# Kisui

## A Greener, Brighter Future for Agriculture.



Next-generation mobility platforms automating the world's most difficult terrain.

# Company Overview

Kisui 輝翠

| | |
|---|---|
| *Foundation Date* | September 3, 2021 |
| R&D office (Main) | Chiba University @ Kashiwanoha<br>Kashiwa City, Chiba Prefecture |
| Other Branches | Sendai (Tohoku University) and Hirosaki |
| Employees | Full-time ~15/Total ~20+ (10+ Nationalities) |
| CEO | Tamir Blum, CEO |





*BIH Dev Office*



*Takata Warehouse*

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# *The Story Behind Kisui*





Lived & worked across five countries —

Israel, America, Spain, Japan and China

— everywhere I saw the same trend:

**Rural decline despite rich land.**



Tamir Blum, PhD

Founder & CEO

*Autonomous rover research — space-grade mobility systems*

- ✓ Ph.D., Tohoku University
- ✓ UCLA (robotics)
- ✓ SpaceX & AeroVironment (extreme robotics)
- ✓ Lunar rover and AI research
- ✓ Founder of Kisui

Forbes UNDER 30 ASIA HONOREE 2023

MIT Technology Review Innovators Under 35 Japan in Nihonbashi

J-Startup TOHOKU

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# Team Built for Outdoor Autonomy at Scale

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## From space robotics to commercial agriculture — across Japan and global manufacturing



***Tamir Blum, PhD***

***CEO***

- PhD Tohoku / MS UCLA
- reinforcement learning and vision for rugged autonomy



***Kazu Tochikane, MBA***

***COO***

- MBA Esade / MS Hokkaido
- Zennoh experience, leads JP partnerships



***YuCheng Cheng***

***CPO***

- BS National Central University
- Mitsubishi Heavy · machinery & overseas product dev



***Jefri Alfonso***

***CMaO***

- BS University of Indonesia
- Automotive manufacturing & scale-up

TOHOKU UNIVERSITY UCLA SPACEX HOKKAIDO UNIVERSITY 全農 ZEN-NOH esade

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UNIVERSITAS INDONESIA
Veritas, Probitas, Iustitia
EST. 1849

# Orchard farming is structurally hard to scale

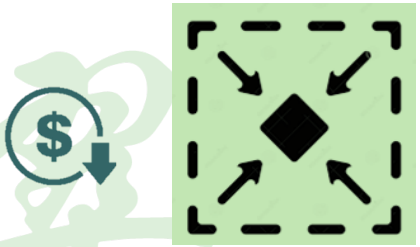
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***Mountainous Terrain***
***Steep, Bumpy and uneven ground***



***Harsh manual work and labor***

***Labor scales linearly with land***



***Yield doesn't improve with scale***

## *Orchards can't scale with human labor alone*

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# Global farming faces a growing labor crisis

