scheme verge

the next generation urban developer without land acquisition

Inclusive and Data-Driven Urban Operations: Technology and Collaboration for Greater Cities

Tatsuki Yamanami, Co-founder & CEO

Create the Next Scheme, Be Part of the Verge.

Hello

Tatsuki, YAMANAMI

Co-founder & CEO, scheme verge, Inc.
Director, Smart Building Co-creation Organization

What We Do

Reinventing Cities - We reinvent cities by:

- Upgrading city-making with **data, software and collaborations**
- Working with partners to **turn pilots into sustainable operations**
- Co-creating **real experiences and places** with communities

Analyze behaviors and demand

Operate services with partners

Create experiences and places

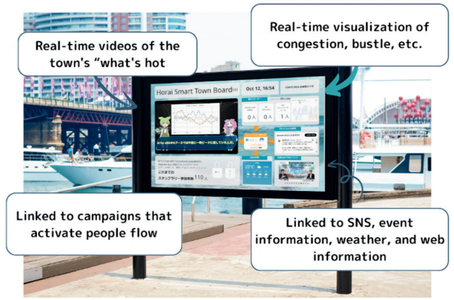
Product

horai

Digital transformation packages for smart cities, tourism, mobility, and buildings. Enabling data-driven services, operations, and planning across urban systems.

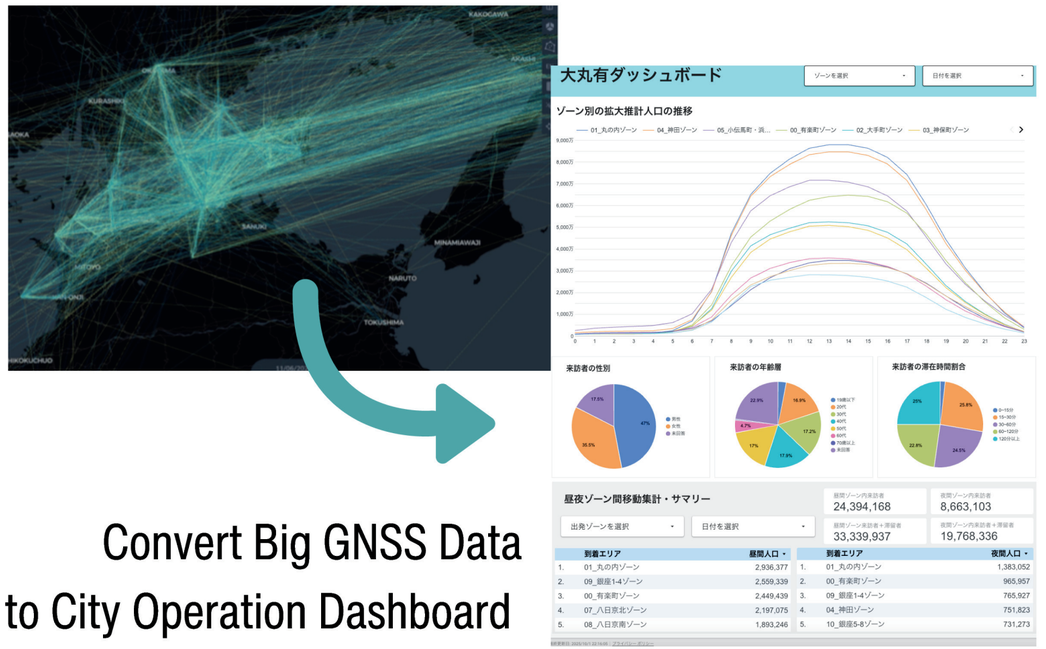
AI-powered Urban Experience Platform

Multimodal Itinerary Recommender by AI (patented)



AI-driven Signage for Town Guides and Disaster Management

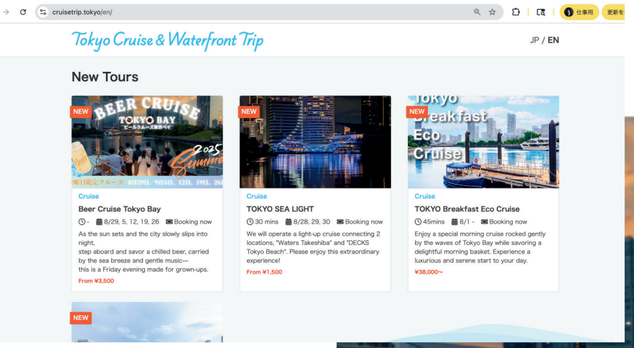
Urban Flow Data Analytics and Utilization

