

# IsReal?

Zone-ICT June 19th, 2022

# Our Team

<https://github.com/zone-ict>

- **Ito** *Cloud Native Engineer*
- **Baqir** *Front-End Engineer*
- **Saskia** *UX Engineer*
- **Huy** *Front-End Engineer*
- **Vinh** *AI Engineer*

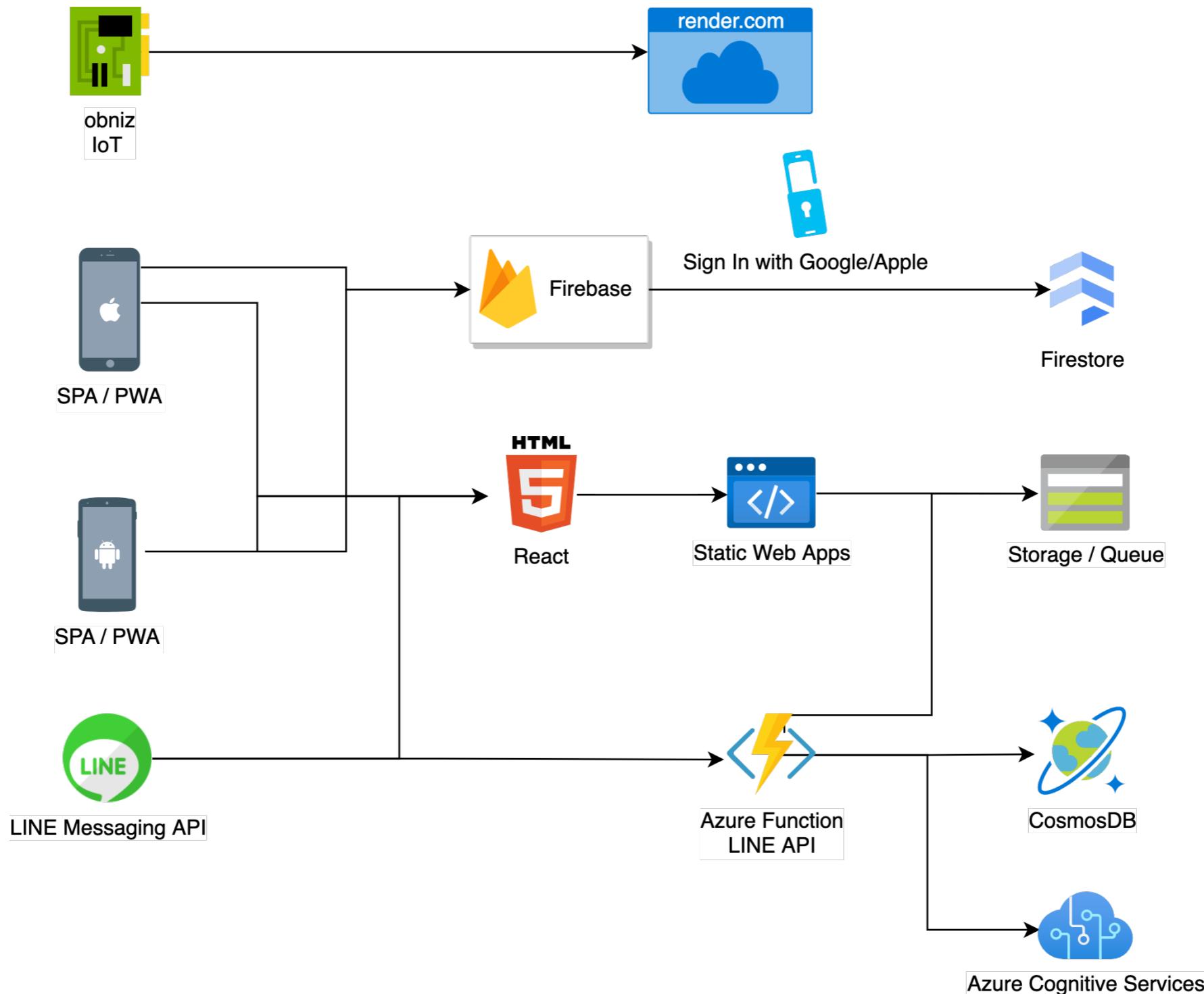
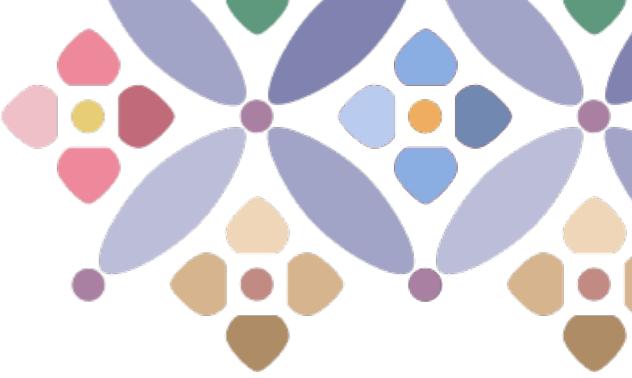


