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ラオスの起業家や企業にご関心がある投資家様・企業様向けイベント
「ラオス発・課題解決型スタートアップセミナー」

9月28日 (水) 2022

時間: 09:00 ~ 12:15 (11:00 ~ 14:15 : 日本標準時間)

ご紹介する4社



Transportation + IT
Wayha Booking



Restaurant
Management + IT
Appzap



Agriculture + IOT
Co-farming with
farmers
CROPShare



Financial
Management + IT
Bansi.la

Business Experience Sharing from Laos



Topic: "Growth and Networking Strategy"

Mr. Souliyo VONGDALA
Co-founder & CEO of LOCA Co.,Ltd
Vice President of Lao ICT & Commerce Association (LICA)



Company name:	LOCA Co.,Ltd
Sector:	Ride-hailing app
Website:	www.loca.la
Establishment year	2018

LOCA platform was founded in 2018 to solve the problem of city transportation in Laos especially in Vientiane Capital. LOCA makes the city transportation safe, reliable, and transparent pricing. LOCA solved the issue and changed the city transportation service in a better way for both drivers and users. LOCA was able to raise a seed investment in 2020 and now expand its service to the three major cities of Laos.

In addition, LOCA has multiple verticals under the company, such as LOCA ads which is now largest moving advertising service, LOCA PAY, the cross-border payment solution, LOCA EV Fast Charging Network, and LOCA EV Financing.

LOCA情報（日本語）：<https://www.nikkei.com/article/DGKKZO63454010V10C22A8FFJ00/>

Wayha Booking Platform by Wayha Technology Co.,Ltd



Company name: Wayha Technology Co.,Ltd **Establish year:** 2020 / 03
Representative: Mr. Xaysackda VILAYSOUK, **Employee:** 6 employees
Co-founder & CEO **Award:** Lao Startups
Sector: Transportation+IT **Award 2021**
Website: www.wayha.la



Business Outline

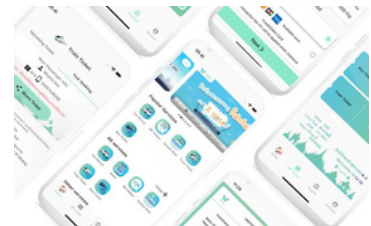
Dr.Xaysackda VILAYSOUK
CEO & Co-Founder of Wayha Technology Co.,Ltd

Creating smart city with app & system 'Wayha Booking Platform' - One stop booking for bus/railway/flight - In Laos, long-distance travel by bus is underdeveloped and more than millions of long-distance passengers every year have ticket reservation problems that have not yet to be resolved. As a result, the general public and tourists including foreigners spend a lot of time (inefficiently and ineffectively) booking the transportation they need.

This company is in the process of developing "Wayha Booking Platform" that enable one-stop seamless booking for buses at first. It aims to provide convenience and accurate booking data in real time to passengers as well as ticket sellers. In addition, by collecting big data, the system can be used for future transportation analysis and public relations planning. The platform can be linked not only to bus reservations, but also to other modes of transportation, such as trains and airplanes.

Message to Future partners

Wayha Booking Platform will be the first all-in-one booking platform, to assist local service providers and digital transform the booking industry in Laos. We are raising fund for our seed round to develop all of the service and expanding our execution team.



AppZap by Lailaolab ICT Solutions Co.,Ltd



Company name: Lailaolab ICT Solutions Co.,Ltd

Representative: Mr. Kanlaya Phommasak, Co-founder & COO

Sector: Restaurant management+IT

Website: www.appzap.la

Establish year: 2019 / 04

Employees: 34 employees

Award: Experienced working with Japanese IT companies



Business Outline

Ms. Kanlaya PHOMMASAK
Co-Founder & COO of Lailaolab ICT Solutions Co.,Ltd

Lao 1st Super App 'Creating Prosperous Society' - Food order app & system for health related products

- In Laos, data on customers' eating behavior and ordering characteristics are not utilized well for the development of health-related products and services and for policy making to meet social needs. In addition, at many restaurants in Laos, errors in orders and recording occur and sometimes causes unnecessary conflicts between customers and restaurants staff.

