



**HONDA**  
Honda's First Startup

# UNLOCKING URBAN MOBILITY

Ashirase, Inc.



## Assistive Technology

B2C  
Mobility Device



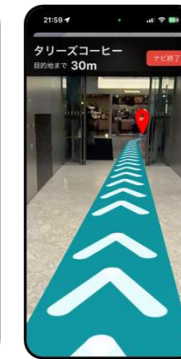
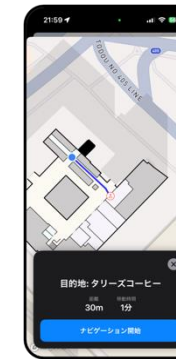
**Solving mobility challenges for the visually impaired**

## Indoor Location Services

B2B/B2G  
Indoor Navigation  
Platform



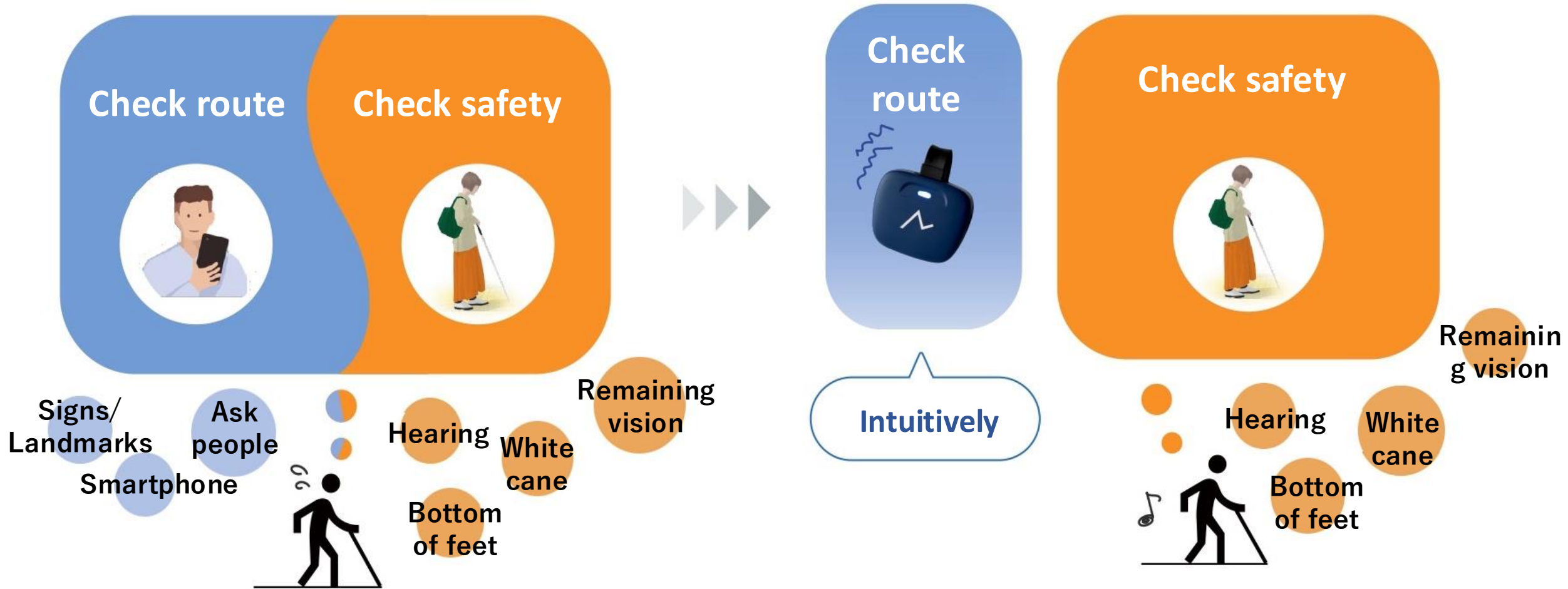
**IndoorFlow**



**Seamless indoor-outdoor navigation**

**STARTING WITH ACCESSIBILITY.  
SCALING TO UNIVERSAL NAVIGATION WORLDWIDE.**







PUT ON  
SHOES



SET  
DESTINATION

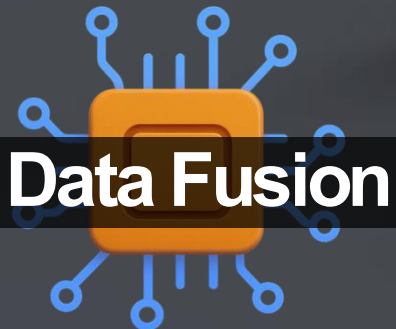


WALK  
FOLLOW THE  
VIBRATION

Data fusion  
For accurate

Create valuable  
Map data

Route  
generation



# FROM INDIVIDUAL CHANGE TO SOCIAL IMPACT



## THE PROBLEM

**68.8%** experienced falls or collisions

**44.6%** homebound due to mobility anxiety

**53.8%** show depressive tendencies

*Falls → Anxiety → Depression → Long-term care*

## HOW WE KNOW

**01 Real-World Trial**  
6 months with white cane users  
QOL: 0.746 → 0.836 (+0.09)

**02 Markov Model**  
Lifetime simulation  
(Falls + Depression modules)

**03 1,000 Simulations**  
Monte Carlo analysis  
across all key parameters

**04 Independent Study**  
The Elements Inc.  
Supported by Toyota Mobility  
Foundation

## THE RESULTS

**-¥4.74M**

**Lifetime Cost Savings**  
vs. white cane only

**+4.21**

**QALY Gained**  
lifetime horizon

**98–99%**

**Cost-Effective**  
980–990 of 1,000 simulations

**Dominant**

**ICER**  
Lower cost + higher  
effectiveness

# USER FEEDBACK



At the Universal Studio Japan

ASHIRASE rental service for blind visitors

Q. Was the navigation easy to follow?

Yes! I could focus on our conversation and enjoy the music around us as we walked.