# リアルとネットの融合 外国人マーケティング

Theme: 「琉球びんがた」 の新しいビジネスモデルを考える！

# Our Architecture

Cloud Native & Serverless & API-less & Scalable



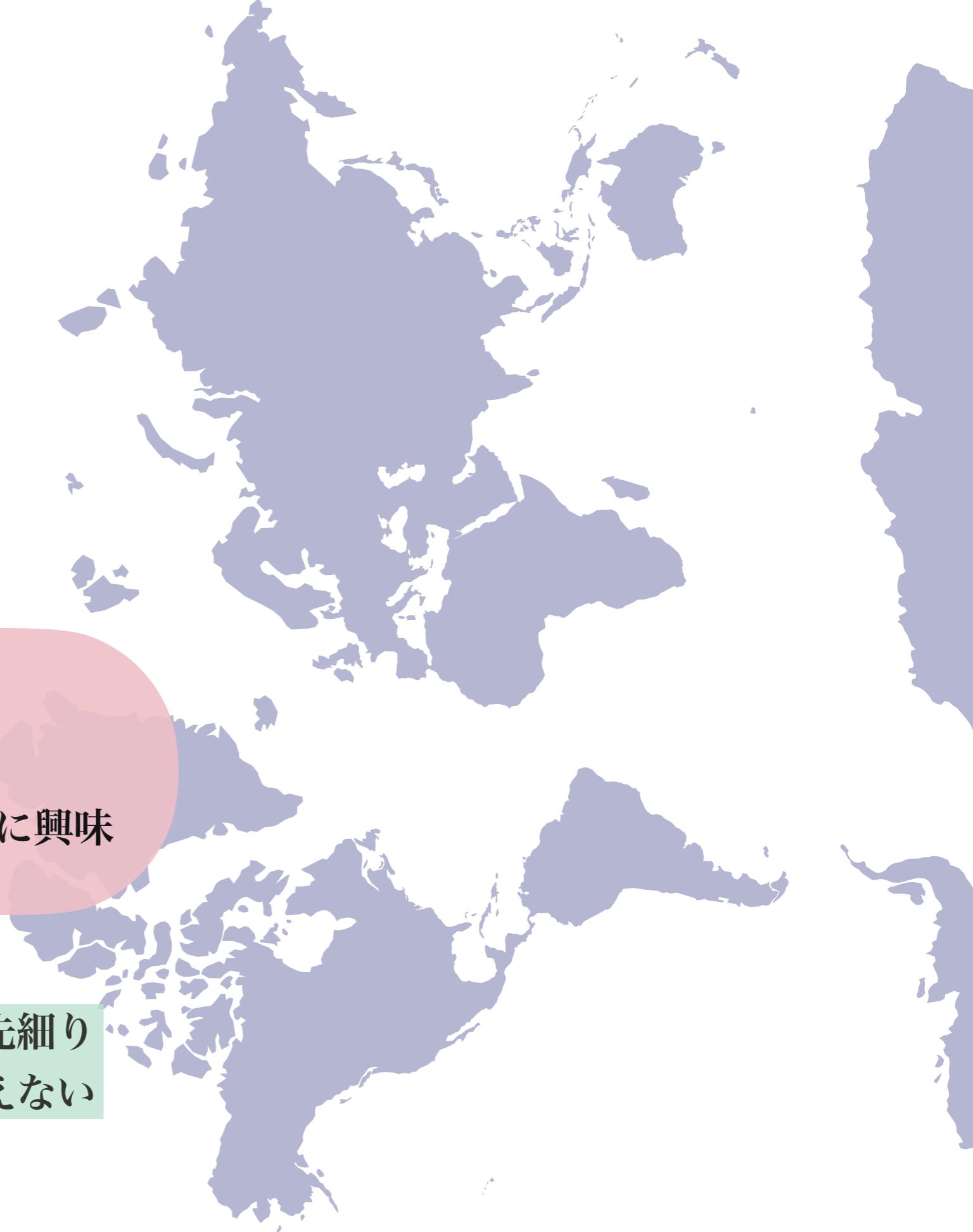
# Our Issue

Change Your Perspective

日本は人口減少  
円安・インフレ  
呉服屋で着物を買う層

円安で安い日本  
アジアで新富裕層の増加  
品質の高い日本製品やKIMONOに興味

人口減少・高齢化で色々な分野が先細り  
厳しめに見て、着物を買う層は増えない





ベンツ  
安っ

# Our Asian

## New Rich in Asia

- ❖ インドネシア(3億人)、ベトナム(1億人)などアジアは42億人市場
- ❖ 世界の55%、日本の35倍規模
- ❖ 高額でも価値があれば買う人達

少ないパイを奪い合うより、外に広げる方が簡単



# Our Solution

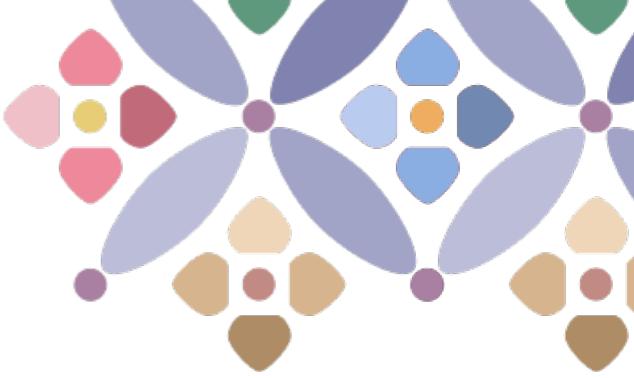
**Disrupt a Border**

- ❖ 既成概念を壊す
- ❖ ムラ社会の一部を壊す
- ❖ 見えない国境を壊す



# Our Screen

## Experience



### RYUKYU BINGATA

Ryukyu Traditional Textiles

#### What is Ryukyu Bingata?

Ryukyu Bingata is a dyed and woven textile produced around Shuri, Okinawa prefecture. Ryukyu Bingata with its bright colors has been handed down through generations and is a textile full of mystery that blends in with the natural environment of Okinawa. There are two kinds of pattern, a brightly dyed pattern called bingata and indigo dyed pattern called aigata.

Bingata      Aigata

**Fun Facts**

- Worn by the ladies of the royal family or families of the warrior class during the 14th to 15th century.
- Features rich colors and bold color combinations unique to tropical places.
- A number of classic patterns show the influence of mainland Japan, China and Southeast Asia

