



HONDA

Honda's First Startup

UNLOCKING
URBAN MOBILITY
FOR EVERYONE



Ashirase

IndoorFlow



CEO
Wataru Chino



COO
Yuka Kayama



CDO
Ryohei Tokuda



CFO
Koji Tomoto

HONDA

NeuroSpace

HONDA



Portfolio



Core team from Honda: autonomous driving & EV control

Investors

SBI Investment

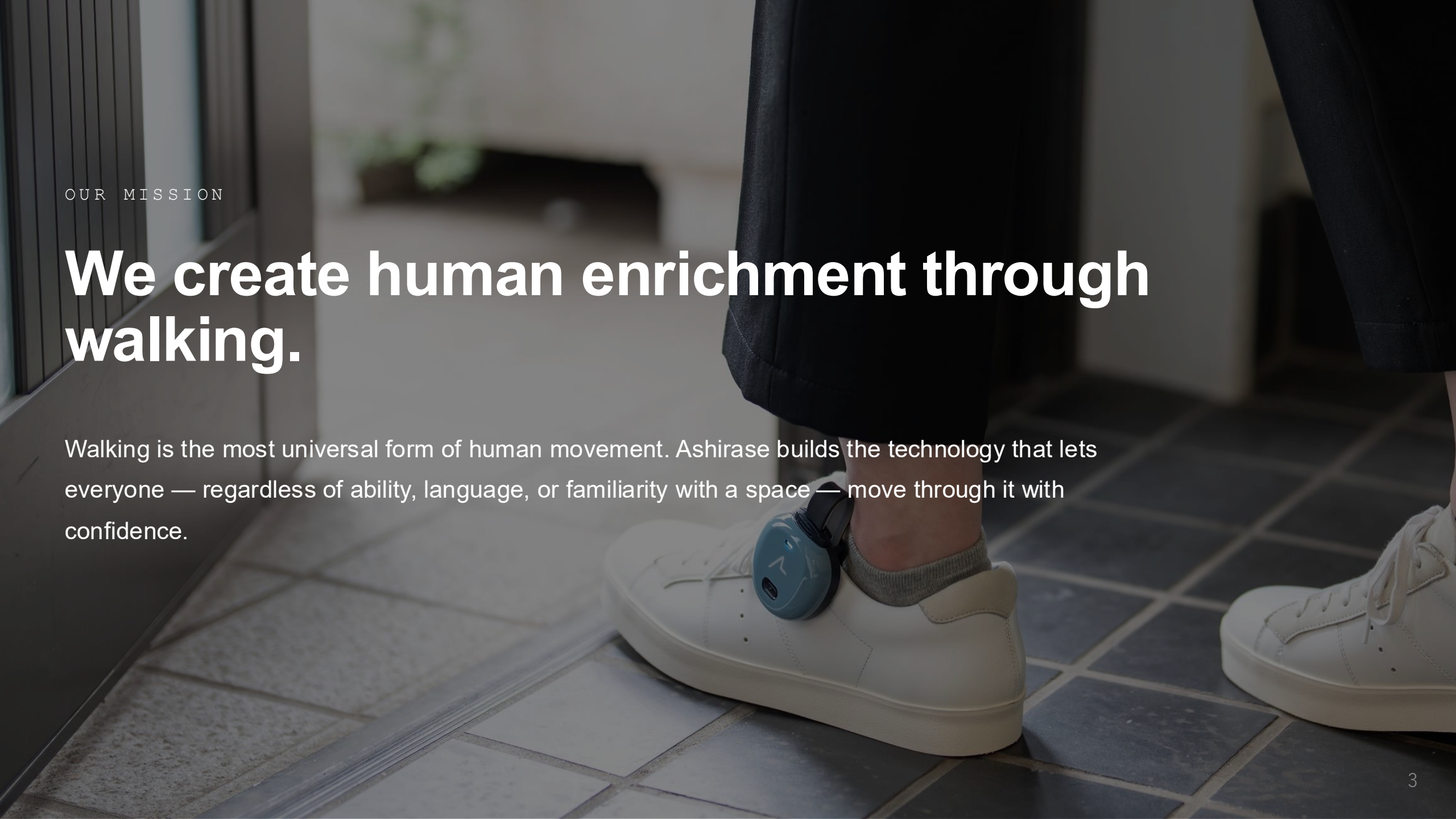
UntroD
Capital Japan

QB
QB Capital

asics
sound mind, sound body

RHEOS CAPITAL
PARTNERS

HONDA
The Power of Dreams

A person wearing a white sneaker with a blue circular sensor on the side, standing on a tiled floor. The sensor is a small, round, blue device with a black strap, attached to the side of the shoe. The person is wearing dark pants and grey socks. The background is a blurred indoor space with a window and a potted plant.

