



The Evolving Japanese Startup Ecosystem

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Tak Onishi, Partner, World Innovation Lab





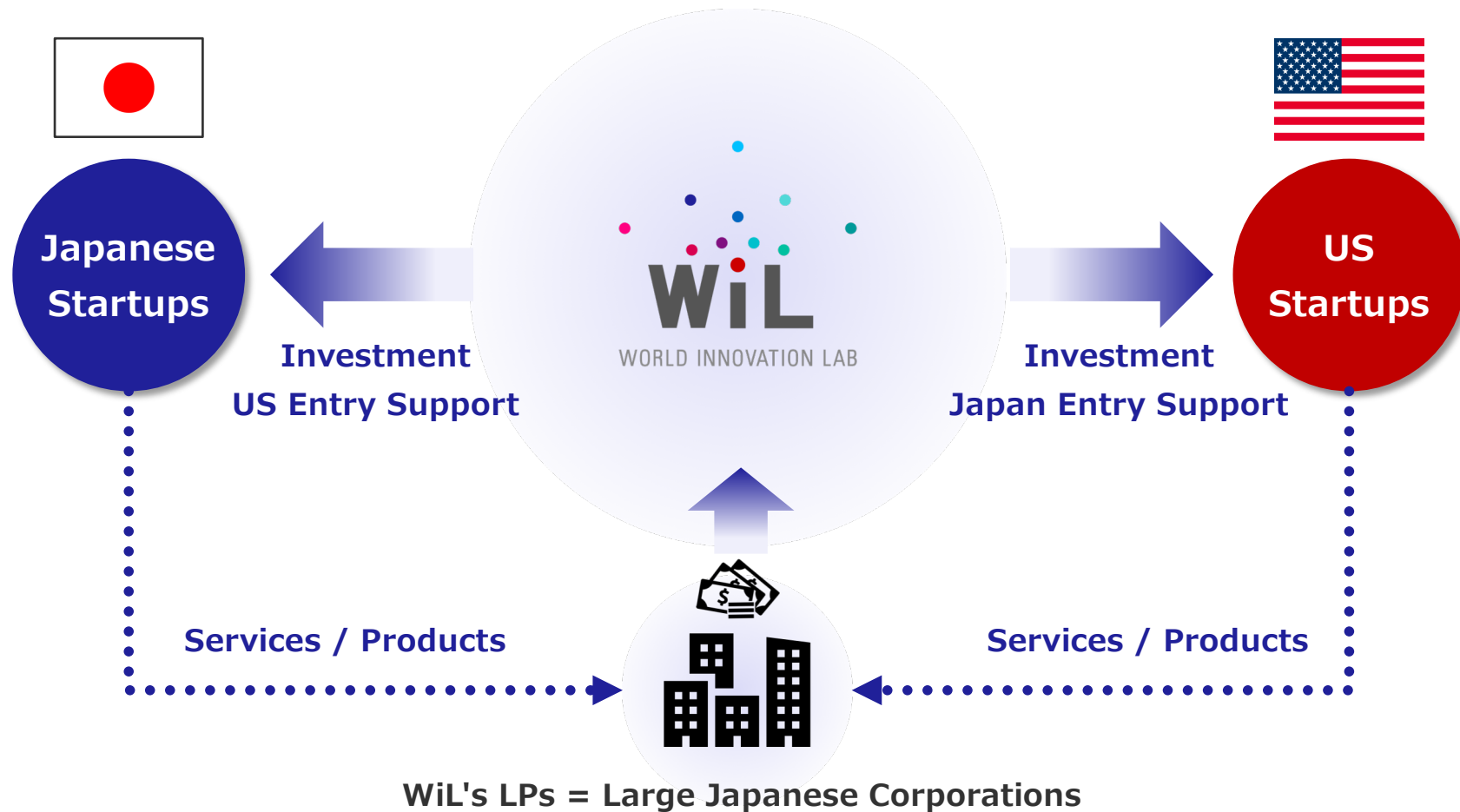
What is World Innovation Lab (WiL)?

