GenbaNEXT

Genba Next Co., Ltd.

Business Introduction

Founder profile

Realizing a digital platform that utilizes "on-site experience"

**Founder Global CEO
Busi Ashish**

IIT BOMBAY

Software technology developed at the world's leading Indian Institute of Technology

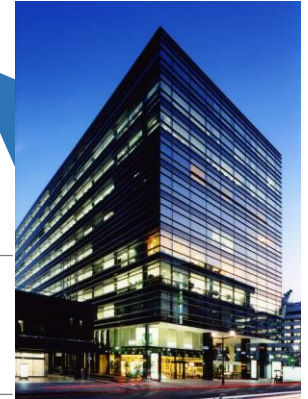**Experience in promoting digital transformation at a global air conditioning manufacturer**

Cloud technology and business understanding from the best platform provider

GenbaNEXT

Overview of Genba Next

Head office	Nihonbashi Front 1F, 3-6-2 Nihonbashi, Chuo-ku, Tokyo
India base	GenbaNEXT Limited (inside Awfis Premises), MyScape Weave, Financial District, Nanakramguda, Hyderabad, Telangana 500032
Management Team	Funding Director and Global CEO: Ashish Busi Representative Director and CFO: Yoshiki Hamasaki
Number of employees	Japan: 2 people + 3 contracted people (legal, intellectual property, etc.) India: 11 people + 5 contracted people (system development collaboration)
Capital	105,400,000 yen (as of May 31, 2024)
Established	July 2022
Main business activities	Developing and providing digital platforms that utilize "on-site experience" Planning and building business ecosystems that utilize carbon credits, etc.

What Genba Next wants to achieve

We provide a platform that supports the digital transformation of
all stakeholders, from the field to the management level, and
realize a circular business that is kind to the global environment and people.

We are committed to pursuing sustainability and creating social value

through innovative solutions.

Overall product picture

Based on the "GenbaNEXT DX Platform," a common platform for on-site DX support, we build and provide vertical SaaS related to "on-site DX" and "resource circulation."

RefNEXT

Supporting digital transformation for the recovery, recycling, and destruction of refrigerants from air conditioners, etc.

MatNEXT

Supporting digital transformation in the recovery and recycling of resources such as automobiles

AirNEXT

Supporting digital transformation of after-sales maintenance of air conditioners, etc.

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GenbaNEXT DX Platform

GenbaNEXT

We prioritize the needs of the field above all else and build systems optimized for practical use.
We cater to a wide range of needs, from the field to small and medium-sized enterprises and large corporations.
We achieve high quality by working with major partner companies from the early stages.

Large companies

Want to create a circular business, reduce costs through digital transformation
Want only the information they need for resource management, compliance with laws and regulations, etc.

Major companies

Data necessary for circular business and resource management
Digital transformation also reduces costs

Separate systems due to different needs

Meeting the needs of all stakeholders and achieving "circulation"

On-site
Almost no cost
I don't want to change the work flow

Small and medium-sized businesses
They can't afford to introduce expensive systems
They don't want to disclose all their data

On-site
DX with almost no cost without changing existing workflow

Small and medium-sized businesses
Digitalization at no cost
Disclose only the data you need

GenbaNEXT

Strength 2: Excellent development team centered in India

India is an IT-advanced country with an abundance of talented human resources. Compared to developed countries, it is possible to develop more cost-effectively.

We have established a system that can easily handle the multilingual support required for implementation at global companies.

Management Members

Founding Director
Global CEO/CTO
Ashish

Representative Director Dor
Business Promotion/CFO
Hamasaki

cooperation

Major companies in Japan

Lead Engineer
Former lead engineer at a major Indian payment app

Engineers: 8 people

LeadProject Manager
・ ・ ・ ・

Customer Success: 2 people (1 of whom is Japanese)

Lead Product Manager

Experience as an engineer at a major Japanese manufacturing company

Carbon Credit Expert

Experts on carbon credits, a pillar of future business

*As of the end of May 2024

GenbaNEXT

By using the "GenbaNEXT DX Platform" as a common platform, modular vertical products can be developed quickly and economically. This common platform has a structure suitable for circular business, making it possible to provide solutions that emphasize sustainability.