#### Ryukyu Bingata Products

Traditionally, bingata fabric is made into traditional clothes. Thanks to the efforts of the Ryukyu Bingata Preservation and Expansion Consortium, there is now a licensing arm that provides digital image material of dress patterns and hand-dyed bingata owned by its members. This licensing service allows members to use these designs commercially, thus making it easy to apply bingata patterns to various types of items.

The service also handles the sales of attractive and iconic bingata material through its Ryukyu bingata design store accessible from this website: <https://bingatadesign.com/>

#### Ryukyu Bingata Making Process

- Katatsuke is a technique that uses a paper pattern, and is used for a standard length of material used in a kimono known as kijaku, and obi belts.
- Tsutsuhiki is a technique that uses free-hand drawing, used for various products including tableau curtains and wrapping cloths called furoshiki.

**EXPERIENCE RYUKYU BINGATA!**

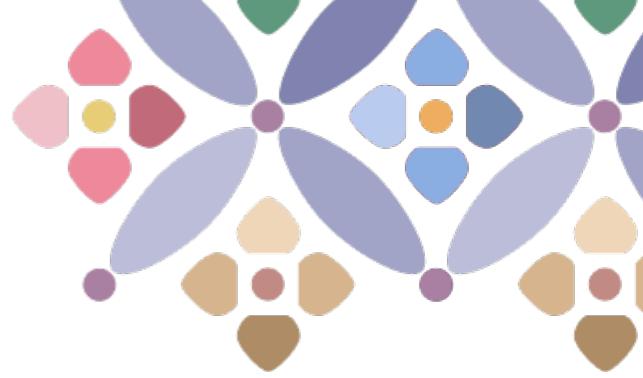
- Book a location and date for your experience through your phone.
- Visit a workshop and show your reservation QR code, then try making your own bingata!

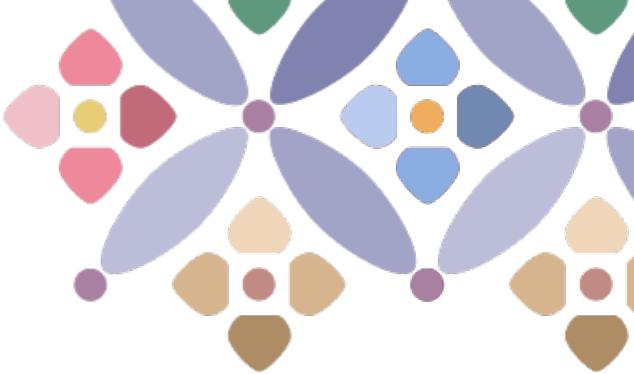
Scan the QR code below

#### Scan the QR code below

# Our Screen

## Chat





# Our Screen

## Experience

**Login**

[Sign in with email](#)

[Sign in with Google](#)

[Sign in with Apple](#)

**Settings**

Jonathan Middle Doe  
Google account

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Language English >

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Link lorem ipsum >

Link lorem ipsum >

Sign Out

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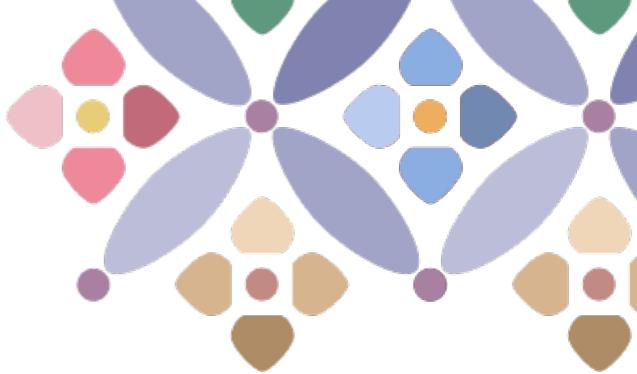
Workshops

