



Tenchijin

Media Information Kit

A JAXA STARTUP
Tenchijin Inc.
As of August 2026

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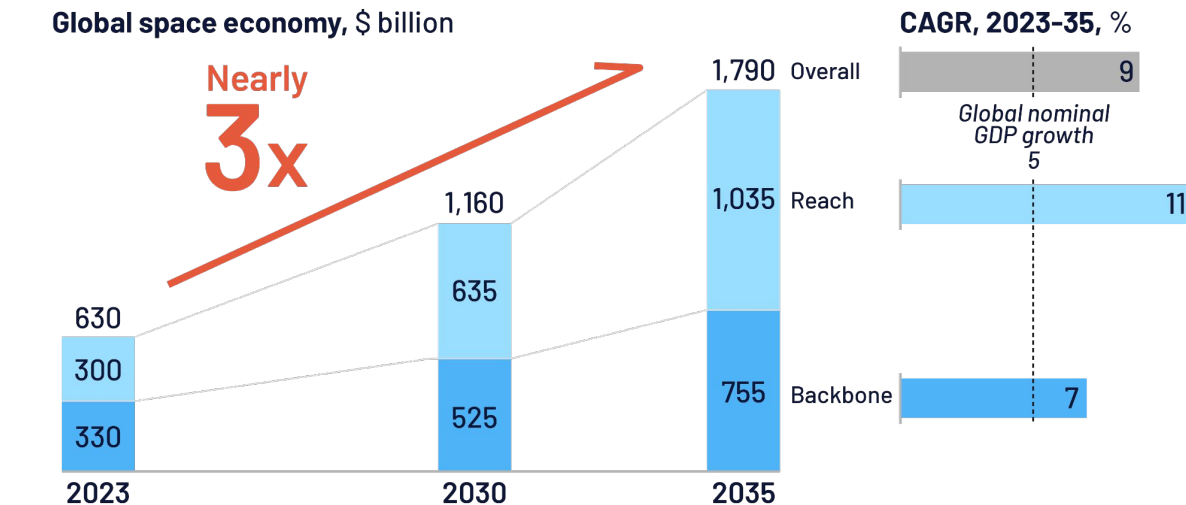
01

About the Space Industry



(from WEF and McKinsey Joint Report)

In April 2024, the World Economic Forum and McKinsey & Company released a joint report projecting that the global space economy will **grow to \$1.8 trillion by 2035, up from \$630 billion in 2023**, will grow at a faster rate than global nominal GDP over the next decade.



Source: Future of Space Economy research

***Backbone:** The core infrastructure or essential systems that support the entire space ecosystem.
e.g. Launch, Satellite, Ground Infrastructure, data center

***Reach:** The extent or coverage area that space technologies and services can achieve.
e.g. EO, Telecommunications,

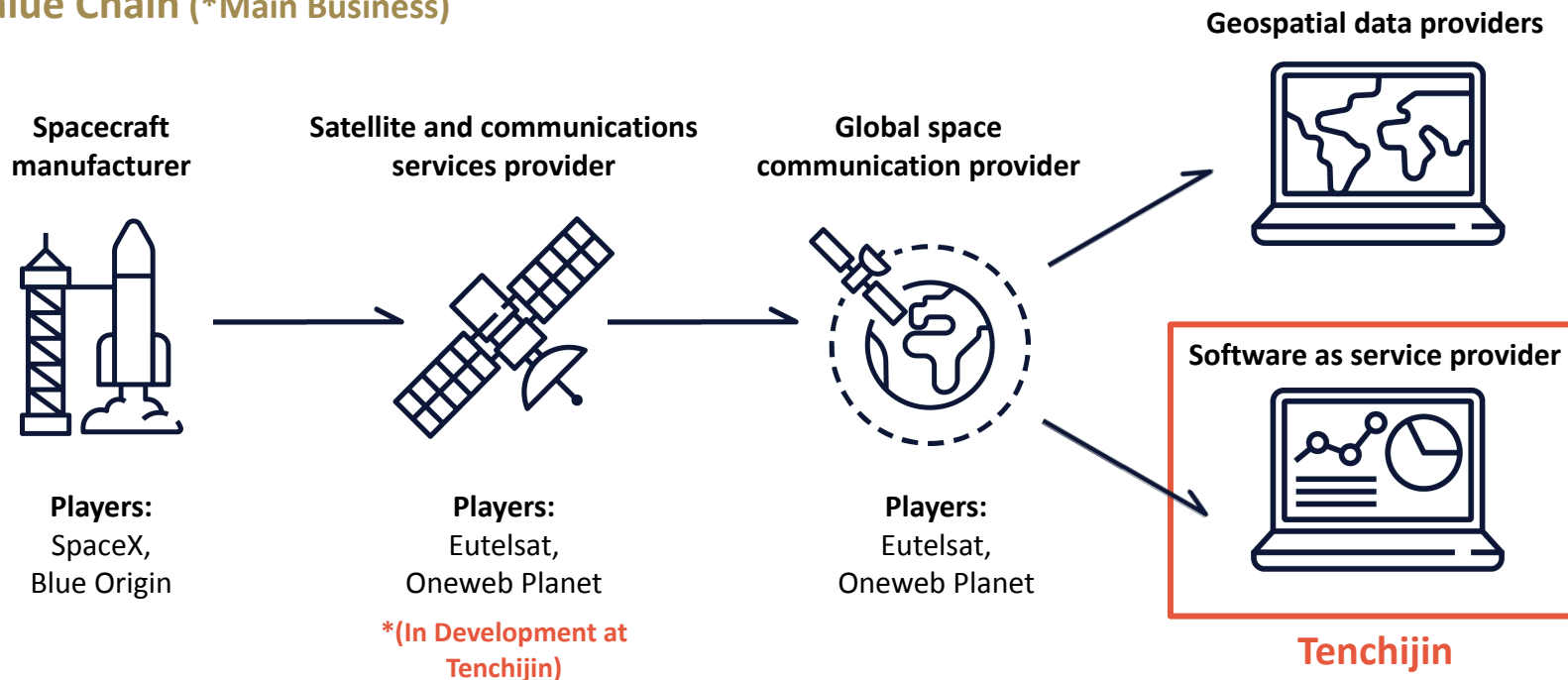
(from WEF and McKinsey Joint Report)

