

Hacobu

Optimize Logistics with Technologies

**Logistics Optimization Software
to Achieve Green Logistics**

JICA Clean City Initiative

Founded:

May 2015

Founder/CEO:

Taro Sasaki

Headquarter:

Tokyo

Employees:

80

Total Fund Raised:

\$25M

Investors:

Daiwa House Industry, Askul, Sony, Japan Post, Hino Motors, Mitsui Fudosan, Nomura Real Estate Development, Toyota Tsusho Corporation, etc.

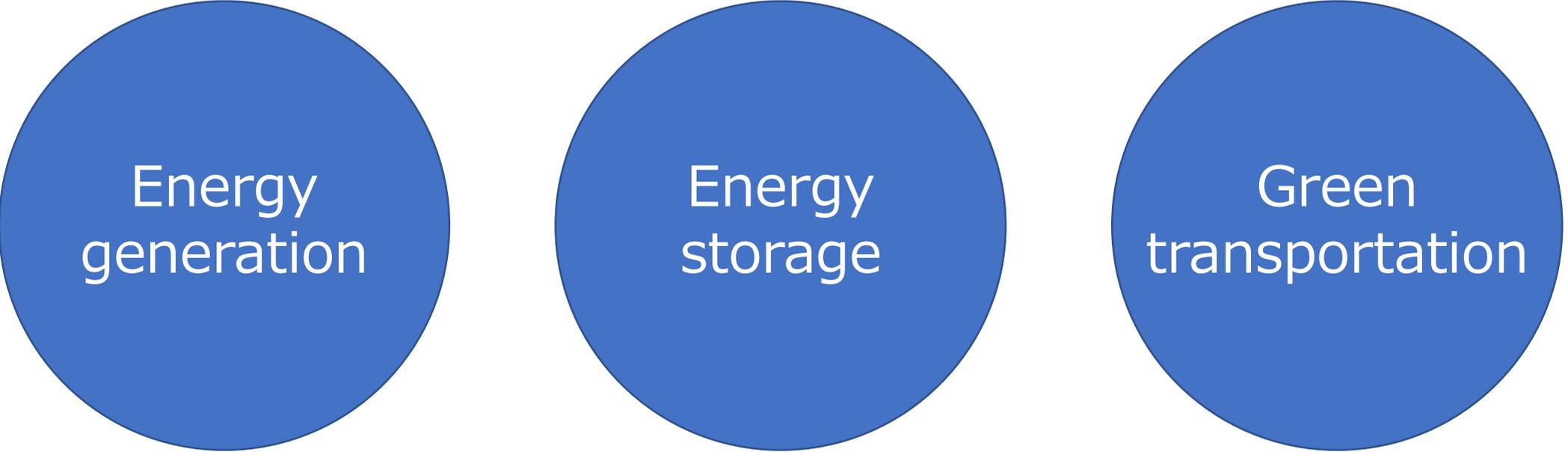


SONY



“Hacobu” means