Bookings

Settings

# Our Screen

## Experience



### Workshops



Activity Provider Name -  
Two Line Example



Activity Provider Name -  
Two Line Example



Activity Provider Name -  
Two Line Example



Activity Provider Name -  
Two Line Example



Activity Provider Name -  
Two Line Example



Activity Provider Name -  
Two Line Example

Workshops Bookings Settings

### My Bookings

Activity Name Example - It Can Be Multiple Lines Long  
12/06/2022 • Location Booked

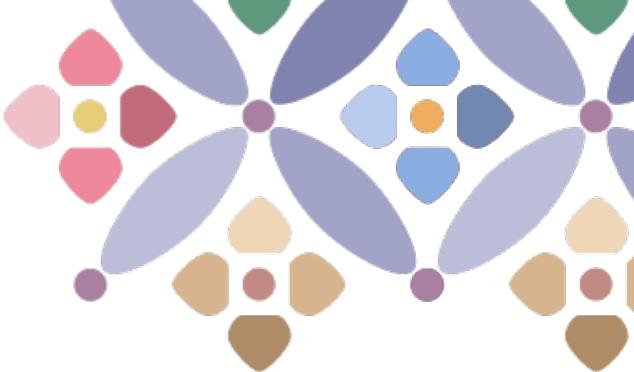
Activity Name Example - It Can Be Multiple Lines Long  
12/06/2022 • Location In Progress

Activity Name Example - It Can Be Multiple Lines Long  
12/06/2022 • Location Cancelled

Activity Name Example - It Can Be Multiple Lines Long  
12/06/2022 • Location Completed

Activity Name Example - It Can Be Multiple Lines Long  
12/06/2022 • Location Completed

Workshops Bookings Settings



# Our Screen

## Experience

← Workshop Detail



Activity Provider Name - Two Line Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra proin ac ultrices amet in adipiscing. Egestas enim nam sapien diam habitant quisque magna tincidunt ullamcorper.

 1 Lorem-23-4 Ipsum as Example Address, Lorem Ipsum, Dolor Sit Amet >

 +81-00-000-00000 >

 <https://link.to.shop> >

Activities

← Activity Detail



Activity Provider Name - Two Line Example

 4.00 out of 75

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra proin ac ultrices amet in adipiscing. Egestas enim nam sapien diam habitant quisque magna tincidunt ullamcorper.

Activity types

Price Item Name Example - Can Be Multiple Lines

Book a Schedule

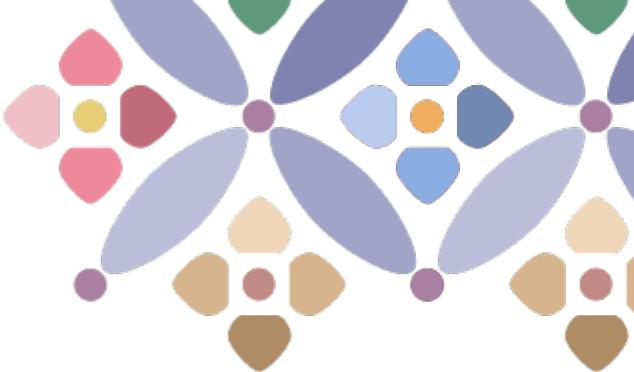
← Create Booking

 Activity Name Example - It Can Be Multiple Lines Long  
Provider Name

Price Item Name Example - Can Be Multiple Lines  
\$100.00

July 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6



# Our Screen Experience

← Booking Detail

Activity Name Example - It Can Be Multiple Lines Long

Provider Name

Booked 12 Jun 2022, 12:00 PM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra proin ac ultrices amet in adipiscing. Egestas enim nam sapien diam habitant quisque magna tincidunt ullamcorper.

Show this QR code to the workshop staff during your booking schedule



Please describe your reason in more detail

← Booking Detail

Activity Name Example - It Can Be Multiple Lines Long

Provider Name

Booked 12 Jun 2022, 12:00 PM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra proin ac ultrices amet in adipiscing. Egestas enim nam sapien diam habitant quisque magna tincidunt ullamcorper.

Select a reason for cancellation

- I chose the wrong date
- I want to choose another activity
- I want to change location
- Other

Please describe your reason in more detail

← Booking Detail

Activity Name Example - It Can Be Multiple Lines Long

Provider Name

Completed 12 Jun 2022, 12:00 PM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra proin ac ultrices amet in adipiscing. Egestas enim nam sapien diam habitant quisque magna tincidunt ullamcorper.