## Mountainous Terrain



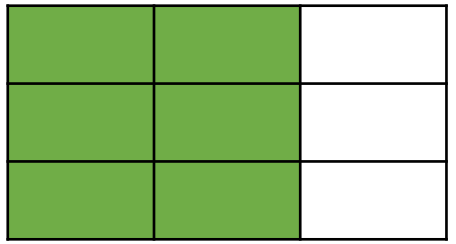
Labor intensive manual work

## Labor is disappearing



Shrinking pool of farmers

## Larger orchards require scale



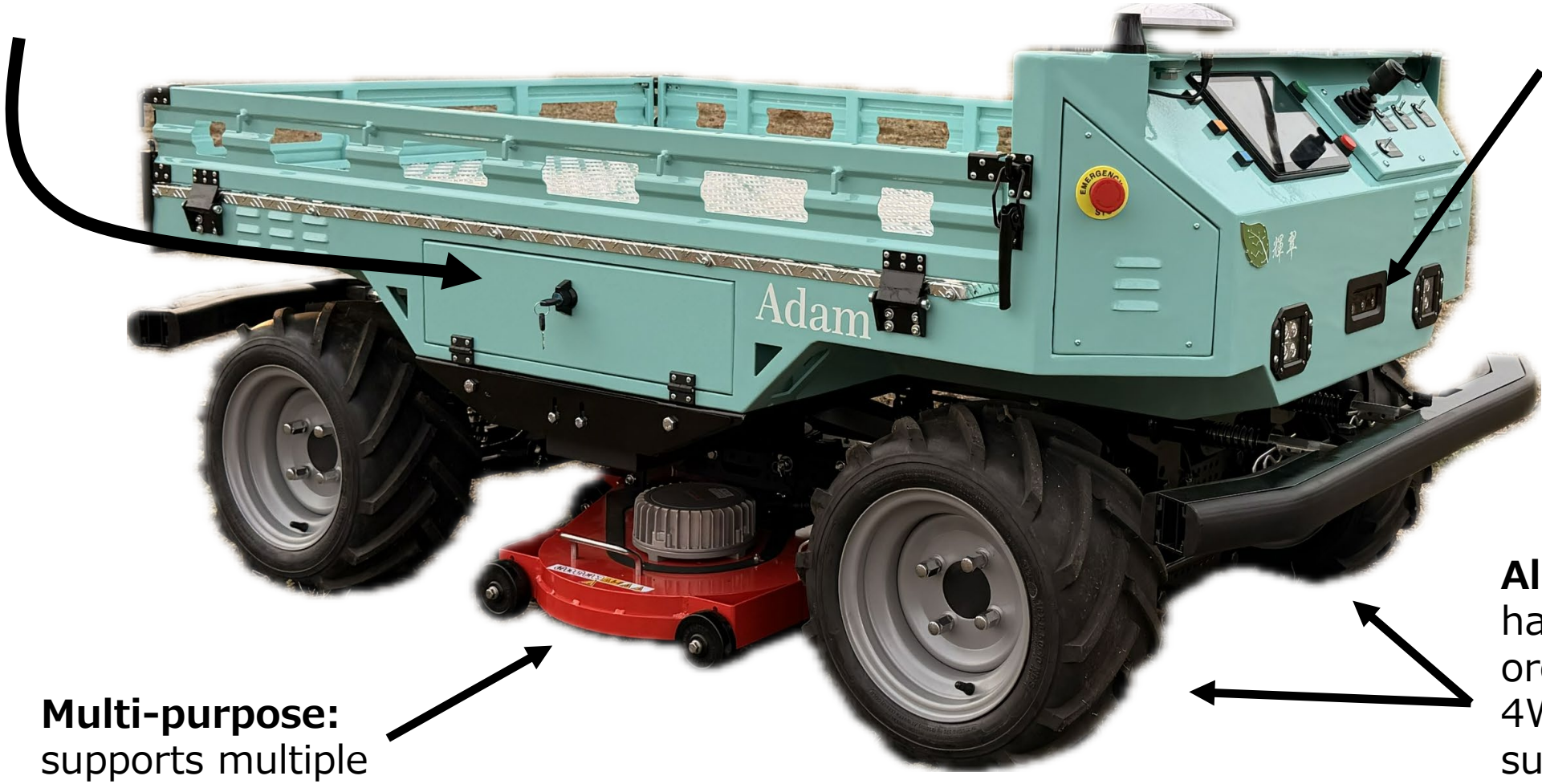
Mechanization & automation can enable that scale

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# Meet Adam: The work-horse of the future

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quiet, low-maintenance operation




**Autonomous**, capable to operate alongside a human, or without human operator



**All terrain mobility:** handles rough orchards
4WD + independent suspension + steering

**Multi-purpose:** supports multiple implements

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# Building the world's leading off-road mobility platform

★ ***Our goal: to enable 5 times larger farms via automation***















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## Why is Suspension Necessary?



1. Ground traction critical for safety
2. Protects Payload
3. Less stress on vehicle body

## Why Is Steering Vital?



1. Skid steer damages the ground over time
2. Bad for the ground – dangerous for the robot
3. Poor maneuvrability limits available paths