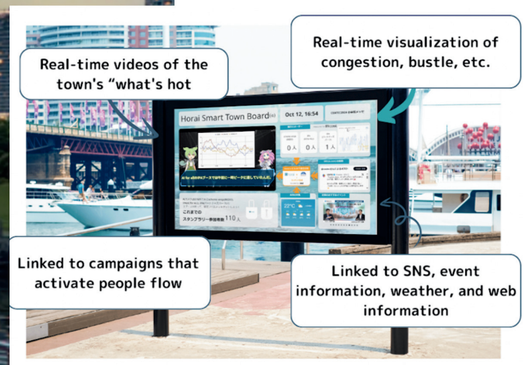


Convert Big GNSS Data to City Operation Dashboard

Case

Real Project Example – Tokyo Bay:
Urban Activation through Cruises, Data, and Smart City Platforms





🚢 Data-Driven Urban Branding

Utilized tourism data to visualize the "waterfront identity" of Tokyo Bay.

📱 Integrated Portal (cruisetrip.tokyo):

A shared booking & inventory system powered by Horai.

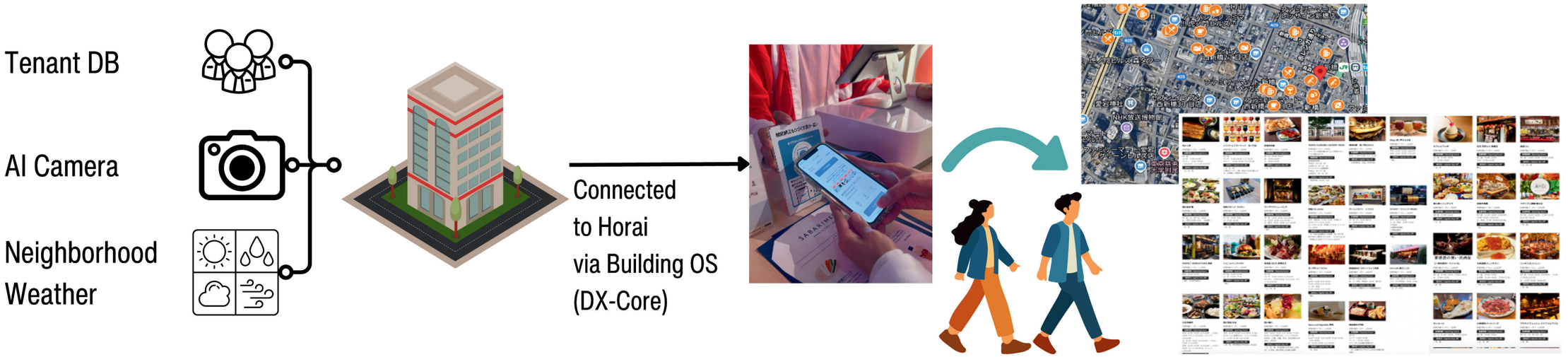
🔗 Smart City Experiments:

Connecting booking & marketing data with urban signage to test next-gen services

Case

Smart Building × Local Commerce - Shintora Yasuda Building: Data-Driven Urban Activation

- **Connected building operation data with Horai**'s platform to link offices and nearby shops.
- Used AI camera and environmental **data to deliver incentives at optimal timings**.
- Achieved **measurable increase in local spending and visitor activity**.



Case

A CASE FROM KAGAWA - Connecting Mobility for Sustainable Tourism: Integrating AI Itinerary, Local Mobility, and Data for Smarter Travel Experiences

PROBLEM

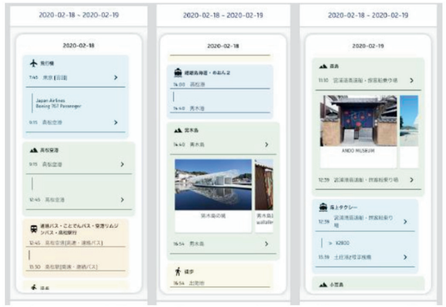
- **Heavy tourist traffic** exceeding the capacity of local transportation systems
- Complicated transport networks and fragmented information, making it **difficult to plan and move efficiently**
- **Limited direct connectivity** among key tourist destinations