Write a review

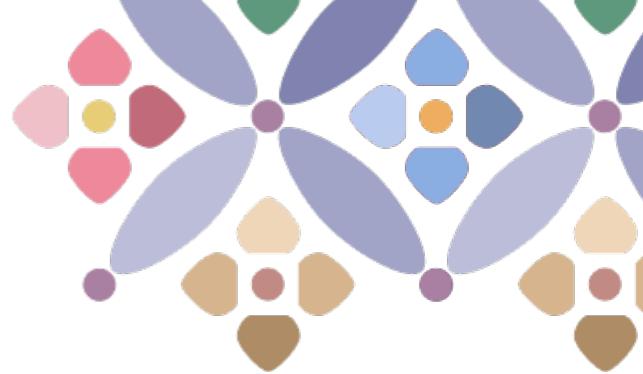
★ ★ ★ ★ ☆

Write about your experience

Submit Review

# Our Screen

## Shopping



The screenshot shows a website interface for "High-quality Ryukyu Bingata goods". At the top left is a search icon. In the center is a logo consisting of a stylized flower or leaf pattern. At the top right is a shopping cart icon showing "1". Below the header are navigation links: [Home](#), [Catalog](#), and [Contact](#). A main heading "High-quality Ryukyu Bingata goods" is centered above a large image. This image displays several items: a vertical stack of folded fabrics (blue and white patterns), a green fish-shaped object, a yellow smiling face, and a toucan figurine. The text "Small Goods" is overlaid on the image. Below this is a horizontal navigation bar with arrows and a double arrow icon. At the bottom left, the text "New products" is displayed above a row of small product thumbnails.

High-quality Ryukyu Bingata goods

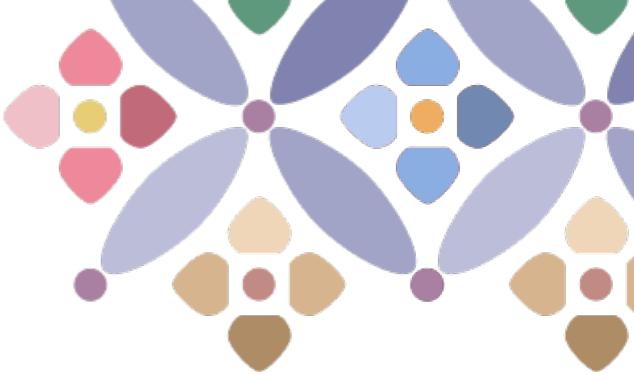
Small Goods

New products

A row of small, colorful thumbnail images representing new products, including what appears to be a patterned fabric and a small figurine.

# Our Screen

## Shopping



New products



Bingata Fabric Apron  
ZONE-ICT-STORE  
¥165,000 JPY



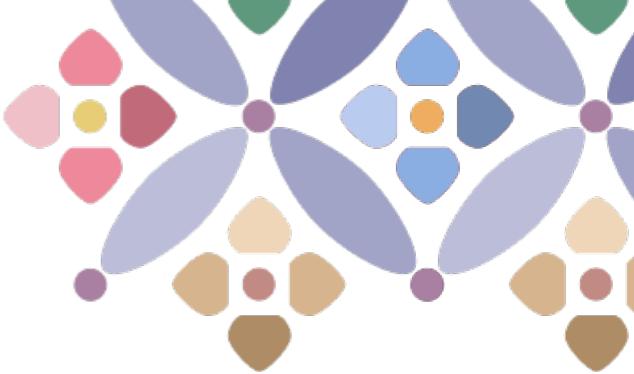
Bingata Fabric in A Framed Panel 1  
ZONE-ICT-STORE  
¥165,000 JPY



Bingata Fabric in A Framed Panel 2  
ZONE-ICT-STORE  
¥165,000 JPY

Our goods come directly from  
Ryukyu Bingata artists in their  
workshops





# Our Screen

## Shopping



ZONE-ICT-STORE

### Bingata Fabric in A Framed Panel 2

¥165,000 JPY

Tax included.

Quantity

Add to cart

Buy it now

↗ Share

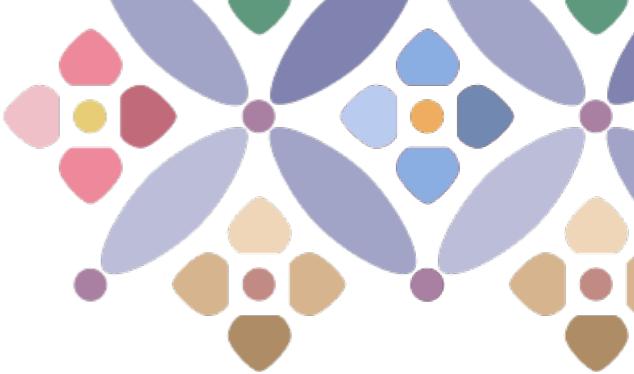
This fabric was developed in Workshop 1,  
Address, Address 0-Chome-0-0. It depicts  
lorem ipsum dolor sit amet, adipiscing elit.