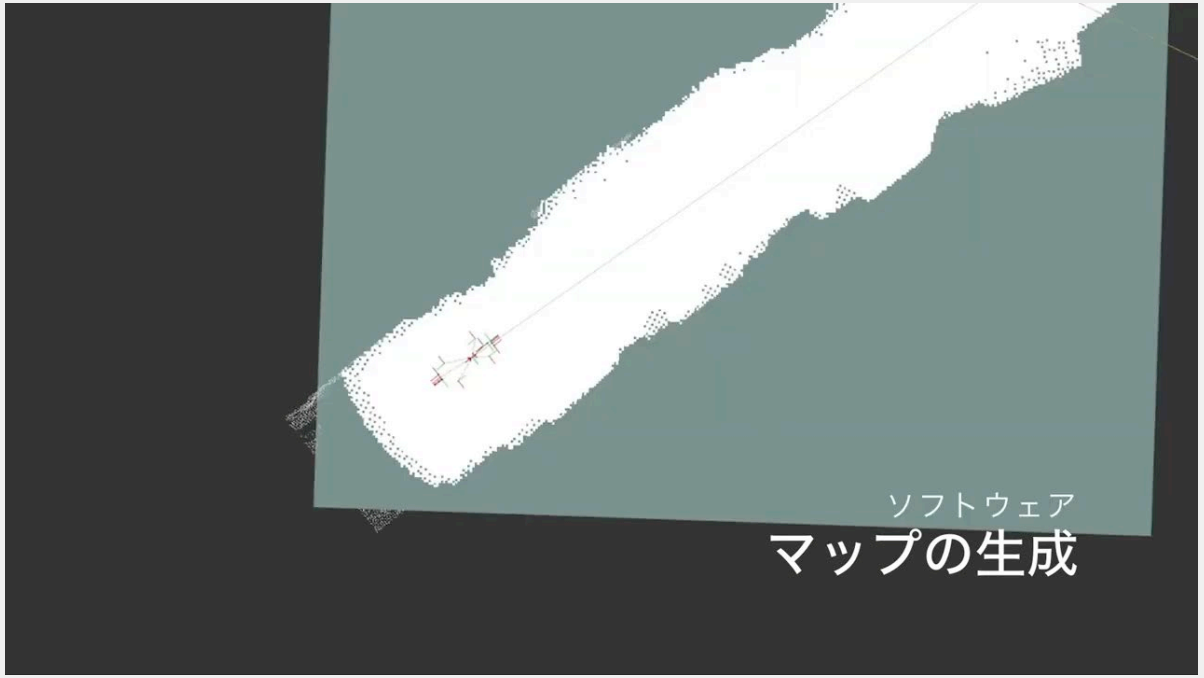
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## Off-road Hardware



## Off-road AI




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# Adam — Lunar robotics design for extreme terrain

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# Adam – Automation Usage Modes

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## Follow Mode





Adam identifies the users' footsteps and automatically follows them

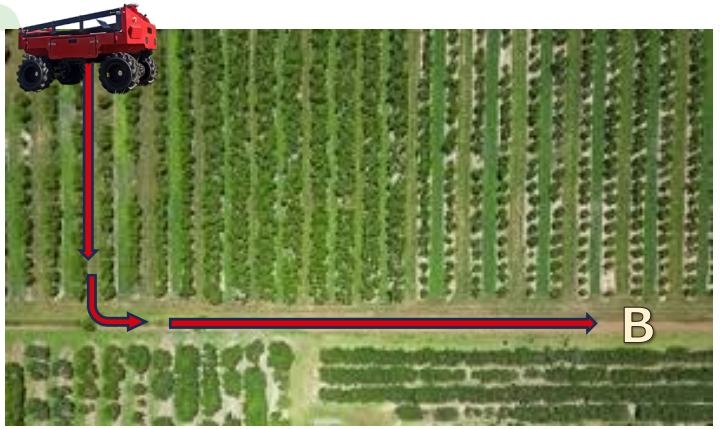
## Autonomy Mode



### Patrol Mode



### A to B
### Point to point Mode




*Autonomously drives without human intervention*

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# MyNojo / MyGenba SaaS platform

