Smart Agriculture

Still

Relying on only **Experiences??**

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**More Easy  
More Profitable  
By Datum!!!!**



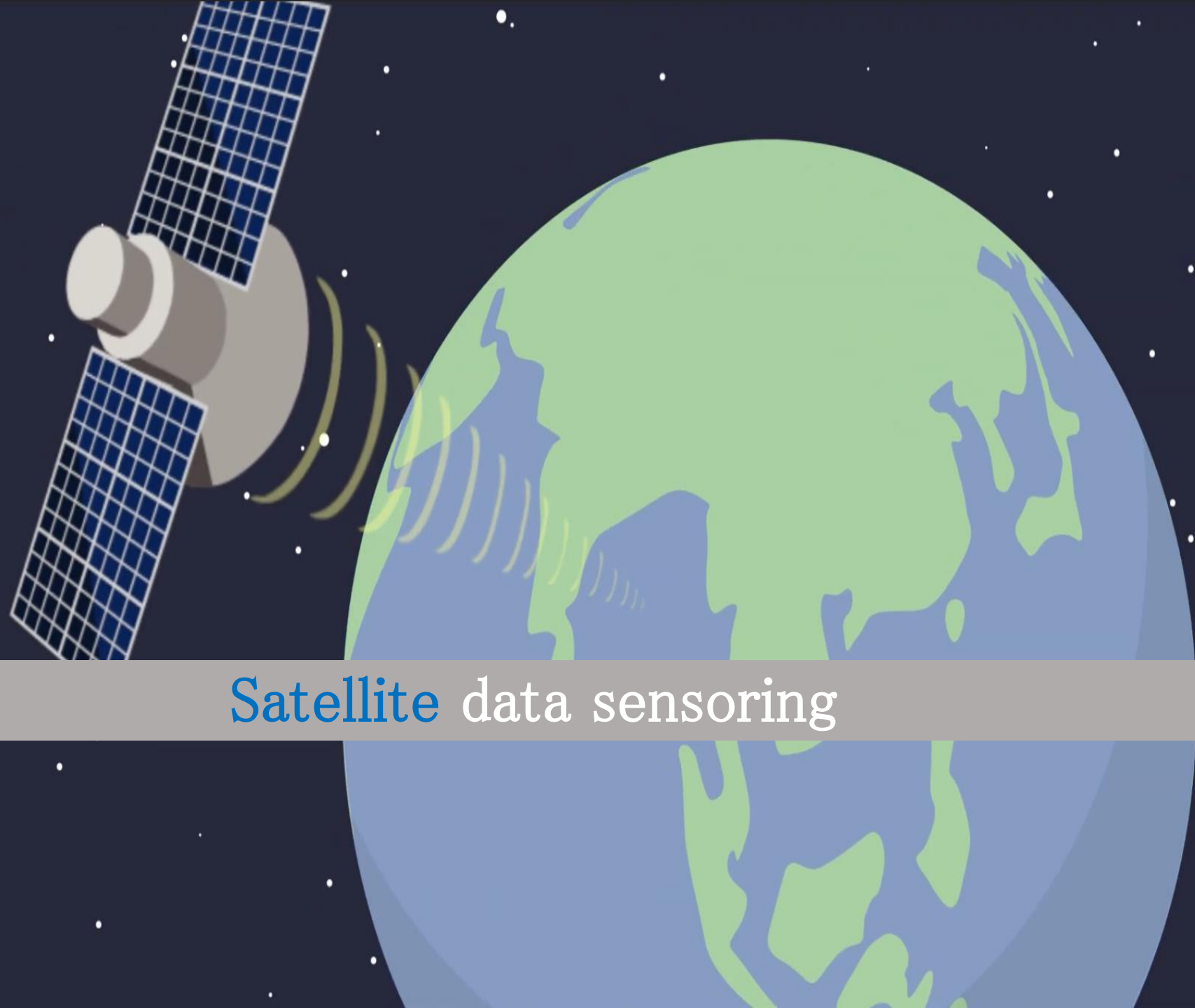


We focus on  
Soil Detail Info

[Factors]