Our Mission

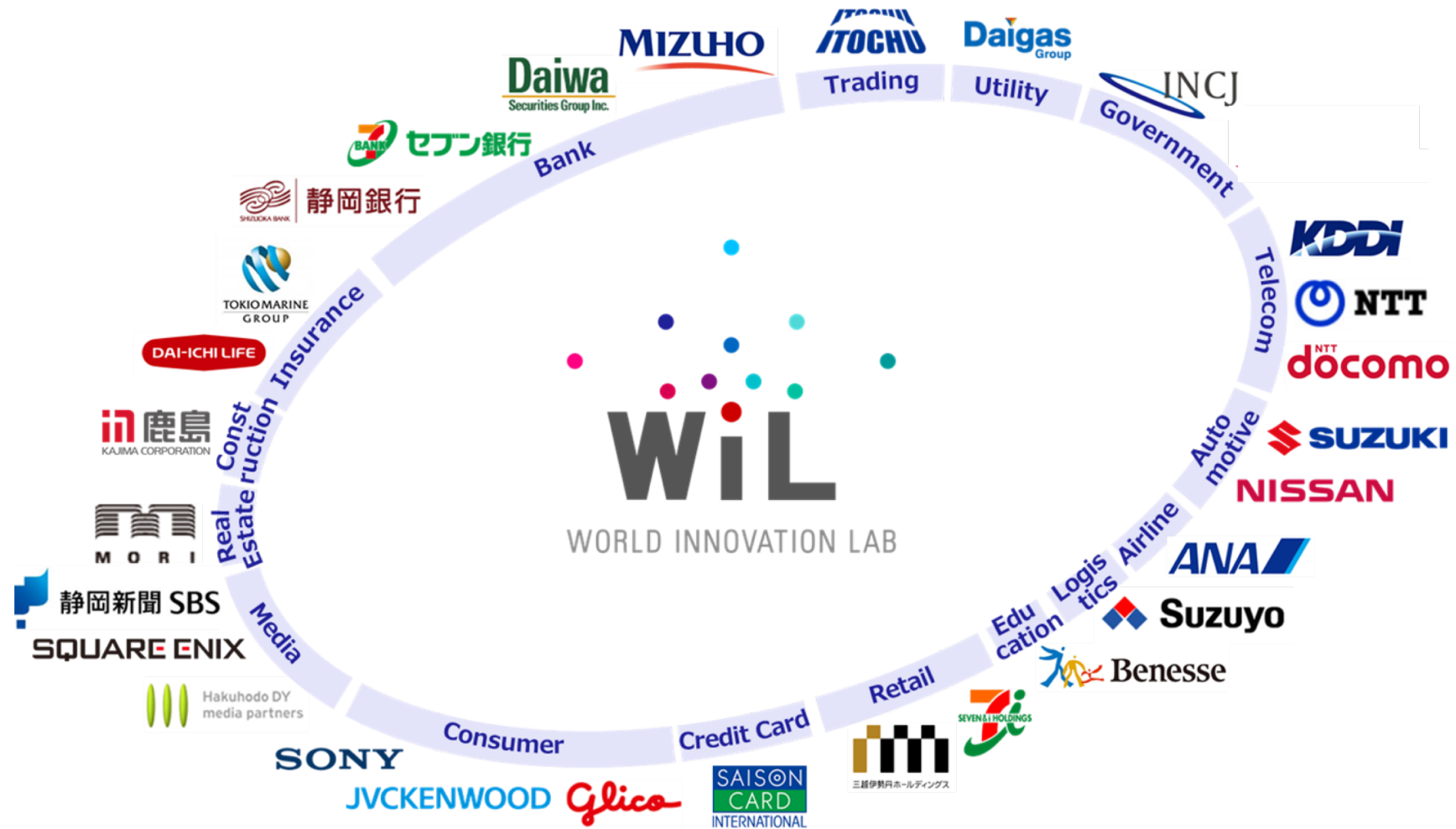


We connect entrepreneurs with corporates to create global businesses. Our vision is to be the bridge between startups and corporates in key innovation hubs across the globe - starting with the US and Japan.

BRIDGE between the US and Japan & startups and corporates



WiL's Capital Base – Backed by Large Japanese Corporates





How has the Japanese startup ecosystem evolved?

