



UPDATER Inc. Company Profile

Company Overview

Do you know who produce the item you bought today?

A cup of coffee you enjoy everyday.
A favorite shirt you put on a special day.
Electricity you charge your smartphone.

Everything we consume has a producer.
We believe that not knowing the producers of things is causing social issues.
That is why we propose a “know-your-source lifestyle.”



If everything becomes fully traceable, social problems can be resolved.

I founded my company with the belief that know-your-source lifestyle can solve social issues and update the world.

"If it becomes easier for everyone to build wealth by generating electricity, the previously monopolized wealth will be decentralized, leading to a society without poverty."

The business that embodies this idea is know-your-source electricity. Even though being called unordinary, our business has had a small but powerful impact to "unexciting" electricity industry by creating a relationship between producers and consumers.

Today, our lives are filled with products of unknown source. The mass consumption and waste society has exacerbated poverty and inequality through child and exploitative labor, environmental destruction, and climate disruption is rapidly worsening.

So we are using technology to expand from "know-your-source electricity" to "know-your-source lifestyle". By making things visible, we believe we can find clues to solving social issues.

We embark on this new challenge, starting from this moment, to update not only society but also ourselves, with the collective power of everyone, towards an exciting future.



CEO

Eiji Oishi



Company Overview

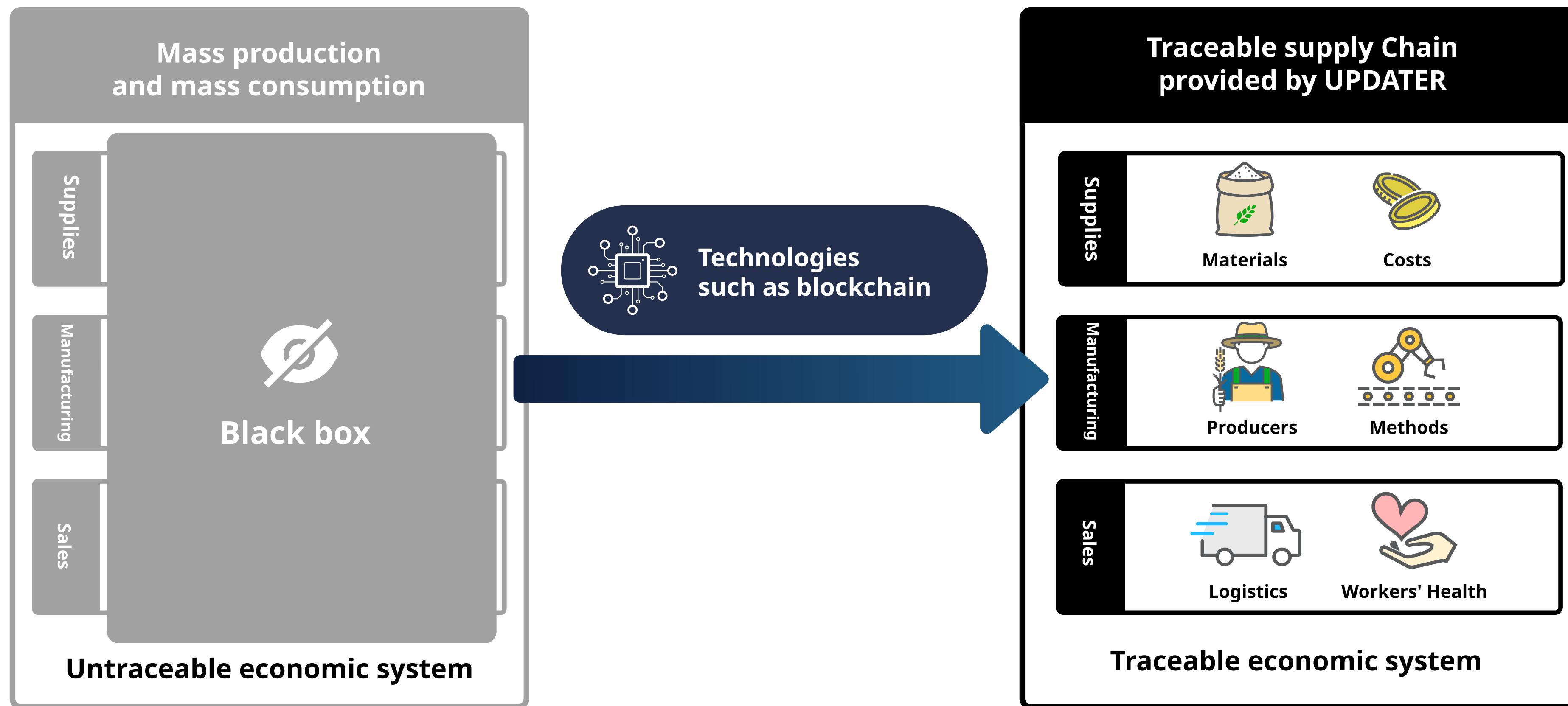
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|---------------|---|
| Name | UPDATER, Inc. (formerly: Minna Denryoku, Inc.) |
| Services | Utilizing proprietary blockchain technology, we provide SX services to corporations and individuals. - Climate Tech 'Minna Denryoku' - Well-being Tech 'Minna Air' - SDGs platform 'TADORi' etc. |
| Location | Sun Towers Center Building 8F, 2-11-22 Sangenjaya, Setagaya-ku, Tokyo 154-0024, Japan |
| Establishment | May 2011 |
| CEO | Eiji Oishi |

