**Aichi-Israel Matching Program**

**Israel Innovation Authority New Business Building Program (2023-25)**

**Aichi Company:** MTG Co., Ltd.

**Relevant Sectors:** Life Sciences & Health Tech and Beauty Tech

**Details:**

**Challenges:** MTG intends to respond to the accelerating trends of mental care and needs to receive mental health care anytime and anywhere.

**New business idea:** MTG aims to develop and provide mental health application service that can analyze mental health condition, offer personalized advice and　recommend Israeli beauty products to become healthy both physically and mentally.

**Scouting Technologies:**

Company must have technology for either Category 1 or 2.

* **Category 1 (higher priority): Mental Health Data Analytics/Algorithm**
	+ Analytical algorithm for mental condition and offer advice to take care of mental well-being.
	+ MTG looks for technology which can analyze data from common wearable devices or daily health check questionnaire and advice and recommend personalized services.
* **Category 2: Organic beauty products**
	+ MTG aims to recommend and encourage application users to purchase beauty products made by organic materials from Israel. (e.g., fragrance, skin care, and supplements)

More details are here