Proposals for realizing
Urban as a Service

horai

by scheme verge株式会社

Origin of "Horai"

Launched at "Setouchi Triennale 2019" as a land-sea multimodal MaaS.

The focus of Horai since its origin

■Develop & package "must-use visitor services" in collaborations with locals.

■Facility & mobility management improved through data-driven targeting.

Digitalized visitor service management
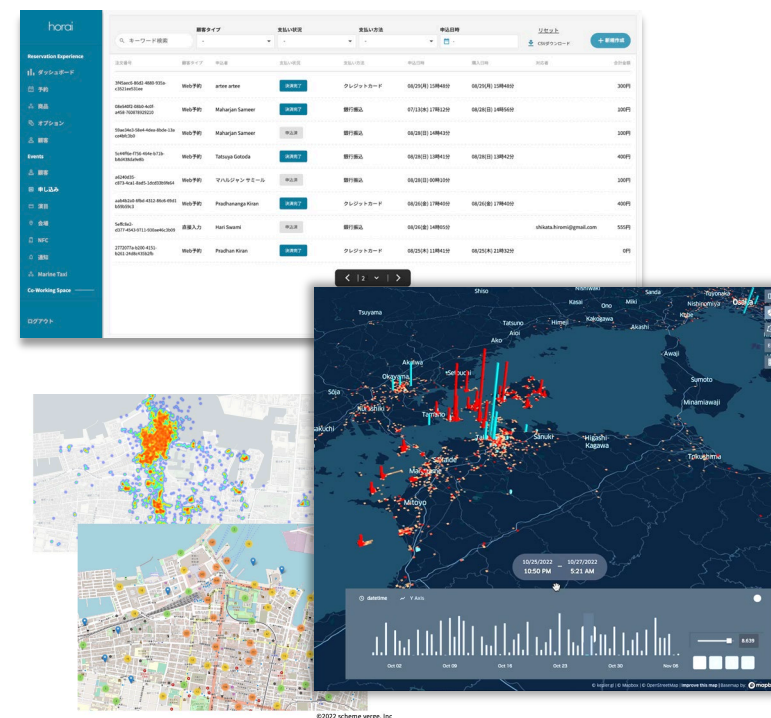
Digitization of services
for visitors to areas / buildings
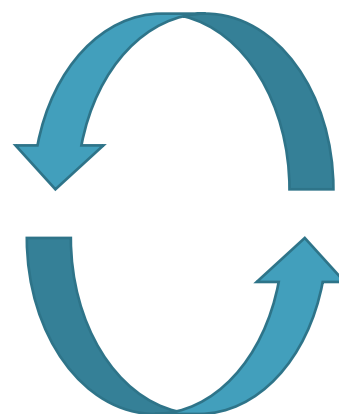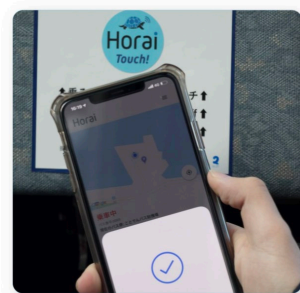
Improve services and
asset marketing based on data

Case of Toyooka Theater Festival(2022~)
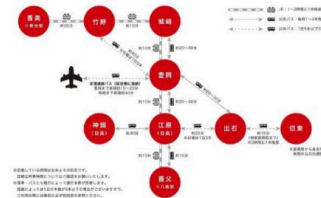
Impacts

- Promoted visitor consumption in the surrounding areas
- Visualize the visitor behavioral patterns using data

We packaged

- Digitized 1-Day bus ticket
- ID-link to theater system
- Coupons for local shops

There are more cases and patterns

Digitize a local gourmet fair with a big shopping mall

Package mobility and destinations to vitalizing Tokyo waterfront

Excursion coupons for airports collaborating with local shops

▶ Horai helps digitization of the measures for facilities and areas to improve and visualize your customers' MOVE & STAY behaviors

The merit of packaging and integration

By packaging and integration

Residence
Mobility
Shopping
Parks
Office
Hospitals
Events

Enable efficient urban mgt & dev

- Enhance brand image through combination
- Forming a reciprocal transfer effect between different types of services
- Visualize the entire visitor experience journey
- Improving facility marketing such as MD and tenant mix

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Horai as a data platform for urban services

Already implemented a data infrastructure to link Horai with data from:

- Systems of **transportation**: ETC, Transport IC Card, MaaS APIs···

- Systems of **buildings**: Smart locks, Building OS (R&D supported by NEDO)
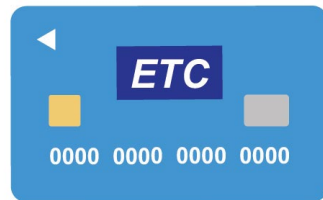
Advanced case 1 : **Autonomous Bus x Villa Areas**

Supported by MILT subsidy "Subsidy for Regional Public Transportation Maintenance and Improvement Project"
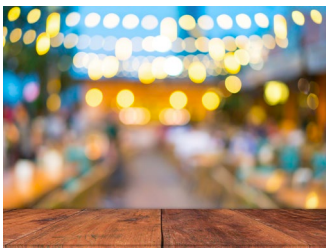
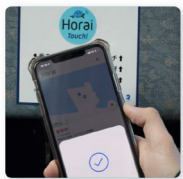■ <u>Concept: mobility to promote consumption</u>