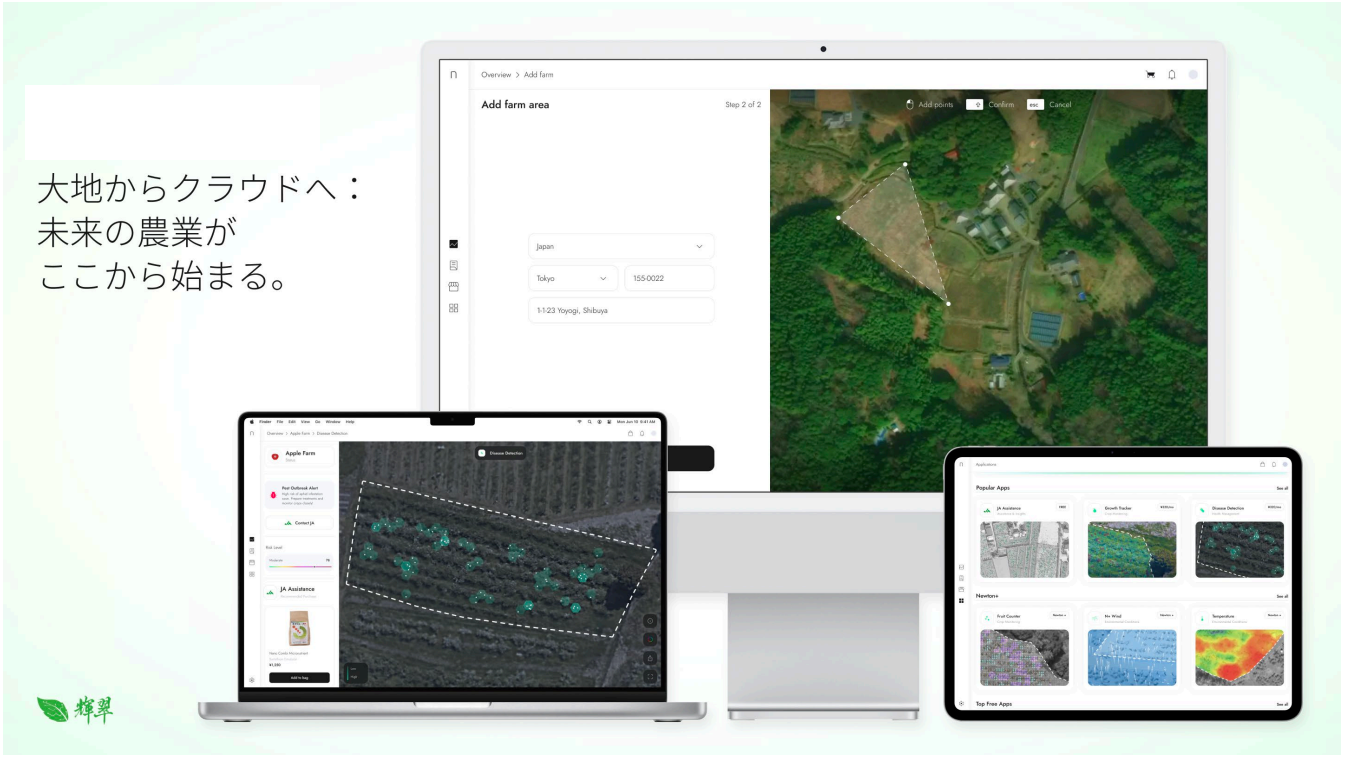
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## *Centralized Site management Platform*

LTE 4G



*Raw data*




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# Consolidating Farm Machinery

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## Traditional

¥8M JPY ($50k)
(excluding Labor & Fuel costs)