| | |
|--------------------|--|
| No. of Employees | 78 (including temporary workers) *As of March 31, 2024 |
| Share Capital | 1,407.978 million yen (Capital reserve: 2,142.178 million yen) *As of March 31, 2024 |
| Major Shareholders | Eiji Oishi, SMBC Venture Capital Co.,Ltd., Mizuho Capital Co.,Ltd, MT Partners., TBS HOLDINGS, INC., SBI Investment Co., Ltd., SEGA SAMMY HOLDINGS INC., MARUI GROUP CO., LTD., DENTSU INC., Dip Co., Ltd., TIS Inc., HULIC STARTUP Co., Ltd., PROTO VENTURES CORPORATION., SuMi TRUST Innovation Fund, W inc., SHINWA CORPORATION., TM Capital., MC&C Fund. |

Business

UPDATER's Mission

Solving social issues by making everything traceable through using technology.



Businesses

Our
Platform

Two comprehensive sustainability platforms
that leverage face-to-face relationships and blockchain technology

For businesses

みんがSXBiz

For individuals

UPDATER
TRACKS



Services to solve various social issues

Our
Services

みんが電力

みんが工務-

みんが大地

ShiftC

みんがリビング

TADORi

Partner
Solutions



Social Issues

Decarbonization

Well-being

Biodiversity

Circular Economy

Community Revitalization

Climate Tech

みんなの電力

The solution to climate change

We're experiencing abnormal weather and natural disasters caused by global warming. Energy needs to be revolutionized if we're to reduce the greenhouse gases that contribute to rising temperatures.

Minna Denryoku (Everyone's Energy) strives to address climate change making sure consumers know where their renewable electricity comes from and by making the act of selecting energy into a joyful and thrilling experience.

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Ohirune Mikan ODAWARA Power Plant