- **Launch costs have fallen tenfold over the past 20 years**, enabling more frequent and affordable access to space.
- A broad range of investors have shown interest in the space sector, with private investment reaching record highs of **over \$70 billion in 2021 and 2022**.
- The growth of the space industry will largely depend on the expanded use of space-based or **space-enabled technologies**, such as communications, positioning, navigation and timing (PNT), and **Earth observation (EO)**.
- Space will play an increasingly **vital role in addressing global challenges**, from **disaster warning and climate monitoring to improved humanitarian response and broader economic prosperity**.

Source: "Space: The \$1.8 Trillion Opportunity for Global Economic Growth"(World Economic Forum, Mckinsey & Company : 2024)

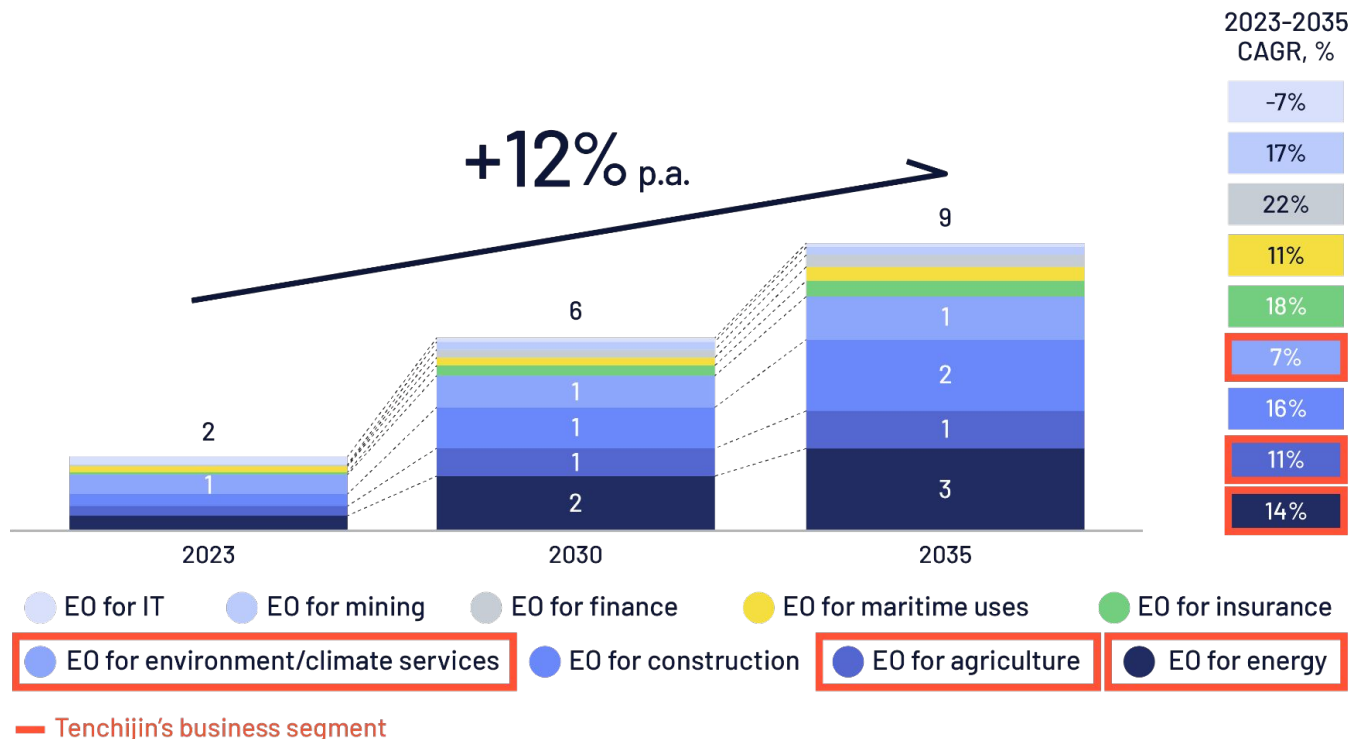
- The space industry encompasses a wide range of activities, from rocket launches to the use of satellite data.
- Tenchijin provides EO (Earth observation) service and software as a service provider.