OUR MISSION

We create human enrichment through walking.

Walking is the most universal form of human movement. Ashirase builds the technology that lets everyone — regardless of ability, language, or familiarity with a space — move through it with confidence.

Two Businesses, One Vision

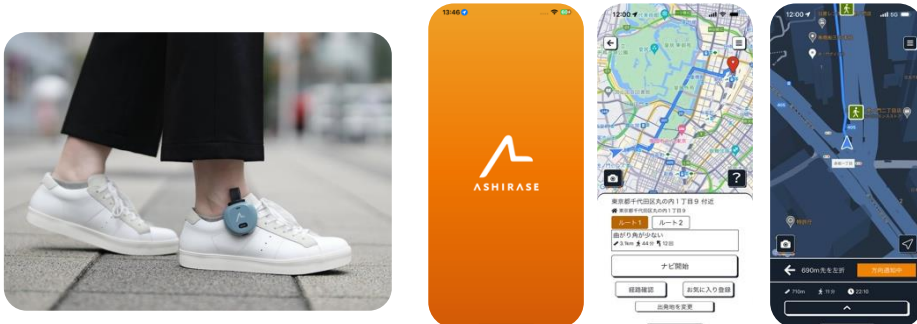
From personal assistive technology to citywide indoor-navigation infrastructure

B2C Assistive Technology

Wearable Navigation Device

World-first shoe-insert navigation device, purpose-built for visually impaired users.

- Category-leading satisfaction in Japan
- Expansion underway in Australia and Europe
- MDR Class 1 medical-device certification

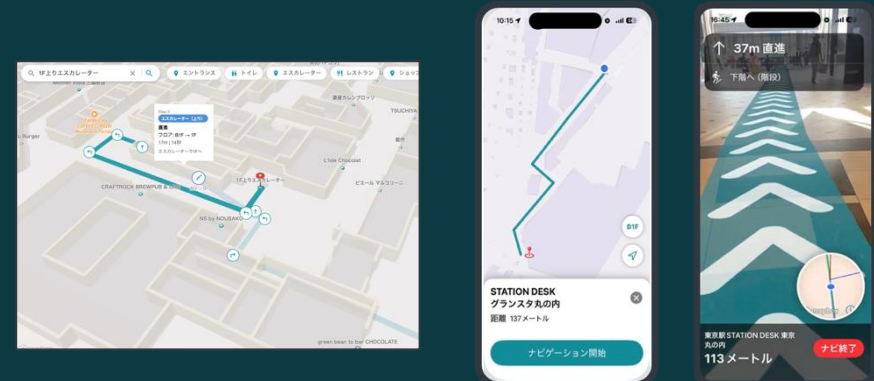


B2B Indoor & Outdoor Positioning

IndoorFlow Platform

Seamless guidance through indoor and underground spaces — a navigation platform designed for every kind of user.

→ **The focus of this presentation**





World's first vibration navigation device for the visually impaired

Japan:

- **Consumer sales launched late 2024**
- **50 municipalities adopted subsidy programs**
- **850 units sold**

Global:

Australia launched Mar 2026

Europe Oct 2026

(EU MDR Class I certified)

Award

-CES Innovation Award 2023

-Tokyo Venture Technology Award 2024

-VivaTech 2025 Selected AI Startup

High-precision indoor navigation

IndoorFlow

Building the "Google Maps" of indoor spaces
with zero construction

AI-powered visual positioning— just point your phone



Three Steps to Arrival

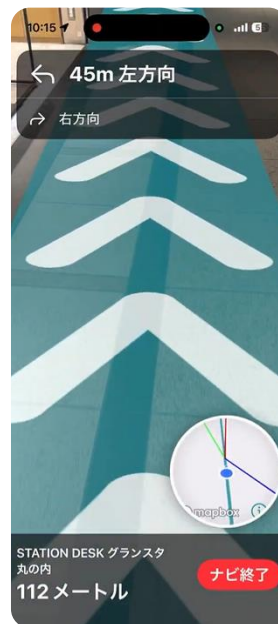
From standing still to arriving with confidence



01

Scan Your Surroundings

Hold your phone up and slowly scan the space around you to establish your position.



