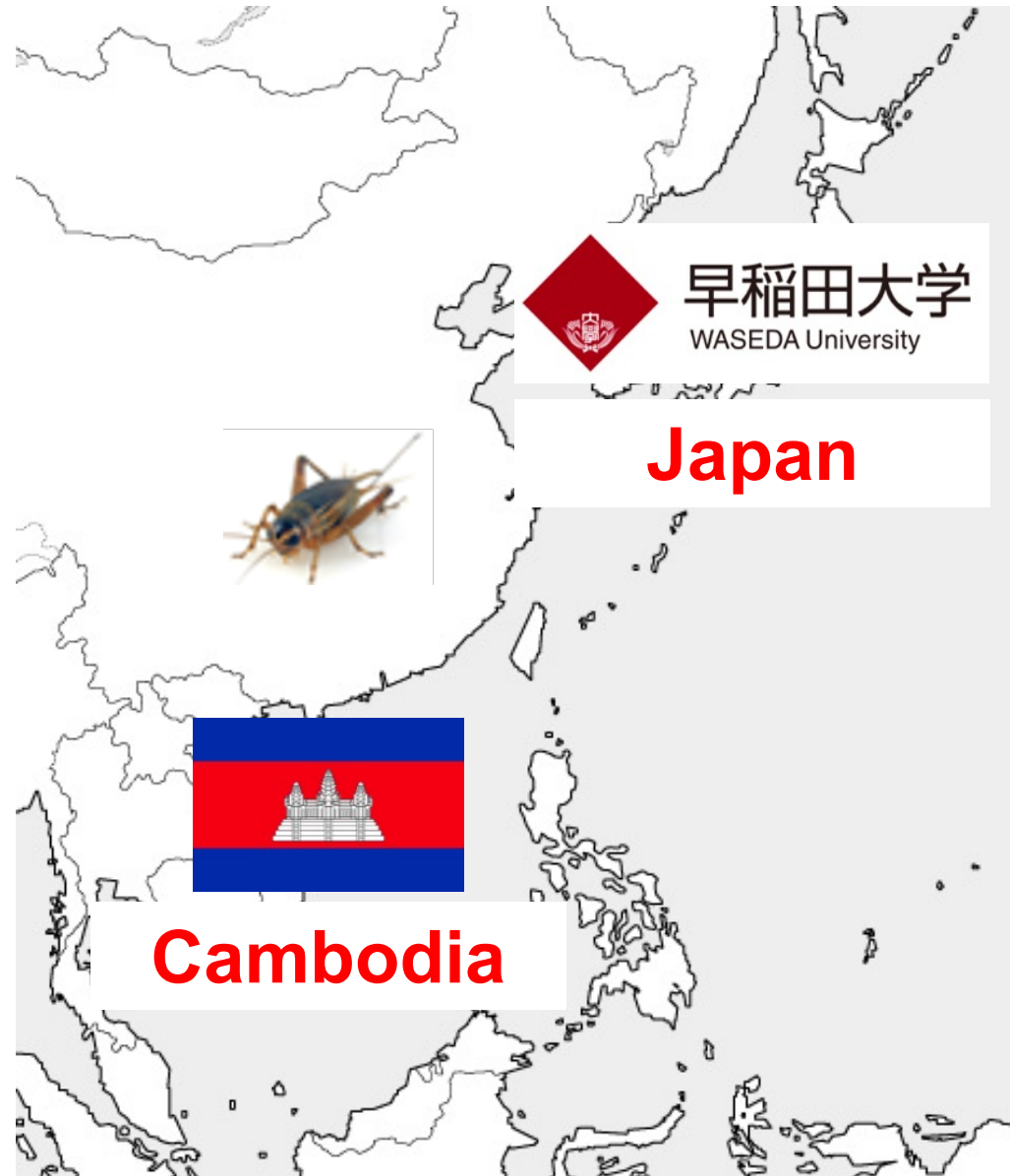




ちきゅう いのち  
**地球と生命を健やかに**

**株式会社 エコロジー**

# About me



Born in 1993  
Founded ecologgie, Inc. in 2017  
based on university research  
results  
Currently living in Cambodia,  
aiming to contribute to  
environmentally sustainable society  
from the cricket food business.