- 1) Total number of carbon
- 2) Total number of nitrogen
- 3) Total number of bacteria
- 4) Mycorrhizal bacteria Number
- 5) Number of fungi

**---Increase Organics in the soil**



# Satellite data sensing

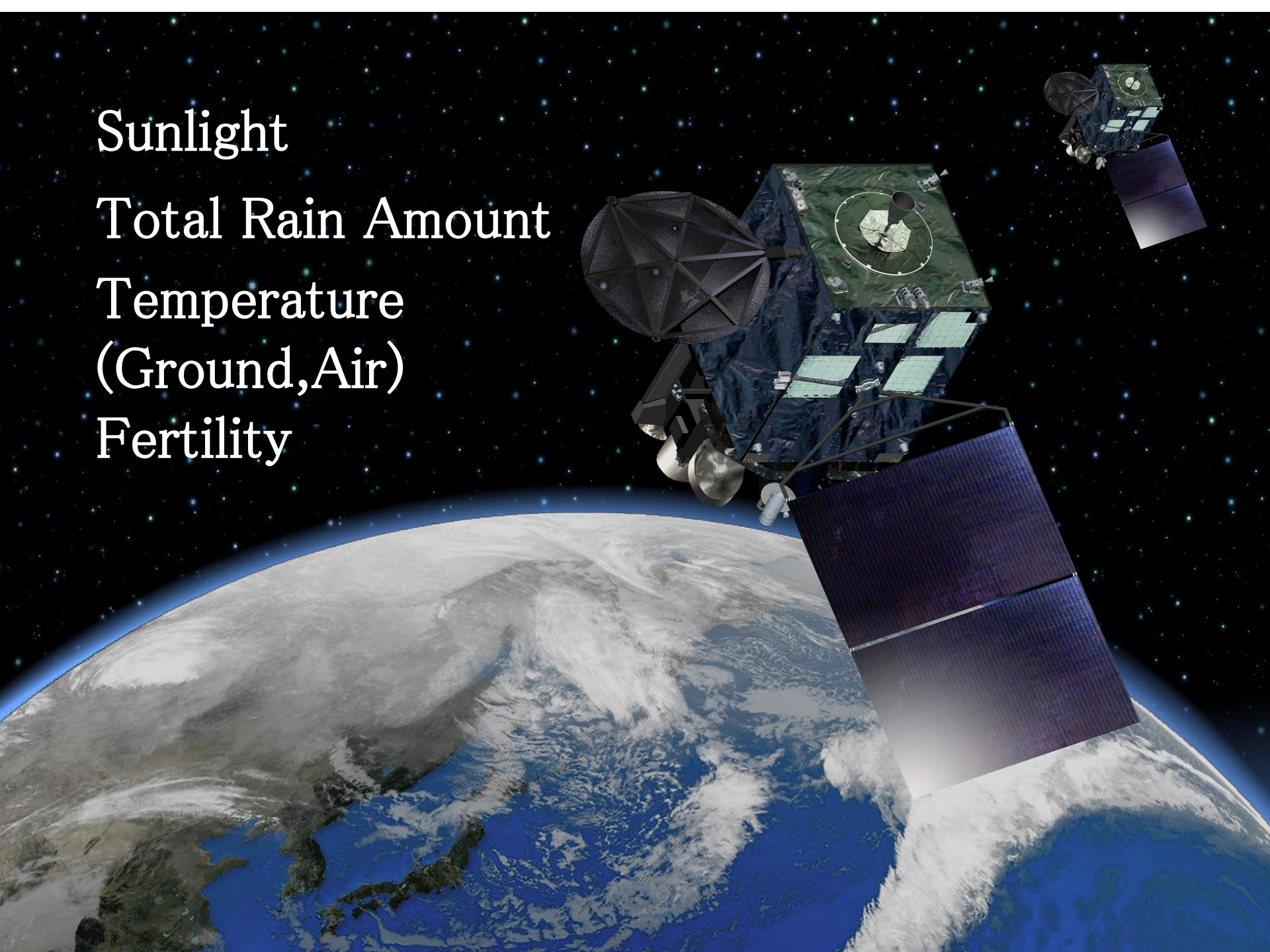


Sunlight

Total Rain Amount

Temperature  
(Ground,Air)