Atsugi Citizen Power Plant



Aigamo Power Plant



Takatsu River Wind Power Plant

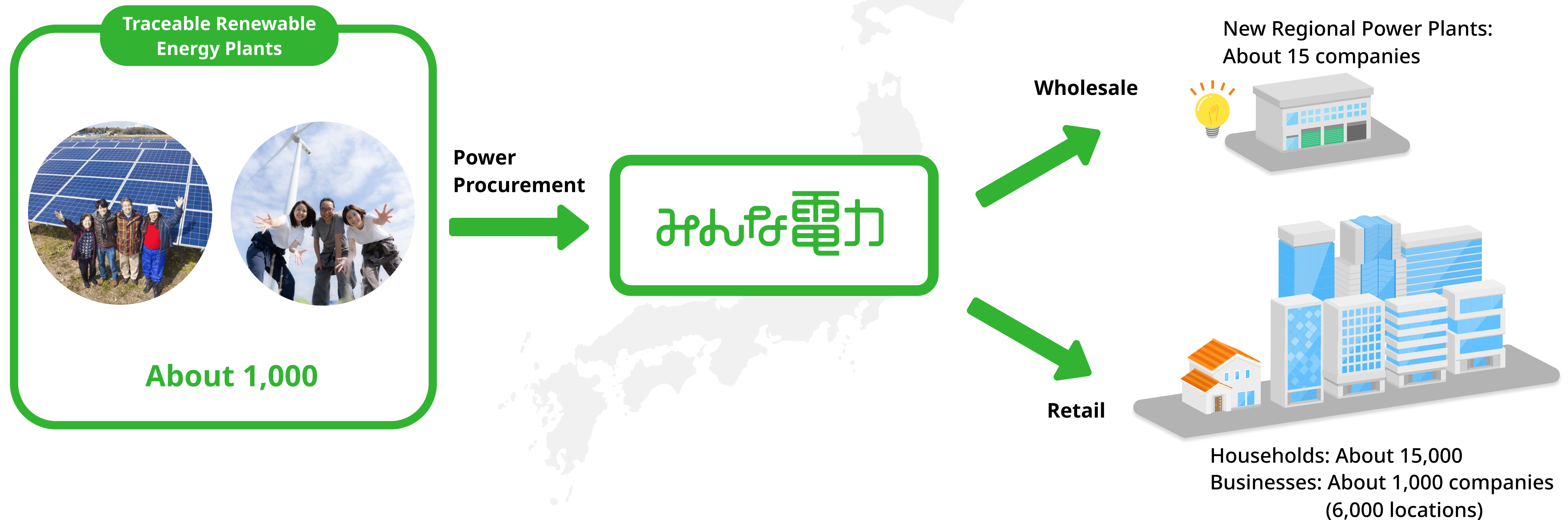


Misaki Mirai Solar Power Plant

One of the Largest Renewable Energy Platforms in Japan

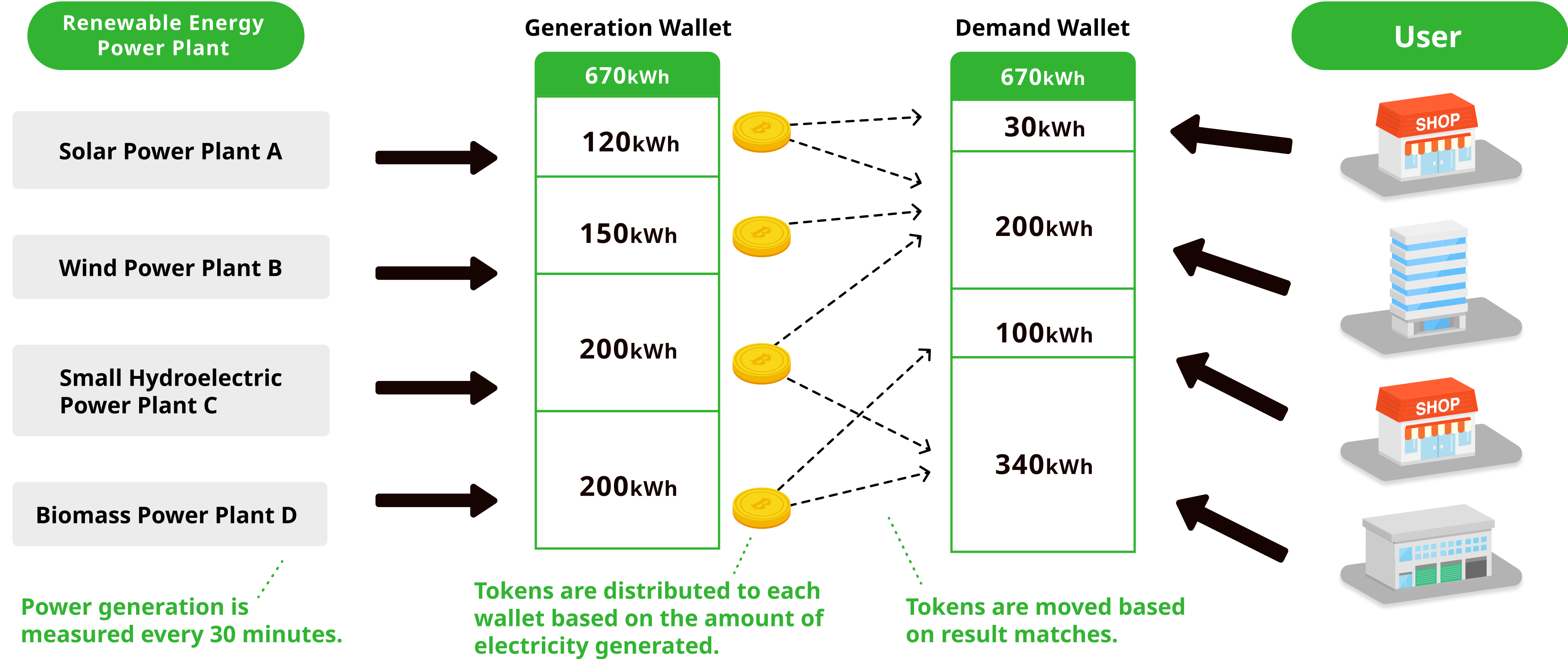
Minna Denryoku provides electricity from approx. 1000 power plants nationwide as a 'traceable electricity' that shares the faces and stories of producers.

