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## Noritsu Koki signs up as year-round XTC JAPAN partner

Noritsu Koki Co., Ltd. has signed up as a year-round partner for the Japan Regional Qualifying Round of the Extreme Tech Challenge (XTC) held by the XTC JAPAN Steering Committee (Headquarters: Chiyo-da Ward, Tokyo; Secretary: Shinya Kasuga).

Amid growing need worldwide for businesses that positively impact everyday life and tackle future challenges, the Noritsu Koki Group is working to create new products and services that can become part of the fabric of society, while also helping to build a sustainable society through its business activities.

As part of its efforts to create dynamic forward-looking businesses and a sustainable society, Noritsu Koki is supporting the Japan round of the XTC contest held by the XTC JAPAN Committee. Our aim is to help cultivate a new generation of technology innovators and support Japanese startups on the international stage in order to help address global issues.

### ■ About Extreme Tech Challenge (XTC)

XTC is one of the world's largest pitch competitions for startups radically building a better world with technology to address global challenges such as SDGs. Held in 21 cities in 16 countries and through online general application by a community of approximately 80 organizations such as leading VCs and major companies, the previous 2021 competition was attended by more than 3,700 startups from 92 countries around the world. The 80 companies participating in the 2021 Global Finals, of which 43% were startups by female entrepreneurs, have raised a total of roughly USD 200 million after the competition.

Startups participating in XTC are divided into 10 categories – Advanced Materials, AgTech & Food, Biotech & Medical Devices, Cleantech, Energy and Environment, Digital Health, EdTech, Enabling Tech, Fintech, Mobility, and Sustainable Smart Cities – and compete based on business plan viability and problem-solving capabilities. The theme of the contest is not to secure donations or subsidies, but to address human issues through business. Startups participating in the final also have the opportunity to receive rich business and fundraising mentorship from international VCs and global companies.

### ■ About XTC JAPAN

XTC JAPAN, the Japan qualifying round for XTC, is a contest that allows startups to directly pitch their ideas about solving global issues through the SDGs to international companies.

This year's contest, the third annual Japan qualifying round, will select two finalists from a field of 10 qualifiers. The two winning startups will be seeded for the Global Finals, where approximately 80 global companies will provide mentors and judges. Backed by direct mentoring from VCs with a strong track record in international financing, the qualifiers will make their pitches to leaders responsible for investment and business collaboration decisions at global firms.

This year, three new categories have been created by reorganizing and adding to last year's areas of Healthcare, Cleantech & Energy, Transport & Smart Cities. The startups will compete on business plan viability and problem-solving capabilities across a total of 10 categories covering the 17 SDGs, giving them an international springboard to tackle a whole array of global social and natural science issues, from

# NORITSU

Advanced Materials, AgTech & Food, Biotech & Medical Devices, Cleantech, Energy and Environment, Digital Health, EdTech, Enabling Tech, Fintech, Mobility, and Sustainable Smart Cities.

## ■ Overview of XTC JAPAN 2022

Organizers: IT-Farm Corporation, Gaiax Co., Ltd.

Time: March 9 (Wed) 2022, 15:00 – 18:00

Venue: Online event streamed from Global Business Hub Tokyo (free access)

Preview site: <https://xtcjapan-2022.peatix.com/>

\*Please note that only pre-invited guests will be allowed to attend the actual event to prevent the spread of infection.

All other attendees may access the online streaming.

Official event site: <https://nexta.community/xtc-japan-2022/>

[Event partners as of February 24, 2022]

XTC Global Partners:

- Fujitsu Limited
- Benhamou Global Ventures
- IT-Farm Corporation

XTC JAPAN Gold Partners:

- NEC Corporation
- Mitsubishi Estate Co., Ltd.

XTC Japan Silver Partners:

- Mitsubishi Electric Corporation
- Noritsu Koki Co., Ltd.