



食品のオートメーション

2019 年 6 月 10 日 (月) | 5:30 PM - 8:45 PM

イベントの概要

私達が食べる物、それがどこから来るのか、どのように食べるのかが大きく変わってきている。絶え間なく変わる栄養へのニーズやライフスタイルに合わせるため、消費者の好みが進化しもっと選択肢や利便性を求めるようになっているためだ。経済的な圧力や技術の進展により食品関連のサプライチェーンやフルフィルメントの性質およびユーザー体験も変わりつつある。このプログラムではオートメーション、データ、AI を使うことで、自販機、利便性、フードサービスやデリバリー等の分野で食品関連ビジネスが進むと思われる方向性について議論する。

パネリスト: **Andy Lin** — Founder and CEO, Yo-Kai Express
 Lee Mokri — Co-Founder and Head of Sales and Marketing, Byte Technology
 Krishna Motokuri — CEO, Zippin
 Tim Koide (*Moderator*)— External Technology Acquisition, Coca-Cola Company

日時: **Monday, June 10, 2019**
Registration/Networking: 5:30 PM - 6:00 PM
Program: 6:00 PM - 8:00 PM
Networking: 8:00 PM - 8:45 PM

会場: Wilson Sonsini Goodrich & Rosati
 650 Page Mill Road, Palo Alto, California 94304

チケット情報: \$15: Early Bird 5 月 27 日(月) 11PM PST 迄にお申し込みの先着 30 名様
 \$20: Regular Registration 6 月 6 日(木) 11 PM PST 迄にお申し込みの方
 \$35: Late Registration 6 月 8 日(土) 正午 PST 迄にお申し込みの方
 \$50: 当日券 (お席に限りがございますのであらかじめご了承ください)
 会場にて軽食やお飲物などをご用意しております。

Registration: <http://www.keizai.org>

Featured Panelists and Moderator



Andy Lin, *Founder and CEO, Yo-Kai Express*

Andy Lin is the Founder and CEO of Yo-Kai Express, the autonomous ramen machine delivering fresh hot bowls of ramen in 45 seconds, 24/7. A trained Electrical Engineer, Andy previously led technical sales teams ASE Group Global, and was the founder of Sholics--a last mile grocery delivery app. The Yo-Kai Express is the first real autonomous restaurant solution in the US and is pursuing other Asian dish selections.



Lee Mokri, *Co-founder and Head of Sales and Marketing, Byte Technology*

Lee founded Byte in 2015 alongside Megan Mokri, and brings a wealth of experience in public relations and marketing. Byte Technology is the first retail platform for selling products in the workplace and has been deployed by third-party retailers across the country. This is Lee's third startup, and second in the food space, following a career managing public relations for industry leaders and tech focused PR agencies.

Prior to Byte, Lee served as the Corporate Director of Communications at Visa launching their first consumer product, Visa Checkout. In his role Lee focused on building consumer awareness, measuring interaction and improving brand perception. Prior to that Lee spent ten years supporting communications efforts at Dell, Google, Turner and 2K Games.



Krishna Motokuri, *CEO, Zippin*

Krishna Motokuri is the CEO of Zippin, drawing on his deep retail technology, ecommerce and startup experience to lead Zippin. Most recently, he was a portfolio company CEO at Naspers Group, where he built and grew multiple e-commerce businesses in India and South Africa. Earlier in his career, Krishna spent seven years at Amazon leading teams in search, marketing, global expansion and supply chain. In 2006 he left Amazon to start Ugenie, a next-gen comparison shopping site that was acquired in 2008 by Lulu.com. Post-acquisition, Krishna assumed the role of SVP, Business Development at Lulu and established key partnerships with Apple, McGraw Hill, Google and others.

Krishna has a Master's degree from University of Illinois, Urbana-Champaign, and a Bachelor's degree from the Indian Institute of Technology, Delhi. In his spare time, he enjoys travel and spending time outdoors with his family.



Tim Koide, *Lead of External Technology Acquisition, Coca-Cola Company*

Tim Koide leads The Coca-Cola Company's External Technology Acquisition team in Silicon Valley. He was previously the co-Founder of HarvestPort, a shared-economy marketplace for agricultural equipment, where he led business development, sales & marketing, and strategy. He was part of the founding team of the Mixing Bowl Hub, an advisory platform and hub for innovators in the food and ag tech industries.

For several years Tim worked in the corporate strategy unit of Mitsubishi Corporation Americas in both Washington D.C., and Palo Alto. He also spent time at various Washington D.C. think tanks as an analyst, and as a congressional fellow in the offices of then Rep. Xavier Becerra, and Sen. Daniel Inouye. Tim is a member of the US Japan Council, and advises the Silicon Valley Japan Platform.



Founded in 1990, Keizai Silicon Valley US-Japan Business Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. Its primary purpose is to provide opportunities for executives and professionals to develop the knowledge and human networks for successful US-Japan Business.