The collected electricity serves not only Minna Denryoku's retail operations, but is also supplied wholesale to emerging regional power companies and BPO, facilitating the widespread adoption of renewable energy across Japan.



Blockchain to Purchase Electricity from a Specific Power Plant

In 2018, we commercialized the P2P power tracking system called "ENECTION 2.0" for corporate use, which matches power generation and demand every 30 minutes and utilizes blockchain technology to prove "the source and quantity of electricity purchased."

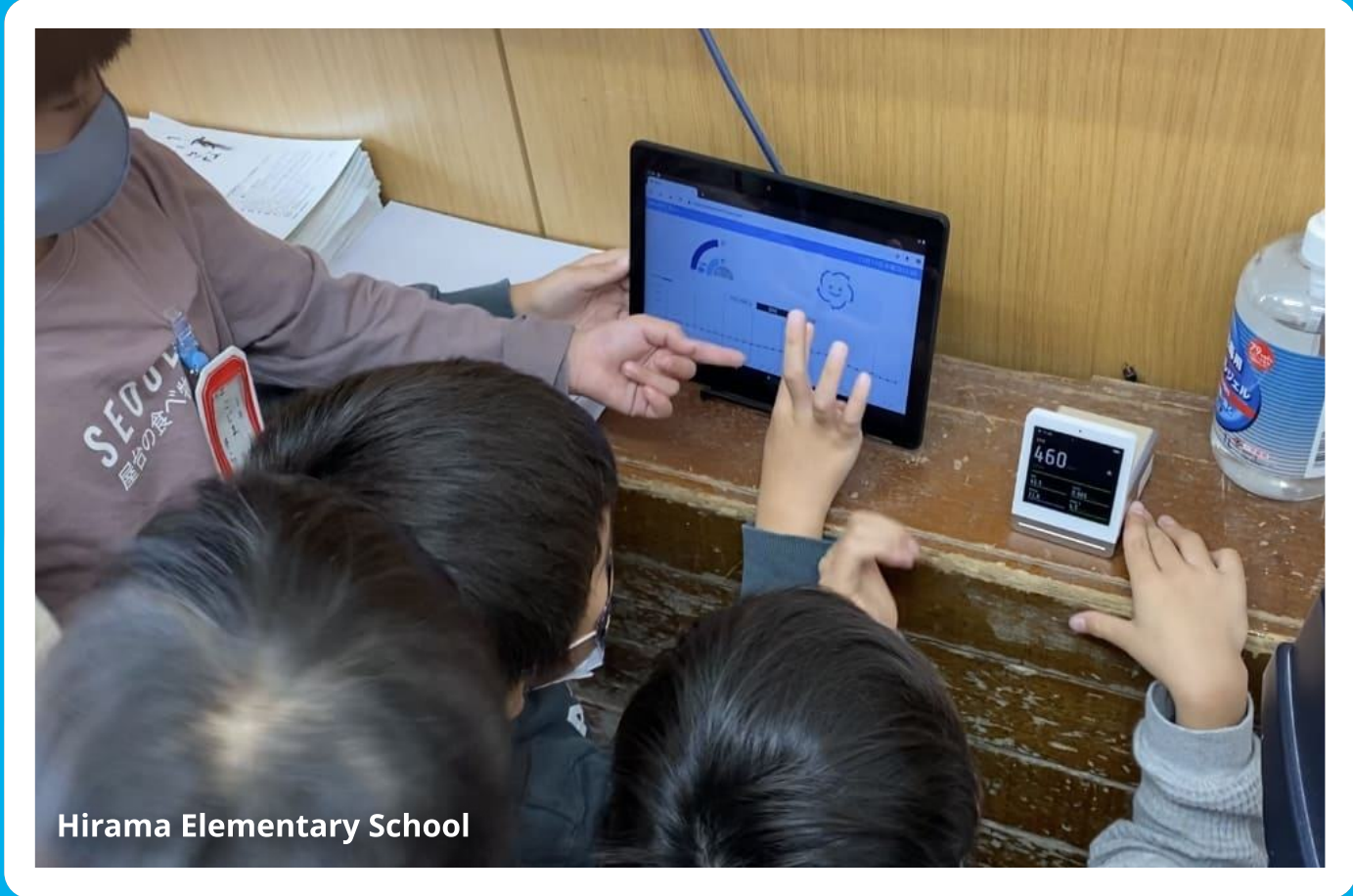


Well-being Tech



Update the world's air quality

Based on an internal survey, over 70% of corporate managers acknowledge the significance of well-being. To lead a healthy life, we've decided to focus on updating air, something invisible, yet very close to all of us.



