

# MBIMATE

LIVING BEYOND YOUR LIMITS

毎日の生活が豊かになるモビリティ

# 2030 VISION

**Serve People Worldwide with the  
“Joy of Expanding Their Life’s Potential”**

# Introduction

## VDO



# Problem

## Aging Risk



**Can't Carry  
Heavy Things**



**Difficulty in  
Walking**



**Always Lost  
Direction**



**Health Concern**

# Solution

Create Product to Support Elderly People for  
“Better Living”



Carry Heavy  
Things



Walking Assist



Navigation



Health Detection



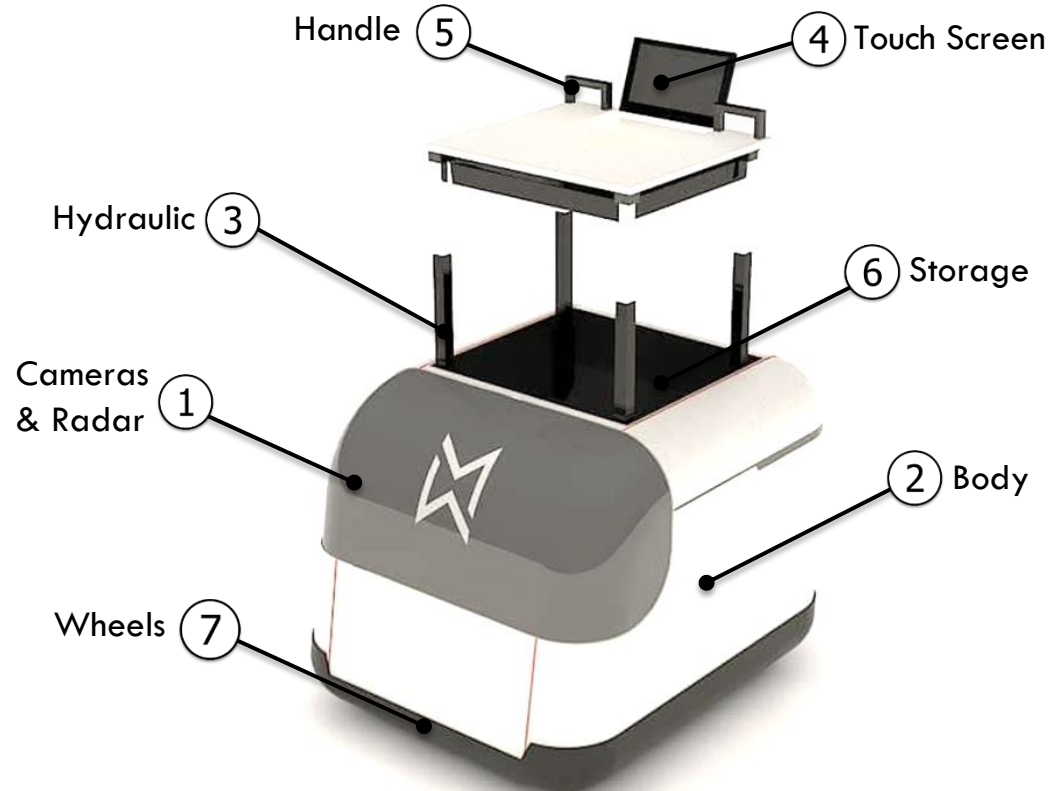
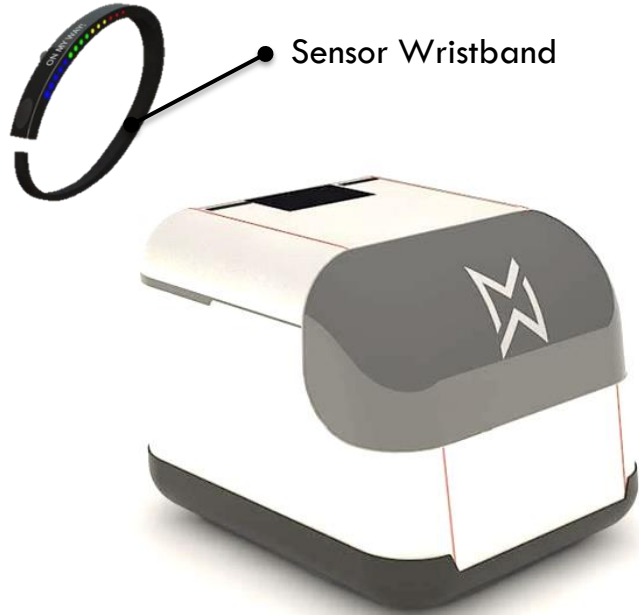
# Magic