**850**units

SINCE OCT 2024 LAUNCH



**85% +**

RECOMMEND



**5**countries

WITH KEY PARTNERS



**VALIDATED IN JAPAN, READY TO SCALE**

Japan — Launched Oct 2024

Australia — Mar 2026

Europe —



OUTDOORS ARE MAPPED  
INDOORS ARE NOT



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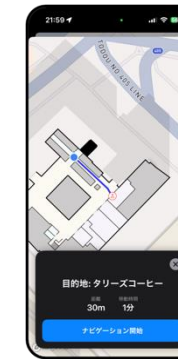
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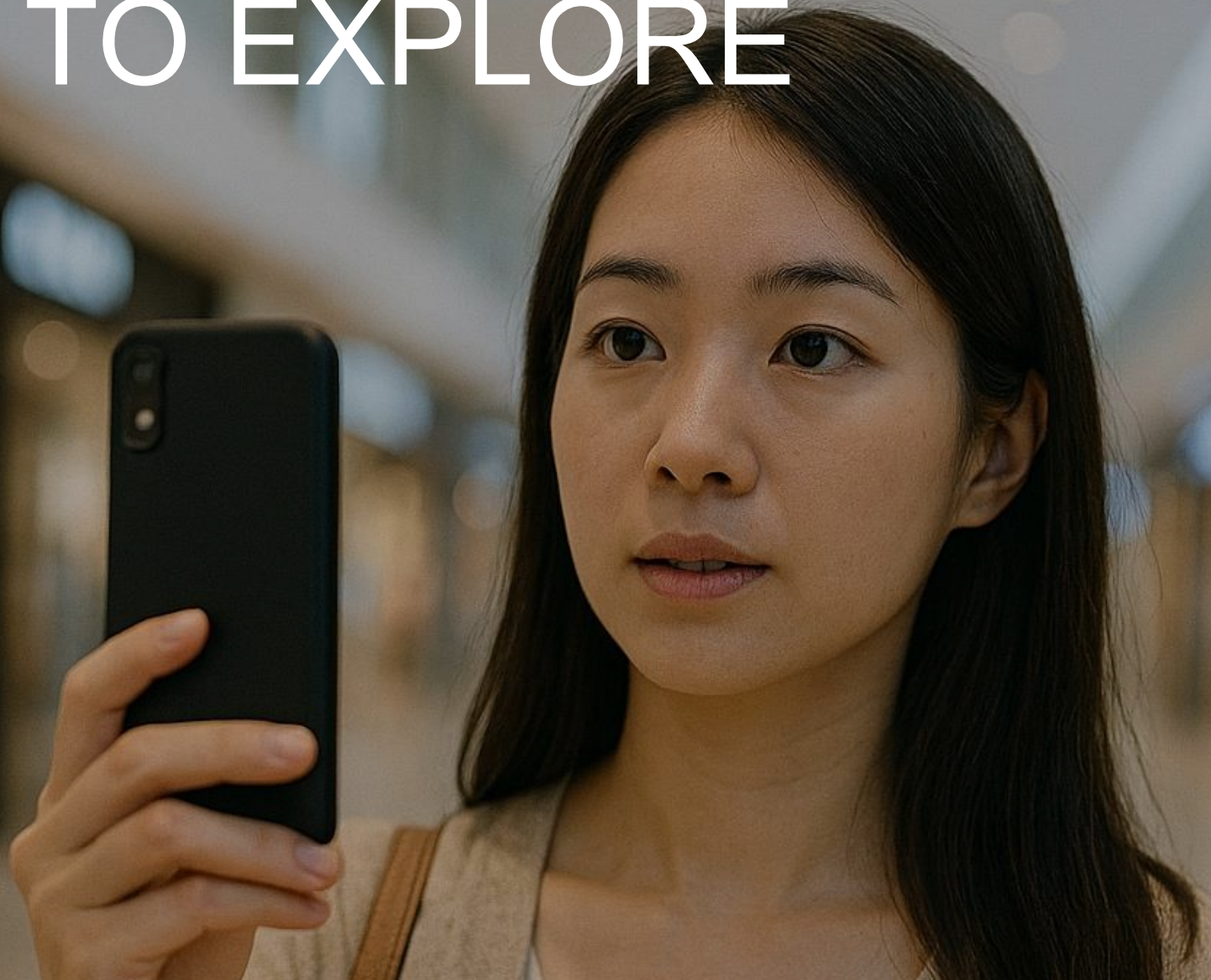
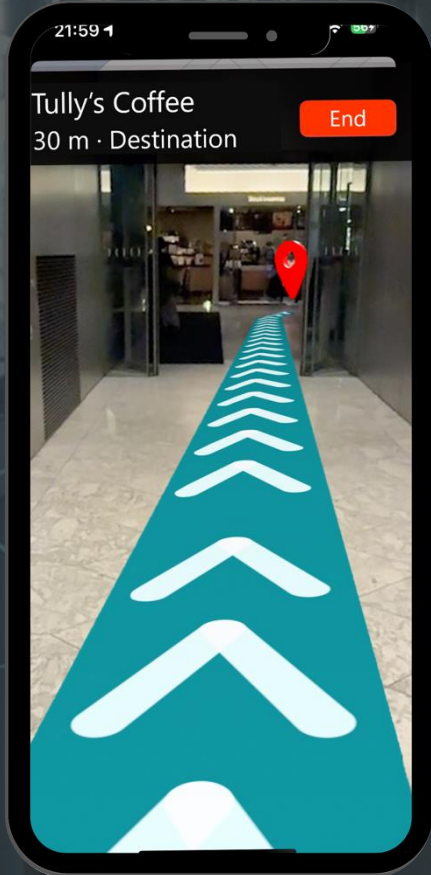
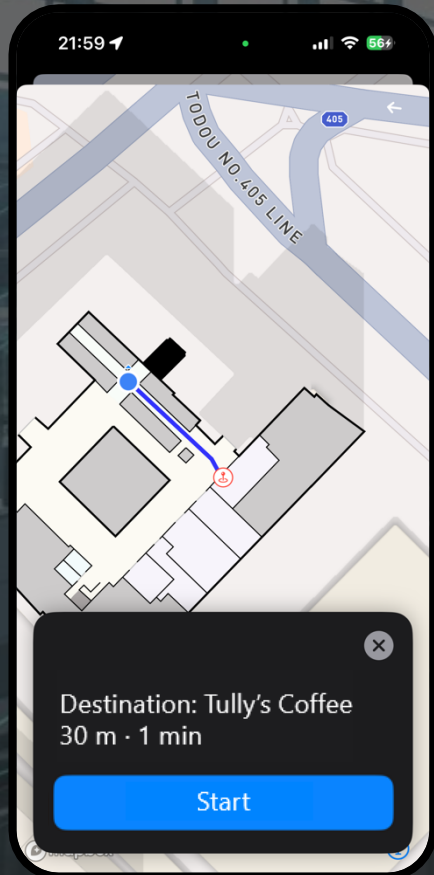
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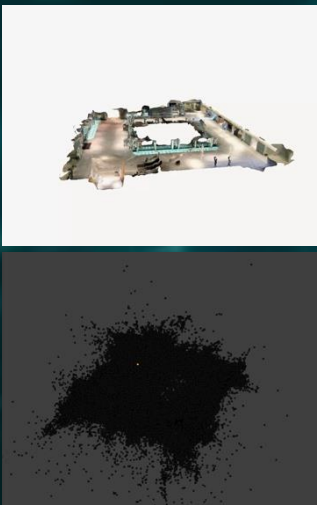
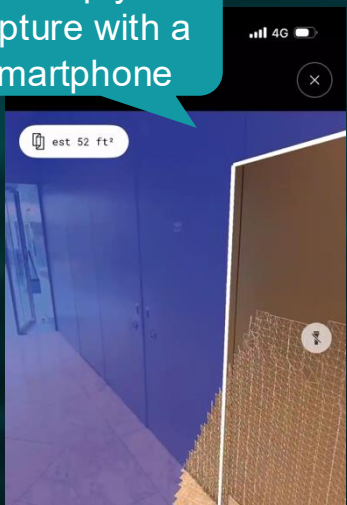
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# POINT & GO FREEDOM TO EXPLORE