**Grass Cutting**

Atex R9824FB
¥1.5M JPY



**Pesticide Sprayer**

Yamabiko SSV6150F
¥5M JPY



**Transport**

Atex SL52E
¥1.5M JPY

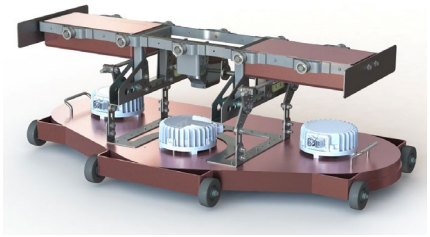


## Kisui




**Adam**
Transport

**Grass Cutter attachment**



**Fertilizer attachment**



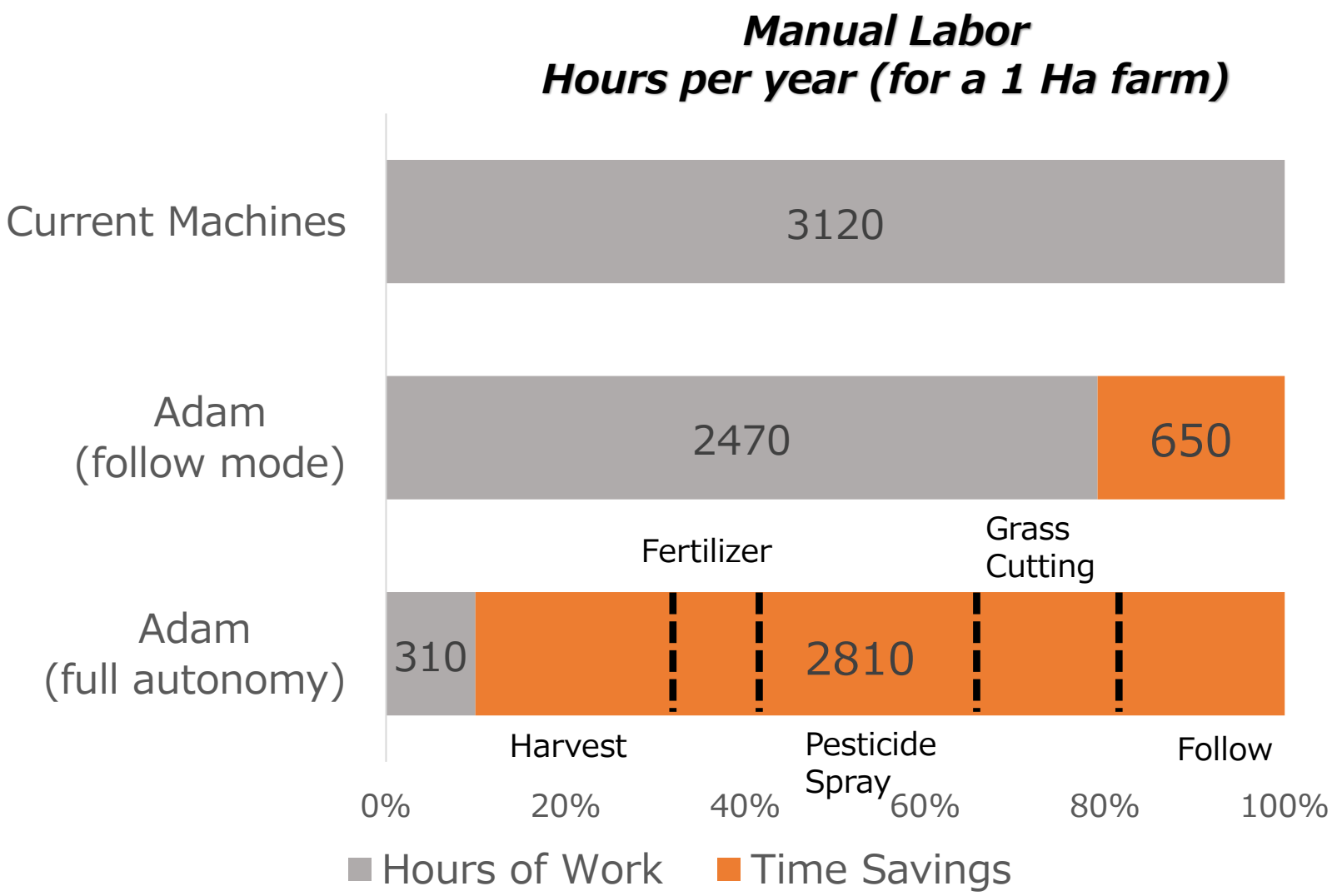
**Pesticide sprayer attachment**




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# Adam Automated Work Hours

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# MyNojo as Digital Twin for Farm Monitoring

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## Currently

**Inspection Stage**
550 hours/Ha

- Walk across the fields
- Check for disease
- Monitor growth
- Agri input purchasing and application decision





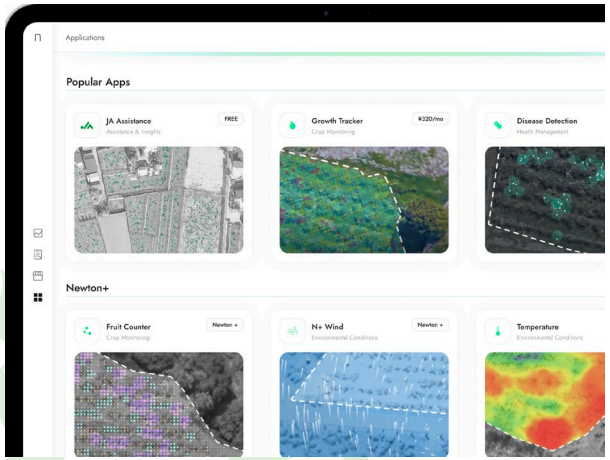
**Agri Inputs Cost $17k/Ha/year**

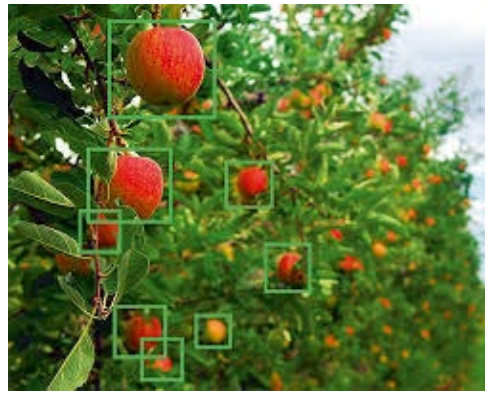
**Wasted inputs + damage to land due to incorrect decisions**