#### Shipping

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type

#### Returns

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type



# Our Screen

## Shopping

Your cart

[Continue shopping](#)

PRODUCT	QUANTITY	TOTAL
 Bingata Fabric in A Framed Panel 2 ¥165,000	<input type="button" value="-"/> <input checked="" type="button" value="1"/> <input type="button" value="+"/> <a href="#">Remove</a>	¥165,000
 Ryukyu Bingata Kimono ¥500,000	<input type="button" value="-"/> <input checked="" type="button" value="1"/> <input type="button" value="+"/> <a href="#">Remove</a>	¥500,000

Subtotal    ¥665,000 JPY

Tax included and shipping calculated at checkout

[Check out](#)

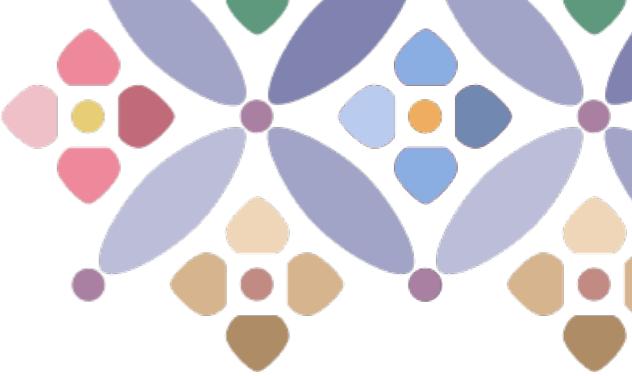
 shopPay

 PayPal

 G Pay

# Our Screen

## Shopping



Cart > Information > Shipping > Payment

Contact information

Email

Email me with news and offers

Shipping address

Country/region  
Japan

Last name  First name (optional)

Postal code  Prefecture  
Prefecture

City/ward/town/village

Address

Apartment, suite, etc. (optional)

**Continue to shipping** [Return to cart](#)

All rights reserved zone-ict-store

 1 Ryukyu Bingata Kimono ¥500,000

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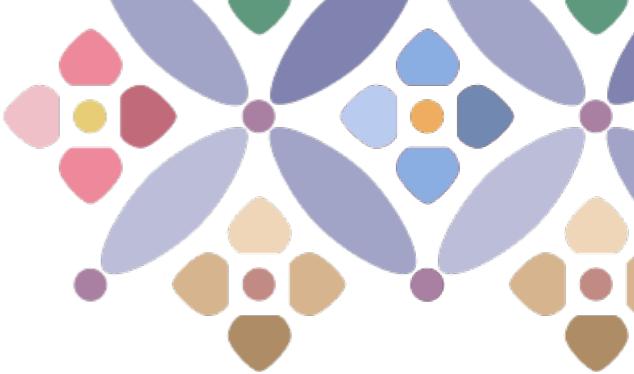
Subtotal ¥500,000