Japanese startups ecosystem: the last decade



Investments and exits





Entrepreneurs



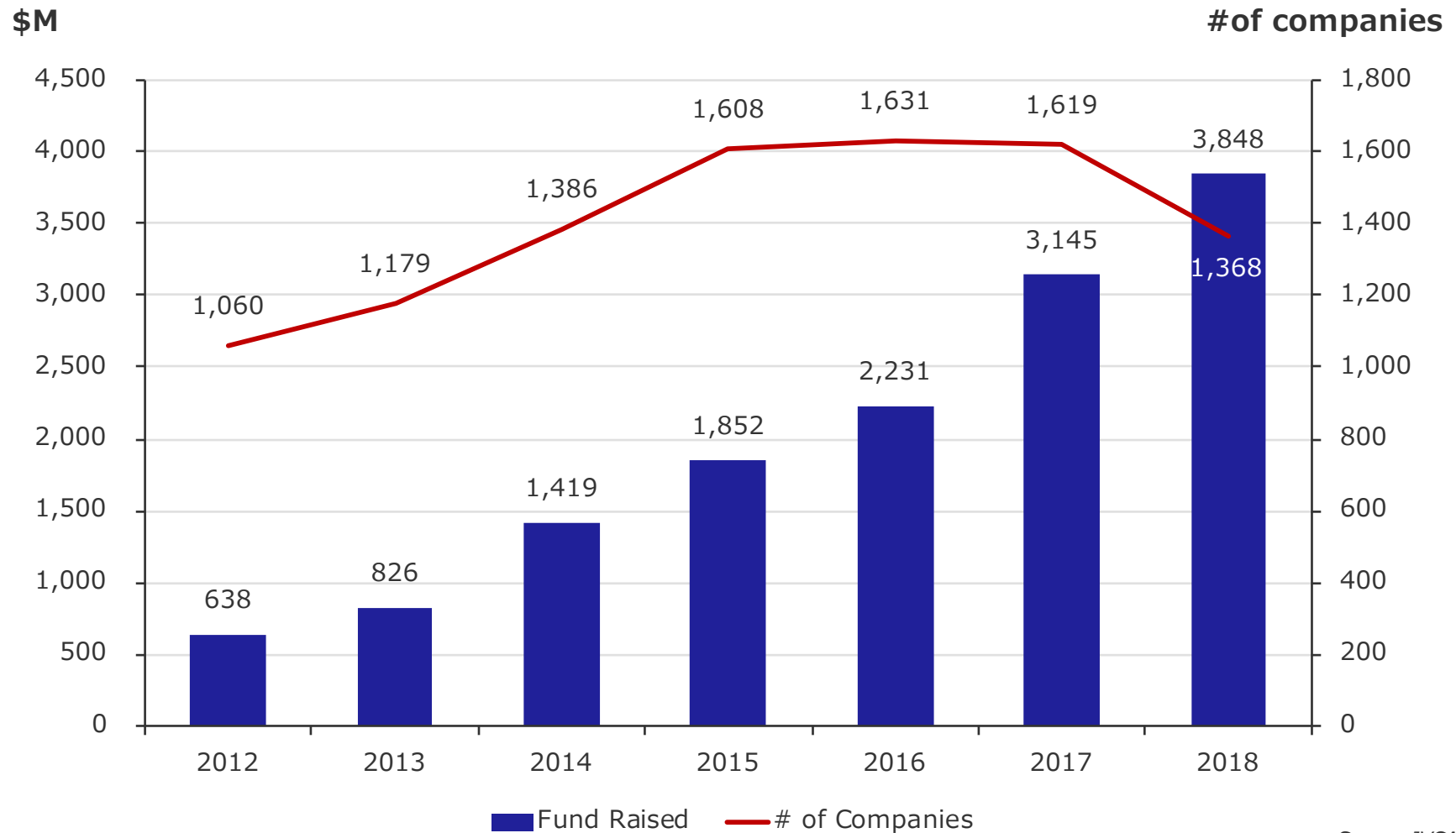
Large corporates & government

The Japanese startup market size is only 1/40 of the US

			Gap
Startup Investment in 2018	\$130B	\$3.8B	~35x
GDP	\$21T	\$6T	~3.5x

But growing 6x in the last 6 years

Startup investment in Japan



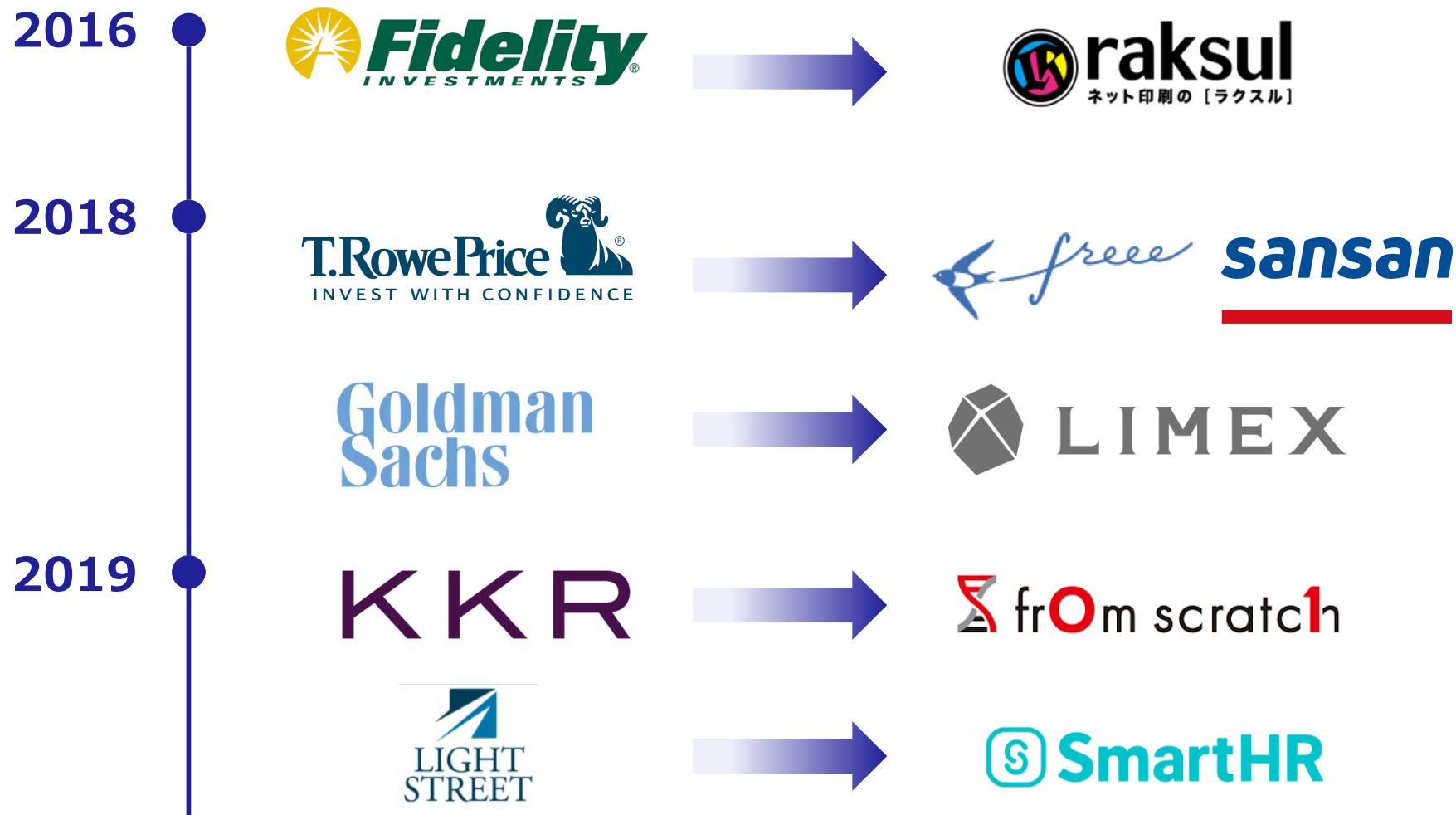
Source: JVCA

IPO exit for tech/internet startups

IPO Offering Size Ranking in Japan

	2015	2016	2017	2018	2019
1					Sansan
2		LINE		Mercari	freee
3			Macromill		Medley
4					
5					Chatwork
6					
7				Raksul	JTOWER
8	Gunosy	imobile			BASE
9	Metaps	Akatsuki			
10					
11			Beagle		Bushiroad
12	Itokuro			ACSL	
13					Gifty
14	Aming				
15					

US investors accelerate investment in Japanese startups



Japanese startups ecosystem: the last decade



Investments and exits



Entrepreneurs



Large corporates & government

Best talent entering startups

Large Corporations



MITSUI & CO.



sansan



Money Forward

Consulting / Investment Banks

KEARNEY



PKSHA

TECHNOLOGY



UZABASE

Serial Entrepreneurs

Unoh sold to



mercari

New Grads from Top Schools



東京大学
THE UNIVERSITY OF TOKYO



TNK =
A club to launch startups
at the University of Tokyo

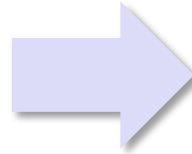


Gunosy

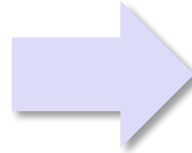
Some are inspired through working at top US IT firms