Value Chain (*Main Business)



The Future Potential of Earth Observation (EO) Business

- Earth observation (EO) is expected to be utilized across various industries, with an anticipated growth rate of 12% per annum across all sectors.
- We provide EO services for the environment and climate, agriculture, and energy sectors, which are growing at a CAGR of 7% to 15%.



02

About Tenchijin





天

Ten
(Space)

Combine information from **Space**

地

Chi
(Earth)

with information on **Earth**

人

Jin
(Human
Lives)

to enrich **Human Lives**

Mission

**Optimize human activity
through the power of Space Data.**

Vision

**Observing Earth from space
preserving its beauty and the wonder of nature
for future generations.**

Value

- 
01. Think with a perspective from space envision the Earth's future
 02. Choose a future driven by passion
 03. Embrace change as opportunity
 04. Create new value through the accumulation of knowledge
 05. Act with ownership, to shape the future
 06. Turn constraints into creativity
 07. Trust in our team and walk together
 08. Support and celebrate those who dare to challenge
 09. Stay humble, work with passion and perseverance
 10. Inspire and move the people we touch

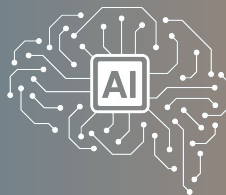
Tenchijin is **a space-tech innovator leveraging satellite data and AI.**

By overlaying satellite data collected from **more than 500 satellites across the globe with terrestrial data** held by governments and corporations, we perform AI-driven analyses.

Tenchijin combines diverse data sources to deliver deeper insights, including:

- Satellite imagery (optical images, topographical data)
- Meteorological data (current and historical)
- Ground sensor data
- Statistical mesh data (e.g., population density)
- Geospatial environmental data (e.g., land use, terrain, soil type)
- Human expertise and insights
- Operational and inspection records

By comparing current satellite data with historical records, Tenchijin detects changes over time and enhances analysis accuracy.



Multimodal AI

**Extracting
actionable
value from data**



JAXA (Japan Aerospace Exploration Agency) is the primary agency responsible for promoting Japan's overall aerospace development.

Tenchijin is a **certified JAXA venture partner** company that leverages JAXA's intellectual property and expertise to conduct its business.



Focus Area

■ Property & Data

Tenchijin can utilize Earth observation (EO) satellite data from JAXA.

■ Investment

Tenchijin is the first private company to receive direct investment from JAXA.

■ Talent

Our team includes former JAXA experts.

—Our CSTO* Hyakusoku joined JAXA in 2004, developed expertise in Earth observation satellites.

—He led the development of satellites such as GPM and IBUKI-2.

*Chief Satellite Technology Officer

Business **expanded sixfold in six years since founding**, driven by initiatives like KnoWaterleak.
Growth phase driven by funding and global business expansion (recognized with major awards).

Key Figures (as of December 2025)

■ Total Fund Raised

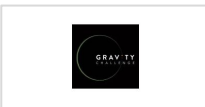
JPY1.9 Billion (Series B) *Approx. USD 12.3M (Based on exchange rate as of December 16)

■ Global Business (10 Countries)

Japan, Malaysia, Australia, France, Germany, UK, Burkina Faso, India, Italy, Cambodia

■ Award (10+ Awards)

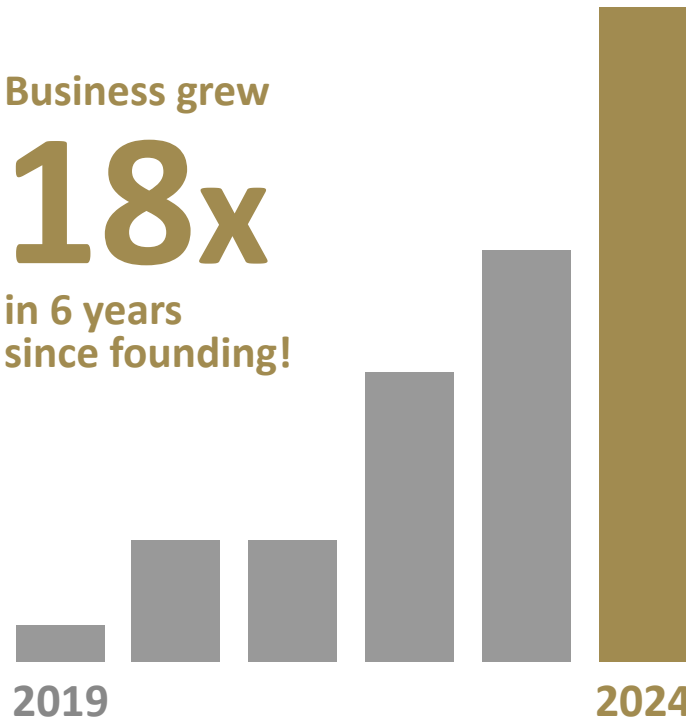
- Copernicus Masters:
 - BayWa Smart Farming Challenge 2021 Winner
 - Japan Regional Prize 2022 Winner
- Gravity Challenge 2021: Winner
- S-Booster 2018: Special Jury Prize
- IVS2025 LAUNCHPAD 2025: 2nd place



Business grew

18x

in 6 years
since founding!