Refrigerant circulation business

Resource circulation business

Specialized in equipmeznt management

XX Circulation Business

RefNEXT

MatNEXT

AirNEXT

XXNEXT

GenbaNEXT DX Platform

GenbaNEXT

RefNEXT
Product Introduction

Value of this product

Air conditioners and refrigeration equipment use alternative fluorocarbons as refrigerants, but when these refrigerants are released into the atmosphere, their impact on global warming is said to be hundreds to thousands of times that of CO_2.

It is predicted that global demand for air conditioning will increase three times by 2050, making proper management of used refrigerants urgent.

However, around the world, especially in developing countries, the recovery, proper destruction, and recycling of refrigerants when equipment is discarded have not yet progressed.
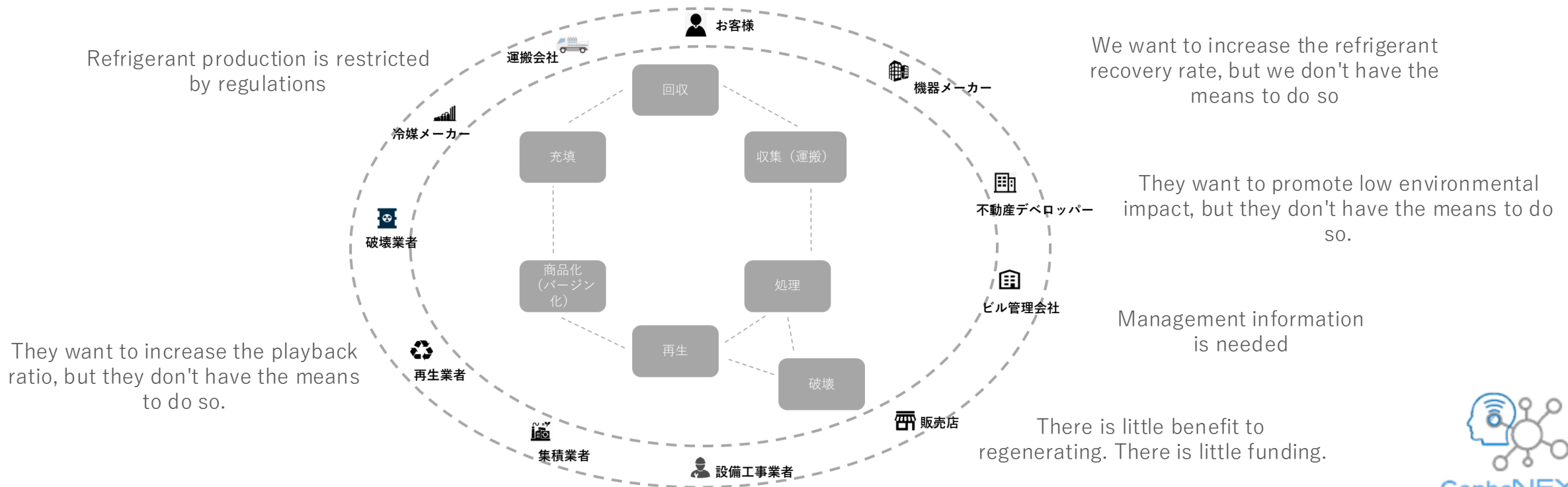
Genba Next will contribute to the fight against global warming by supporting the recovery, destruction, and recycling of refrigerants using its DX platform "**RefNEXT**"