transportation
in Japanese

Switching to clean energy has 3 major parts

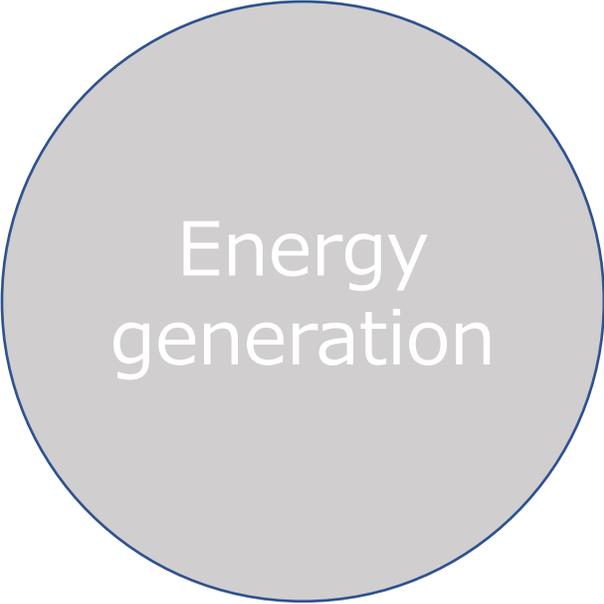


Energy
generation

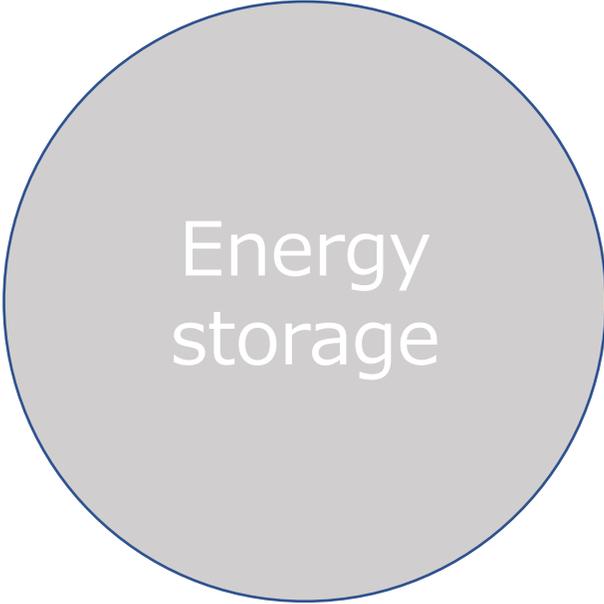
Energy
storage

Green
transportation

We are addressing climate change with green transportation

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Energy
generation

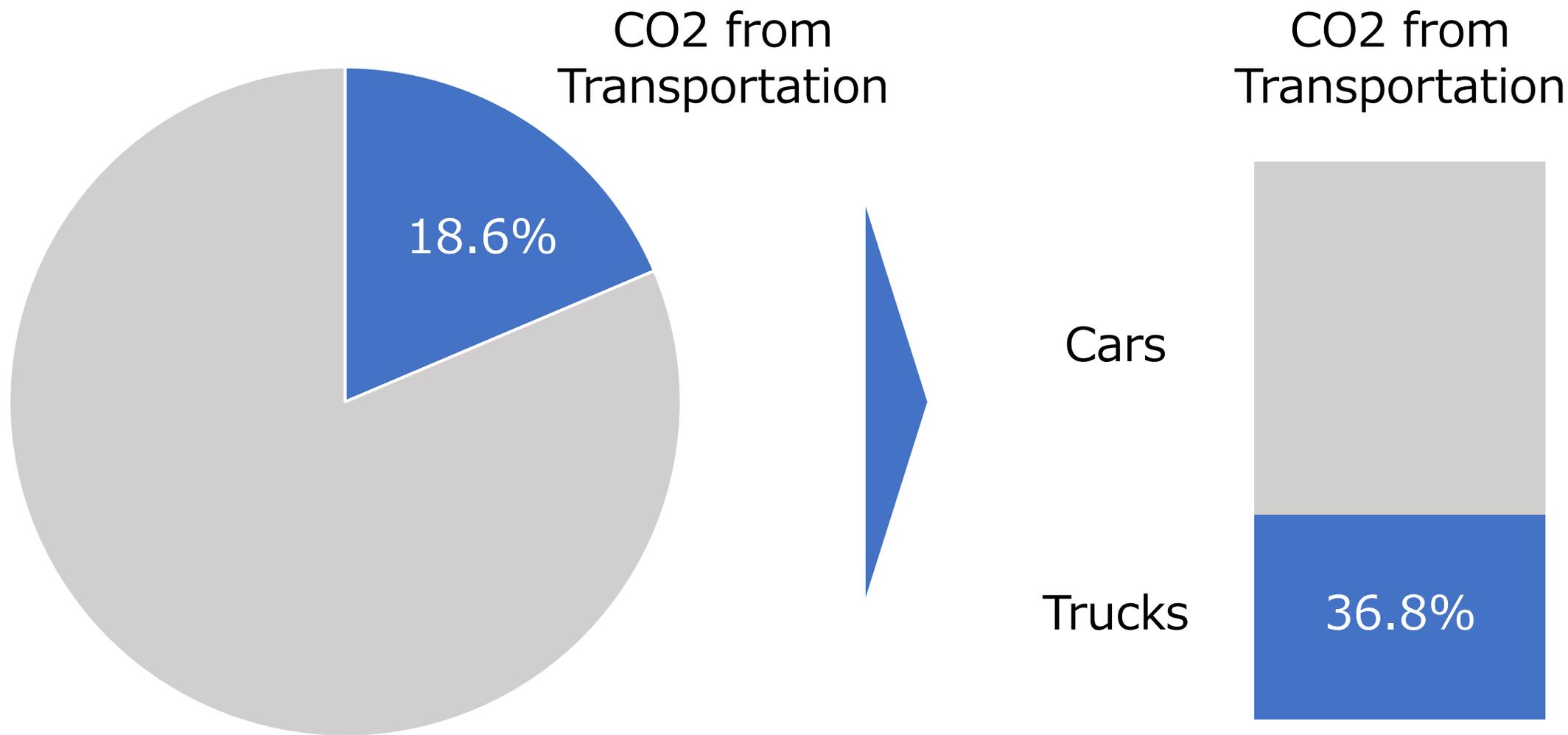
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Energy
storage

