

EXPRESSION OF INTEREST - PORTUGAL STARTUP VISA

To whom it may concern,

This is HIRO SATO, a self-made entrepreneur from Japan.

In 2016, I launched The Farmers Marketplace in Japan, and have dedicated all my time and efforts to turn it into one of the most promising startups in the field of agriculture.

In addition to my experience as the Founder & CEO of The Farmers Marketplace in Japan, I have worked as a Junior Business Development Manager at HIROSATO CORPORATION in Yokohama, Japan. During two years, I was in charge of digitizing their traditional business and developing their marketplace, which contributed to increasing their overall revenues by 13%.

With these work experiences, together with my educational background, and track-record as an entrepreneur, I have always had in the back corner of my mind that I should expand my startup to Portugal.

Over the last couple of years, I have been several times to Portugal with my family and fell under the charm of the country. When I heard for the first time about the startup visa, I thought that it's an excellent program that provides entrepreneurs with what they need in order to further develop their business.

For the last twelve months, I have done loads of research about the country's economy and trends. I was impressed with the rapid growth of the startups' ecosystem and this motivated me to dig deeper and deeper.

Later on, I realized that agriculture is definitely a field where there are loads of development and innovation potential in Portugal. The latter, together with my in-depth market research made me come to the final decision that I would love to fully dedicate myself to developing The Farmers Marketplace in Portugal and turn it into one of the most promising startups creating value both locally and internationally.

I look forward to having your positive feedback soon.

Best Regards,

HIRO SATO