03

About Our Service



An online GIS platform that leverages satellite data to optimize and accelerate decision-making.

COMPASS integrate data from **over 500 satellites worldwide** with ground-based data from governments and private companies, and perform AI-driven analyses.



Space

- Meteorological data
- Geospatial environmental data
- Satellite imagery



Earth

- Ground sensor data



Human

- Human expertise and insights

Data analysis
with AI

Results to optimize your decisions

- Intuitive and easy to use interface
- No need for knowledge in satellite
- satellite data analytics and graphs



Try Tenchijin COMPASS for free



<https://compass.tenchijin.co.jp/user/create?hl=en>

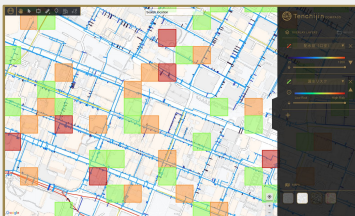
“Tenchijin COMPASS” is a driving force behind efforts to address the following key social challenges.

Available in Malaysia

Infrastructure

“KnoWaterleak”

Water Leakage Assessment
and Management Platform



Agriculture

Space Big Data Rice



Climate Change

Carbon Offset,
Renewable Energy

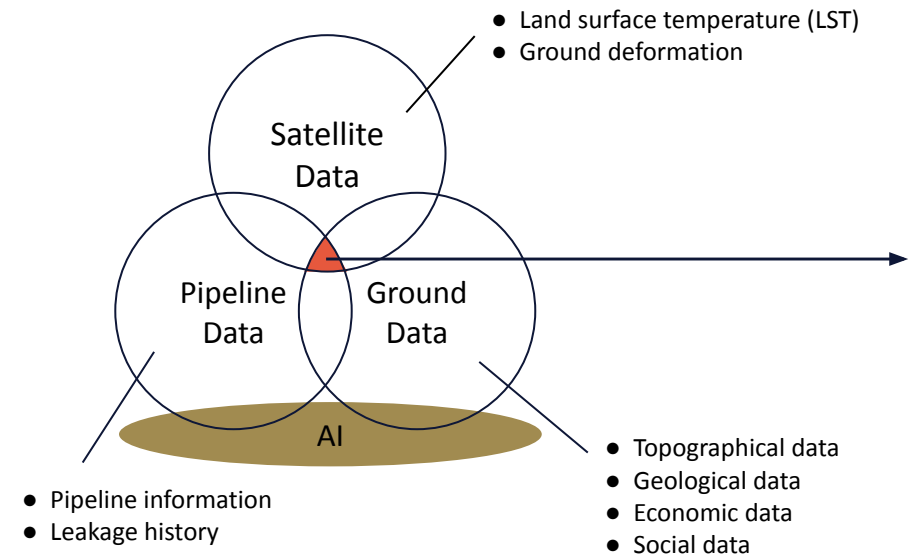
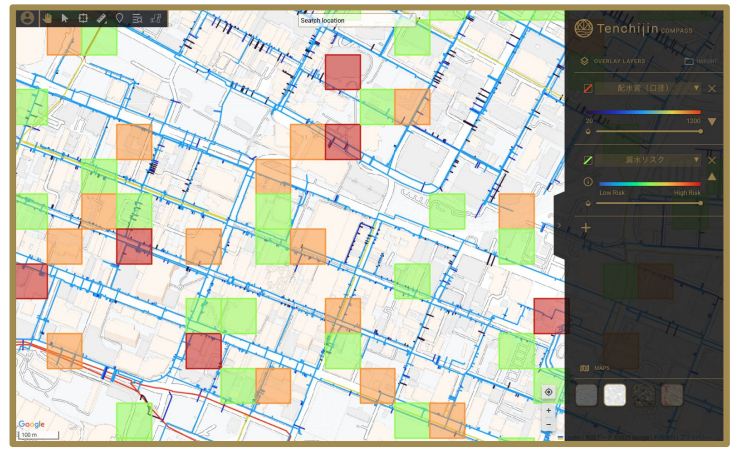