Current issues

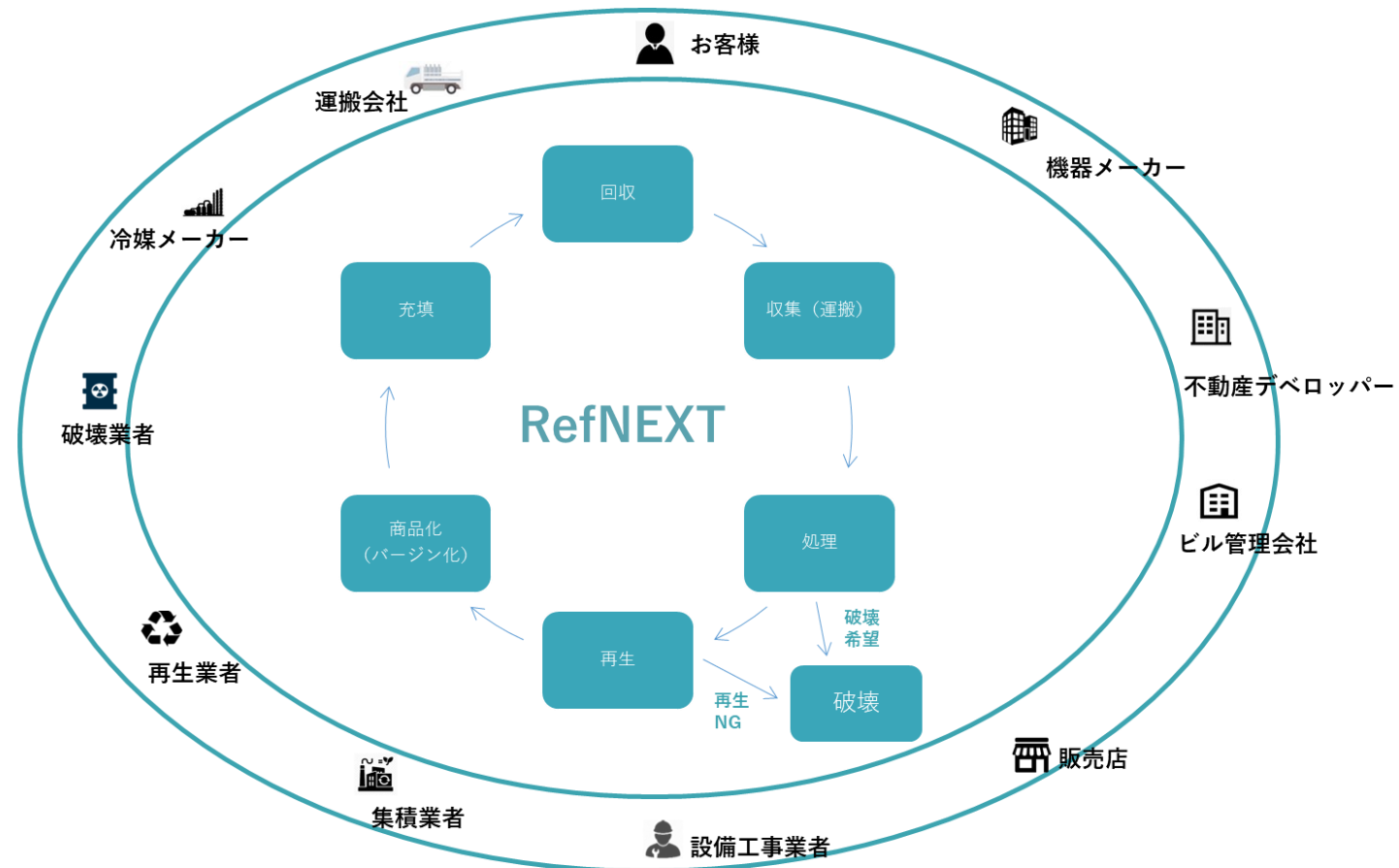## The needs of each stakeholder are different, and systems and information are fragmented.
In developing countries, infrastructure related to regeneration has not been built.

