

For the next Billion.

# SUNBLAZE

World.

Future.

**Bridging Digital Divide**



Amegumi India

# Hard to get in touch with farmers



NGO/NPO/  
Agri-business

Hard to visit in COVID-19  
situation to manage



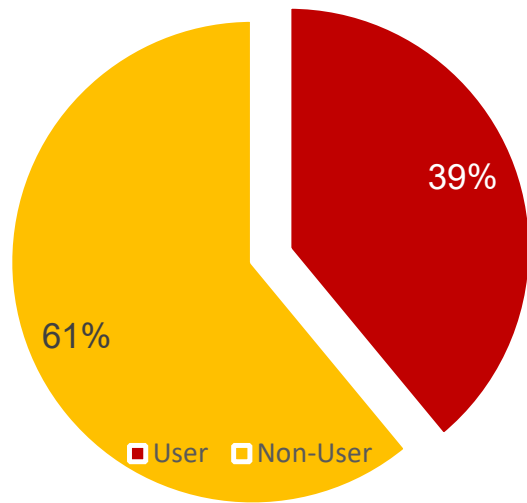
Hard to ask, buy/  
sell since no face  
to face MTG is  
Tough

Farmers

# Need Communication Tool



# Smartphone Penetration Rate in Sub-Saharan Africa



# 39%

This number describes approx. **a billion** cannot grant a privilege of digital innovation



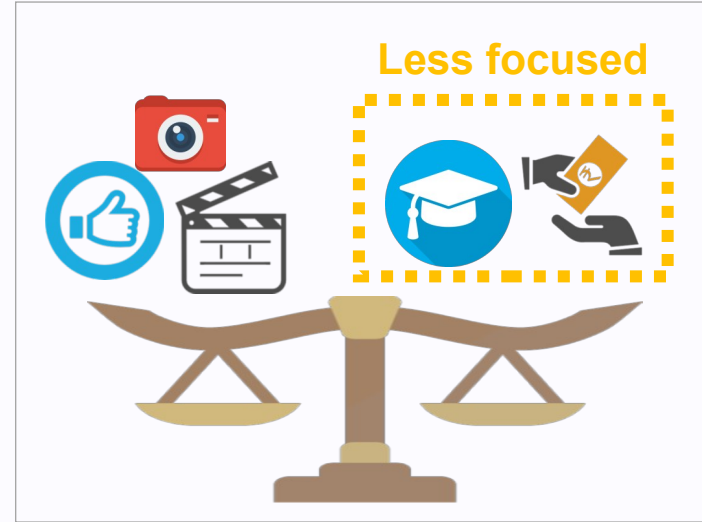
[https://www.gsma.com/mobileeconomy/wp-content/uploads/2020/03/GSMA\\_MobileEconomy2020\\_SSA\\_Eng.pdf](https://www.gsma.com/mobileeconomy/wp-content/uploads/2020/03/GSMA_MobileEconomy2020_SSA_Eng.pdf)