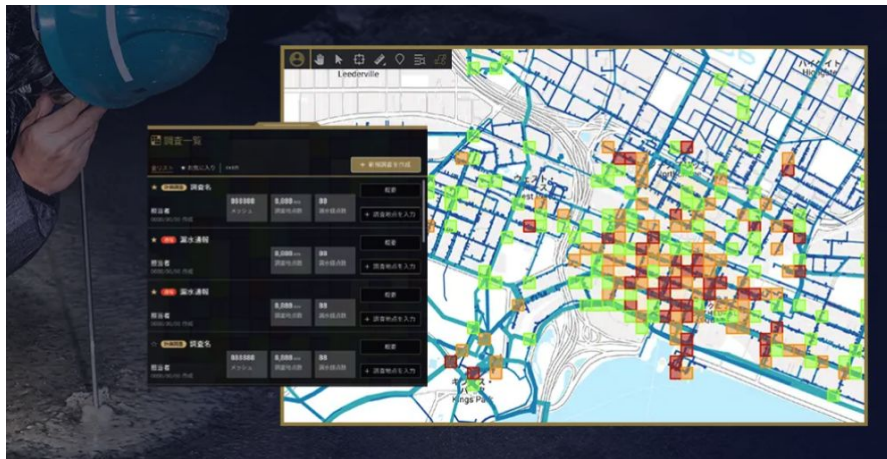
Space (Use of Satellite data)

An innovative platform that harnesses satellite data and AI to predict and prevent water leakage risks.

Analyzes satellite data to identify potential leakage risk within 100-square-meter meshes, providing unprecedented insights through a 5-level risk evaluation system.

Launched in 2023 at Fukushima, Japan, now we have more than 60 clients (as of June 2026)

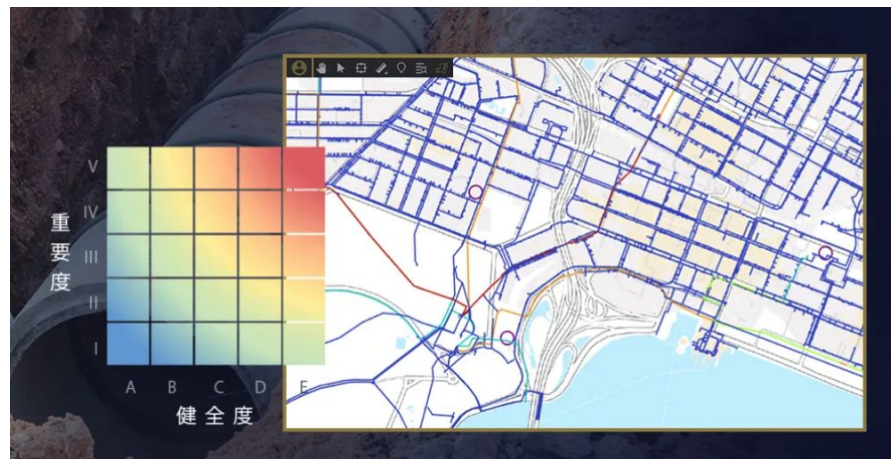




Maintenance and Management

Based on AI pipeline diagnostics using satellite data, ground data and pipeline data

- Visualizes water leakage risk in five levels
- Narrows down areas with high possibilities of leakage
- Identifies locations to prioritize for investigation



Pipe Renewal Planning

Evaluate current water pipeline conditions using industry-standard asset and risk management methods

- Support the development of pipe renewal plans
- Creating plans tailored to regional characteristics
- Determine renewal priorities for each pipe in a rational and transparent way
- Help build reliable, renewal plans

We have a strong track record of working with major clients and partners in Japan, Southeast Asia, and Europe.

In Toyota City, Japan, we have notable use cases, such as reducing leakage inspection costs and shortening acoustic survey durations.

Background

■ Japan

80+ Cumulative number of entity deployment

*Including contract renewal
*as of August 2026

Tokyo Metropolitan Government Bureau of Waterworks, Sapporo City, Fukushima City, and Toyota City etc.

■ Asia

- **Malaysia** : Implementing POC with water utility distributor
- **India**: Signed MOU with infrastructure company to Conduct PoC
- **Cambodia**: Completed a PoC for JAXA's DX project.

■ Europe

- **France** : Completed a POC with water utility distributor

Case Study 1 (from Toyota City)



Inspection Cost Reduction



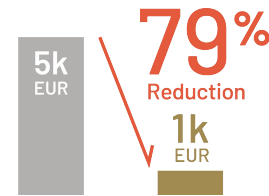
Survey Period Reduction

Case Study 2

(a local government with a population of 100,000 to 200,000)



Leakage Detection Efficiency



Inspection Cost

Malaysia

Premier Water Services (PWS)



- Premier Water Services (PWS) is Malaysia's leading water solution provider and largest utility operator
- Signed a distributorship agreement to deploy KnoWaterleak across major regions in Malaysia.

India

Swach Environment



- Swach Environment is India's leading water infrastructure company and a trusted utility operator.
- Signed an MOU to conduct KnoWaterleak PoC projects across three major regions (Delhi, Uttar Pradesh, and West Bengal), marking the first partnership in India.

France

Aqualter



- Aqualter is a leading French water service operator based in Chartres with over 50 years of experience.
- Signed a software license agreement for deployment to Aqualter's metropolitan Chartres project and a reseller agreement as the first official distributor in France.

