Open Prototyping
1 What is JDD?
2 Open Prototyping
1 What is JDD?
2 Open Prtotyping
Background

Market

Disruptive Innovation

Incremental Innovation

Existed business

Time
MISSION

To create new financial standard to contribute to customer's growth

To provide customers the most frictionless and intelligent experience in the world
1. What is JDD?
2. Open Prototyping
Excellent UX

Poor UX

good

Expensive

free
re:invent2018

AWS re:Invent

NOV. 25 – NOV. 30, 2018
LAS VEGAS, NV
Low price POS

Coupon business without any memory about getting it

① Low price POS under $20

② POS (price ¥¥¥)

③ QR

Merchant and users can see

Price ¥¥¥<my ¥¥¥

④ Mobile App

⑤ My ¥¥¥

⑥ Easy App

Aleqa

△ ¥¥

△ ¥¥

△ ¥¥

API

MIFC

JDD
A: 2 pieces

- Top cover: 1-Aluminum Silver paint

B: 1 piece

- Top cover: 2-Matt White paint

- Bottom cover: 3-Matt Light Gray paint
## Cost

<table>
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<tr>
<th>(¥)</th>
<th>Proto 1.0</th>
<th>Proto 2.0</th>
<th>Proto 3.0</th>
<th>Proto 4.0</th>
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<td>(-)volume efficiency</td>
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<td>(+) cost</td>
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<td>3,033</td>
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Thank you.