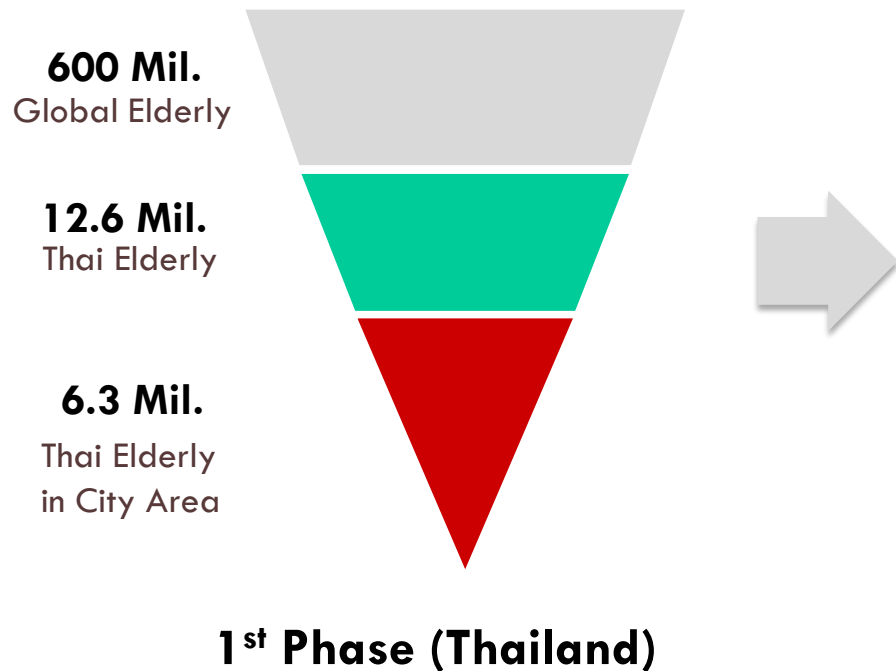
**Honda Robotics**

Honda  
**SENSING**

# Product

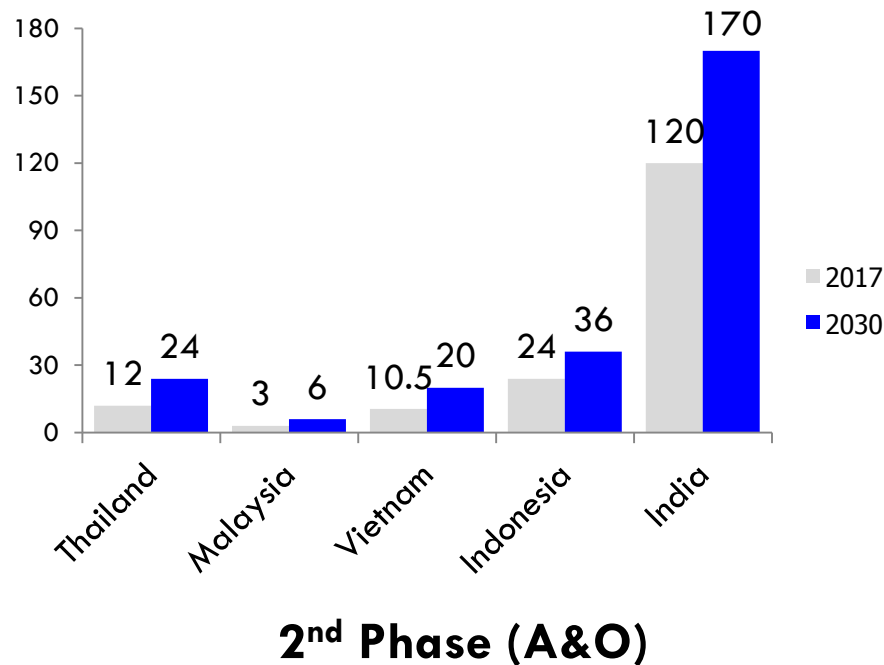


# Market Opportunity



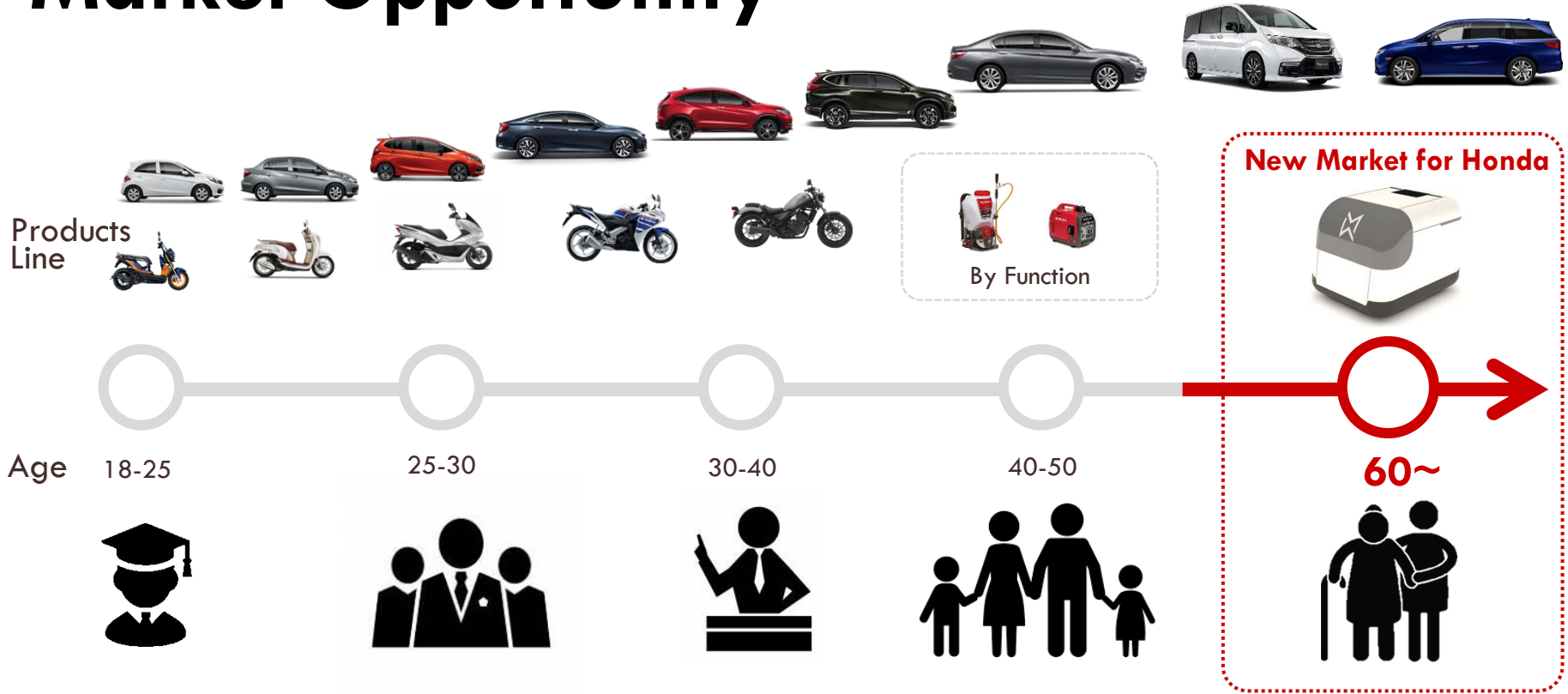
## Population Age > 65 Years in A&O

Reference : United Nations Population Division