We actively participate in global exhibitions, international conferences, and educational programs to showcase our technologies, share knowledge, and engage with diverse communities. In 2026, we are participating in “DISTRICT,” an aerospace innovation accelerator hosted by Aerospace Valley—one of Europe’s leading aerospace clusters based in Toulouse, France, the heart of Europe’s aerospace industry.

Exhibitions & Conference



We actively participate in various events across the water, infrastructure, and innovation sectors, mainly in Asia and France. Through exhibitions, presentations, and networking activities, we engage with industry stakeholders and showcase our satellite-based solutions.

Most recently, we participated in:

- **Singapore International Water Week**
- **ASIAWATER (Malaysia)**
- **SusHi Tech Tokyo 2026**

Innovation Accelerator



Aerospace Valley’s DISTRICT– Selected to participate in Aerospace Valley’s aerospace and space innovation accelerator program in Toulouse, France. As one of Europe’s leading aerospace clusters with more than 835 members, including Airbus and CNES, Aerospace Valley provides access to a strong aerospace ecosystem. Through the program from April to October 2026, Tenchijin will build connections with European companies, research institutions, and industry experts.

Academic Conference



Science Castle – one of Asia’s largest science conferences for junior and senior high school students in Malaysia, where students from across Asia present their research and engage with companies, universities, and organizations. Tenchijin has participated in 2025 and 2026, hosting workshops and awarding outstanding student research projects.

04

Our Business in Malaysia and South East Asia —“KnoWaterleak”



Current Situation

- Non-Revenue Water (NRW) rate has been worsening due to aging water infrastructure and other issues.
 - NRW rate **averaged ~37.1% in 2023, causing daily treated water losses of ~7,195 ML worth over RM 2 billion annually.**
- Wide regional disparities in NRW
 - Urban areas (**e.g. Johor and Selangor**)
 - NRW levels are low and show improvement.
 - Agricultural regions (**e.g. Perlis and Kelantan**)
 - NRW levels **exceed 50%** and trends are worsening.

Non-Revenue Water (NRW)

Unit (%)	2019	2020	2021	2022	2023
Johor	24.9%	26.7%	25.1%	26.3%	25.0%
Kedah	48.5%	48.4%	49.9%	51.5%	50.7%
Kelantan	50.8%	51.7%	52.6%	53.7%	54.5%
F.T Labuan	29.8%	33.6%	37.6%	36.8%	37.6%
Melaka	21.2%	30.0%	31.2%	33.2%	35.1%
N.Sembilan	31.9%	31.8%	32.3%	35.1%	38.9%
Pulau Pinang	22.9%	23.5%	23.6%	26.3%	26.8%
Pahang	47.4%	50.3%	49.3%	47.7%	47.7%
Perak	29.5%	30.1%	29.6%	30.3%	30.2%
Perlis	63.3%	64.9%	63.3%	61.5%	64.5%
Selangor	29.6%	28.5%	27.5%	27.8%	27.8%
Terengganu	34.7%	35.2%	32.8%	38.7%	40.1%
Pen. Malaysia & F.T. Labuan	33.2%	33.8%	33.4%	34.4%	34.6%

Source: "SPAN Water and Sewerage Hand Book"(SPAN)

Government Strategy & Target

From short-term goals to long-term master plans, the government shows high ambition and dedication to addressing these issues.

- **Nov 2024: Announcement from Deputy Prime Minister at Water Loss Asia 2024.**
 - Reduce NRW to **31% by 2025** via major initiatives, including replacing **1,844 km** of aging pipes.
- **Oct 2024 : AIR 2040 (Water Sector Transformation 2040).**
 - Reduce NRW to **below 28.8% by 2030.**
 - Long-term transformation plan of water resources industries.

⇒ **expected to be continued demand for the replacement of aging pipelines, leakage detection and district metering systems.**

Malaysia is a key market, and we are strategically expanding our business through the establishment of a local office, strategic partnerships with regional companies, and actively participating in industry events.

Business

■ 2024

Established Kuala Lumpur office

■ March 2025

Announced MOU with **Universiti Sains Malaysia**

- To jointly study infrastructure assessment utilizing AI technology and satellite data, the selection of renewable energy sites

■ May 2025

Announced a business alliance with **Premier Water Services (PWS Sdn. Bhd.)**

- Accelerating the deployment of KnoWaterleak across Malaysia
- Enhancing leakage prevention measures among major water utilities
- Improving water resource conservation and the efficiency of infrastructure maintenance



Exhibition

- Actively participating in key industry events to raise our awareness in Malaysia.

- 2024: AsiaWater 2024
- 2025: Penang Slush'D 2025
- 2025: TECHNOMART Malaysia



■ **Penang Slush'D 2025 (Malaysia, May 2025)**

- A regional edition of “Slush Finland,” one of the world’s largest startup events, held in George Town, Penang.

■ **TECHNOMART Malaysia (Japan, May 2025)**

- A platform to explore new business opportunities through a business matching event organized by the Malaysia External Trade Development Corporation (MATRADE) at the Malaysia Pavilion of Expo 2025 Osaka, Kansai. 11 Malaysian companies and 20 Japanese companies attended and had business pitches and one-on-one meeting sessions.