## MAPPING

Simply capture with a smartphone



Generate point cloud data from camera images

## ROUTE



Automatically extract landmarks from image data (e.g., handrails, elevators, etc.)



Generate optimized routes tailored to individual

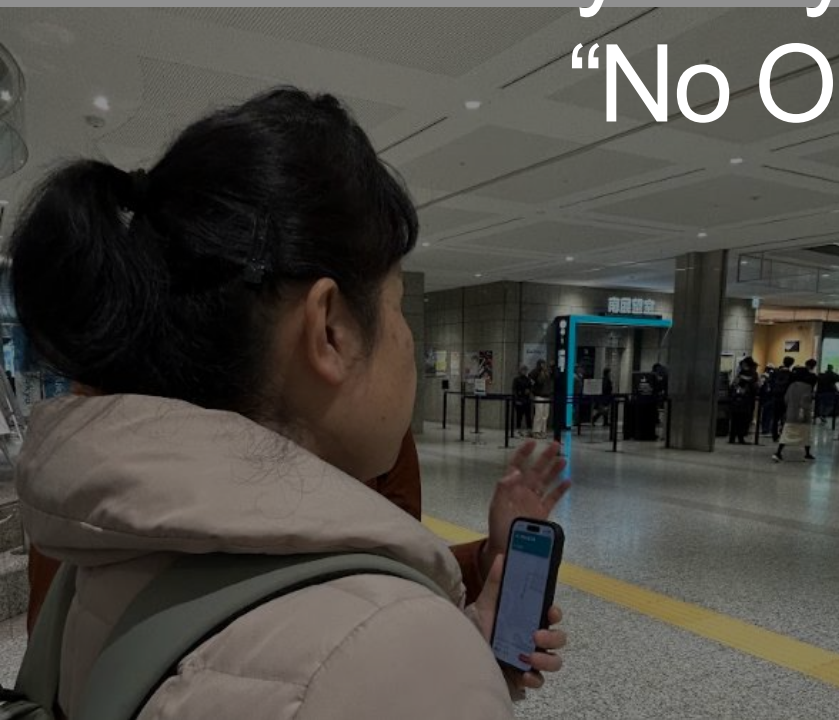
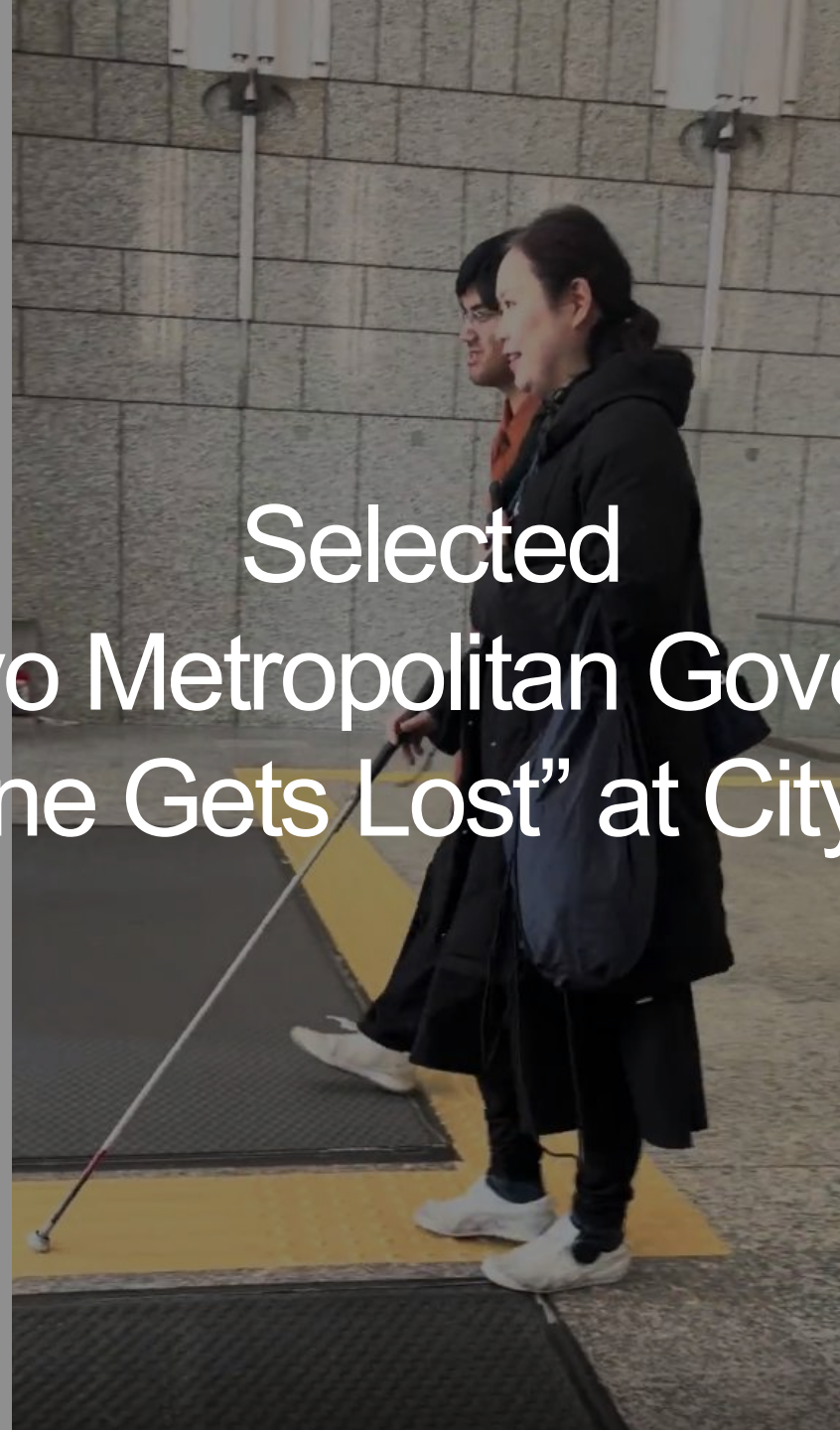
## USER POSITIONING



Identify the user's position by matching real-time point clouds with mapped data



Enhance positioning accuracy using particle filter-based correction



# Selected by Tokyo Metropolitan Government “No One Gets Lost” at City Scale

# OUR MISSION

## ENRICHING LIVES THROUGH WALKING



THE MORE  
PLACES I CAN GO,  
THE MORE I CAN  
TRULY BE MYSELF “

Company website



Connect with ME!