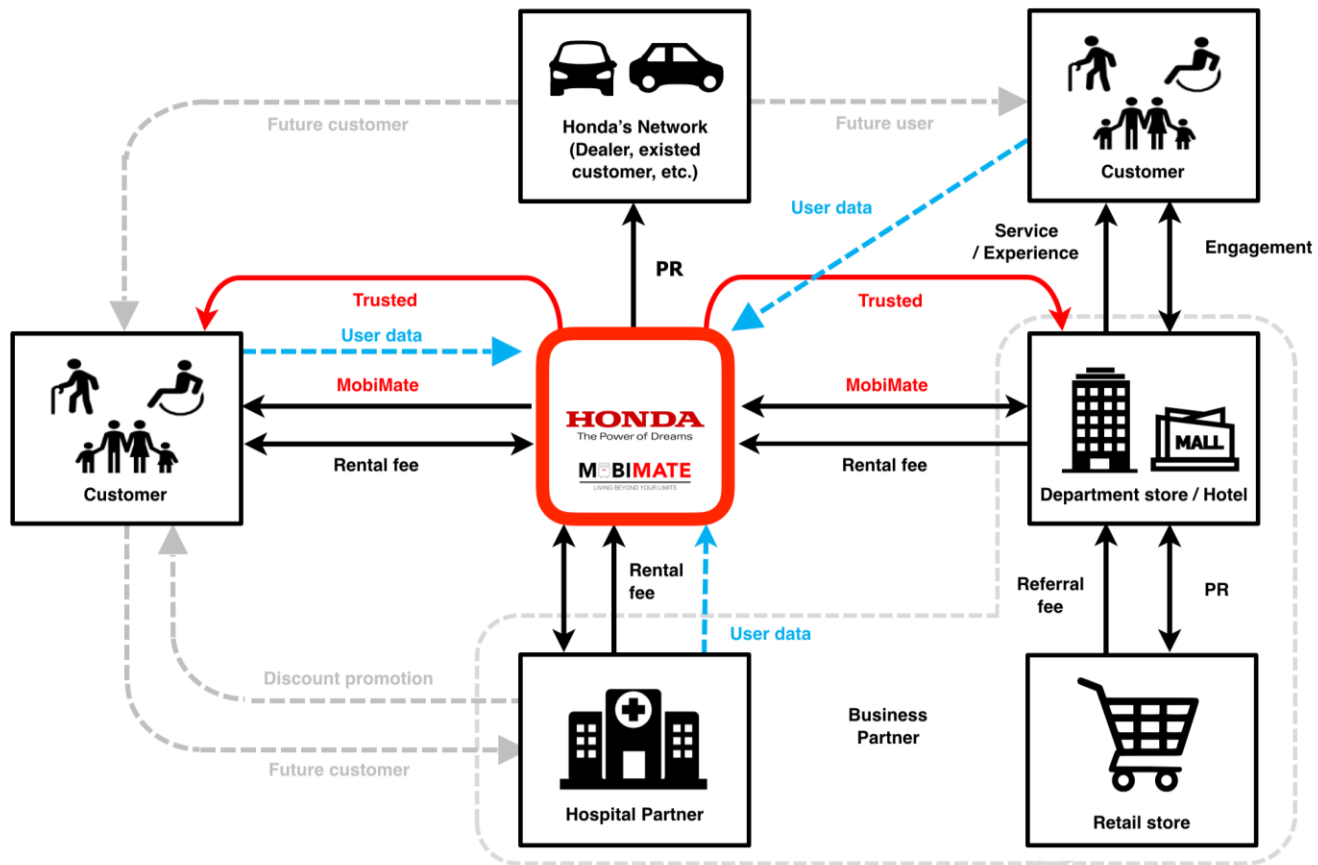


# Market Opportunity



ア大のホンダ事業ではまだ高齢者をマーケットにした製品がなく、ブランドの価値を上げていけるチャンスがここにあると考えております。

# Business Model



モビメイトからの収入は、パーソナルで経験して頂くお客様とビジネスパートナーを通して経験して頂く2つのチャンネルです。

# Marketing Plan (Distribution)

## Business Partner

Customers Experience



