



い KAERU

An aerial night view of Tokyo, Japan, featuring the illuminated Tokyo Tower in the foreground. The city's lights and buildings are visible against a dark sky, with a body of water and a bridge in the distance.

## KAERU's VISION

**Creating a world where everyone can  
continue to enjoy shopping**



# About KAERU

Company name:	KAERU Inc.
CEO:	Tomohiro Okada
Date of establishment:	October 9, 2020
Capital stock :	170,992,383 yen (including capital reserve)
Number of employees:	2 executives, 3 full-time employees, 12 subcontractors

*Enjoy Shopping!!*



# Service overview

## KAERU- a cashless service for the elderly and those who support them



Daily usage limit  
Suspension upon  
loss

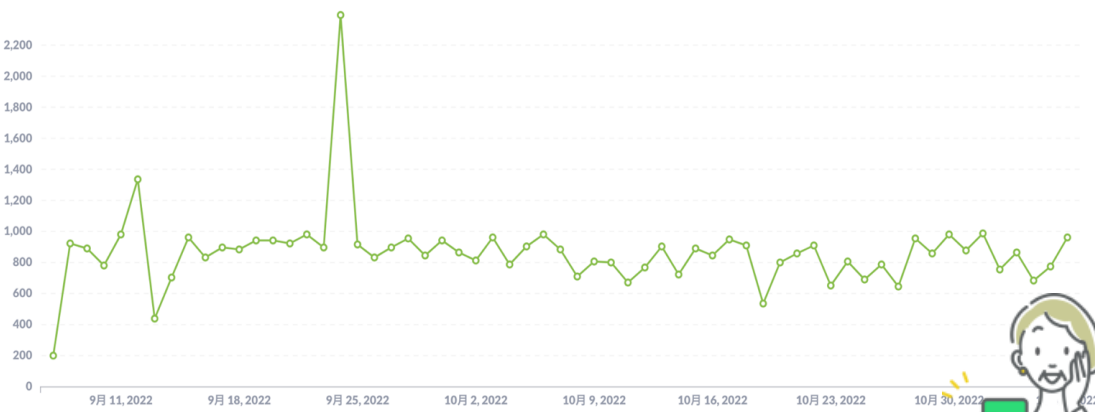


Partner  
settings



# The monitor, who had been handing over living expenses to his parents, reduced the burden on the family and used the card every day to watch over them

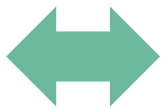
▼ Daily settlement: Approximately 1,000 yen spent each day after the first use.



My mother has dementia and bipolar disorder that makes it difficult for her to plan daily expenses. KAERU is very good for managing maximum amounts and dealing with unexpected expenses such as hospital visits