# Cause of “Digital Divide”



## **Insufficient Income**

Most income will be consumed for living expense and hard to save






## **Low Digital Literacy**

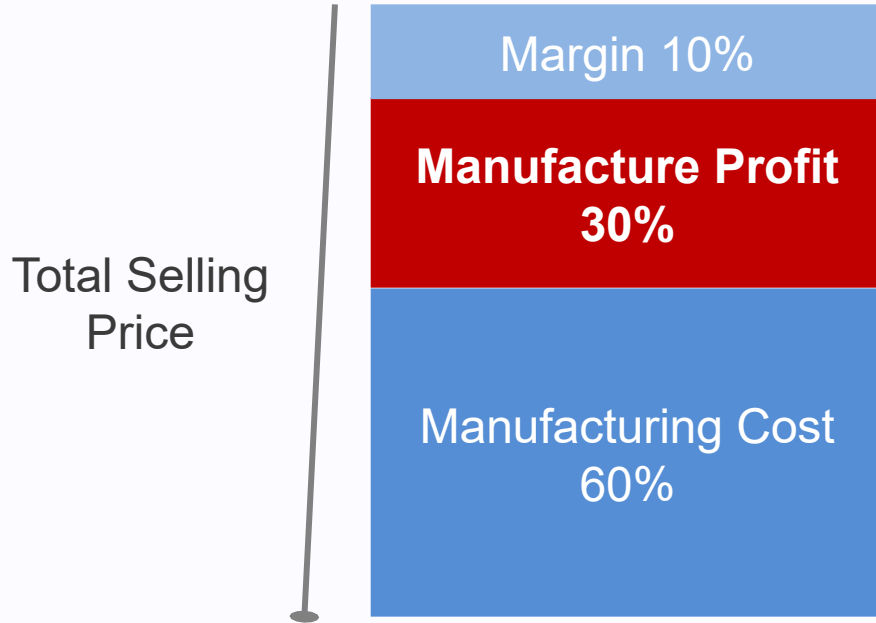
Big image of Entertainment will lead user to consume time in games and videos  
Smartphone is regarded as nu-necessity

# But Why existing Smartphones are not enough?



	Smart Feature Phone 	Android 	Apple iOS 
App Restriction	<b>Limited App Entertainment</b>	<b>Soft</b> (security risk) <b>Entertainment</b>	Very Strict <b>Entertainment</b>
OS Management	Well Managed	<b>Insufficient</b> *refer at next slide	Well Managed
Hardware Quality	<b>Insufficient</b>	<b>Insufficient</b> *refer at next slide	Sufficient
Price	← Affordable → Expensive →		

# Replacement model is profit for Manufacture



# 1~1.5years

Device preferred to be **Replaced** as the Android business model

oppo

SAMSUNG

mi

vivo



# Suitable Phone is not ready, But on the other hand, **Company/NGO/Government** are looking for **Device for management**

We want to provide  
affordable device

Looking for  
Secured smartphone



Decision Maker

App restriction required  
to avoid Entertainment use





## **SUNBLAZE Phone**

- **\$40 Cost**
- **3Y Less Malfunction**
- **Limited Functions**



# Our Role is SW Development



Original App Store  
No Entertainment

App Restriction

Android 8.1 Base  
Security Update

OS Update

Hardware Design



← OEM/ODM  
Cheap Device

# Default Apps and Hardware Spec

## Apps We Prepare

Phone	Firefox
SMS	Clock
Contacts	Calendar
Camera	Calculator
Gallery	File manager
FM radio	Note
Settings	Original App Market
	Original Messaging App

## HW Spec

Production Cost	\$35(4G)
Selling Price	\$40(4G)
Production Volume	3,000 devices
Minimum Order	10 deivces
OS	<b>SUNBLAZE OS</b> - Fork from Android 8.1 - Not Support for <b>GMS</b>
Display Size	4 inch
RAM+ROM	1GB + 8GB
SIM	Dual sim card mode
Camera (Front + Back)	2M + 5M (pixels)
Battery	1500mAh