Department store



Retail store



Hospital

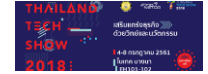
Professional Reviewers



## Honda Network



## Exhibitions



# Competitor

High Brand Value



pepper



Single-Function



Multi-Function






















Low Brand Value

# Competitive Advantage

**Buddy**

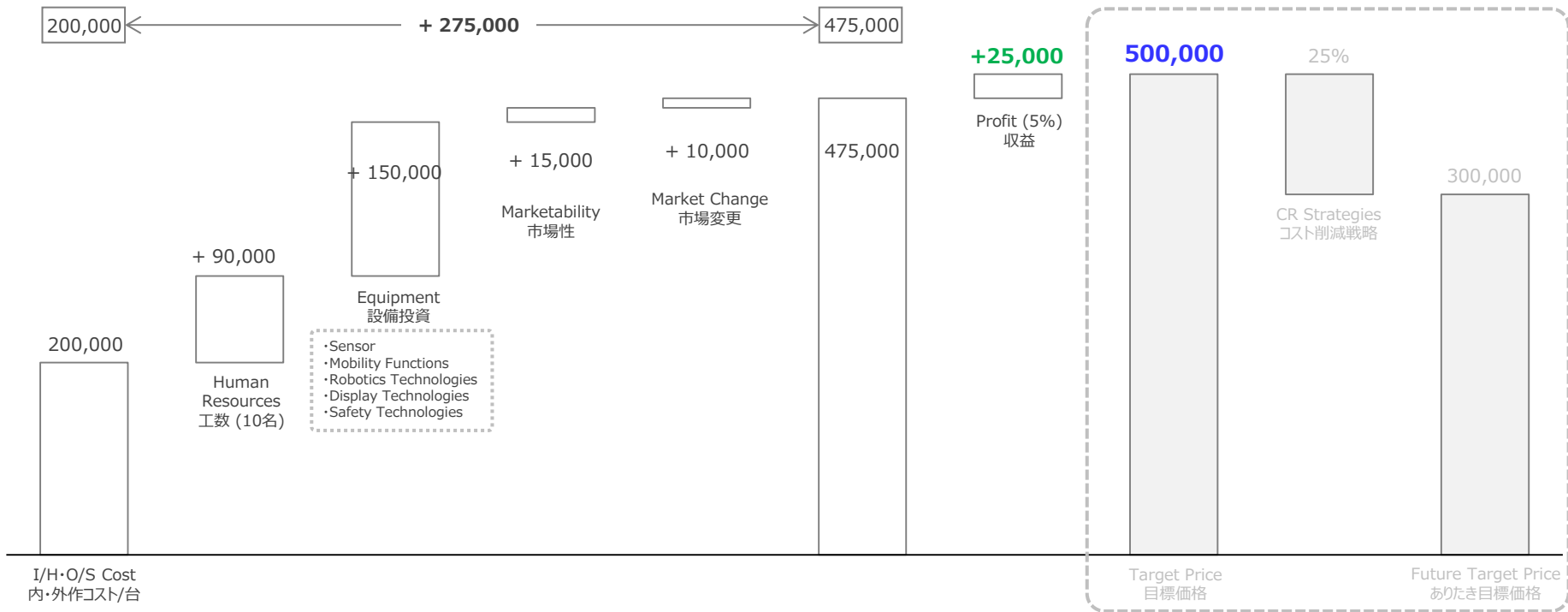
pepper

**M-BIMATE**  
LIVING BEYOND YOUR LIMITS

Voice Recognition			
Guide to Right Place			
Machine Learning			
3D-Mapping			
Carrying a Things			
Walking Assist			
Health Features			