A solid blue circle with a thin blue outline, containing the text "Green transportation" in white.

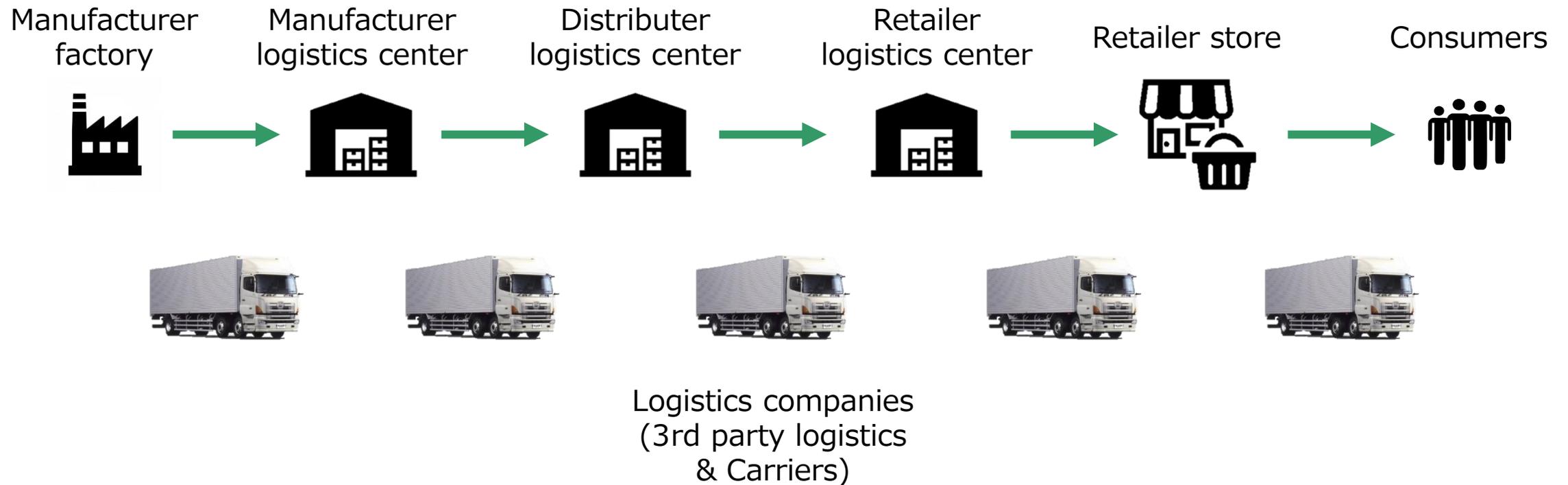
Green
transportation

Transportation consists of cars and trucks. We focus on trucks/logistics



出典：国土交通省「グリーン社会の実現に向けた 国土交通省の取組概要」2021年5月14日

Lots of logistics-related players are cooperating to run supply chain



Logistics issues and challenges in Japan (and probably in other countries)

Logistics issues can be solved with our digital technologies

Logistics issues

- **“Disconnection”** among lots of logistics players (Manufacturers, Distributors, Retailers, 3PLs and Carriers)
- **“Less-visibility”** through end-to-end supply chain
- Long term **“fixed”** routing and relationship among players



Challenges

- **“Unite”** the logistics players via digital tech to achieve efficient logistics process
- Optimize logistics using **“end-to-end data analytics”**
- Develop **“variable logistics network”** to adapt to customer/market changes

Inefficiencies caused by logistics issues are burden on the environment

Inefficiencies

Now

Future

- 1** Offline/analog communication leads to difficulty in filling truck beds
=> More trucks needed