02

Follow Your Route

Turn-by-turn AR arrows guide each step, with live distance and direction updates.



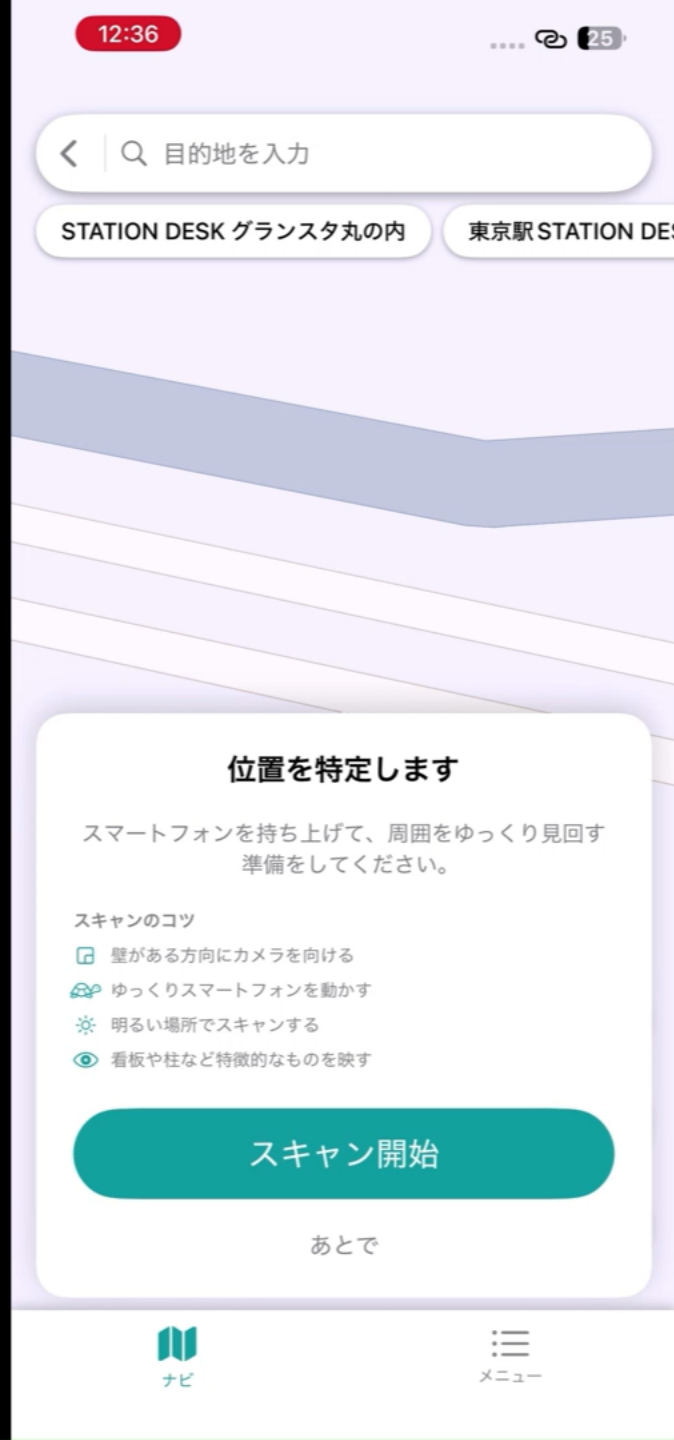
03

Arrive with Confidence

Automatic arrival detection confirms you've reached your destination.

Tokyo Station Marunouchi Underground (東京駅丸の内地下)

https://youtu.be/0BOMCF_D4ZQ



VPS — Visual Positioning System

Enterprise-grade indoor mapping, built with nothing more than a smartphone

~10 min

per 3,000 m² of capture

No specialized equipment. No facility
downtime. Just a 360 camera.