Shipping Calculated at next step

---

Total JPY **¥500,000**  
Including ¥45,455 in taxes

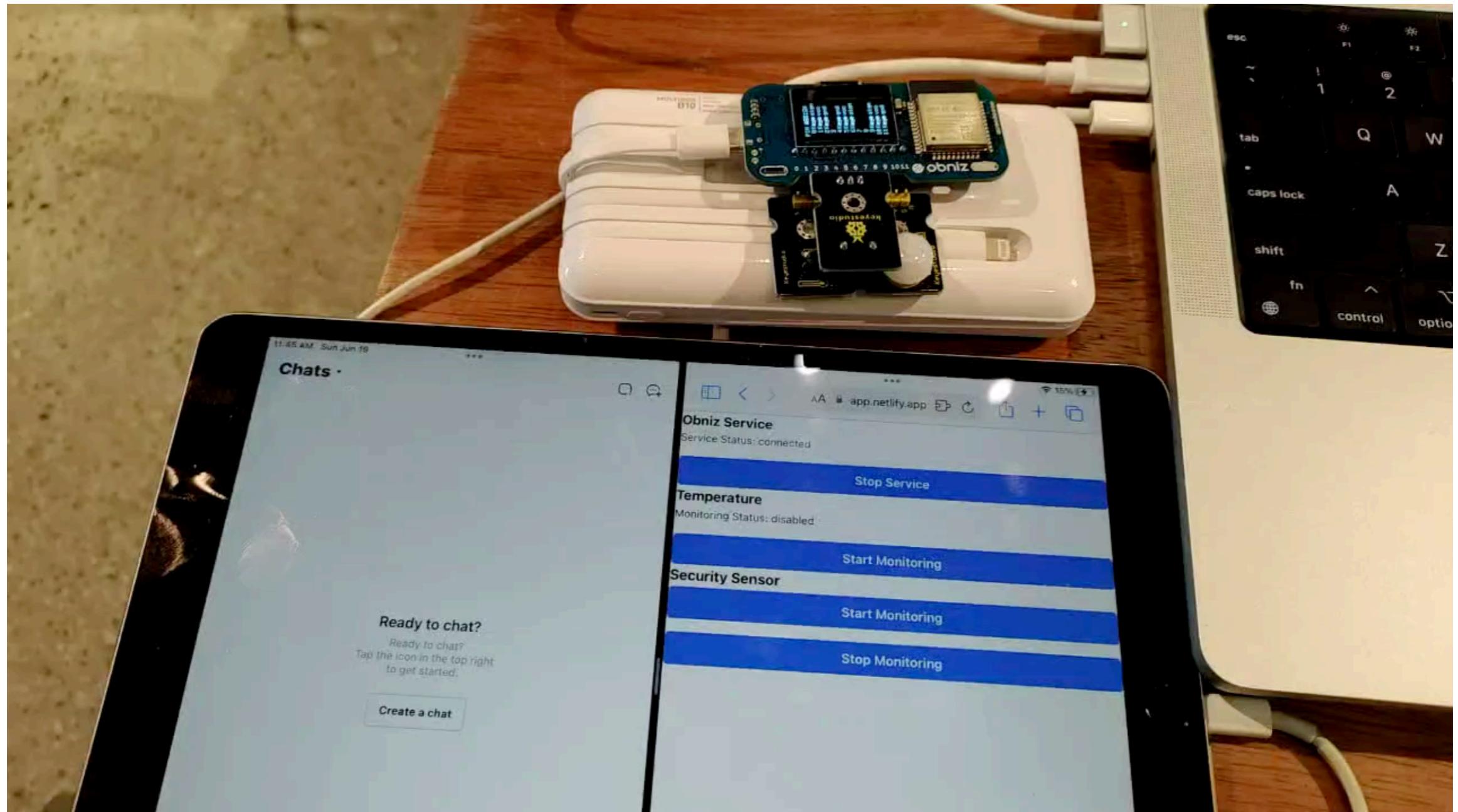
# Demonstration

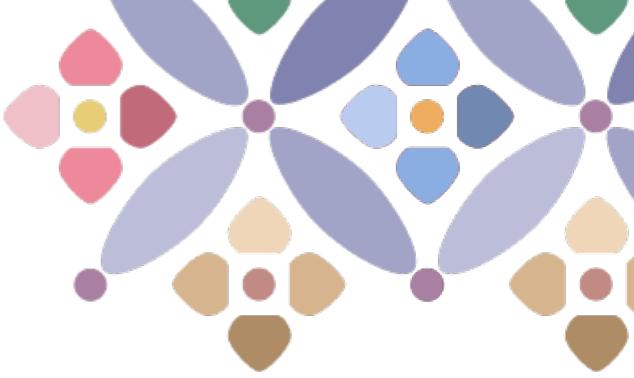


# Our Omake

IoT obniz

① Issue: 温度管理が必要 Solution: 温度を検知してLINEにお知らせ

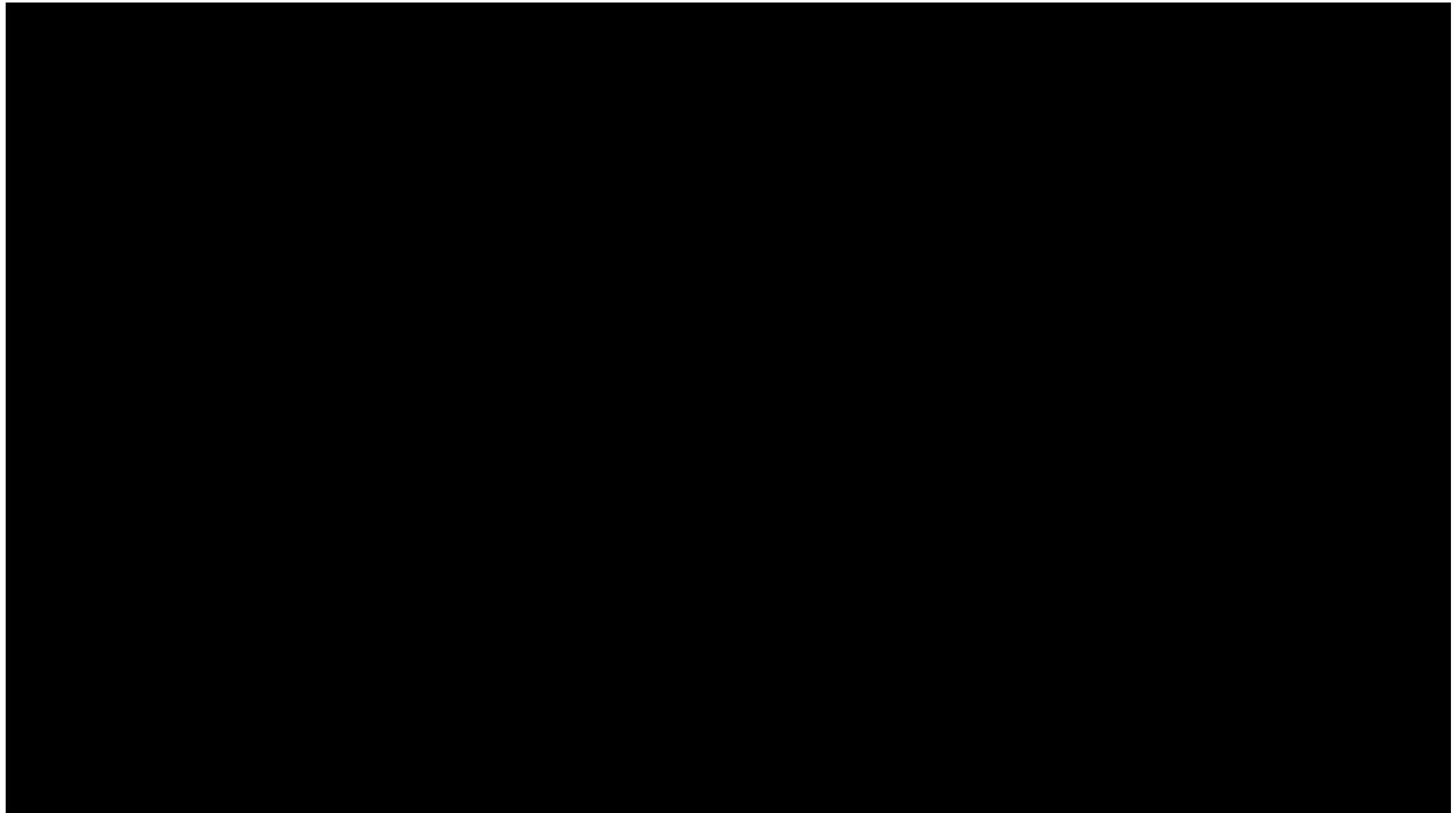


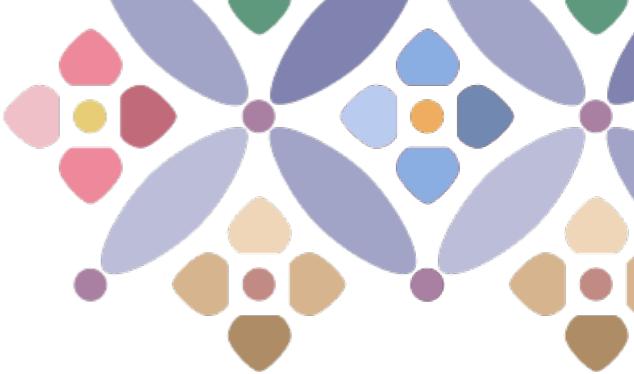


# Our Omake

IoT obniz

② Issue: 高価な生地や商品管理 Solution: 泥棒を検知してLINEにお知らせ、ビープ



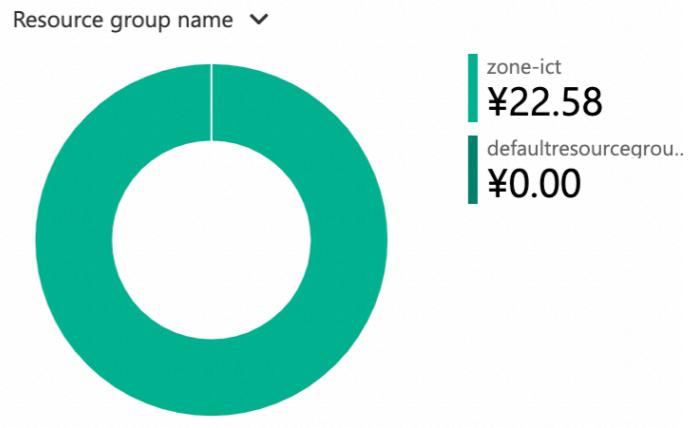