Refrigerant production is restricted by regulations

We want to increase the refrigerant recovery rate, but we don't have the means to do so

They want to promote low environmental impact, but they don't have the means to do so.

Management information is needed

They want to increase the playback ratio, but they don't have the means to do so.

There is little benefit to regenerating. There is little funding.

Solutions provided by RefNEXT

Supporting the business of all stakeholders
The DX platform "RefNEXT" circulates goods and information

Image of RefNEXT

Providing all the functions necessary for refrigerant-related work
Users can choose between a browser app or a smartphone app

Used by administrator

Browser app

Used in field work

Smartphone app
（**iPhone, Android対応**）

Centralized management of information required for recycling business

Administrators can easily check the aggregated information required for recycling business and legal compliance.

Browser app

RefNEXT
Powered by GenbaNEXT

- ホーム画面
- ユーザー
- 容器
- 工事・各種依頼
- 報告書
- データ表示
  - 累積
  - マップ

ようこそ！ 様！　日本語

冷媒量:

冷媒種類 →　段階 ↓	R-410A	R-32	R-22	R-404A	R-134a	R-407C
回収量 (Kg)	302,243.38	41,990.43	30,463.81	1,959.5	6,899.1	26,832.91
再生量 (Kg)	186,003.66	10,028.66	6,972.94	55.2	621.4	458
破壊量 (Kg)	99,356.53	30,072.53	21,869.02	1,737.35	5,844.45	25,052.97
GWP	2,087.5	675	1,810	3,921.6	1,430	1,773.85
CO_2換算 (Kg)	630,933,055.75	28,343,540.25	55,139,496.1	7,684,375.2	9,865,713	47,597,557.4
合計　回収量 (Kg)						410,389.13
合計　CO_2換算 (Kg)						779,563,737.7

冷媒種類 →　段階 ↓	R-410A	R-32	R-22	R-404A	R-134a	R-407C
回収量 (Kg)	302,243.38	41,990.43	30,463.81	1,959.5	6,899.1	26,832.91
49条処理依頼量 (Kg)	93,837.66	12,676.18	5,718.31	72.9	2,810.3	8,030.29
再生量（49条処理経由）(Kg)	78,880.85	2,183.83	2,374.18	0	0	0
破壊量（49条処理経由）(Kg)	12,369.47	10,342.9	2,732.94	72.6	2,802.55	7,995.7
直再生依頼量 (Kg)	107,122.81	7,844.83	4,598.76	55.2	621.4	458
直破壊依頼量 (Kg)	86,987.06	19,729.64	19,136.08	1,664.75	3,041.9	17,057.27