Hirama Elementary School

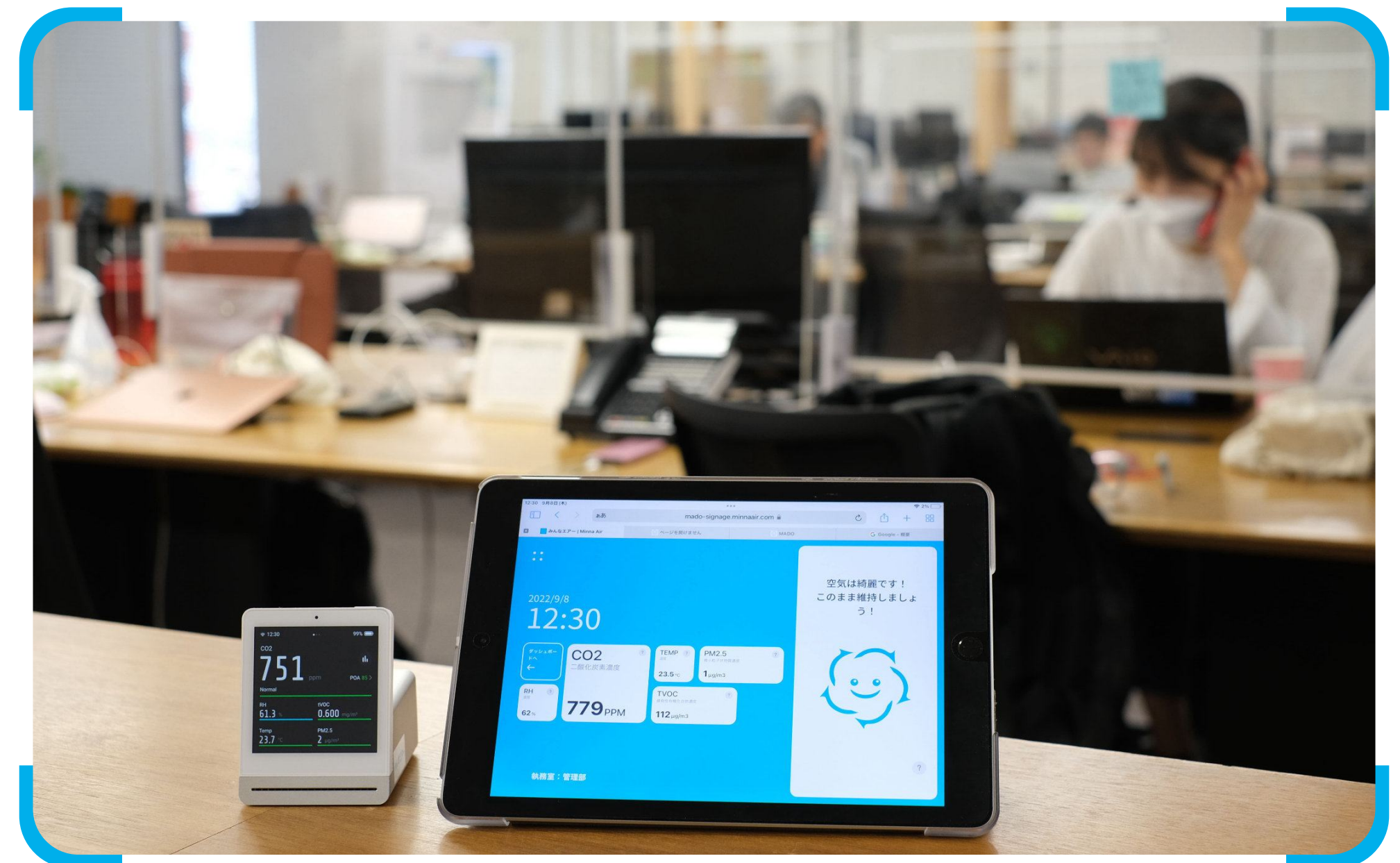


Hirama Elementary School

Becoming the Best Collector of Air Data in Japan

Air Quality Monitoring Cloud “MADO”

Air quality data from 4,500 locations nationwide, including schools, daycare centers, and call centers, is constantly monitored by multipurpose sensors. Numerical data such as the amount of CO2 and PM2.5 in the air is acquired every 15 minutes and analyzed by the cloud system MADO. Data is used to promote the creation of spaces with clean air.