1 Capture

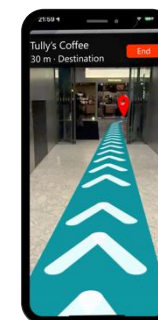
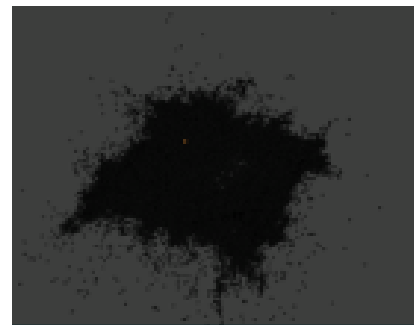
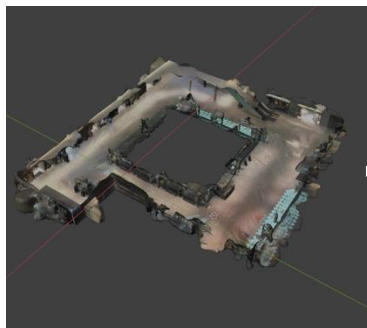
A short 3D scan is recorded on-site with a 360 camera.

2 Map

The scan is converted into a point-cloud feature map and aligned to the floor plan.

3 Launch

Routes and points of interest are registered — the space is ready to navigate.



Zero construction, 1/5–1/10 the cost of beacons

Conventional indoor navigation (beacons, etc.)



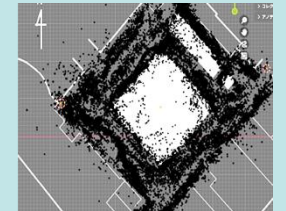
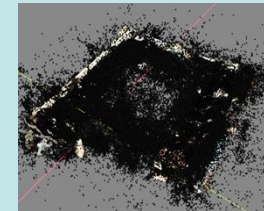
Construction required
**Heavy installation
burden**



- Hundreds of beacons per site (e.g., Narita Airport: **495**)
- Tokyo Station mapping took ~**5** months

IndoorFlow

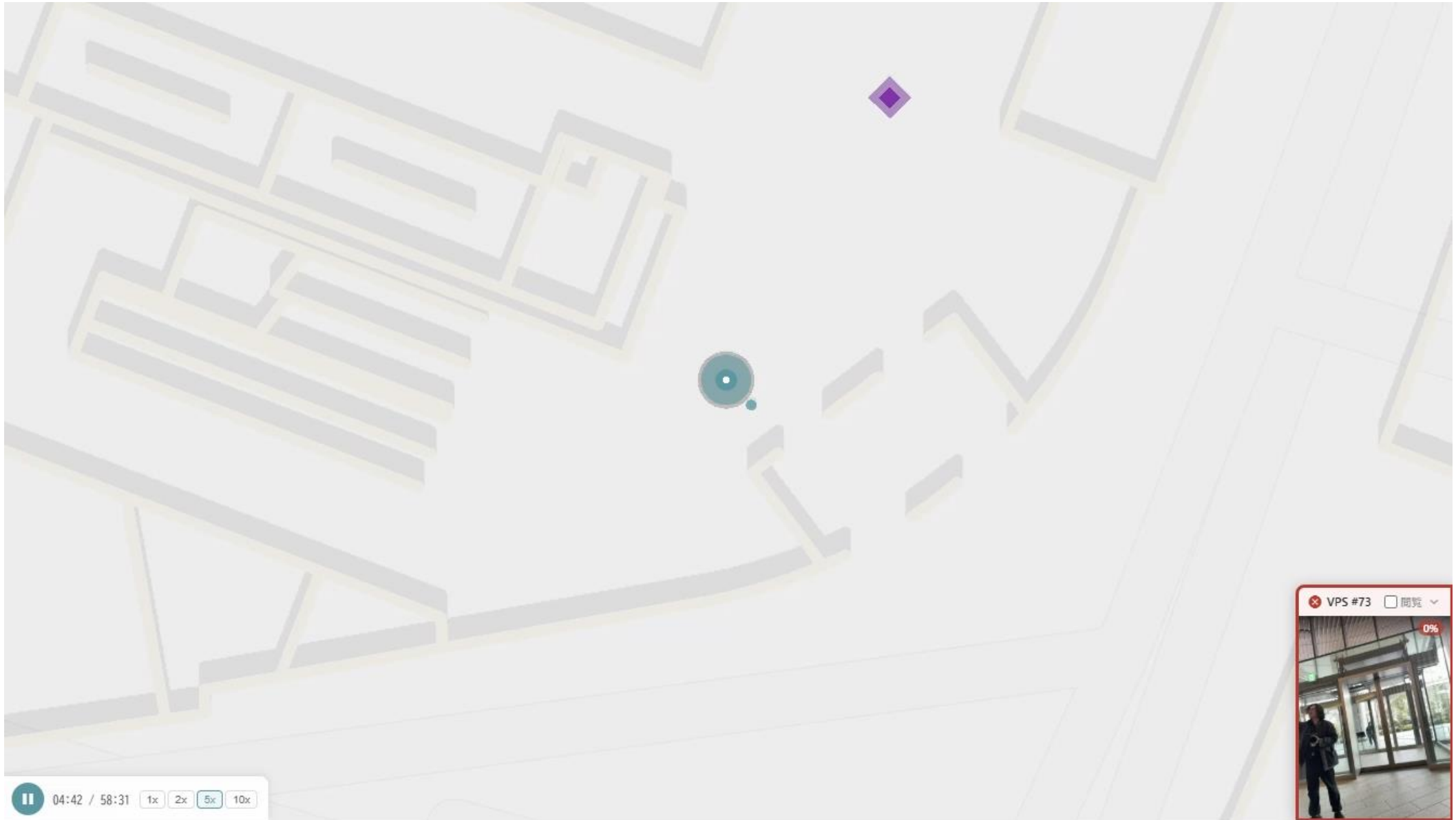
No construction —
installation burden: **zero**