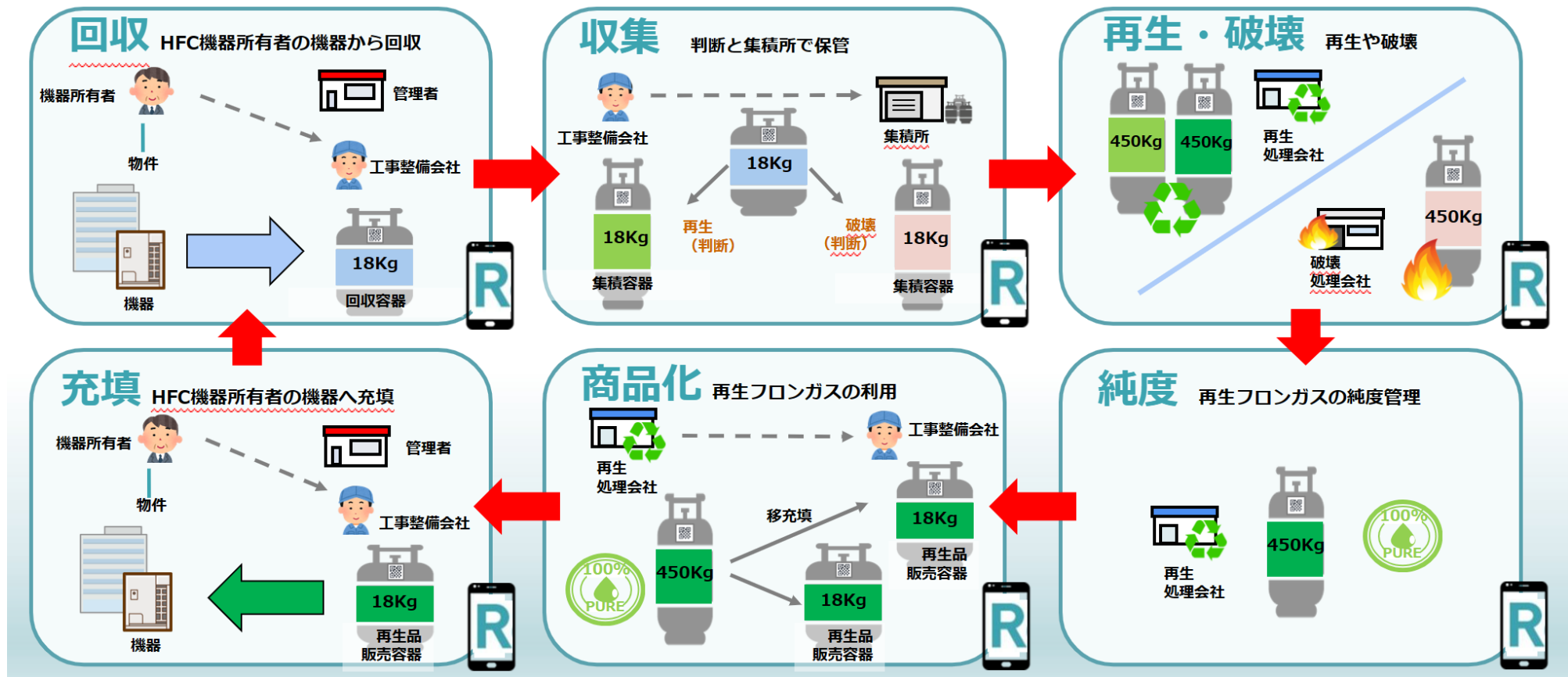| 冷媒種類 →　段階 ↓	R-410A	R-32	R-22	R-404A	R-134a	R-407C
直再生依頼の破壊判断量 (Kg)	452.06	264.06	0	37.11	229.9	443.67
49条処理依頼の回収時再生依頼の破壊判断量 (Kg)	1,926.4	103.25	576.45	0.3	0.45	0.25
直破壊依頼の再生判断量 (Kg)	7.49	1.71	38.5	0	0	0
49条処理依頼の回収時破壊依頼の再生判断量 (Kg)	463.37	18.05	2.54	0	0	8.84

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How RefNEXT works

Companies involved in the recovery, regeneration, and destruction of refrigerants manage information with RefNEXT.

Information required for different processes is shared smoothly.

Comments from our users

We have received praise for our development speed and on-site involvement!

A person in charge at
a major air conditioning company

> The speed of development after the initial idea was surprisingly fast.
> I'm grateful that they listened to the voices of those on the front lines and even got involved in conceiving the system's required specifications.
> We've only just started using the service, so it's not yet complete, but we'd like to work together to polish it in the future.