In light of this situation in Laos, the company offers a smart management platform for restaurants and a self-ordering system called the "AppZap platform". AppZap platform aims to reduce conflicts between customers and restaurants due to ordering errors and re-entry of orders. In addition, to ordering, the platform has additional functionality for promotions. Furthermore, necessary health data can be collected through this platform for further product development.

Message to Future partners

Because 80% of restaurants use an inconvenient offline POS and lack of data to support efficient restaurant operations. Therefore, AppZap leverages ICT to improve the food industry by providing smart online POS and restaurant review applications. We are looking for

- Fundraising from investors for operation and marketing.
- Partnership with the food industry related companies, specialists and influencers.

AppZap - Lao Self Ordering

Online Lao Self-Ordering using at restaurant

- User can easily order food on mobile app
- Restaurant owner can save cost of administration

Available on the Google Play and App Store

CROPSHare by Mahasub Co.,Ltd



Company name: Mahasub Co.,Ltd
Representative: Mr. Keereti PANYAPITISOPHON, Co-founder & CEO
Sector: Agriculture+IOT
Website: N/A

Establish year: 2022 / 08
Employees: 4 employees
Award: Best innovation award 2021 Ecothon Lao 2021



Mr. Keerati PANYAPITISOPHON
Co-Founder & CEO of Mahasub Co.,Ltd

Business Outline

CROPSHare grows and wins with Lao farmers

In Laos, many farmers are engaged in paddy cultivation, however rice production capacity is still low, in terms of both quality and quantity. The cost of production is very high compared to the neighboring countries, and farmers lack marketing capacity. These factors hinder farmers to maximize their profit. The company's business model focuses on "co-farming" with farmers, where CROPSHare works with farmers from the pre-cultivation stage to the harvest stage. Applying technology to farming can reduce burden of farmers, lower costs, improve the quality of harvest, and meet the demands and standards of international markets.

Message to Future partners

70% of the Lao population engaged in rice cultivation and our co-farming business model reduces cost of production and increases productivity. Also, we provide a market distribution and are happy to cooperate with partners in:

- Financing the co-farming members by financial institutes.
- Businesses which target the supply chain restaurant operators.



***Remark:** Mr. Keereti PANYAPITISOPHON is a former CEO of Bangfaitech

Bansi.la LITE by 57BYTES Sole Co.,Ltd



Company name: 57BYTES Sole Co.,Ltd
Representative: Mr. Chitpaseuth SOMPHEE, CEO & CTO
Sector: Financial Management+IT
Website: www.bansi.la

Establish year: 2018 / 02
Employees: 7 employees
Award: Lao Startups Award 2020



Mr. Chitpaseuth SOMPHEE
CEO & CTO of 57BYTES Sole Co.,Ltd

Business Outline

User-friendly online financial management system 'Bansi. la' for Lao MSMEs growth

In Laos, financing is a major challenge for the growth of companies, and access to financing is hampered by the fact that many financial transactions are not properly recorded. On the other hand, from the government's perspective, MSMEs are difficult to submit information requested by tax authorities, and tax administration is not functioning effectively. The company's Bansi.laLITE is an online accounting system for MSMEs that allows business owners and managers to obtain a complete picture of their company's financial status easily. It has a number of functions to help them understand their overall financial activities. Bansi.laLITE enables the company to manage its financial activities, including payroll, inventory control (FIFO), procurement, and tax (VAT) integrated TaxRis system. It is designed to be suitable for business owners and managers in Laos and has been approved by the Ministry of Finance (MOF).

Message to Future partners

98% of businesses in Laos are MSMEs and most of them are using traditional accounting tools. Bansi.la aims to be the all-in-one business software for Lao MSMEs. We are welcoming partners such as financial institutes and training centers to expand the users and improve the standard of Lao MSMEs.