■ **Malaysia International Water Convention (Malaysia, October 2025)**

- A world-class event uniting over 3,000 global experts from 30+ countries worldwide.
- Showcase KnoWaterleak at the exhibition booth and Yohei Nishiyama, VP of Business Development delivered a presentation at the conference.

■ **ASIAwater (Malaysia, April 2024 & 2026)**

- One of Asia’s largest water-related events, about 20,000 attendees from 61 countries worldwide.
- Showcase KnoWaterleak at the exhibition booth and Yohei Nishiyama, VP of Business Development delivered a presentation at the conference.

■ **Singapore International Water Week (Singapore, June 2026)**

- A premier Asian global platform gathering over 24,000 trade visitors.
- Showcased KnoWaterleak at the exhibition booth, and Yohei Nishiyama, VP of Business Development spanked as a guest panelist in the Technology Forum.

05

Interview Respondent





Yasuhito Sakuraba, CEO

Fascinated by the potential of IT, Yasuhito Sakuraba entered the startup world. He gained extensive experience in new business development through the development and operation of mobile and smartphone applications, as well as the founding and expansion of an agricultural venture originating from the University of Tokyo. Leveraging this experience and his diverse personal network, he now serves as the CEO of Tenchijin Inc. With a background in developing agricultural IoT sensors, he possesses broad knowledge ranging from hardware to software, enabling him to design Tenchijin's services from a business-oriented perspective.

Topics available for interviews:

- Service design philosophy and business development vision
- Challenges in startup management and key points in strategy formulation

He is also able to speak in detail about how he has leveraged his extensive network to create new business opportunities, as well as sharing insights into integrated product development that combines hardware and software—illustrated with concrete, real-world examples.



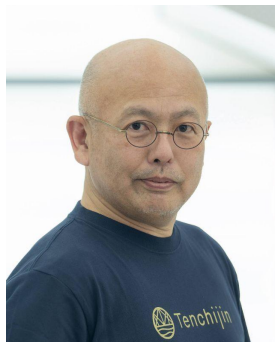
Yasutoshi Hyakusoku, CSTO (Chief Satellite **Technology** Officer)

Joined the Japan Aerospace Exploration Agency (JAXA) in 2004. He is an expert in Earth observation satellites, having been involved in the entire development process of the GPM main satellite for precipitation observation and the IBUKI-2 satellite for greenhouse gas observation as a JAXA employee and was stationed at NASA Goddard Space Flight Center. While specializing in project management of large-scale systems, he also creates business ideas by utilizing various earth observation data including satellites developed by himself. Co-founder of Tenchijin.

Topics available for interviews:

Able to provide comprehensive explanations about satellite data business applications and project management know-how, drawing from frontline experience in space satellite data development.

- Technical insights based on satellite development experience and expertise on technological trends
- Strengths and limitations of satellite data, and key points for its effective utilization
- Technology management and organizational development for R&D-focused teams



Norito Higuchi, COO

He started his career at Mitsubishi Research Institute in 1990, specializing in OR, logistics, and decision analysis for government ministries and private clients. In 2000, he co-founded Kenko.com, Inc (Currently: Rakuten Direct, Inc.), leading its healthcare e-commerce business as EVP and COO. Later he has focused on managing startups, serving as CEO of a listed company in Japan and as Representative Director of a U.S.-based AI firm's Japanese subsidiary. joined Tenchijin in July 2024.

Topics available for interviews:

- Business operations related to "KnoWaterleak"
- Perspectives on future water infrastructure
- Case studies of Operations Research (OR) and logistics applications

Able to talk insights gained through strategic planning for government agencies and corporations, with a focus on business applications.



Ayako Kimura, CFO, Office Manager

Since December 2019, Tenchijin has been the base for leading research and development initiatives and driving innovation. Prior experience includes Mitsubishi Research Institute, Inc. (2009), conducting transportation policy research for government agencies and consulting private companies on automotive and ITS product development and international expansion. In 2017, served as Project Manager at DataStrategy Inc., leading initiatives with JAXA to leverage drone-generated data.

Holds a Ph.D. in Engineering, with research focused on traffic congestion based on fluid dynamics.

Topics available for interviews:

- Experience in management of technology development and R&D projects through collaboration between public and private
- Perspective on trends in space, AI, and remote sensing

Able to provide multi-perspective discussions on problem-solving approaches across various contexts, leveraging expertise in science and engineering



Yohei Nishiyama, VP of Global Business Development

Joined For-side.com (Tokyo) in 2009 as Manager of Corporate Strategy, driving business development in the US, UK, India, and Southeast Asia. In 2015, served as Chairman's Advisor at VNPAY, building out their payment gateway services. Later held General Manager roles for Japan at TradingView and Standard AI. After leading business development for Mashgin in Japan, joined Tenchijin in June 2024.

Topics available for interviews:

- Experience in overseas business development and global team management
- Silicon Valley and Southeast Asian company cultures
- Business in SDGs areas such as renewable energy and carbon offset

Able to provide in-depth insights about business expansion in the US or Asian countries, and cross-cultural management.