A person in charge at
Refrigerant recycling company

> Previously, paper processing was the norm, and it was necessary to create reports for each prefecture, which was a huge effort. Since introducing the system, the data can be automatically tallied with just one click. The reduced man-hours can now be used for other tasks, which is a great help.
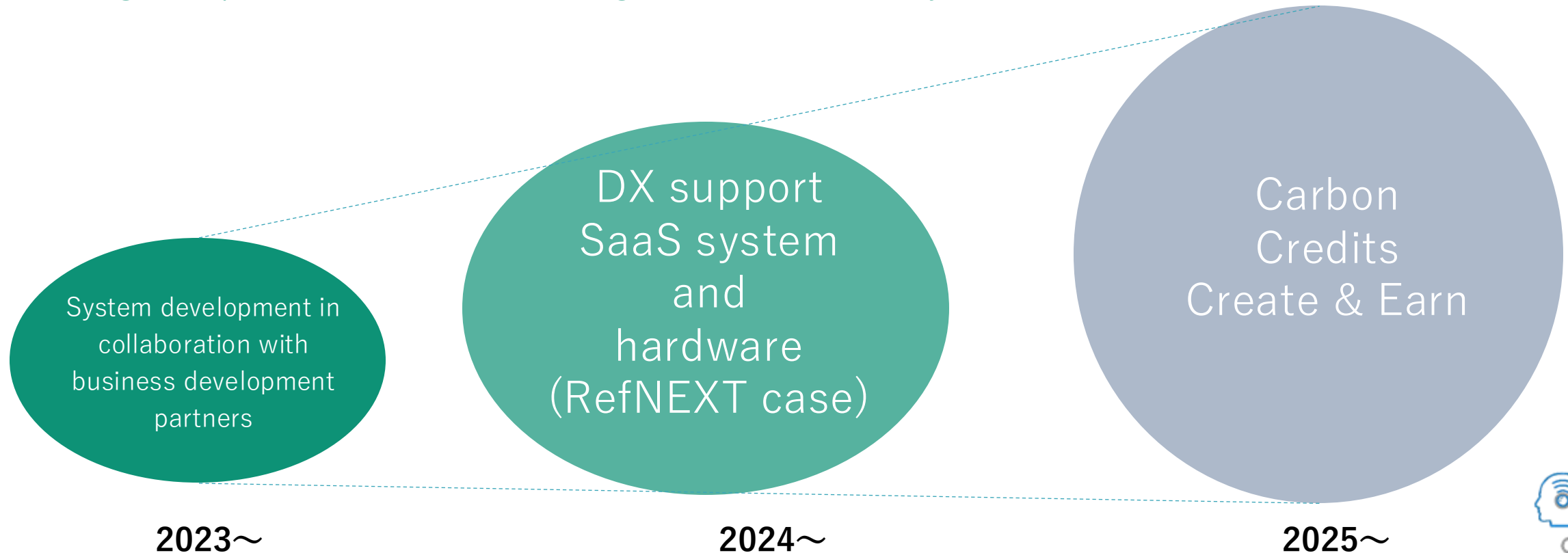
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Business summary

Business Model and Business Roadmap

Core business is developing and providing a resource-circulating DX platform

First stage: System development sales through collaboration with business development partners

Second stage: System (SaaS) usage fees and sales from provision of operational infrastructure

Third stage: Acquisition of carbon credits generated from the system

System development in collaboration with business development partners

DX support
SaaS system
and
hardware
(RefNEXT case)

Carbon
Credits
Create & Earn

2023～

2024～

2025～

GenbaNEXT

Competitive advantages of our business model

External factors of our company
Strength 1: Collaboration with major partner companies from the early stages
Strength 2: Securing global on-site needs and demonstration opportunities
Strength 3: Specialization in the circular business field

By forming capital and business alliances with business development partners (lead users), we can increase our sense of co-creation and build and provide the fastest, best, and most innovative business systems.

