poimo

mercari **R4D**



About Mercari and R4D

Company Overview

mercari

Mercari Group is made up of Mercari, Inc., and its consolidated subsidiaries.



About

mercari



4

Businesses

mercari







Pay







What Is Mercari?

mercari

FACTBOOK





The *Mercari* app is a C2C marketplace where individuals can easily sell used items. We want to provide both buyers and sellers with a service where they can enjoy safe and secure transactions. *Mercari* offers a unique customer experience, with a transaction environment that uses an escrow system, where Mercari temporarily holds payments, and simple and affordable shipping options. Service launch: July 2013
Operating systems: Android, iOS

*Can also be accessed through web browsers

Usage fee: Free

*Sales fee for sold items: 10% of the sales price

Regions/languages supported: Base specs for Japan/Japanese
Total number of listings to date: More than 2.5 billion

*As of December 2021

Many sellers enjoy having the items they no longer need purchased and used by buyers who need them, and buyers enjoy the feeling of hunting for treasure as they search through unique and diverse items for lucky finds. In addition to buying and selling, users actively communicate through the buyer/seller chat and the "Like" feature.

R&D Organization mercari **R4D**

mercari

Mercari R4D was established in December 2017 as a research and development organization to set the concepts of "Research" and the four D's ("Design," "Development," "Deployment," and "Disruption") as guidelines for our actions. Currently, in addition to doing research on quantum information technology, blockchain, etc., R4D also carries out activities with the Tech Governance Team, which is involved in policy planning and standardization. See R4D's website for the latest information: <u>https://r4d.mercari.com/en/</u>



In September 2019, the R4D Advisory Board was established with the purpose of consulting external experts to get a third-person perspective and strengthening our decision-making process. Members of the Advisory Board include Prof. Jun Murai of Keio University, Prof. Yoshihiro Kawahara of The University of Tokyo, and Woo-Keun Yoon of the National Institute of Advanced Industrial Science and Technology (AIST).



We have committed 1 billion JPY (over five years) to our Value Exchange Engineering collaborative research program with The University of Tokyo RIISE. With this collaboration between academia and industry, we aim to create a world where people all over the world can exchange value fairly and seamlessly.

poimo | portable and inflatable mobility



Mercari R4D is working together with the Kawahara Lab, the Niiyama Lab, and the Kakehi Lab from The University of Tokyo and the Nakagawa Lab from Osaka Prefecture University to conduct R&D into Poimo (short for "portable and inflatable mobility"), a new electric mobility device.

Poimo is a new type of personal mobility that is easily inflatable, making it a comfortable size to ride on while also maintaining portability.

mercari R4D Research for

Design Development Deployment Disruption

mercari R4D is a research and development organization established by Mercari Inc. in December 2017 for the purpose of social implementation

R4D includes the words "Design", "Development", "Deployment", and "Disruption" in addition to "Research". We are working on research and development to create the future of Mercari in 3 to 5 years.

R4D Research Areas and Projects



Α



Quantum Information



poimo



Ethical, Legal and Social Issues



Blockchain



Inclusive Design & Accessibility



Communication

poimo

poimo



Poimo is a new type of electric mobility vehicle that combines soft robotics, HCI (human-computer interaction), and digital fabrication. It is safe and easy to use anywhere due to its soft inflatable body, and can be built in a variety of shapes and sizes at a low cost.







Mobility

poimo project scheme



Ryosuke Yamamura Project Founder / Researcher



Joint Research



Prototyping



Experimental Test

Research Partners (Universities and research institutions)

Prototyping Partners

Other Partners (Municipalities and other companies)

Poimo series for everyday life



Usage image of poimo

Move from home



Bring to destination



As a lightweight wheelchair



Travel after leaving the train or bus.

Carding camping

Shipping of goods







Poimo Achievements

Poimo papers accepted for top tier conference in HCI

	Soft mobility	Design system	Soft interface	Soft interface
Paper	Poimo			
	CHI' 20 Interactivity (<u>Paper</u>)	UIST' 20 (<u>Paper</u>)	CHI' 21 Interactivity (<u>Paper</u>)	CHI' 22 Interactivity (<u>Paper</u>)
Patent	3 patent applications (poimo & Soft interface)			
Award	UIST 2020 Best Demo Award DC Expo 2021 Innovative Technologies, ACM SIGGRAPH Special Prize and Chairman's Prize			
Exhibition	8 times: Tokyo Robot Collection, Kashima Stadium, etc.			

Videos at international conferences



Comparison with Existing Mobility



Advantage of body prototyping

No need for molds to make prototypes of various shapes



poimo with the soft interface (Research Phase)