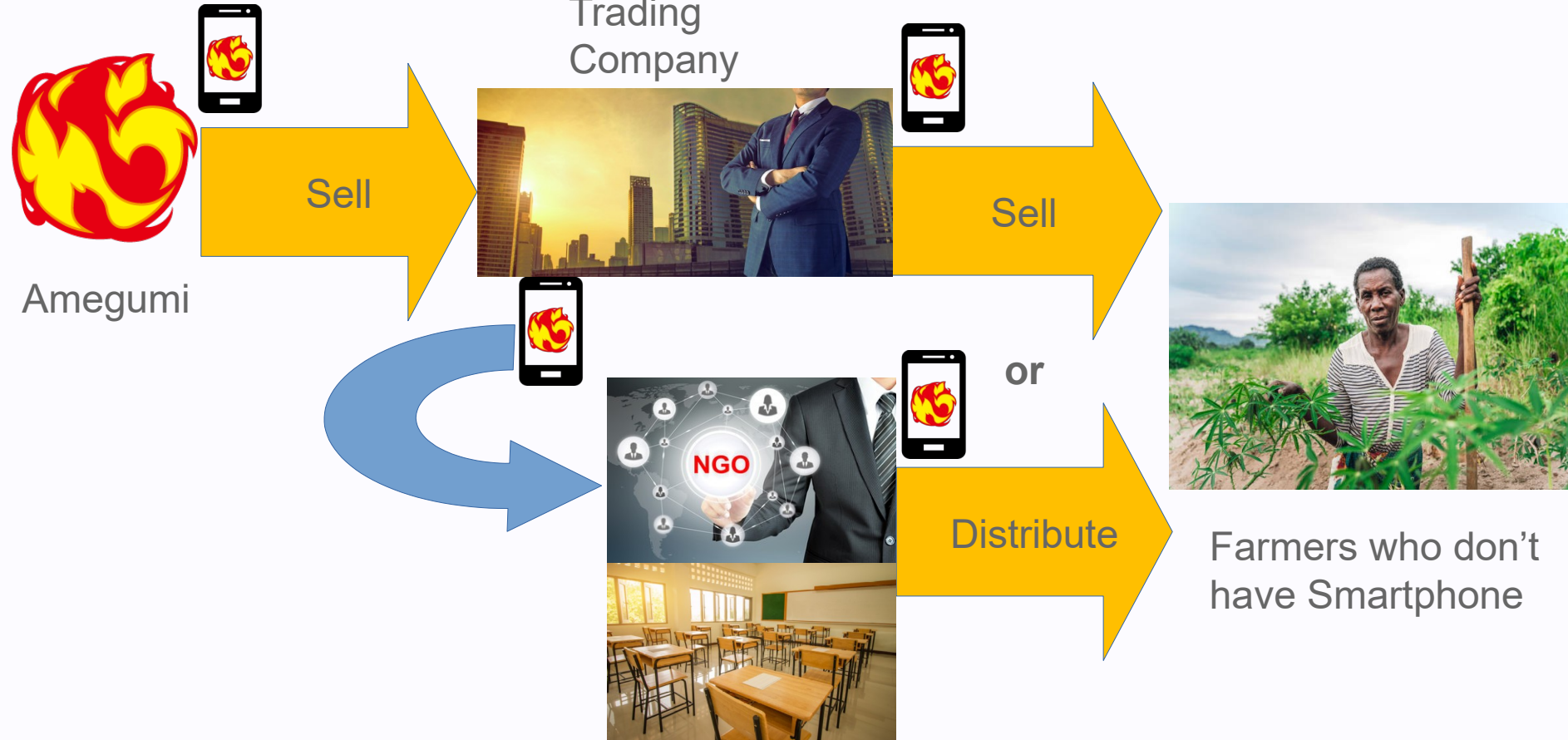


- App Restriction: Best -> Less than 50MB, Need to Test -> 60-100MB, No -> over 100MB
- Guarantee: 3 Years Security Update w/o any other functions (No Load to HW)
- If Broken (e.g. Submerged): Hardware warranty for 1 year

# Distribution Channel.1 Support Context



# Distribution Channel.2 Distributor



# Farmer's Benefit



- Can access to Information by Firefox
- Can call to ask support by Phone
- Can get information and financing by AgriGo
- Can take online medical service by Jitsi meet

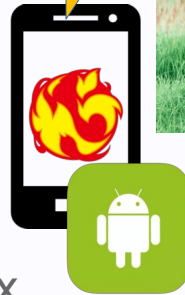
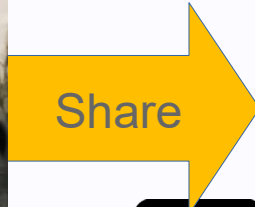


Firefox, Phone,  
Jitsi Meet, Note,  
weather forecast...