- On-site work: ~10 min of filming per 1,000 m²
- Fast data capture & updates with a low-cost 360° camera

Accuracy comparison with Beacon

Beacon 



“No One Gets Lost” at City Scale

Selected
by Tokyo Metropolitan Government



Everyone reached their destination alone: 100% arrival rate

Tokyo Metropolitan Government HQ pilot,
Feb 2026

Participants 36 visually impaired, 6 wheelchair users, 22 general visitors, et al.



100%

Destination arrival
rate



88%

Intent to keep using



88%

Mobility anxiety
resolved



95%

Felt expanded range
of activity

Certified by Tokyo Metropolitan Government for sole-source contracts at public facilities

Shown in use at the
Tokyo Metropolitan
Government Building

https://youtu.be/dEO14cBea_r4



(点字ブロックがないエリアを移動)

Economic Impact of Seamless Mobility



Providing Connected Navigation from Stations to Retail Stores via Proprietary Routing





THE EXPERIENCE

Empowering Independent Shopping for the Visually Impaired

RESULTS

Takanawa Gateway City — PoC Survey Highlights

Seamless indoor–outdoor navigation PoC · NEWoMan Takanawa area · February 2026

Higher navigation accuracy drove satisfaction and lifted facility loyalty (7-point scale, +3 to –3)

On navigation accuracy

- “Perfect — it was smooth.”
- “It brought me right in front of the spot.”
- “Got there without getting lost, outdoors to indoors.”

Would you come again?

- “It’d be a plus-5 or plus-6 for me.”
- “If this gets rolled out I’ll absolutely come.”
- “I simply enjoyed shopping.”
- “So many more places I truly want to go now!”

One hour of in-mall movement —
actual purchases

¥11,629

per person

Total spend — all 6 participants purchased.
Within ~1 hour



≈ **3–4×** a typical shopper’s spend

CASE STUDY 01 · LIVE

Nihombashi Underground District

Underground mall & multiple retail properties, Tokyo

CHALLENGE

An aging beacon-based system was costly to maintain and couldn't keep pace with tenant turnover in a complex underground layout.

APPROACH

Smartphone VPS capture across the underground mall and connected retail properties — no construction, no facility downtime.

OUTCOMES

- Aging beacon system fully replaced
- Inclusive wayfinding across the district
- Foundation for increasing visitor foot traffic



CASE STUDY 02 · LIVE

BLUE FRONT SHIBAURA

Corporate real estate — office & meeting-room floors, Tokyo

CHALLENGE

Employees with disabilities faced daily friction navigating large office floors; guidance depended on colleagues and reception staff.

APPROACH

IndoorFlow deployed across office and meeting-room floors, with accessibility-first routing to desks, rooms, and shared amenities.