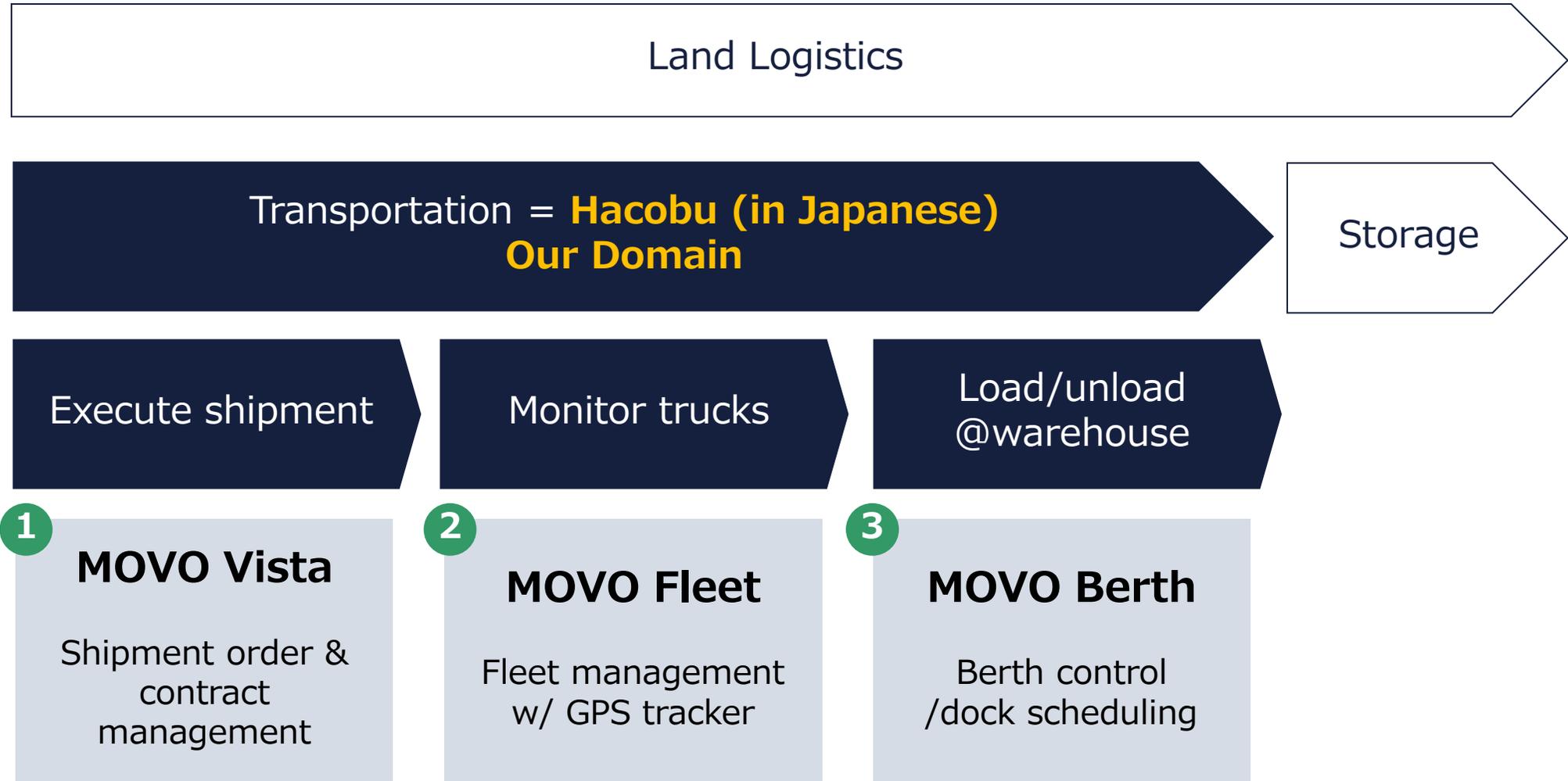


- 2** Fleet managers do NOT know actual routing of trucks
=> Inefficient routing



- 3** Long wait time at warehouses leads to low turnover of trucks/drivers
=> Engine idling