Specialized Air and Well-being Media

We started AIR Lab.JOURNAL, a media specializing in air and well-being, in July 2021. In addition to our expertise in air and well-being, we also share expert-supervised articles and research papers that provide clear explanations of technical terms.



Recommended Articles

- ✓ Benefits of Circulating Indoor Air
- ✓ What is a HEPA filter?
- ✓ Interviews with Companies Leading the well-being Industry



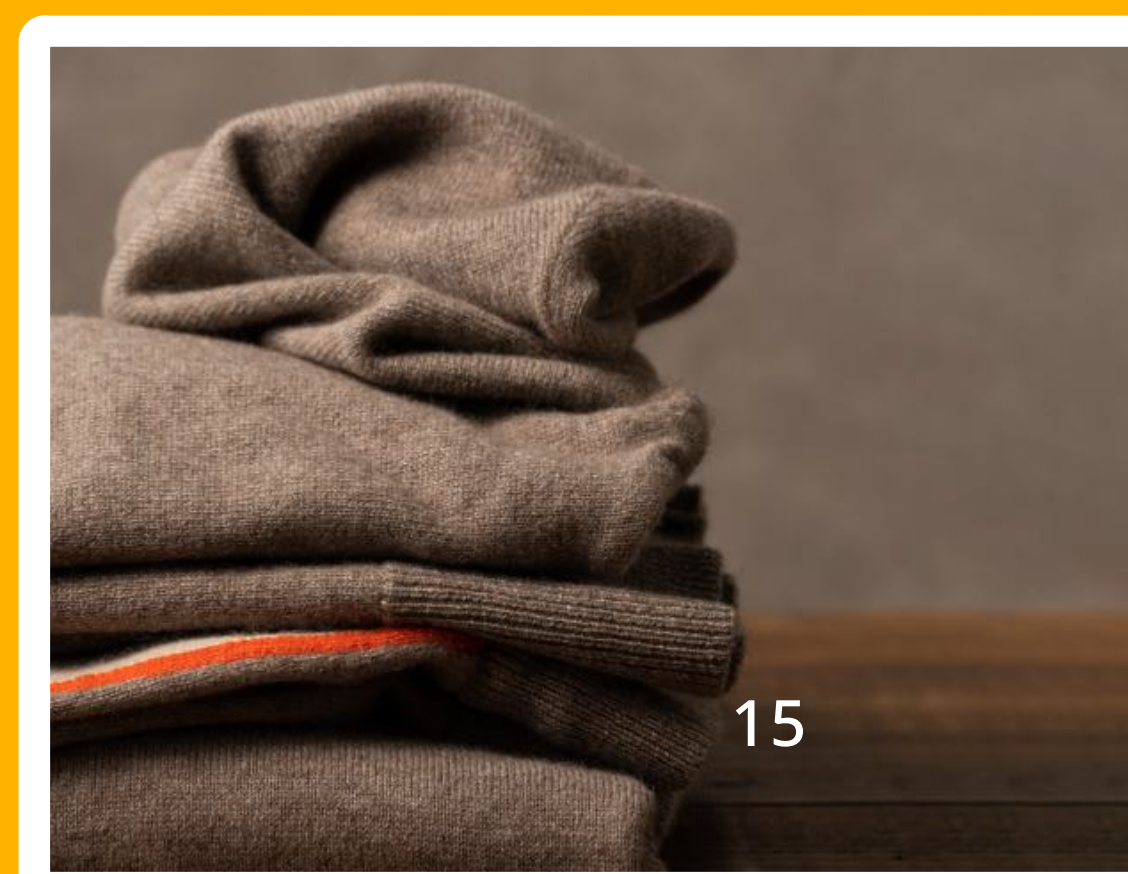
<https://minnaair.com/blog/>

Ethical Media & EC



Traceable production and consumption

Do you know who made the clothes you are wearing or the snacks you eat?
TADORi started from the belief that lacking knowledge about the producers and the transparency of financial transactions would cause someone's unhappiness.
Gradually, we hope to make the black box of society more transparent.