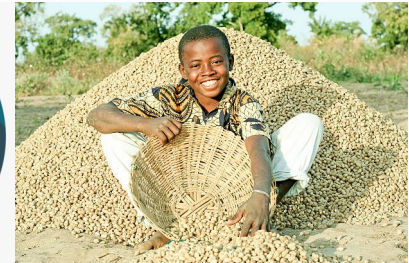


Information for Farming  
Financing

# Mother & Children can access Smartphone



Can access to Information by Firefox  
Can call to ask support by Phone  
Can take online lesson by Jitsi Meet



# AgriGo helps to do more productive way



Enabling farmer to access finance multiple times

Empower women to be bankable customers

Boost the negotiation power of the farmer

They score each farmers and let bank do loan with trustful data.

So farmers can do financing.



*Example of data that farmers can utilize*

*-Weather forecasting*

*-Currency inflation*

*-Current Market price*

*-Market demand*

*-Bank risk assessment*

*-Regional crop index*





# Company/NGO/Government can utilize as management tool.

We can get  
affordable device

We can use  
Secured smartphone



Decision Maker

We can use for  
management, educate  
only, not for  
entertainment

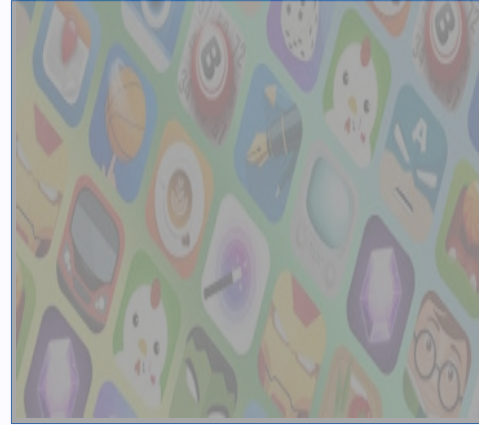
# Benefits for NGO/Government/Company...



	With our Phone	Without Phone
NGO/NPO	Manage/Educate/Get Data	Must <b>visit the Site</b> to do the left, tough in COVID-19 situation
Government	Get Data/Deliver Inf/Public service	Must <b>visit</b> to get data <b>No way to expand digital service</b> , tough in COVID-19 situation
Company	Manage/Educate/Get Data/Sell product/Deliver service	Hard to visit the site and less way to reach farmers

# Don't need Entertainment function

No entertainment App is here



Only business related app in our Store  
Agritech, Fintech, Video-MTG...

# Traction 40USD/device

Ordered

Testing

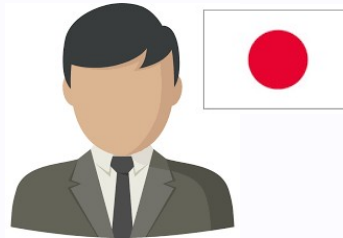
320台  
Farmers



10台  
Retailers



20台  
Sales\Local G



# Use Case: Manage Farmer



## Agriculture: Go Ltd



- Agritech startup in Rwanda
- They teach how to farm for farmers
- There are many farmers who don't have smartphone yet, so they will distribute our smartphone to farmers
- They were selected by JICA project, so they can get grant. They will order 200 devices at the end of Jan 2020.