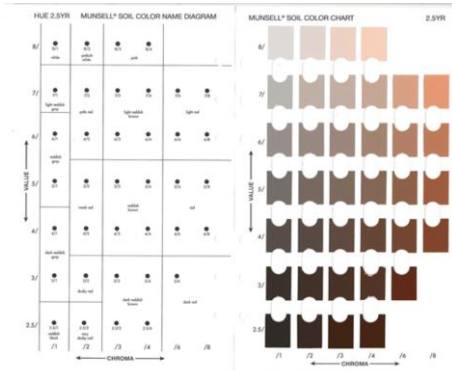
Fertility



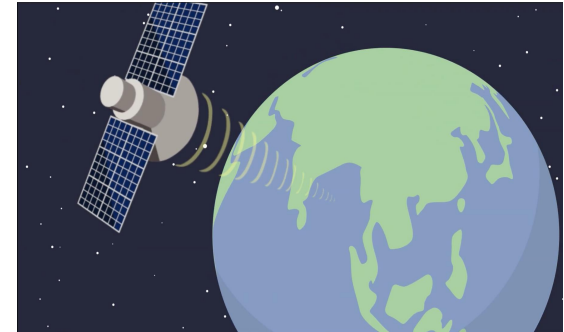
# Soil Test



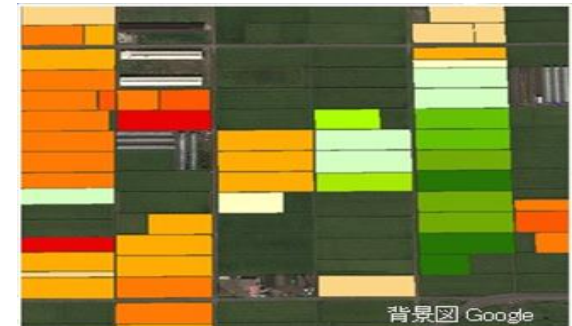
## Photo data



## Satellite data



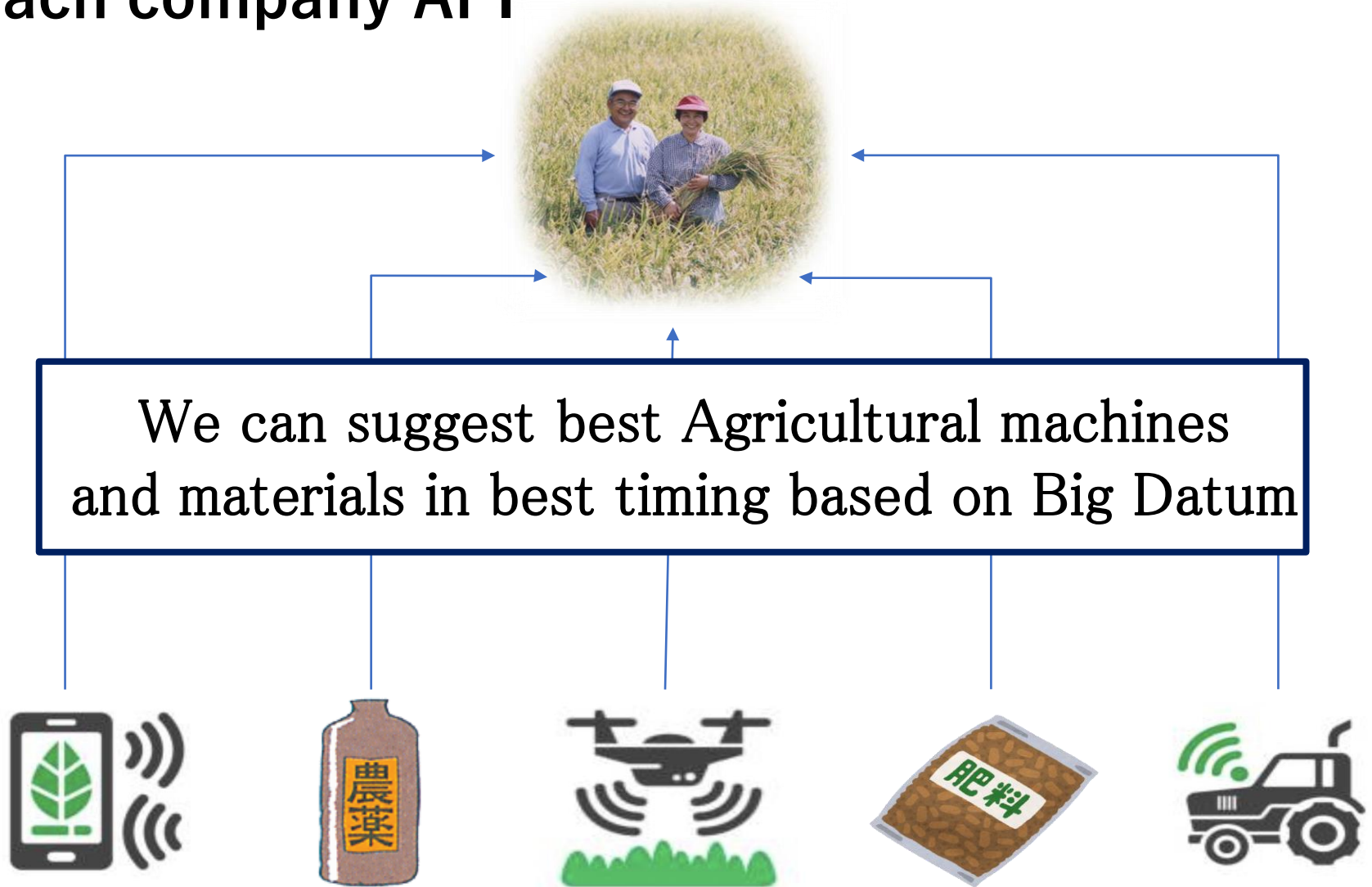
## Making map



## Microbial activity degree



# Platform that can connect IOT or Drone by Each company API



Establish Agriculture **New Economy**  