Case

A CASE FROM KAGAWA - Connecting Mobility for Sustainable Tourism: Integrating AI Itinerary, Local Mobility, and Data for Smarter Travel Experiences

SOLUTIONS

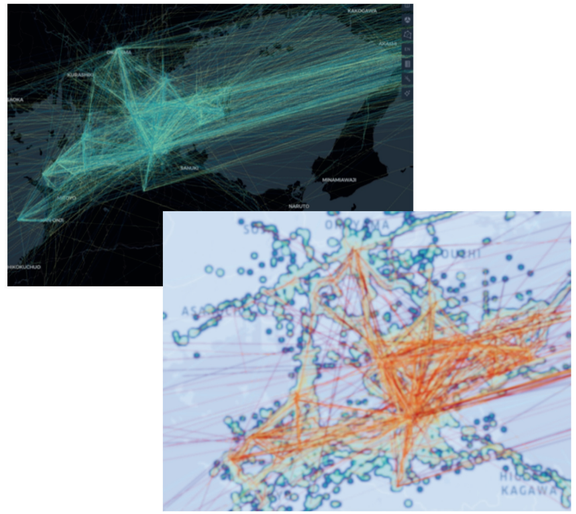
Introduce Horai



- AI Itinerary Planning
- Online Booking & Payment
- Uncopiable Ticketing System
- Digital Coupons and Stamprallies

Connect Local Mobility

Collect Evident Data



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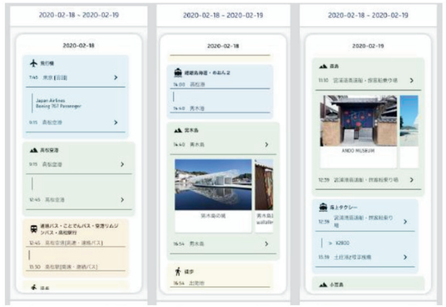

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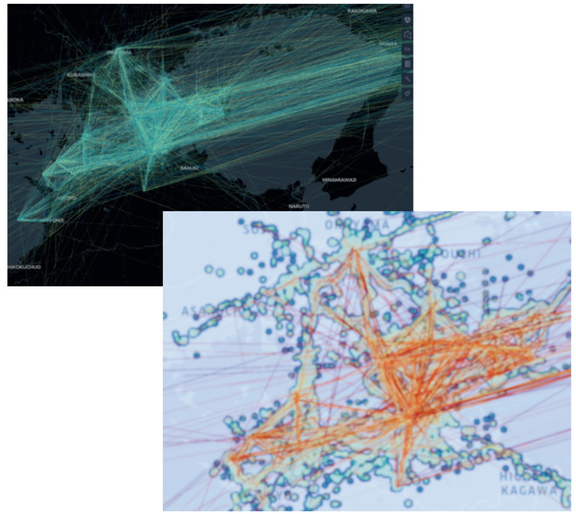


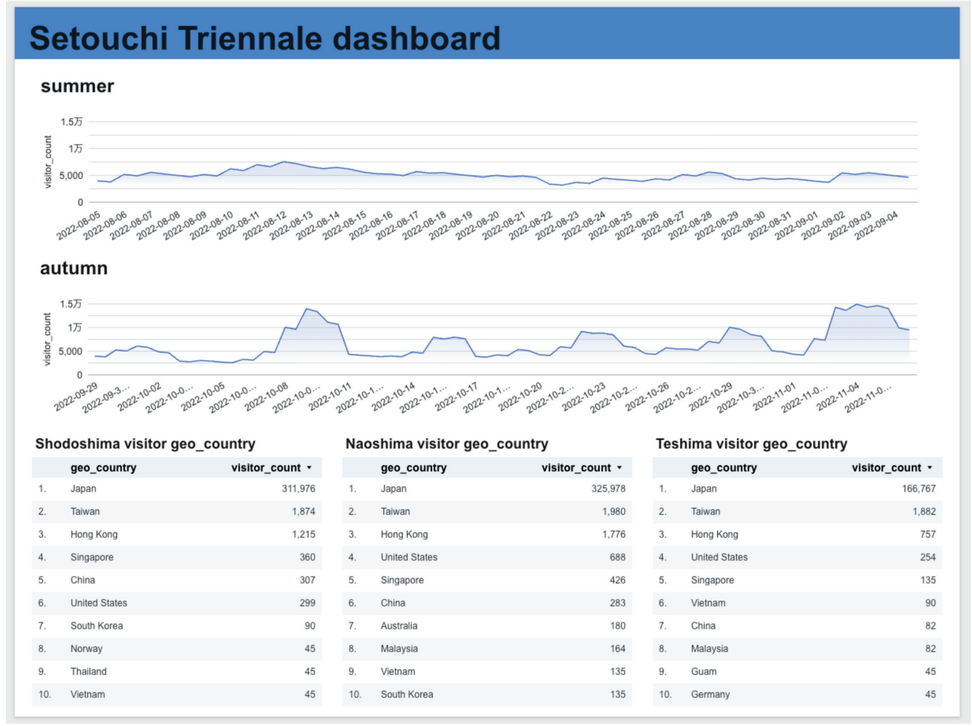
Measured Effects: Cut inter-island travel time by nearly 70% and increased daily accessible destinations, enhancing tourism efficiency and data visibility.