OUTCOMES

- Improved QOL for employees with disabilities
- Streamlined daily workplace operations
- Strengthened CSR commitments



CASE STUDY 03 · LIVE

UMEDA 2027/01~ coming soon



One scan, three business values — created simultaneously

Indoor spatial data: a \$174B market by 2030 (CAGR 39%)

Spatial data platform

(generated from a single scan)

① Visitor experience (indoor navigation)



- Seamless movement — no one gets lost
- Lower guidance & staffing costs

STEP1 | 周囲をスキャン



STEP2 | ルートを確認



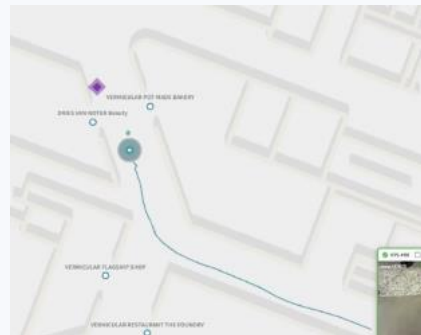
STEP3 | 目的地に到着



② Retail marketing (retail tech)



- In-store marketing analytics
- Purchases × movement-path analytics



③ Building management DX (digital twin)



- AI image analysis for inspections
- No reliance on individual expertise



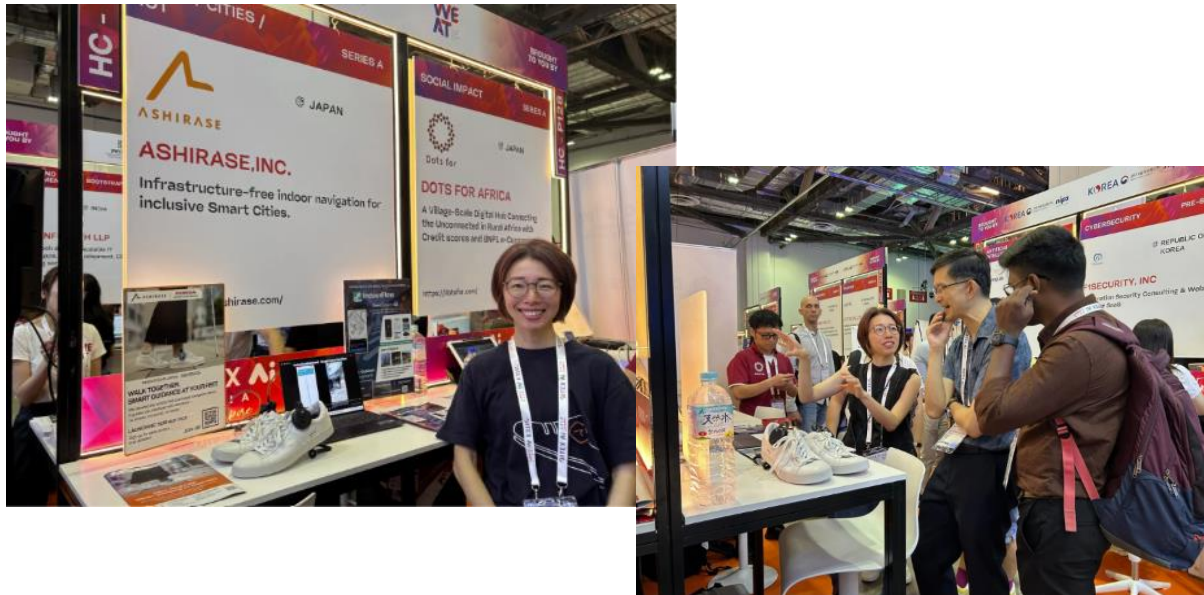
Strong traction in global markets

Domestic: 60 deals · ¥110M pipeline since Feb 2026 · 18 channel partners in discussion

Exhibited at
GITEX ASIA (Singapore, Apr 2026)

▶ NDAs signed: 2

(advancing to concrete partnership & investment talks with major global players)



Overseas pipeline

Inbound interest from 6 countries

Germany

City of Essen

Italy

Barrier-free infrastructure provider
Seeking distribution rights

Romania

Disability infrastructure deployment
Seeking distribution rights

Lithuania

National library for the blind

Finland

City of Helsinki mobility project

Singapore
(+ Indonesia)

Facility infrastructure provider
Interested in distribution

From the visually impaired to everyone — building new social infrastructure, globally.



From blind users to everyone
Creating a new social infrastructure