Previous Jobs

Startups Founded

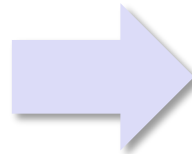


FACEBOOK



WANTEDLY

Google



Japanese startups ecosystem: the last decade



Investments and exits



Entrepreneurs



Large corporates & government

Large corporations playing an increasing role



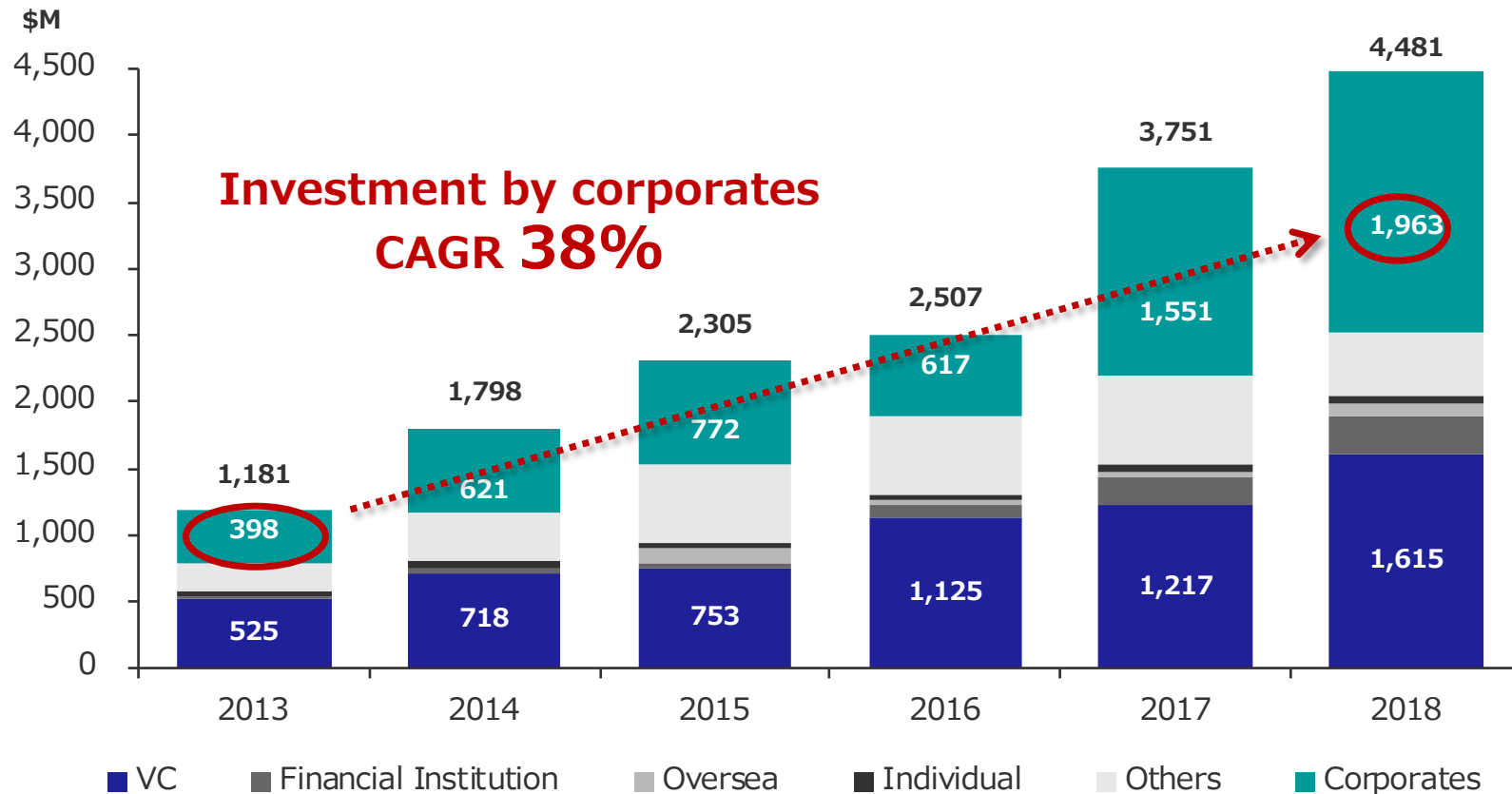
USERS

INVESTORS

**TECHNOLOGY
CONTRIBUTORS**

Large corporations as INVESTORS – 5x in 5 years

Startup investment by investor type

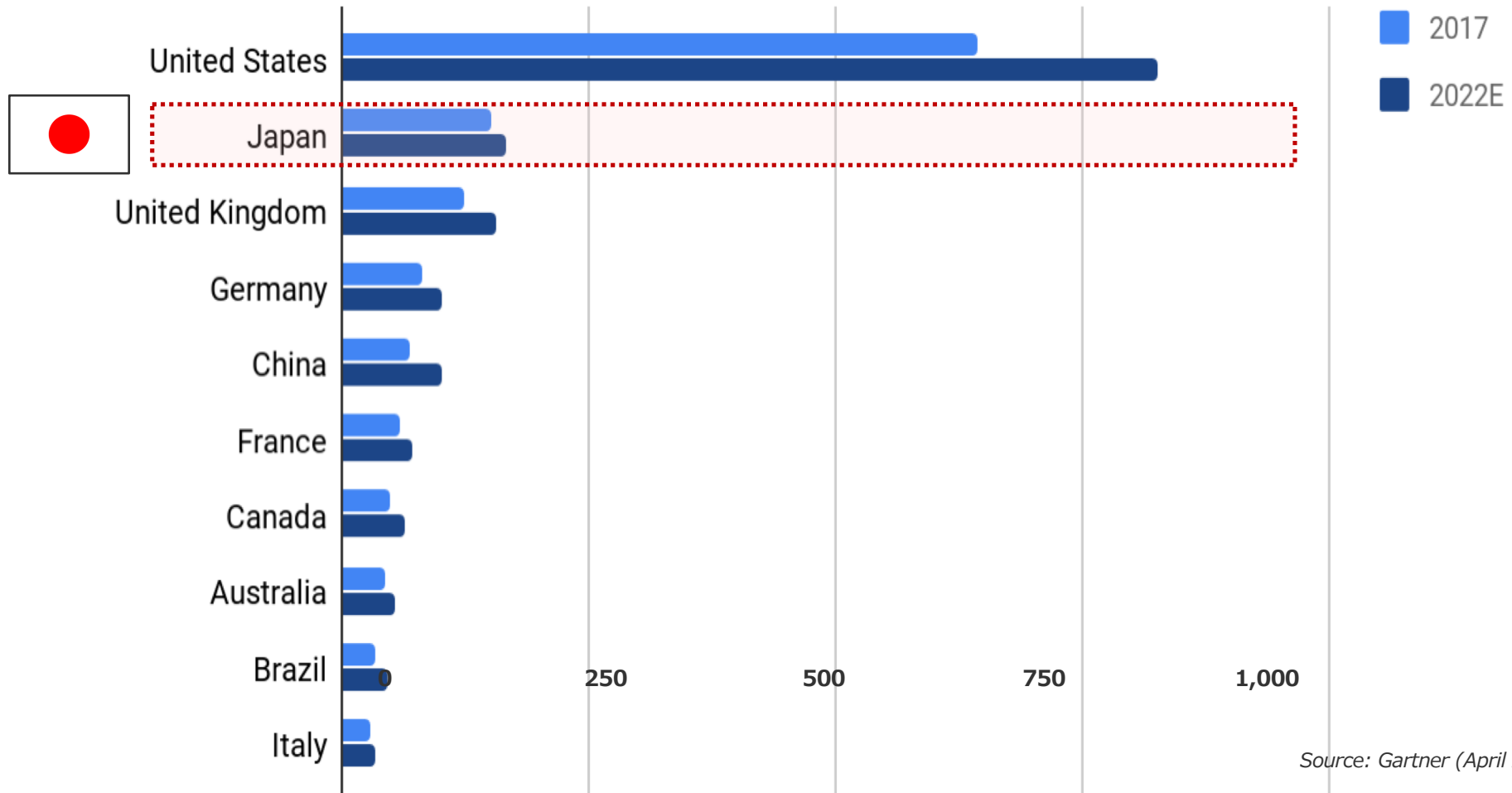


Large corporations as USERS of startup services



Japan as global #2 IT spending market

IT Spending by Country

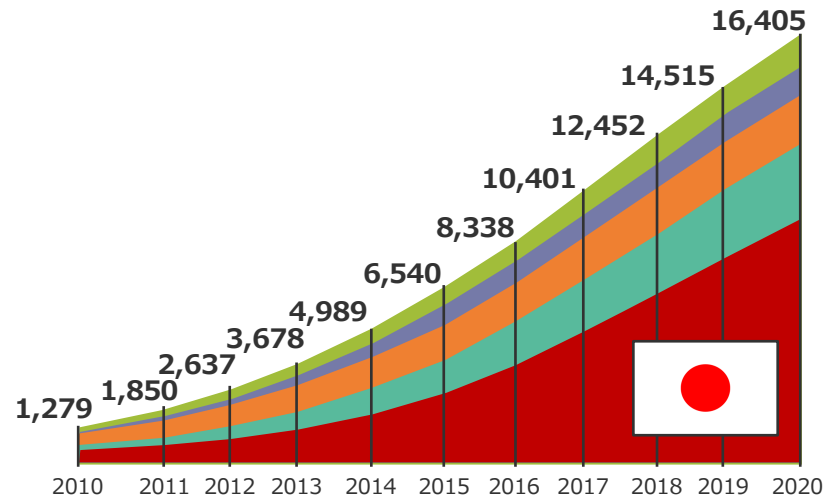


Source: Gartner (April 2018)

