Cool Japan Fund invests in JumpStart, which installs vending machines equipped with cashless and AI functionality to sell Japanese beverages, confectionery and snacks in Indonesia

Cool Japan Fund (CJF) has decided to invest into JumpStart, which installs vending machines equipped with cashless and AI functionality to sell Japanese beverages, confectionery and snacks in Indonesia.

Japanese food is very popular in Indonesia, where there are many Japanese restaurants, and the popularity of Japanese soft drinks such as green tea is also gradually increasing. Japanese confectionery is also popular among tourists visiting Japan from Indonesia. At the same time, the supply of Japanese food products in Indonesia is limited to high-end supermarkets for the wealthy, and there are challenges in retail-level distribution of affordably priced Japanese food and drinks for casual consumption. [1]

By investing in a business that installs vending machines equipped with cashless and AI functionality in Indonesia, CJF hopes to expand sales of such items, including beverages, confectionery, and snacks, by Japanese food and beverage manufacturers utilizing vending machines. It is also hoped that this will create a platform for these manufacturers to expand into Indonesia. CJF will also support efforts to further communicate the appeal of Japanese food and drink products in collaboration with related companies.

JumpStart was founded in 2018 by Brian Imawan and Roni Ang.

It is the largest vending machine operator in Indonesia, with over 1,700 coffee, beverage and snack vending machines now installed and in operation in the country. In Indonesia, the vending machine business was once considered to be a very difficult business model. Despite this, JumpStart has established itself as a market leader by solving challenges through the introduction of technologies such as QR-code payment and the identification of suitable target areas for installation. With the introduction of AI and other systems, sales data for each vending machine can

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[1] https://www.kantei.go.jp/jp/singi/nousui/pdf/country8.pdf (in Japanese)

be collected in real time. Appropriate inventory profiles are predicted, and inspection and refilling routes are designed automatically, enabling more efficient operations.

JumpStart has been selling soft drinks, confectionery, bread, and other items from Japanese manufacturers through its vending machines for some time, and these items now account for a large volume of sales among all products. With the support of CJF, further expansion of Japanese products is expected.

About PT Muara Juara Kreasi Indonesia (JumpStart)

Founded   : 2018

Head office   : Jakarta, Indonesia
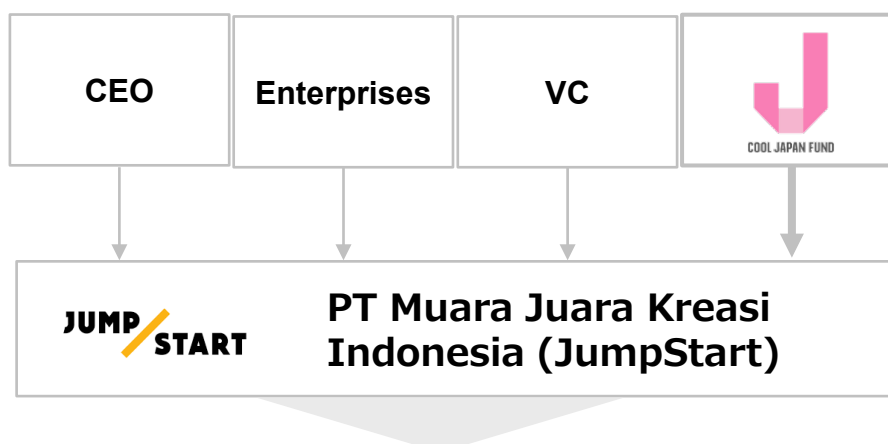
CEO   : Brian Imawan

Details of business: Vending machine operation

Website   : https://www.jumpstartcoffee.net/

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Project Scheme

CEO	Enterprises	VC	COOL JAPAN FUND

JUMP/START	PT Muara Juara Kreasi Indonesia (JumpStart)

Platform for Japanese food and beverage manufacturers to expand into Indonesia

Charastaristics of JumpStart

➢ In Indonesia, where the vending machine business was once considered to be a very difficult business model, JumpStart has established itself as a market leader by solving challenges through the introduction of technologies such as QR-code payment and the identification of suitable target areas for installation.

➢ With the introduction of AI and other systems, sales data for each vending machine can be collected in real time. Appropriate inventory profiles are predicted, and inspection and refilling routes are designed automatically, enabling more efficient operations.

➢ JumpStart has been selling soft drinks, confectionery, bread, and other items from Japanese manufacturers through its vending machines for some time, and these items now account for a large volume of sales among all products.