

**INCJ makes follow-on investment in BeeEdge Co., Ltd.  
Corporate start up studio to simultaneously launch new businesses  
based on business ideas/technologies unutilized within a large company**

- Promoting the commercialization of new business ideas being unutilized within a large company through open innovation
- Achieving steady progress of three subsidiary companies BeeEdge launched after its own establishment
- Aiming to roll out the same model to other large companies in Japan, if this model proves to be successful

**Tokyo, May 29, 2020** — INCJ, Ltd. ('INCJ') announced today its decision to make a follow-on investment of JPY 617 million in BeeEdge Co., Ltd. ('BeeEdge') to support the company's business development. In November 2018, INCJ made an initial growth capital investment of JPY 383 million from a maximum authorized investment of JPY 1 billion. INCJ has decided to invest the remaining authorized amount in this funding round as BeeEdge's business has continued to strengthen. The company intends to use this investment towards commercialization of new technology seeds.

BeeEdge was established in March 2018 as a joint venture between Scrum Ventures, a Silicon Valley and Tokyo based venture capital fund, and Panasonic Corporation to actively create new businesses. Specifically, BeeEdge aims to take over and commercialize business ideas/technologies in Appliances Company, the Panasonic's consumer electronics segment, yet its existing business units are unable to commercialize due to reasons typical to large companies.

BeeEdge has established three companies in a spin off from Appliances Company.

●MITSUBACHI PRODUCTS Co., Ltd. <https://mitsubachiproducts.com/>

Established: September 10, 2018

President: Hatsumi Ura

Business Outline: Sales, manufacturing, and development of hot chocolate makers with the steam blender



●GIFMO Co., Ltd. <https://gifmo.co.jp/>

Established: April 5, 2019

CEO: Masaru Morizane

Business Outline: Design, manufacturing, and sales of solutions for people who have trouble swallowing



●COTOHO Inc.

Established: June 21, 2019

President: Yoichi Shinomiya

Business Outline: Sales, manufacturing, and development of gait rehabilitation machines

At many large companies, there are often cases where someone has a promising new business idea, but the company does not decide to pursue commercialization and the idea remains unused for a variety of reasons (new idea does not fall into the scope of existing business units; it doesn't reach the business size required by large company; it doesn't satisfy certain brand requirements, etc.). BeeEdge aims to be able to accelerate these business ideas as it is not constrained by the existing rules of Panasonic. BeeEdge commercializes these ideas/technologies by providing adequate investment and support at each stage of business.

INCJ decided to invest in BeeEdge because of the company's efforts to break down the barriers that can 'trap' good ideas inside large companies. Also, as BeeEdge gives employees of a large company an opportunity to pursue his/her own business without resigning from the company, it could be a new model case to promote entrepreneurship in Japan, where the rate of entrepreneurship is still very low when compared to other countries. BeeEdge started up three companies with INCJ's initial investment, and due to their strong performances, INCJ has decided to make a follow-on investment. INCJ believes that if this project becomes a success, the same model can be rolled out to other large companies in Japan. In addition to its investment, INCJ will also support management of BeeEdge, cooperation with other INCJ portfolio companies, and promotion of open innovation.

**About BeeEdge Co., Ltd.**

Established: March 2018

Headquarters: Minato-ku, Tokyo

Representative: Makoto Haruta

Business outline: Investment and commercialization support for large company-originated start-ups

URL: <http://beeedge.com/>

**About INCJ, Ltd.**

INCJ, Ltd. was established in September 2018 via company split from Innovation Network Corporation of Japan (INCJ). INCJ was established in July 2009 with the aim of overcoming boundaries between companies and industries, creating and nurturing key industries via open innovation for the prosperity of future generations. Following revisions to its governing law—the Industrial Competitiveness Enhancement Act—the continuing company changed its name to Japan Investment Corporation (JIC) and began new activities. INCJ, Ltd. is mandated until March 2025 to pursue the activities of the original Innovation Network Corporation of Japan, engaging in “Value Up” initiatives at portfolio companies, making additional and milestone investments, and developing exit strategies from investments in portfolio companies.

URL: <http://www.incj.co.jp/english/>

<Press Contacts>

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## Overview of follow-on investment

### **Target: BeeEdge Co., Ltd.**

Established: March 2018

Headquarters: Minato Ward, Tokyo

Representative: Makoto Haruta

Business outline: Investment and commercialization support for large company-originated start-ups

### **Overview of investment**

Authorized investment: JPY 1 billion (maximum) \*announced in November 2018

Amount invested: JPY 617 million (In November 2018, INCJ invested an initial growth capital investment of JPY 383 million)

Co-investors: Scrum Ventures LLC, Panasonic Corporation

Shareholding ratio: INCJ (33.8%), Scrum Ventures (33.8%) Panasonic (32.4%)

Previous Investment:

- Press Release

[https://www.incj.co.jp/english/newsroom/upload/docs/E\\_PressRelease\\_INCJ\\_BeeEdge\\_20181101.pdf](https://www.incj.co.jp/english/newsroom/upload/docs/E_PressRelease_INCJ_BeeEdge_20181101.pdf)

### **Significance of Investment**

#### **Supporting social needs:**

- As a venture that promotes the commercialization of new business ideas being unused in large companies through open innovation, BeeEdge can be a model case for innovation and new business creation by large Japanese companies.
- Represents a new model for the improvement of entrepreneurship in Japan, the rate of which is low compared to other countries

#### **Growth potential:**

- By salvaging new business ideas being unused in large companies to create start-ups, these companies can create new added value.

#### **Innovation**

- Create a success story for social impact by successfully commercializing innovative new ideas that are unable to be commercialized at large companies for a variety of reasons, leading to a model that can be developed at other large companies.
- Potential for continuous creation of new products and services.