

# s c h e m e **verge**

## Company Profile

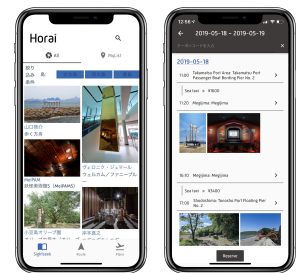
Name in Full:	Scheme Verge Inc.	Head Office:	Bambi Building 303, 5 chome 25-16 Hongo, Bunkyo-ku, Tokyo-to 1130033, Japan
Establishment:	July 24, 2018	Telephone:	+81 50-3702-1984
Capital:	11,000,000JPY (Raising)	Telefax:	N/A
President:	Tatsuki Yamanami	E-mail:	<a href="mailto:info@schemeverge.com">info@schemeverge.com</a>
Employees:	15	Website:	Corporate : <a href="http://www.schemeverge.com">www.schemeverge.com</a> Service LP : <a href="http://www.horai.sv">www.horai.sv</a>
Clients:	Mitsubishi Research Institute, Inc., DENTSU INC., SC-ABeam Automotive Consulting, ANA HOLDINGS INC., MITSUBISHI ESTATE CO., LTD., TAKAMATSU-KOTOHIRA ELECTRIC RAILROAD Co., Ltd., TAKAMATSU-SHOUN CO., LTD., Anabuki Kosan Inc., Shikoku Railway Company		

## Who We Are

scheme verge is a startup which is founded for Urban-as-a-Service: technology-driven and human-centered urban innovation. We have started as a consultancy to investigate social acceptance of STI for SDGs such as autonomous driving or smart city operating systems. Then, we are developing our first product business “Horai”, which is a MaaS & AI based platform that changes the time-use of tourists and local operators.

## Providing Service: Horai

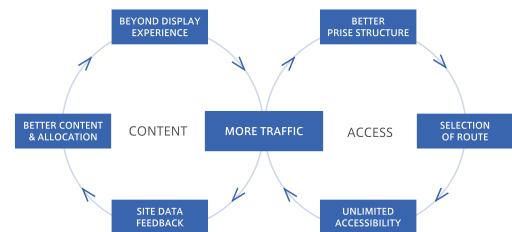
Horai is a data-driven tourism platform that aggregates the data of Mobility; transport data of tourists and the data of Point of Interest (PoI): tourist sites, and thus optimally arranges for all the customers the trip schedule including not only hotel reservation and airline ticketing, but also mobility to the place where public transport is not in service, or reservation of destinations such as museums and restaurants. As of now, in Setouchi Triennale 2019, we are offering our service via “Horai” App which proposes the data of PoIs regarding art and enables tourists to search and arrange water taxis among islands with a simple and personalised UX.



UX of Ondemand Packaging

## Future: Data Utilization for Sustainable Tourism

We are now going to extend our business to other regions where tourist sites focusing on specific targets are emerging distributed and help them develop further. Taking a human-centered approach to satisfy various needs, we are mainly focusing on art tourism development which is an expanding realm with a billion tourists annually all over the world. We will promote our service as a means of solving problems peculiar to such kind of tourists sites: poor accessibility and high operation cost because of distributed destinations to municipalities, transport operators, promotion department of art festivals, and DMOs (Destination Management Organizations). In addition to extending our business areas, in order to realize several goals of SDGs, we would like to establish urban management model applying beneficiary charge to nonresident population such as tourists, which is more sustainable than charging based on municipalities fixed by boundaries.



Virtuous Circle for Sustainable Development

## Project Achievement

- We have launched Horai in Setouchi Triennale, where foreign media such as National Geographic and NY Times place one of the highest value as a tourist sites. We are solving the transport issues with local government and appearing in the official guide book.
- We are leading the Setouchi MaaS project with the Ministry of Land, Infrastructure Transport and Tourism, as the “Setouchi Offshore City Vision Consortium” in collaborations with airlines, train companies, taxis, and etc.
- We are to present paper about our scheme, “Urban-as-a-Service - Result from Transdisciplinary Approach for Individual Centered Urban Innovation: Two Years of Persistent Dialogues Among the Public, Private and Academia” at ITS World Conference 2019 Future Transport System held in Singapore.

## Contact

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