Japan as the largest SaaS and Cloud Market in Asia

Largest SaaS and Cloud Market in Asia

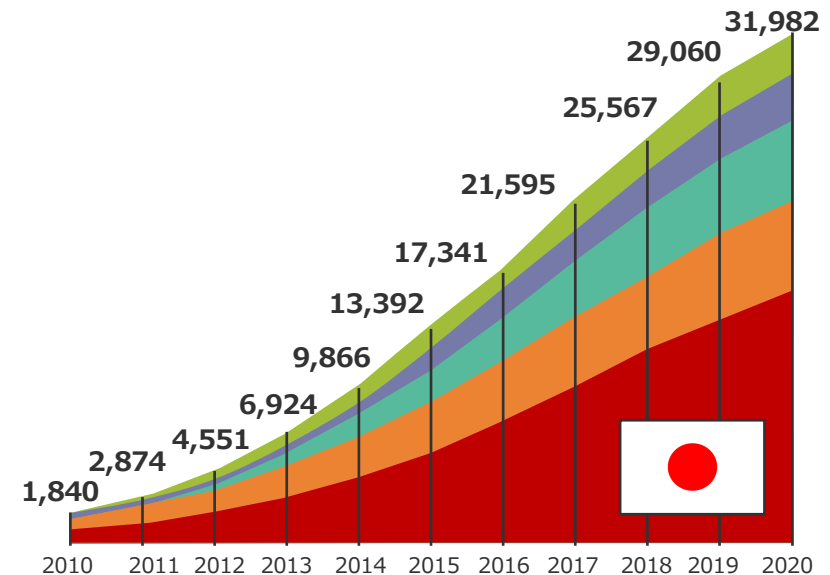
Asia Pacific SaaS Market Size (\$M)



ASEAN India Australia China Japan

CAGR (2012-2020)	19.8%	17.1%	12.1%	27.8%	34.6%
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Cloud Market Size (\$M)



ASEAN India Australia China Japan

CAGR (2012-2020)	24.7%	25.8%	19.8%	32.0%	31.4%
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Large corporations as CONTRIBUTOR of technology

Incubation/Spinout	JV Partners	
		IoT communication platform spun off from NTT
		Smart Lock jointly incubated by Sony and WiL
		Earphones spun off from Sony
		Deep learning AI developed by Sony, UEI and WiL
		Mobile payment app jointly developed by Metaps and WiL
		Pet healthcare monitoring service spun off from Hakuhodo

Government initiatives paving the road for startups

Next Innovators Program "SIDO"



- Hosted by  METI Ministry of Economy, Trade and Industry 
- Operated by  WiL
- 100+ people are selected for 5 month program from Aug to Dec; 20 will be awarded 10 day workshop in Silicon Valley
- Final Demo Day held in Tokyo

J-Startup Program



- Hosted by  METI Ministry of Economy, Trade and Industry 
- 
- 49 startups selected in 2019
- Sponsors exhibition at overseas events such as CES, Slush, etc.
- WiL CEO, Gen Isayama is one of the recommenders