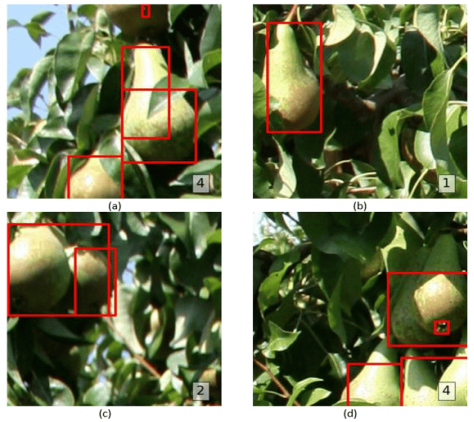
## With MyNojo

- No need to walk the fields → **Remote farm monitoring**
- No more pen and paper → **Data digitalization**





**Save up to $5100 per Ha**
With MyNojo, farmers can cut inputs by 30%

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## Replacing Legacy Machinery



### Ishii San

45 | 3.6 ha Pear Farm
Family Farmer in Chiba

"With Adam, I'll never go back to other machines"

## Scaling Orchard Operations



### Kasai San

42 | 2 ha Apple Farm
Family Farmer in Aomori

"Adam is exactly what our farm needed"

## Drivers of Adoption:

- Family labor retiring
- Part-time labor unreliable
- Heavy physical workload
- Desire for better work-life balance

## Result:

Japan's next generation of farmers is investing in automation to replace legacy machinery and scale operations.

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# Strong Early Traction & Path to Scale

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**R&D Phase**
2021-2024

- Progressed from V1 to V9 prototypes

**Start of Sales**
2025/4 – 2026/3

- Launched the V10 "S1" Sales 1 Adam
- Achieved ~$500k revenue (12 units)
- 5 Japanese distributor partnerships
- 1 International distributor partnership

** more POs received, non-delivered untis moved to next year **

**Next Year Target**
2026/4-2027/3

- Launched MyNojo beta
- 65 units deployed via distributors
  - 10 POs+ secured
- Target ~$2.6m revenue

## 2025 FY

Pre-Batch
2 units
*sold*

Batch 1 (April 2025)
12 units
Fully Deployed

## 2026 FY

Batch 1 (March 2026):
9 units, 100% reserved
Delivery Ongoing

Batch 2 (July 2026):
15 units
Reservations Started

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# Domestic GTM – From Local to Nationwide Across Japan

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## Leveraging local partnerships across Japan

207,000 Ha (!!!)

## To expand to nationwide sales network

JA全農あおもり

有限会社 外川農機商会



Aomori




Hokkaido

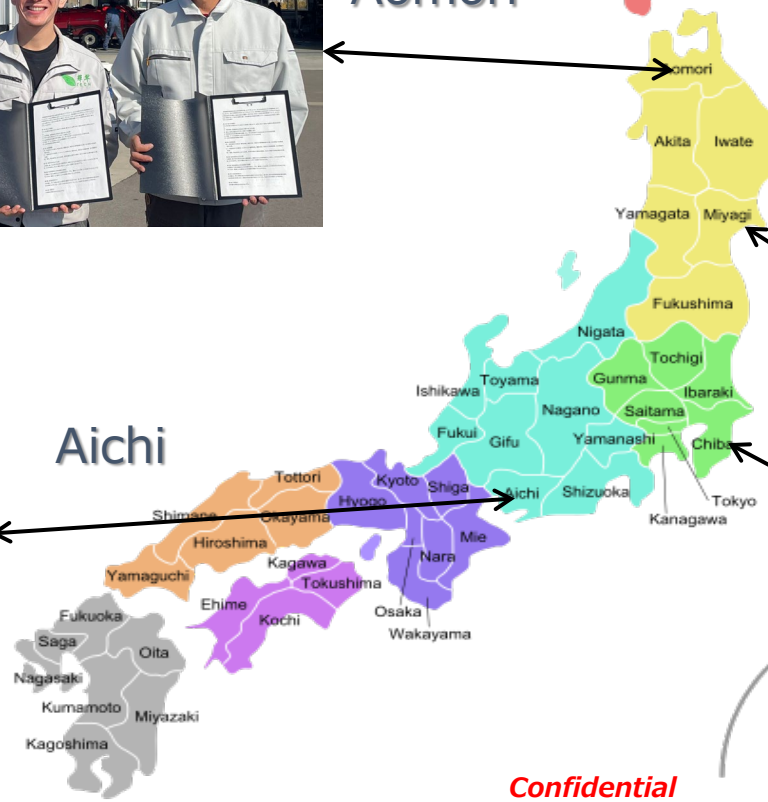
住商アグリビジネス株式会社
SUMMIT AGRI-BUSINESS CORPORATION