Disclosing Value through Blockchain Solutions

We provide blockchain solutions, applying the blockchain technology developed in the electric power sector, to enable traceability of financial transactions and manufacturing processes for corporate clients.



Traceable Supply Chain

CASE STUDY: CASHMERE

In our production engineering, manufacturing costs are disclosed, and a blockchain solution is employed to demonstrate the payment recipients and amounts.



Traceable Aid Activities

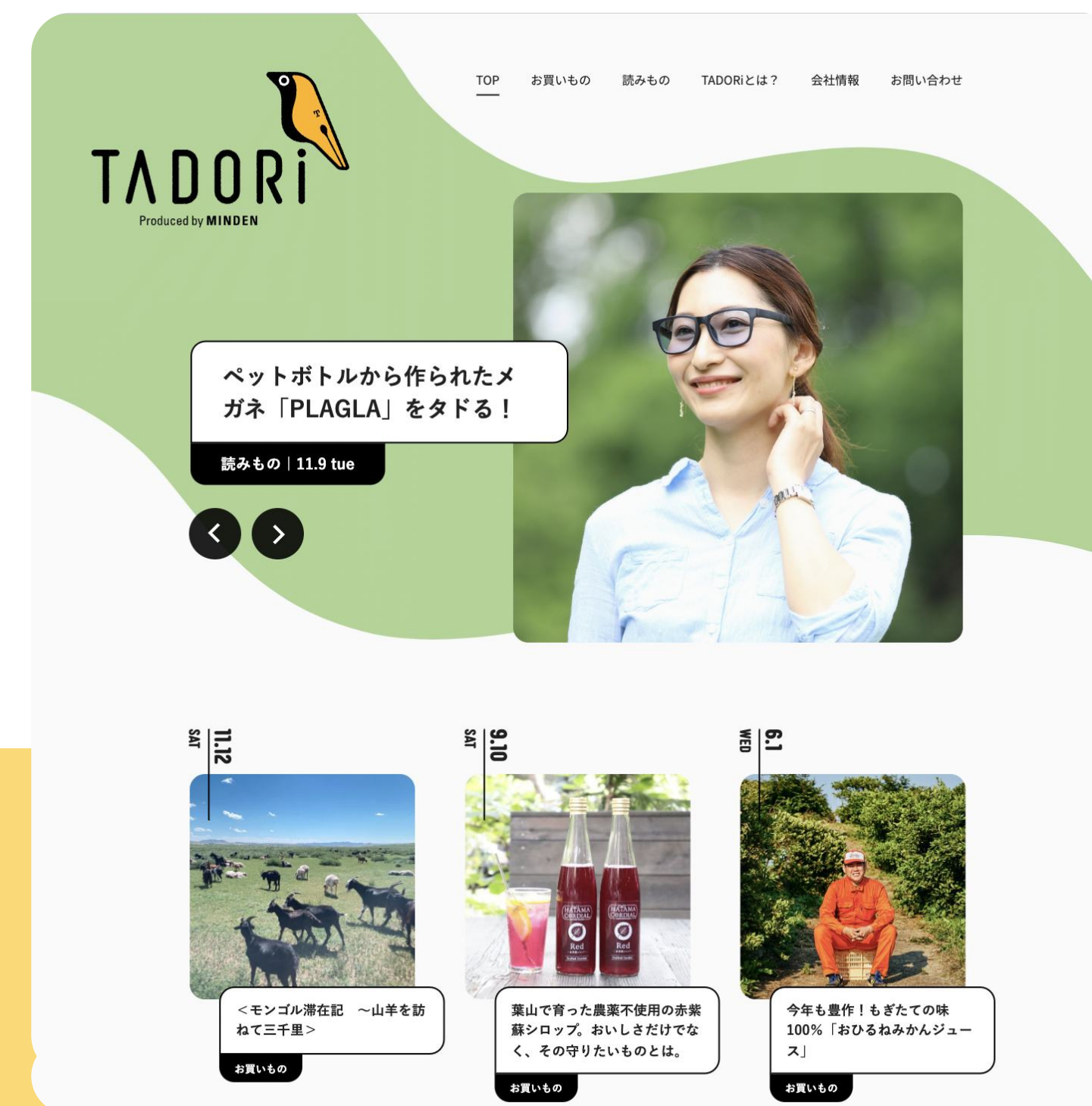
CASE STUDY: CHOCOLATE

Out of the selling price, 100 yen equivalent is allocated towards addressing social issues in cocoa-producing countries. The blockchain solution provides proof of the payment of support funds to the designated organization.