Our internal factors
Strength 1: Providing a system that everyone can use based on on-site knowledge
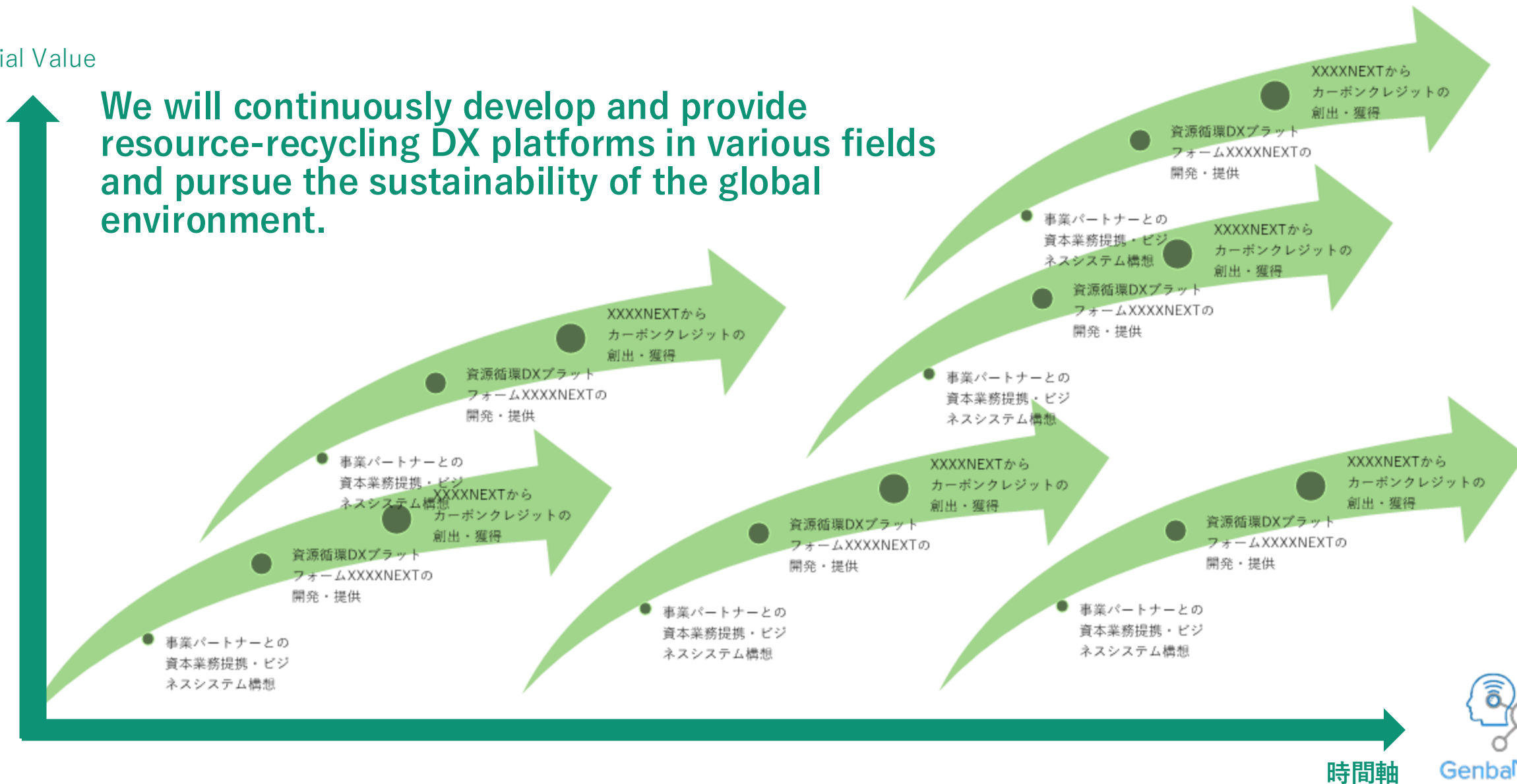Strength 2: Excellent development team centered in India
Strength 3: Benefits of standardizing the system infrastructure

Roadmap for future developments

Social Value

We will continuously develop and provide resource-recycling DX platforms in various fields and pursue the sustainability of the global environment.

XXXXNEXTから
カーボンクレジットの
創出・獲得

資源循環DXプラット
フォームXXXXNEXTの
開発・提供

事業パートナーとの
資本業務提携・ビジ
ネスシステム構想

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時間軸

GenbaNEXT