IMAGR wins first prize at Asian Entrepreneurship Award

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20 Asian startups showcase innovative AI, IoT, healthcare and medical-related technologies at Japan's Kashiwa-no-ha Smart City.

The Asian Entrepreneurship Award Steering Committee recently announced that IMAGR Ltd. of New Zealand won first prize at the Asian Entrepreneurship Awards 2018 (AEA 2018), a three-day business pitch contest for Asian startups held from October 31st to November 2nd at Kashiwa-no-ha campus city in Chiba prefecture, Japan. This year, 20 technology startups from 13 countries and regions across Asia specializing in the AI & IoT and medical & healthcare fields showcased their innovations, the commercial viability and social impact of their products and services, as well as the future potential of their solutions and the potential for collaboration with major Japanese corporations.

Initiated in 2012, the AEA program aims to create an ecosystem of entrepreneurship across Asia and has brought together 154 companies from over 16 countries and regions to date. It constitutes a collaborative effort across industry, government and academia and is co-hosted by Mitsui Fudosan Co., Ltd., the University of Tokyo's Corporate Relations Division, TX Entrepreneur Partners General Incorporated Association, and The Japan Academic Society for Ventures and Entrepreneurs.

This year, the AEA focused on AI and IoT and on the medical and healthcare sectors—key business fields Kashiwa-no-ha campus city is focusing on in its quest to spur the creation of new industries that will help address a variety of social issues in Japan and Asia, such as declining birthrates and aging societies. This year's winner, IMAGR Ltd, a New Zealand-based startup that developed the innovative AI/computer vision shopping cart SMARTCART, was evaluated highly in terms of their business scalability, with a number of Japanese companies already showing interest in potential collaboration. The company also won the Audience Award, attracting the most votes by the audience at the final session.