マルシメ株式会社
MARUSHIME CORPORATION



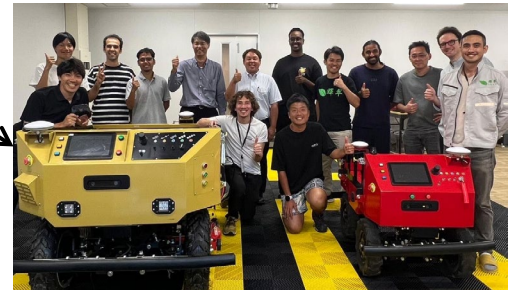
Aichi




JAいちかわ

Tohoku

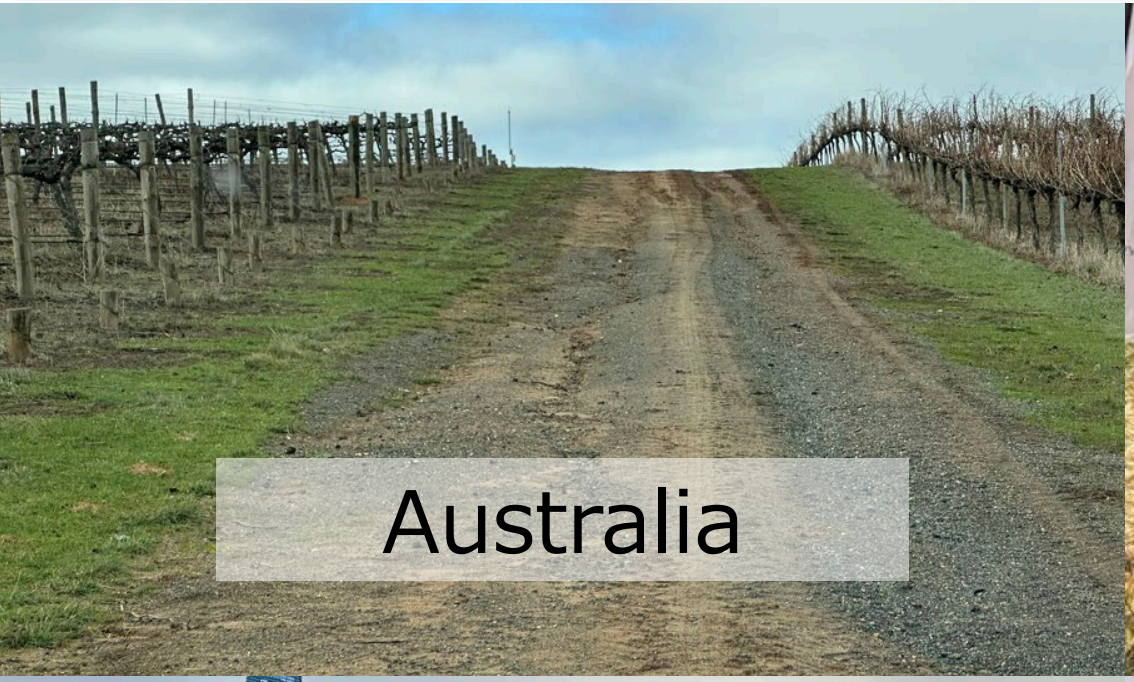
YANMAR



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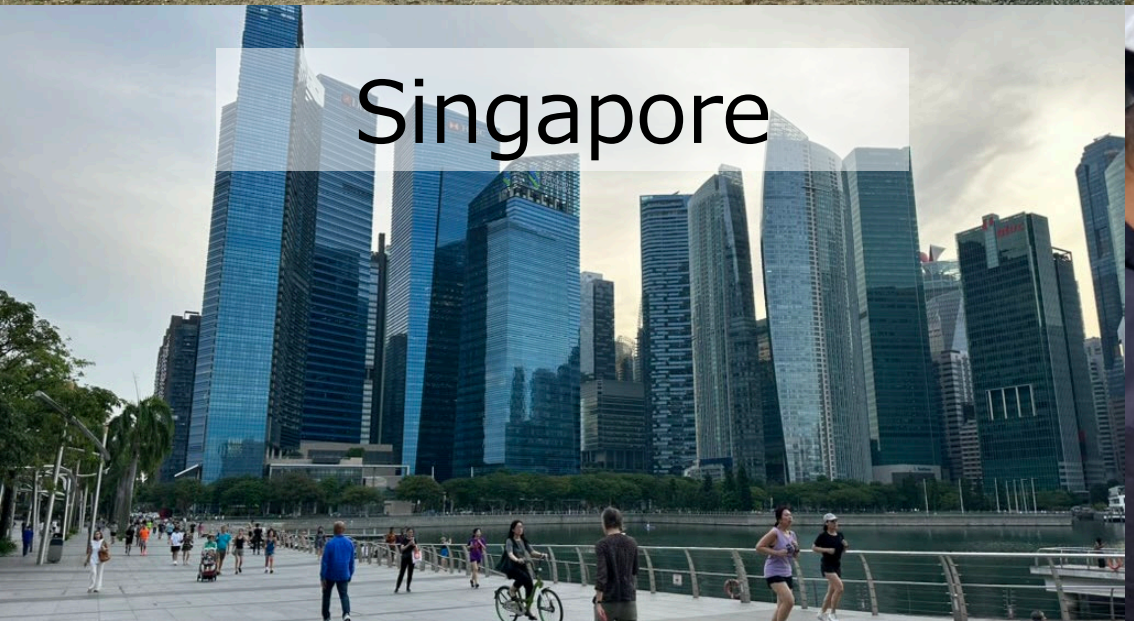
# Global Partnerships – From Nationwide to Worldwide

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# Vision ⇒ Mass Producible Across Industries

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**1M+** robots deployed yearly worldwide

*The Adam platform: one chassis, infinite verticals.*

**PROVE** Orchards & agri

**SCALE** Adam + implements platform

**DATA** Fleet intelligence & services

**EXPAND** All outdoor verticals

**The Ultimate Goal:** Ubiquitous outdoor automation platform

## EXPANSION VERTICALS

**Agriculture ★ NOW**
Orchards, row crops, vineyards