Our service: MOVO Berth

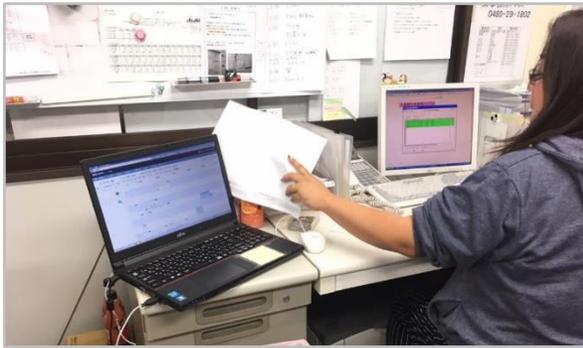
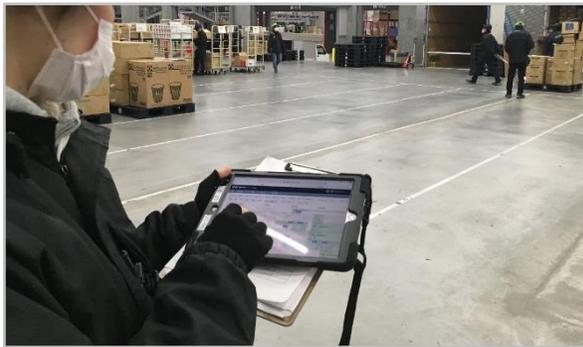
Make an appointment (Drivers)



Check-in (Drivers)



Dock management (Logistics center operators)