Early 60s



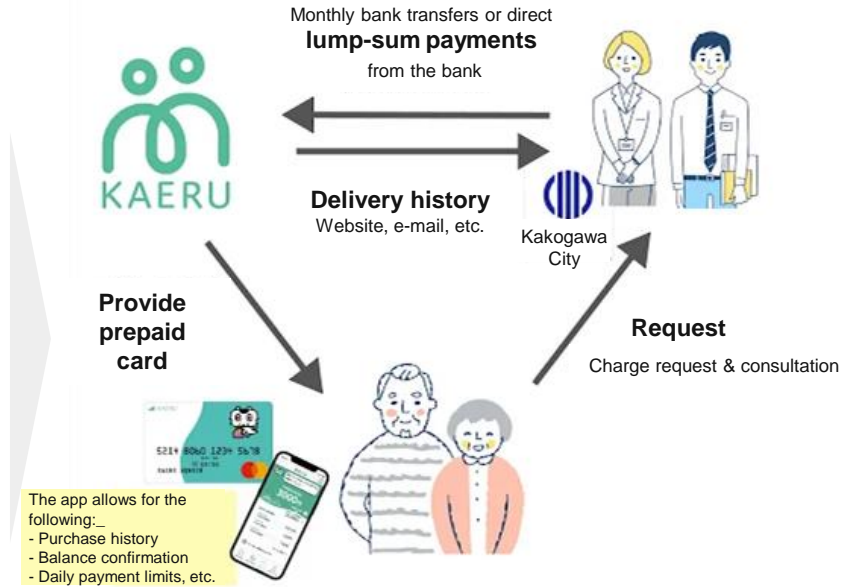
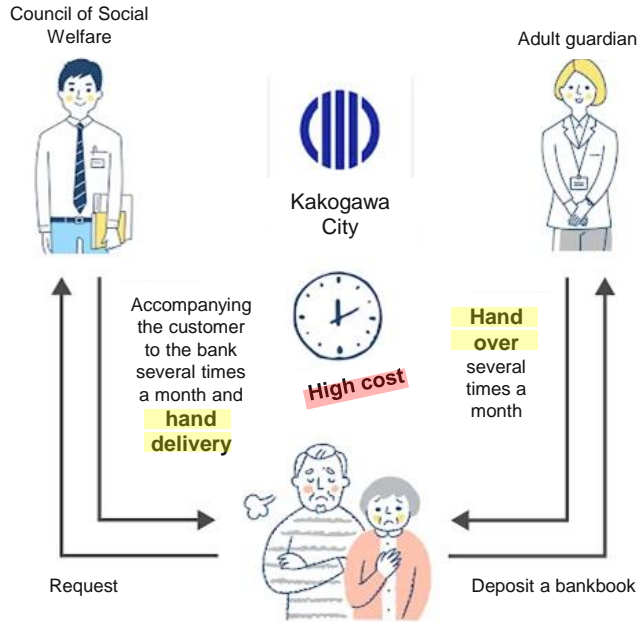
Early 30s

# Shopping becomes an opportunity to get out and about, and cashless shopping contributes to reducing the burden on caregivers



My mother has **become more proactive about going out.** Also, her care managers have told us how convenient it is, and I feel that the distance between us has been shortened. **I hear that there are many problems related to financial transactions when accompanying customers on shopping trips, and I am sure that this is a big burden for caregivers as well.**

# Cashless has penetrated into daily life through the use of KAERU in the business of supporting living independently





# Impact on Residents and Companies in Tokyo

 KAERU



Increased healthy life expectancy  
through social participation of the elderly

Decreased burden on caregivers  
Increased opportunities for women to  
enter the workforce

Elderly going cashless  
Investing cash stash



# From Here (2023)

**February  
2023**

**Full-scale release of cashless service for long-distance care**

**Fall  
2023**

**Digitalize financial administrative services, such as projects that support living independently and adult guardianship programs**

**Winter  
2023**

**Release specialized services for nursing care offices  
Strengthen the function of connecting Tokyo and other regions**

# Founding Members Highly Experienced in Payment Businesses



**CEO**

**Tomohiro Okada**  
Graduated from Tokyo University of Agriculture and Technology with a Master's degree in Applied Biochemistry. He was involved in service growth at an Net Protections, an e-commerce payment company, a start-up in Southeast Asia, and launching the LINE Pay business to business strategy planning and product planning at LINE.



**COO**

**Katsuhiko Fukuda**  
Graduated from the Faculty of Engineering, Kyoto University. After working as a public servant, Boston Consulting Group, and Net Protections, he worked at Mercari/Melpay as a manager to launch a new business at the call center and operations department.



**UX Engineer**

**Fumiya Goto**  
Worked as an engineer and PM at a mega-venture and multiple startups, and was involved in new business launches and 0 to 1 phases. He specializes in developing services based on UX design by going into the field.



**UX Designer**

**Tsuyoshi Kaneko**  
After joining Yahoo Japan Corp. as a new graduate, he worked as a junior UI designer at CyberAgent, Inc. and then as a development team leader at Livesense, Inc. He has worked as a recruitment advisor for numerous startups and supported the launch of new businesses on the side. He is a UX designer with strong business startup and organizational design skills.





**A new financial service to prepare  
for the 100-year life era**





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