**Construction**
Site prep, grading, materials

**Heavy Industry**
Mining, ports, logistics yards

**Airports**
Ground ops, FOD detection, towing

**Parks & Forestry**
Maintenance, reforestation

**Space & Defense**
ISRU, contested terrain ops

**Marine**
Coastal, port, aquaculture ops

**Energy**
Solar farms, pipeline inspection

*Adam's modular platform means each vertical requires minimal re-engineering — hardware + software stack reused across all deployments.*

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# Non-Agri Verticals

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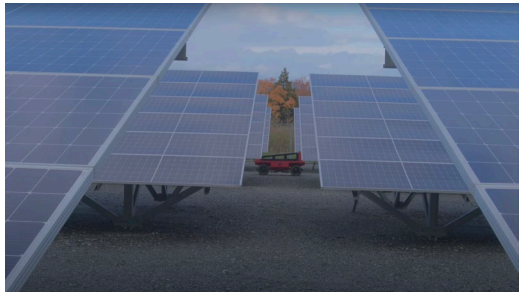


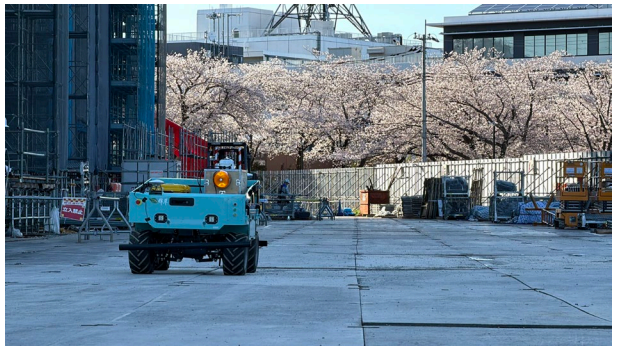
















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