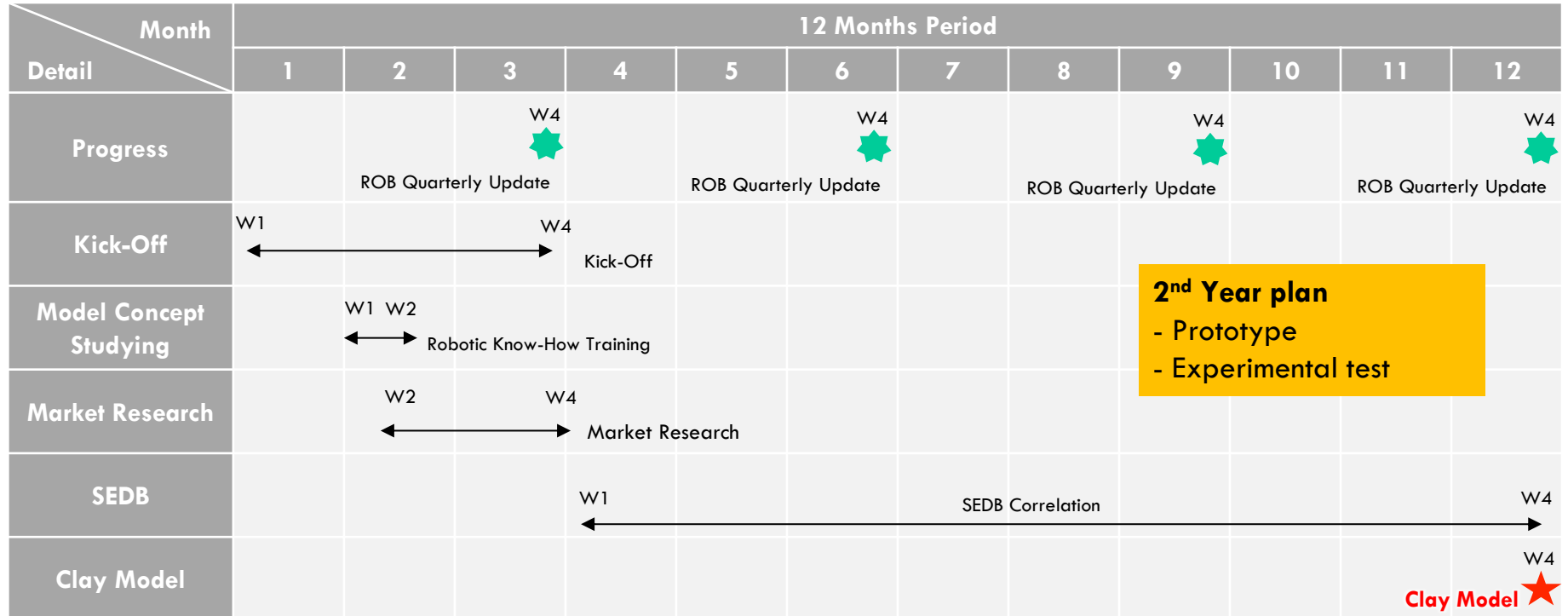
# Cost Structure (1 Unit Estimated)

※Cost Per Unit : THB  
Sales Volume : 100 Units / 3 Years



1台50万パーツの目論見。投資収益率は、3年100台になります。

# Implementation Plan (1<sup>st</sup> Year)



**Study Cost Estimate : THB 3.0 M**



**Kentaro K.**

Production Planning

**Pongtep D.**

Product Engineering

**Natthakan P.**

Marketing

**Burimparth P.**

Corporate Affairs

**Buntharika S.**

Product Strategic



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