according to datum Organization of  
farm land **one by one**

# Market Size

The **2th** largest rice production countries/

Farmland area:

Approximately 142 million hectares

→ **57%** of India mainland is the farmland.

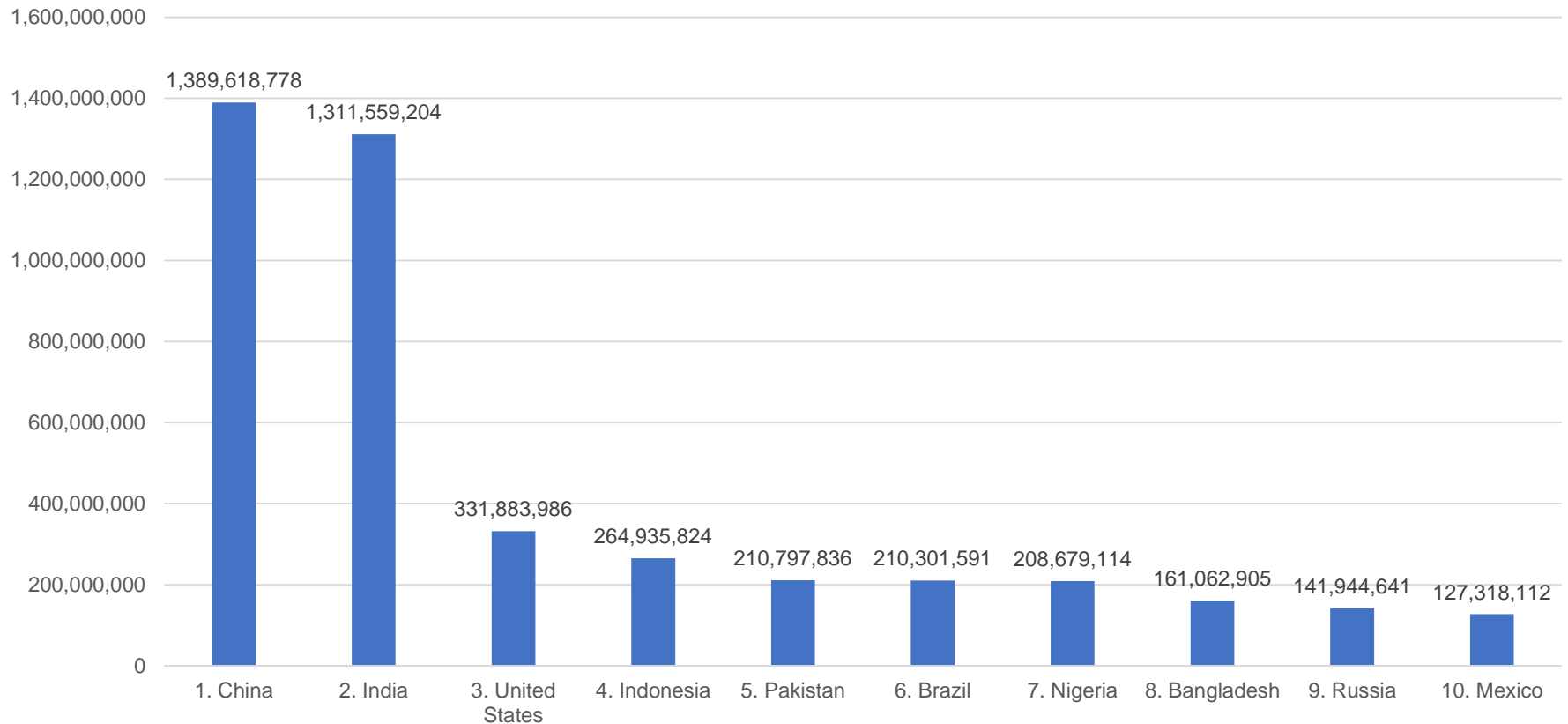
Number of farmers households:

about **58.2 %** of India Population .

# Huge Potential in India



Population Ranking in the World



## World Second Largest Market

United States Census

<https://www.census.gov/popclock/print.php?component=counter>



## 1. Application Fee

At first free to use.

## 2. Agricultural Datum sales (BtoG , BtoB)

① Revenue Share model

② Usage amount model

## 3. Crops sales representative

10% management fee on the distributor

# Target Traction Number



Subject	Farmers No.	API Customers	Revenue
Year-1	50	1	6.4Lak INR
Year-2	1000	50	8.3Lak INR
Year-3	10,000	100	7Cr INR

## **[Focus State]**

1. UP
2. Telangana
3. Gujarat
4. Karnataka
5. North-East India area/7 states

# Our Plan



Time Line	Subject
August, 2019	Indian Test-Model Launch
August to October, 2019	Test checking and getting Feedback
November to December, 2019	Indian Model Launch

# Award Record in Japan

“**10 times**” in Japan!

## Major Award Record



日本発のビジネスアイデアで世界の未来を創り出す  
第三回日本アントレプレナー大賞  
JAPAN ENTREPRENEUR AWARD

**Grand Prize**



GET IN THE RING  
LIGHT ROUND **Winner**



Youngest  
**Winner**

## Other Awards

- Kanagawa Student IT Business Contest Grand Prize
- Student Business Contest Grand Prize
- CVG Campus Venture Contest Award of excellence
- Kanagawa Student Business Contest Judgement Special Award
- "Daichi no Chikara" Competition Future Seeds Award
- Regional Revitalization Business Contest "Kangaroo" Encouraging prize
- 3rd TRYUMON TOKYO Contest Award of excellence



# ACCELERATION Programs



経済産業省

飛躍 Next Enterprise  
シリコンバレー



02/2018 2018年2月

Hiyaku Next Enterprise Silicon Valley

未来2019



06/2018

Mirai-Project 2019

始動  
Next Innovator



07/2018

Shidou Next innovator

500

KOBE ACCELERATOR



29/10/2018 to 10/12/2018

500 Kobe ACCELERATOR BATCH3

MUFG  
DIGITAL  
ACCELERATOR

第4期 (2018-2019)



15/03/2019 to 26/07/2019

MUFG DIGITAL ACCELERATOR

ধন্যবাদ !!