Inefficient data flow with analog communication

Manufacturer
factory



Manufacturer
logistics center

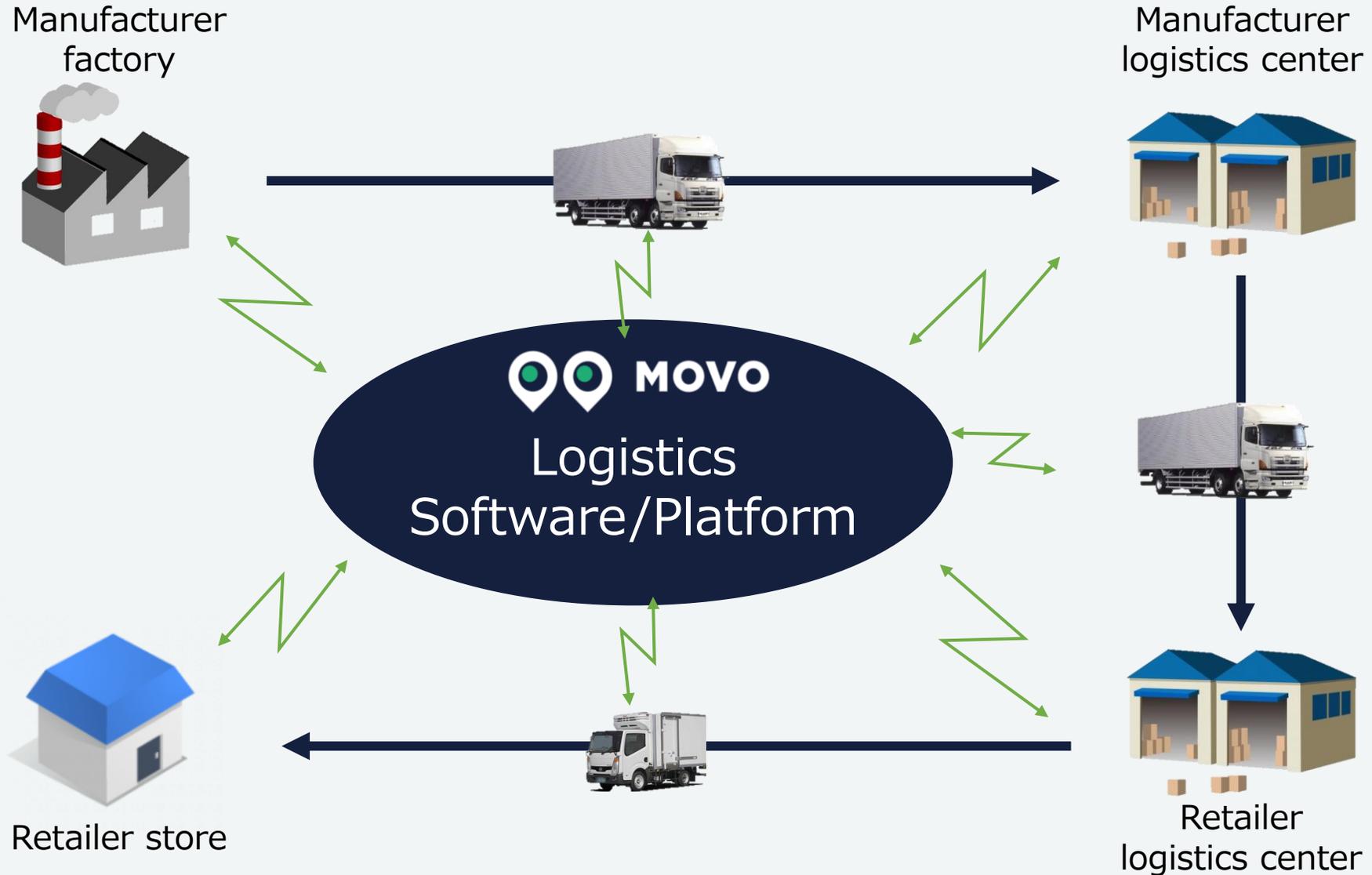


Retailer store

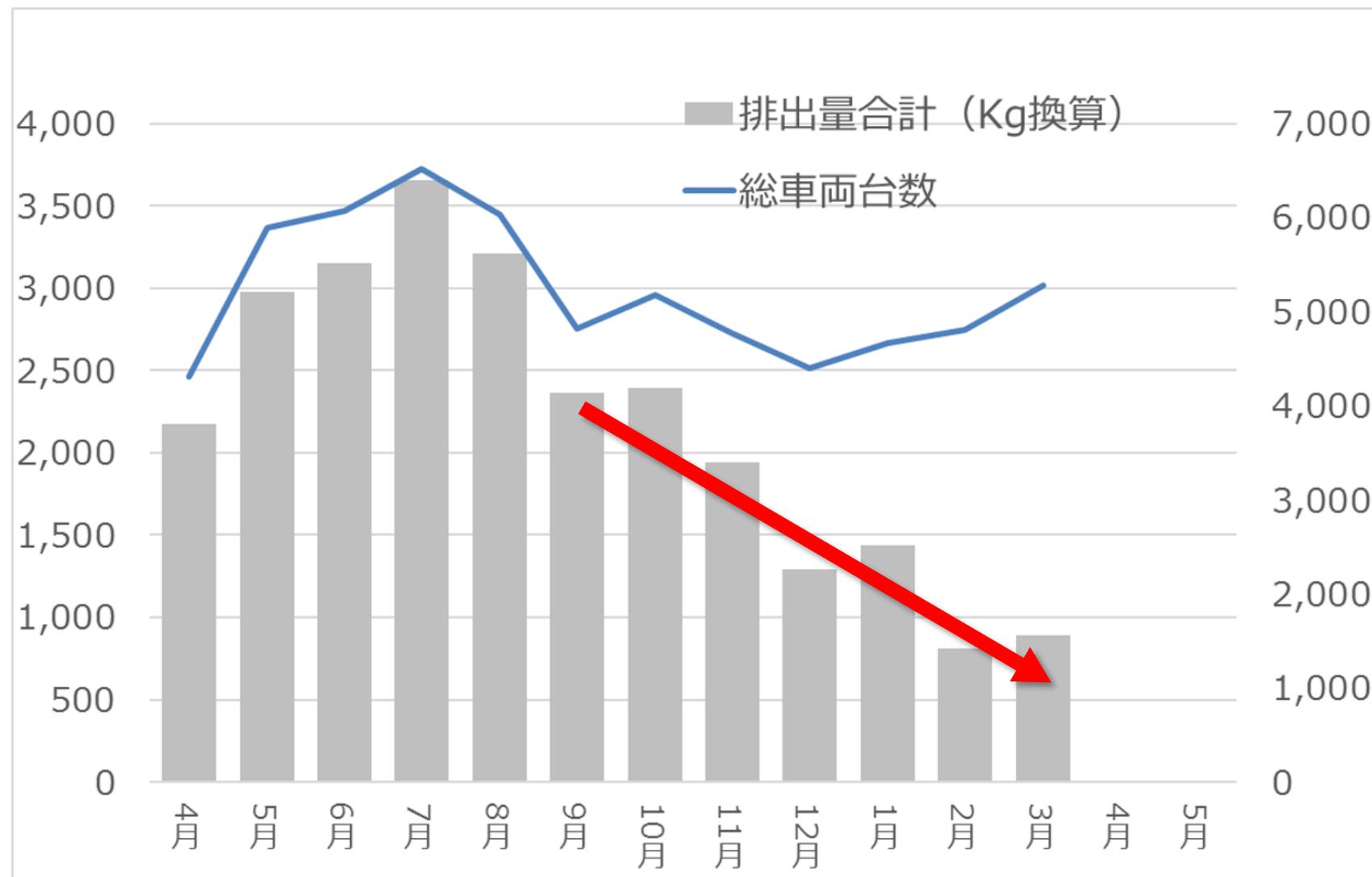


Retailer
logistics center

Logistics platform enables digital transformation

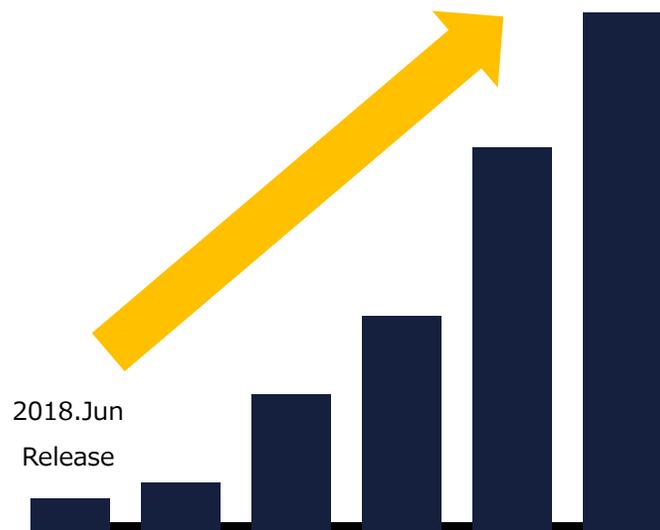


CO2 emissions cut in half with MOVO Berth (Case study of Askul)

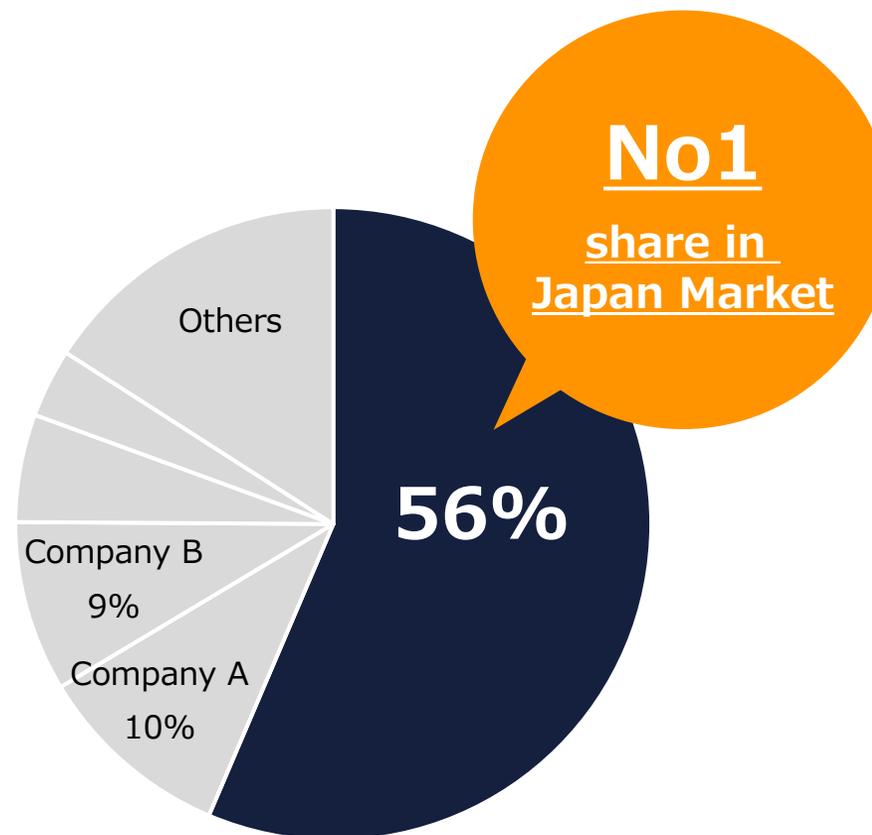


MOVO Berth user location

Over 7,000



※2021. Dec



※2020. Aug

Logistics Cloud MOVO users in Japan

Our users are widely spread among industries in Japan

Manufacturers



Retailers & Distributors



Logistics companies





We look forward to delivering the result
for Clean City Initiative in the world
with our Japan-quality green logistics solution

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