# Why startup?

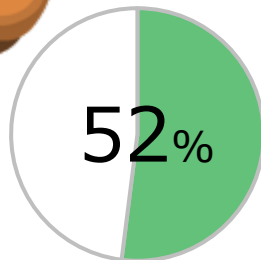
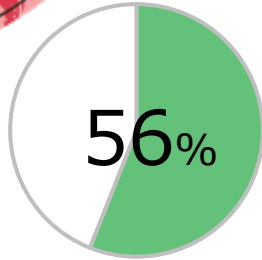
From university entrepreneurship training course



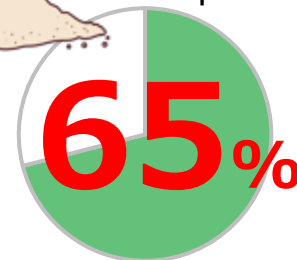
In the early days of my startup,  
all I had was enthusiasm and a few crickets at home.

# Why cricket?

## ① High animal protein (with mineral and vitamin)



Cricket powder



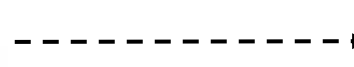
## ② Low CO2 emission



Cricket emit  
only **4%**  
compared to cows

## ③ Good production efficiency

Period from egg to harvest



Cricket powder

**45 days**

# How our business works?

Collecting  
Food loss



Sold as  
Food ingredients



**Farming**



**Processing**

Providing  
farming methods

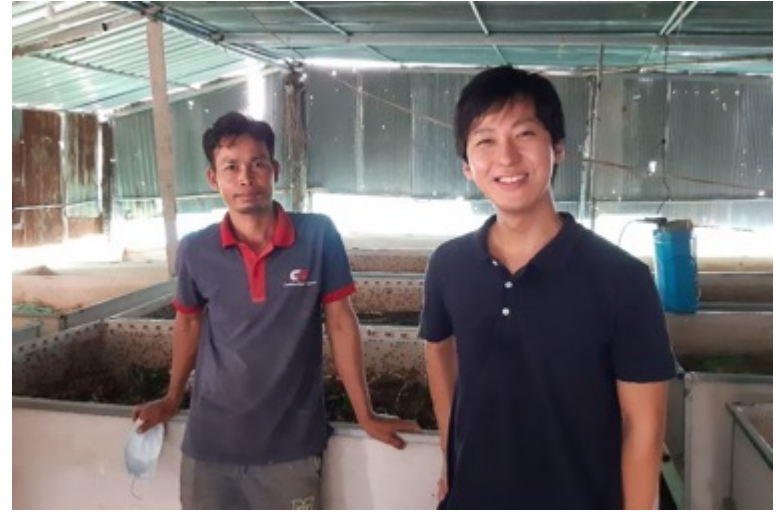


Improving  
Farmer's income



# Difficulties in starting a business overseas

## Struggling to build trust with Cambodian farmers



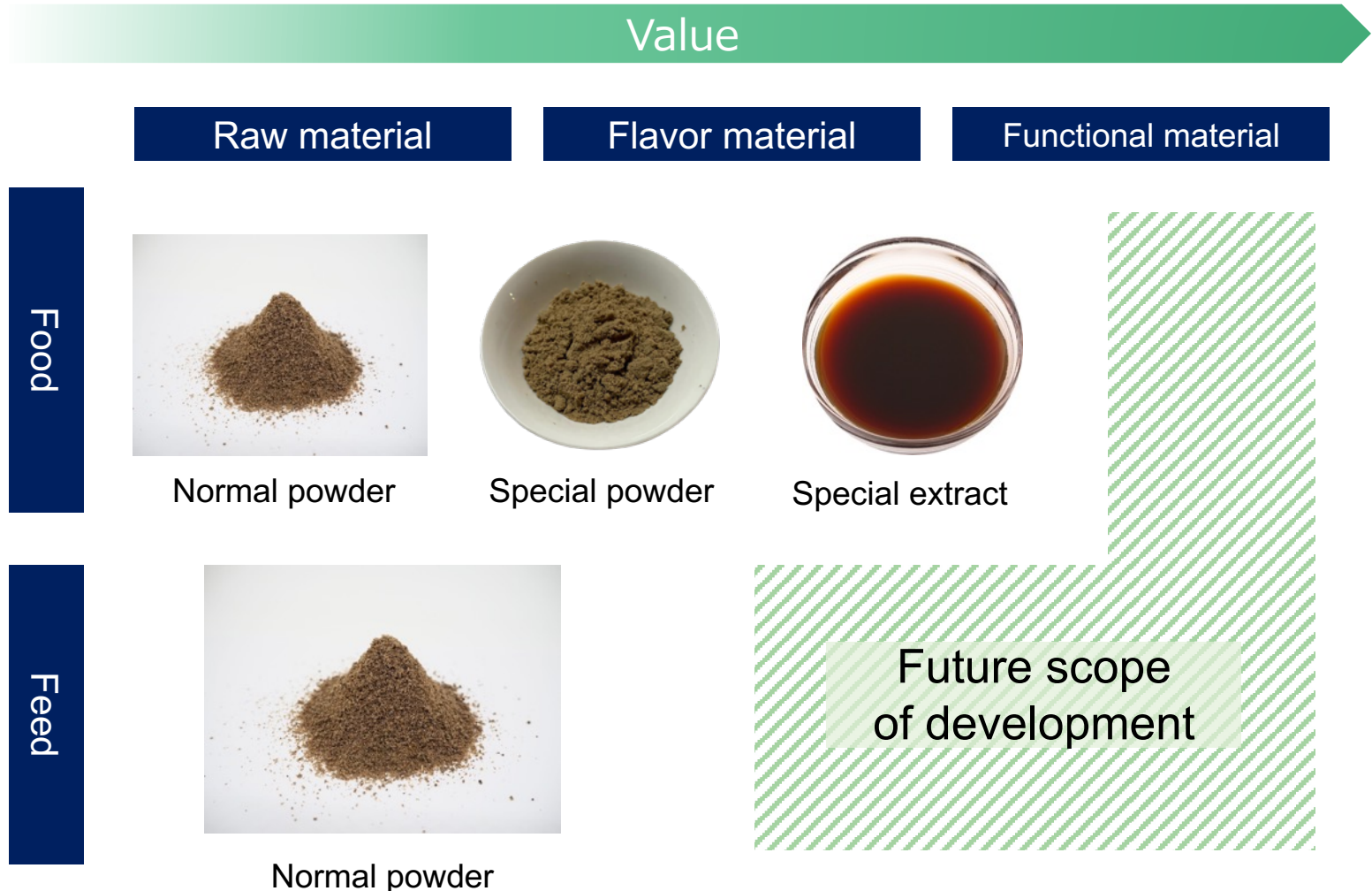
# Difficulties in starting a business overseas

Continuing sales activities to collect food loss



# Our cricket product as food

Developing food ingredients with flavor like shrimp and crab





# Good thing I participated in the JPO program

Both IP management and business have been accelerated.

## IP management

- Discover and identify technologies to be patented
- Develop branding strategy using trademarks

## Business

- Develop marketing and sales strategies
  - Selling crickets as a sustainable food

Mentoring gave me a lot of advice on where to prioritize with limited resources

# Our product as snack food

Developing snacks using cricket instead of shrimp

Cooperation

春日井製菓  
**Kasugai**



×



Improved life of poor farmer

14 person



Using food loss

18t



CO2 emission reduction

792t

# Our product as pet food

Joint development of sustainable pet food

Cooperation

**ドギーマン**  
**DoggyMan**<sup>®</sup>  
ペットライフのよきパートナー



×



Improved life of poor farmer

7 person



Using food loss

8.1t



CO2 emission reduction

75t



# Good thing I started my own startup

Connecting with many people and increasing motivation





**Well-being for the  
earth and life**