E-commerce that Promotes a Traceable Lifestyle

In 2021, we started TADORi, a platform that enables people to shop while having access to information about the producers and their production stories. Additionally, it offers opportunities to learn about social issues and the SDGs lifestyle.



Other Businesses

Decarbonization through Soil Regeneration “Minna Daichi”



Our goal is to enhance soil quality and establish a new land evaluation criterion that contributes to the global environment by making carbon sequestration and soil conditions more transparent through comprehensive farmland surveys.

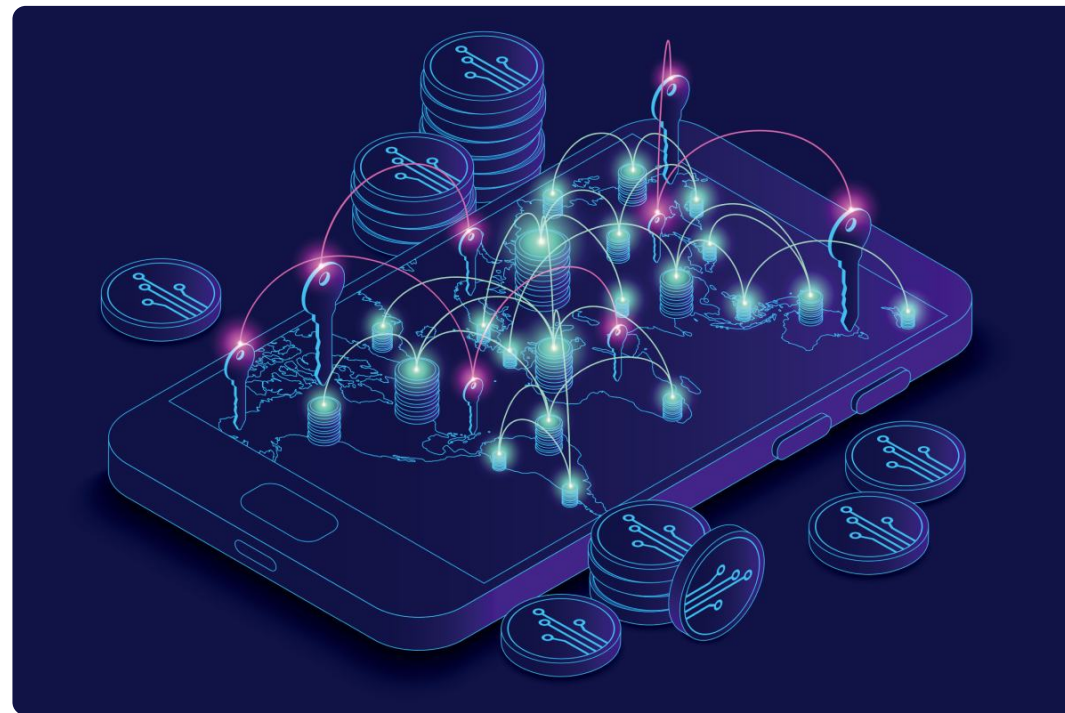
Domestic lumber with known origin “Minna Living”



Prioritize the use of domestically produced lumber and provide transparency regarding its place of origin, the lumbering process, and the producers involved. By ensuring fair compensation for the forestry industry, we contribute to the enrichment of Japan's forests.

Technology

Using Blockchain to enable the traceability of products



UPDATER commercialized the P2P power tracking system. Starting in 2022, we also began providing blockchain solutions to establish supply chains that prioritize environmental sustainability, human rights, and other critical concerns. The money transactions used the production process are becoming more transparent.

Power Generation Predictions via AI



The electricity generated by renewable energy is subject to weather conditions. In partnership with the University of Tokyo, UPDATER has developed an AI-based system to predict the amount of electricity generated. We are focused on enhancing the system's accuracy.

Air Quality Big Data Analysis



Using cloud-based multipurpose air sensors, air quality is constantly monitored at approximately 4,500 locations nationwide, including offices, call centers, and daycare centers. Numerical data on CO2, PM2.5, tVOC, and more can be found in the air and analyzed every 15 minutes to make proposals for air quality improvement.