Ryotaro Horii, Global Business Development

After starting his career in management consulting, Ryotaro joined major weather services company to lead international business development and public-private partnership initiatives. At Tenchijin, Ryotaro is responsible for global business development, advancing partnerships with local companies and water utilities across ASEAN and supporting the deployment of innovative water solutions.

Topics available for interviews:

- Overseas business development and partnership building in ASEAN markets
- Public-private partnership projects and stakeholder engagement
- Digital transformation and innovation in the water sector
- Fundraising for overseas projects

Keitaro Asaba, Global Business Development

Keitaro has been working with both public and private sectors and living across Europe, Asia, and Africa. Before joining Tenchijin, he worked in a Japanese consulting firm for 7 years in international development project management and capacity building. Prior to that, he worked in a French investment bank for 7 years in regional project management and financial product data analysis.



Topics available for interviews:

- Overseas business development and partnership building in the French market
- Digital transformation and innovation in international development
- Cross-cultural values at work in different countries

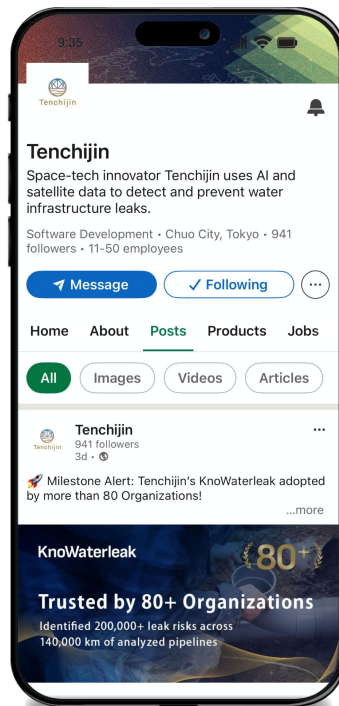


- Company Name:** Tenchijin Inc.
- Established:** May 27, 2019
- Representative:** Yasuhito Sakuraba
- Business Description:** Provision of solutions and consulting services utilizing satellite data to solve various challenges
- Patents Held:** 5 patents (Land suitability evaluation, crop growth assessment, rainfall prediction, methane emission estimation, and leakage investigation planning support)
- Head Office:** Nihonbashi Icchome Mitsui Building 5F THE E.A.S.T.
Nihonbashi Icchome ROOM 13
1-4-1 Nihonbashi, Chuo,Tokyo, 103-0027
- Number of Employees:** 83 (including full-time, part-time, and interns) (as of June 2025)

We share content through **LinkedIn** (English) , **X** and **note** (Japanese).

On LinkedIn, we highlight the latest company news, global initiatives, and the people behind Tenchijin, showcasing the expertise and perspectives of our team members.

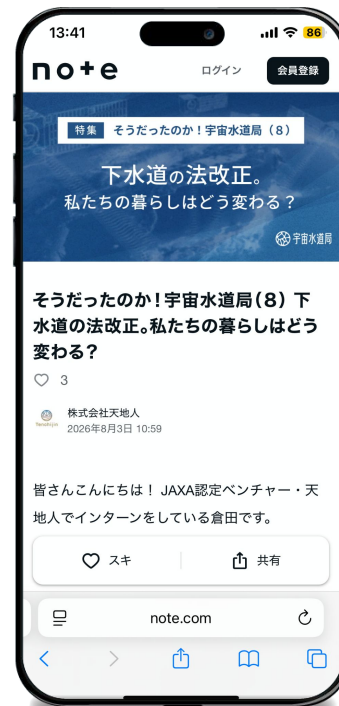
On note, we publish in-depth articles that explore topics such as space technology, satellite data, GIS, water infrastructure, and climate resilience. With contributions from JAXA researchers and specialists across various industries, we provide expert insights and practical explanations of complex topics that are not easily accessible to a general audience.



[LinkedIn](#)



[X](#)



[note](#)



Tenchijin

**Let's work together to create values
for an eco-friendly and sustainable society.**



<https://tenchijin.co.jp/?hl=en>



info@tenchijin.co.jp



<https://www.linkedin.com/company/tenchijin>



<https://medium.com/@tenchijin>

Jan 2025: Announced **“Thermo Earth of Love Project”** to strengthen land surface temperature (LST) monitoring with our own satellite.



To daigoさん
自社衛星のリリースを出しているが、しばらくは積極的に
言わない

Background

- Among the satellite data we handle, land surface temperature (LST) is particularly valuable.
- It is essential for understanding global warming, assessing climate change impacts, and evaluating disaster risks.

...ce temperature data is mainly derived from specialized observations
...AXA, and is primarily used by scientists and researchers.

...lite Will Enable

...gher-resolution land surface temperature monitoring with near
...abling quick response.

...e detection accuracy.

- ...relative maintenance of pipelines to prevent deterioration.
- Supports damage assessment during earthquakes or volcanic eruptions, contributing to urban planning and disaster management.
- Agriculture
 - Precise monitoring of crop growth and early detection of diseases & pests.
 - Optimal crop variety selection.
 - Improve harvest planning accuracy.