# Utilize Support Context



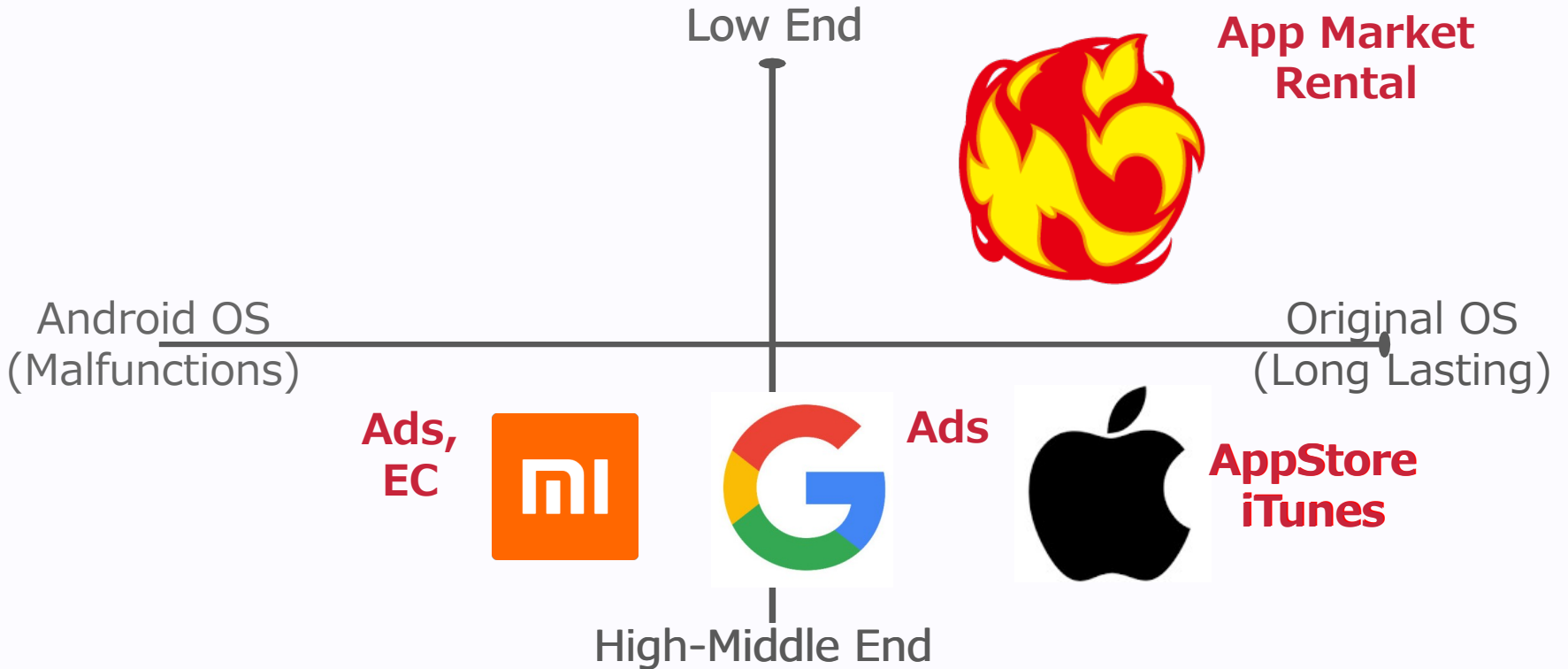
Subsidy



200Devices



# Best Practice & Positioning



# Another Entry Barriers will come



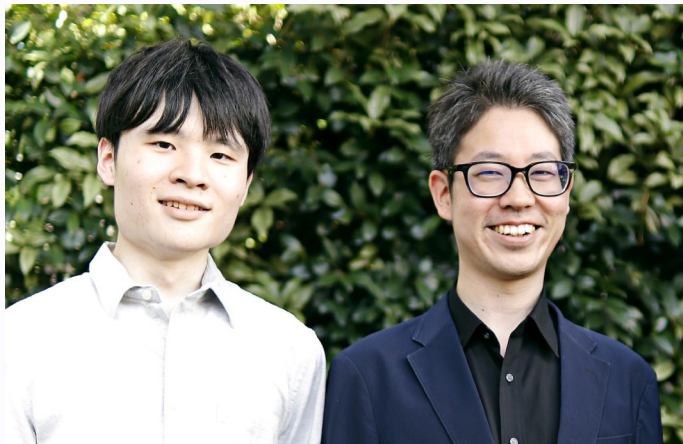
First Mover on  
smartphone for B2B



App Market  
Ecosystem



# Team, OEM, Investors

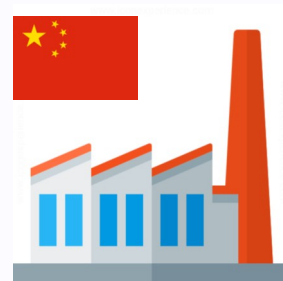


Co-Founder, CTO  
Teruki  
Dev of S/W  
+2 Engineers

Co-Founder, CEO  
Eisuke  
Marketing



Director India  
Kotaro  
Overseas Sales



OEM  
Dev of H/W, Mass  
Production,  
Getting Licenses



3 VCs  
16 Angels  
Already \$1.2M  
Raised

# Raised ¥ 89.5m (≒\$824k) from 16 Angels



20 mil yen  
(DeNA, Inc. ex-  
Founder)



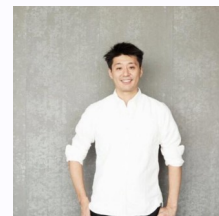
10 mil yen x4  
FreakOut CEO,  
Goldman Sachs,  
Law Office CEO,  
Fixstars ex-CEO



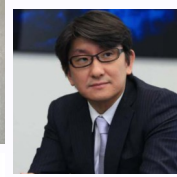
7.5 mil yen  
ex-AT  
Kearney,  
BCG, Bain



5 mil yen x2  
Kobashi  
Industries CEO,  
SmarTHR CEO



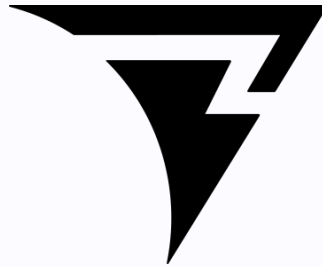
3 mil yen x2, 1 mil yen x6  
e.g. Brazil VC CEO,  
YJ! America ex-CEO,  
Bookquality CEO



**Raised ¥ 40m (≒\$368k) from 3 VCs**



**delight ventures**



**Beyond  
Next  
Ventures**

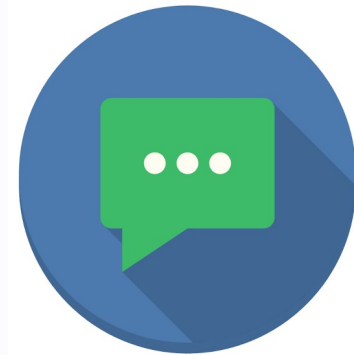
10 mil yen -> Skyland Ventures,  
20 mil yen -> delight ventures,  
10 mil yen -> Beyond Next Ventures

# No Google Services

We have Original App store  
= No Google play nor ios App store



Whatsapp is not  
here



Messaging App  
is here,  
preparing API

# Company Profile



Director  
Kotaro  
Overseas Sales  
Univ of Tokyo



Adviser  
Himanshu  
Director of CCI  
CSR consulting

## Amegumi India Private Limited

HQ: Bengaluru Karnataka

Established: 2020/04

Business: Smartphone/Tablet Seller

What is Amegumi?

“Ame” means Rain “megumi” means Grace  
We make the world every single people  
don't give up their Goals/Dreams because  
of external reason.

# Amegumi's Role -Bridging Digital Divide-



## **Amegumi's Vision**

Make the world where everyone lives a life happily

## **Amegumi's Mission**

Make the world where no one has to give up because of external reason. No one is left behind in this digital world by providing tool to access information

## **Amegumi's Way**

Distribute Original High Secured OS & Affordable Device Smartphone to improve Business and QOL

**500JPY/Month**

**-As Company Phone**

**-1,300JPY with SIM**

**-Can add MDM/MAM**



# Thanks and pleasure to connect



## **Partner**

App developer for good cause or business use

## **Distributor**

## **Client**

Want to utilize our Product to manage/educate people