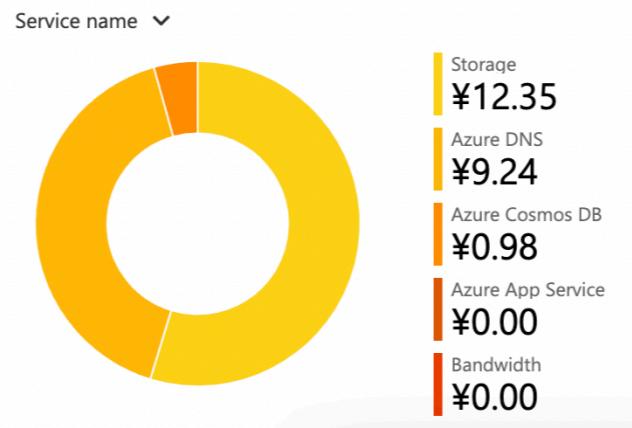


# Our Business

## Pay-as-you-go

### クラウド利用料：

1週間で22円、1ヶ月100円程度



ビジネス	利用料	利用料 根拠	付加価値
チャット&予約 体験の送客	500円/1人（税別）	伝統工芸の体験で5,000円ぐ らい出す（外国人談）	お金を出して土産を買わせる 「ナゴパイナップルパーク」 モデル
越境ECの運用	売上の22%（税別）	1. 為替手数料 2% 2. 販売手数料 2-5% 3. ペイメント手数料 5% 4. 現地サポートと運用 10%	消費税免税のため、 <u>実質12%</u> （税別） 現地エンジニアがサポート 目標売上 200万/月以上

# Our Result

## Sum Up

1. チャットで問い合わせ
2. 体験する
3. 日本で爆買い
4. 世界で買う
5. 新富裕層が買う



Japan. Tax-free Shop

# IsReal?