Room Services

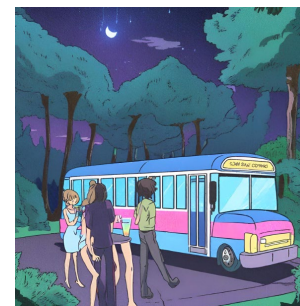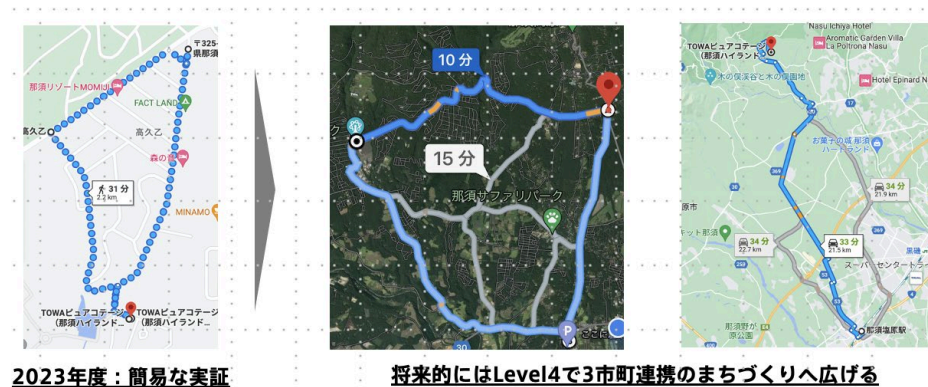
24h Mobility

Night coupons

Provide as subscription membership for wealthy vacation villa owners
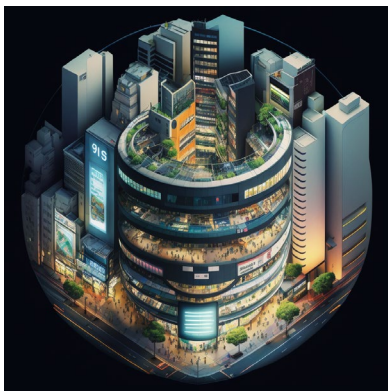
■ <u>Target : Night-time economy</u>

■ <u>Strategic plan for service expansion</u>

2023年度：簡易な実証　　　　　将来的にはLevel4で3市町連携のまちづくりへ広げる

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Advanced case 2 : **Building OS x Areal Vitalization**

Research and development for commercial facilities and office complexes with support from a national research institution (NEDO)
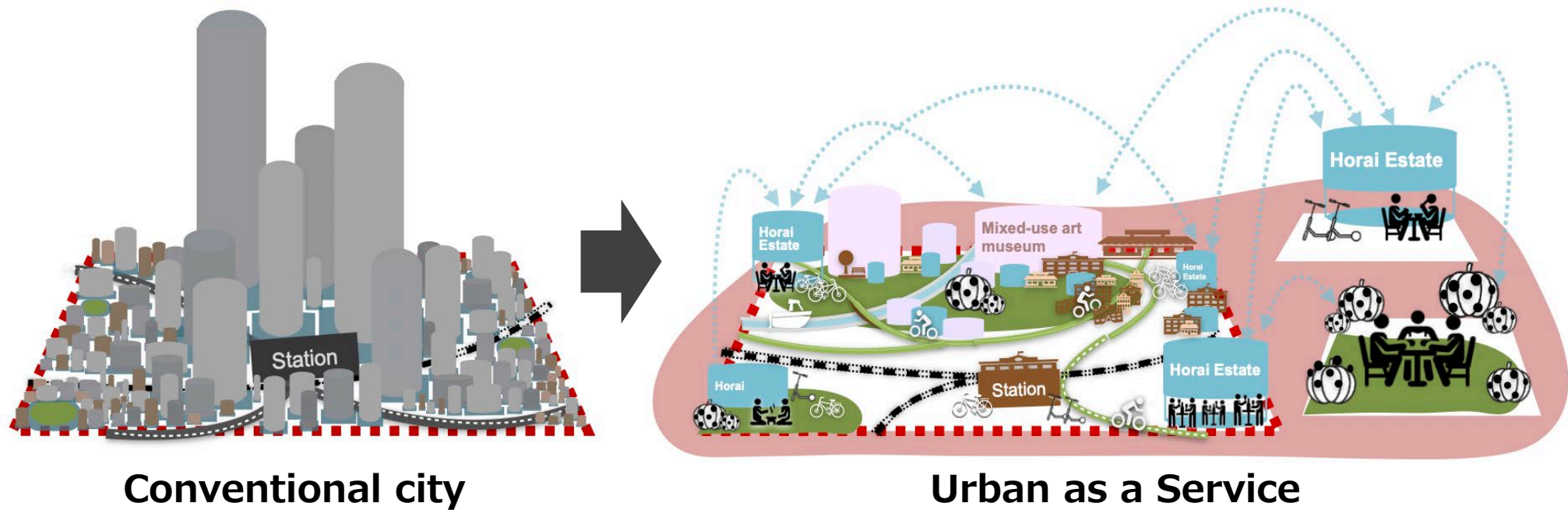

- ■Utilize data aggregated in the building OS
  - ☐Synergize office and commercial floors
  - ☐Target marketing using workers' data
  - ☐Data linkage with services surrounding buildings (transport, shops, etc.)

▶ **In-building services can also be centrally converted to XaaS, just like mobility services.**

To realize sustainable urban growth

We help the efficient multiplication of urban resources and sustainable value enhancement through the creation of new demand.

Conventional city

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