DATA USE

From raw mobility data to operational insight — Visualizes visitor flows across islands to support evidence-based and data-driven city operations.

GNSS Bigdata from Tourist Mobilephones

Automatically Convert to a Dashboard



Shodoshima visitor geo_country

	geo_country	visitor_count
1.	Japan	311,976
2.	Taiwan	1,874
3.	Hong Kong	1,215
4.	Singapore	360
5.	China	307
6.	United States	299
7.	South Korea	90
8.	Norway	45
9.	Thailand	45
10.	Vietnam	45

Naoshima visitor geo_country

	geo_country	visitor_count
1.	Japan	325,978
2.	Taiwan	1,980
3.	Hong Kong	1,776
4.	United States	688
5.	Singapore	426
6.	China	283
7.	Australia	180
8.	Malaysia	164
9.	Vietnam	135
10.	South Korea	135

Teshima visitor geo_country

	geo_country	visitor_count
1.	Japan	166,767
2.	Taiwan	1,882
3.	Hong Kong	757
4.	United States	254
5.	Singapore	135
6.	Vietnam	90
7.	China	82
8.	Malaysia	82
9.	Guam	45
10.	Germany	45

APPLICATION

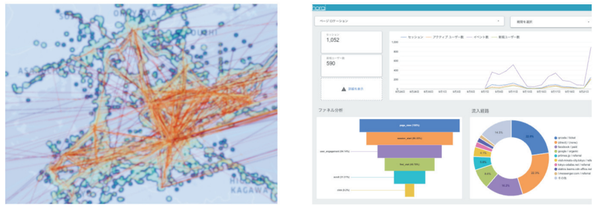
Develop a Platform to Integrate Tourism Experiences and Service Operations for ASEAN Cities using horai

Make a Connected & Personalized Tourism Portal

AI-driven Itinerary Planning

Digital Transformation of
Local Transport Operations

Create Highlight Attractions



Make EBPM Dashboard from Bigdata

Key Feature : AI Consierge & Itinerary Making

① Chat the journey image or favorite spots to AI consierge

② Make packaged recommendations based on users' requests and interests

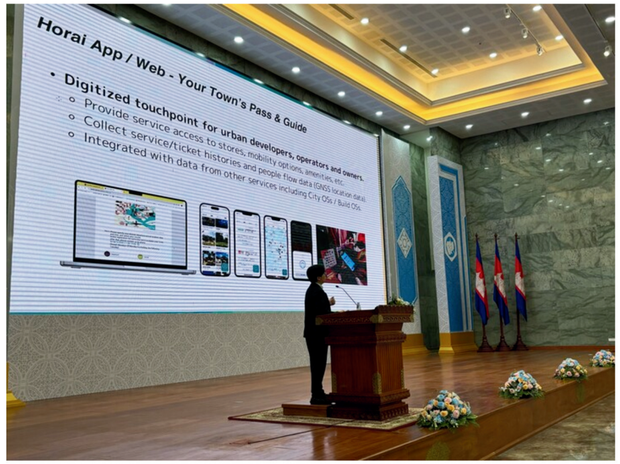
③ Calculate and Generate Itineraries using Real-time Availability Data of Activities and Mobilities

Thank you

We are looking for next collaborators to realize the inclusive and data-driven urban operations realizing smarter & greater cities.

Recent Activities

MoU with DRMIS,
Chulalonkorn Univ.



Cambodia – Japan

The 5th Meeting of Public-Private Platform for Urban Development

Visit Sinar Mas Land,
Indonesia