

The Problem

Akasaka's high-income professionals are underserved at lunch. Long queues, uninspiring konbini options, or time-consuming restaurant visits leave little room for a quality meal during tight midday windows. The demand for **eco-conscious, traceable, genuinely premium** food is rising — and the market has yet to answer it.

Long Queues

45–60 min waits at popular lunch spots eat into valuable work hours

Low-Quality Konbini

Convenience comes at a nutritional cost — processed, untracked, unsatisfying

Expensive Sit-Down

Premium restaurants demand time and cost that executives can't afford daily

Zero Sustainability

No traceable, eco-packaged, carbon-conscious option exists at street level



OUR SOLUTION

Midori Truck

"Sustainable Bites. Smart Fuel for Tokyo."

Midori Truck is a **premium eco-tech Japanese fusion food truck** engineered for the discerning Akasaka professional. Every element — from the solar-powered drivetrain to the compostable packaging — is designed to deliver speed, quality, and a clean conscience.



Solar-Powered



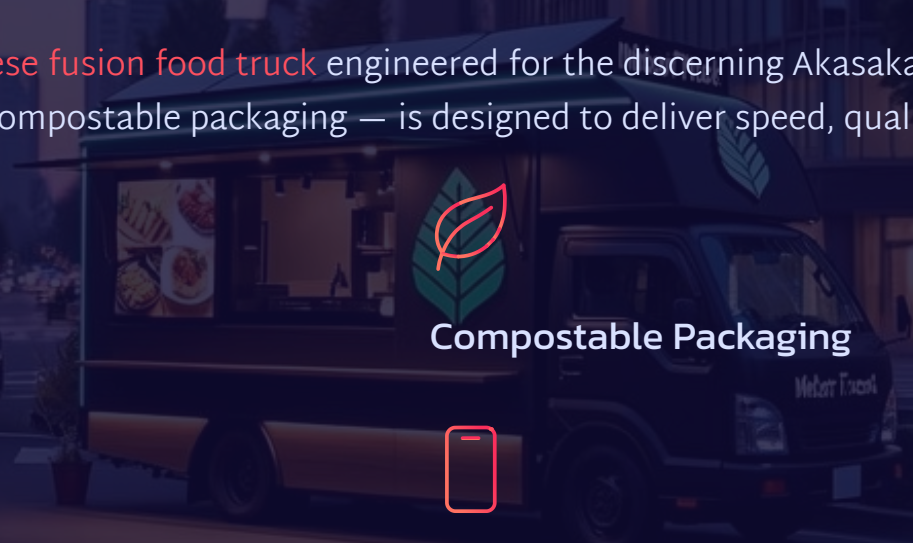
QR Carbon Traceability



Compostable Packaging



App Pre-Ordering



SIGNATURE MENU

Crafted for the Discerning Palate

Every dish is built around **traceable premium ingredients**, Japanese culinary precision, and global fusion inspiration. Eco-packaging included on every item. Lunch Set ¥2,480 — Bowl + Side + Drink.



Glow Superfood Bowl

Brown rice, seasonal greens, edamame, avocado, and a miso-tahini drizzle — nutrient-dense and energizing



Wagyu Mushroom Bibimbap

A5 Wagyu, umami-rich shiitake, gochujang glaze over steamed short-grain rice — fusion at its finest



Salmon Matcha Rice Burger

Pan-seared Atlantic salmon in a crispy matcha rice bun with yuzu mayo and pickled daikon



Plant-Based Koji Karaage

Koji-marinated tofu karaage — indistinguishable crunch, zero compromise on flavor or ethics

Prime Market & Locations

Akasaka is one of Tokyo's most affluent commercial corridors — home to multinational headquarters, government ministries, and foreign embassies. Our target customer: **28–45 year-old executives and office professionals** with disposable income and a preference for quality over convenience.

Akasaka Sacas / Biz Tower Plaza

Flagship daily position — highest foot traffic, corporate lunch crowd, premium brand visibility at the district's signature landmark complex

Akasaka Station Exit

Rotating morning and lunch service — intercepts commuters and professionals flowing in from Minato and Chiyoda wards

TBS Area & Embassy Row

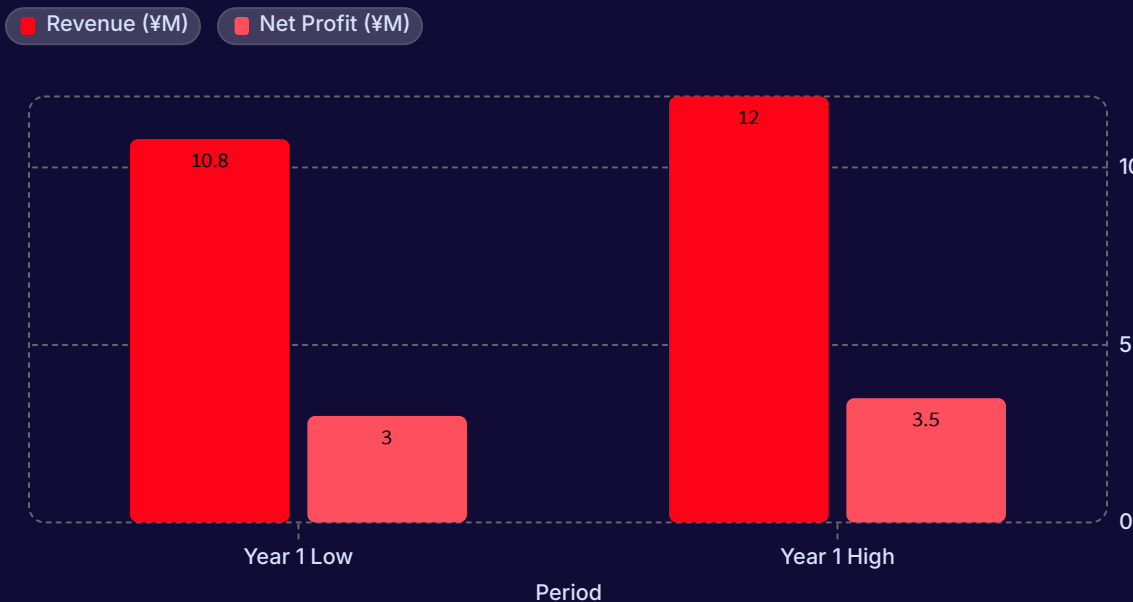
Media professionals, diplomats, and creative executives — a high-value secondary zone with strong repeat customer potential

Operating Model

20 operating days per month, rotating across 3 key locations — maximizing exposure while managing overhead with precision

Strong Year 1 Economics

Midori Truck is engineered for profitability. Premium pricing, lean operations, and a scalable digital order layer produce industry-leading margins for a mobile F&B concept. **Break-even projected within 4–7 months** of launch.



¥11M

Avg. Year 1 Revenue

240 operating days, 3
rotating locations

¥3.2M

Projected Net Profit

~28–29% net margin —
premium F&B benchmark

7mo

Break-Even Target

Conservative scenario; low
case achieves break-even
by month 7

→ App-Driven Revenue Expansion

Pre-order volume projected to reach 40% of daily sales by Q3 — reducing labor cost per transaction

→ Corporate Catering Layer

B2B lunch catering contracts with Akasaka office tenants — a high-margin recurring revenue stream unlocked in Year 1

→ Multi-Truck Scalability

Proven unit economics in Akasaka create the blueprint for Roppongi, Marunouchi, and Shinjuku expansion in Year 2