

Shibuya, the Startup City

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Hello!

- GTM, marketing, growth for global startups
- B2C, marketplace, D2C, B2B & others
- Lived and worked in Japan, South East Asia, Europe, Africa and Silicon Valley



Morgan Stanley



Shibuya leadership



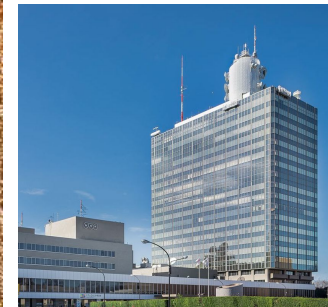
Mr. "Yoshi" Tasaka
Director of Global Strategy Division



The Mayor, Ken Hasebe

Introducing Iconic Shibuya city

- Vibrant commercial and financial center
- Influence on pop culture, music, fashion, art
- Young population (70% is 10 - 60 yrs)
- Shibuya is the world's No. 2 station. 3.3M users daily
- Yoyogi Park is the largest park in central Tokyo
- NHK (national TV station) right next to city office
- First local government in Japan to issue marriage certificates to LGBTQ couples



Shibuya Startup Support

Startup visa

“Smooth Landing” program (incorporation, bank account, housing & cell phone, office space. one-stop-shop virtual help desk)

Innovation for New Normal POC program with city’s resources and residents

<https://shibuya.throttle.biz/innovation/>

Shibuya Startup Deck with over 100 members (half of them are Japan’s top 500 corporations)

<https://shibuya-startup-support.jp/partners/>



Shibuya Startup Support 2020 - 2022

Global outreach

2020
Sept.

Shibuya Startup Support Website

2021
Mar.

Startup Welcome Service (including visa program)

2021
April

Linkedin page

2021
July

YouTube channel

2021

Visas issued to 15 startups

2021

Tech events in Finland, Germany, UK, Taiwan, Singapore

2022

Launching tech-media (English, covers Japanese startups)

Accelerator

Infrastructure

2020
Nov.

Shibuya Startup Deck (consortium of 100+ corporations)

2020
Dec.

"1-wk corporate bank account setup" with **Mizuho Bank**

2021
Mar.

"Shibuya Inclusion Base Jinnan" pilot with Co-ba Jinnan

2021
April

Women Entrepreneur Support with Nomura Real Estate pilot

2021
Sept

Shibuya Startup University

2021
Dec.

Food Loss Challenge pilot (startups apply to solve assigned social issues)

2022
Jan

Flexible & optimal real estate guidelines by Shibuya. Noroshi project by Shibuya

2022

Coworking office

Community management team

Partnership

2020

TOKYU RAILWAYS Co., Ltd

Scrum Ventures (SmartCity X)

WeWork

Yokohama City

2021

Kobe city

SKII

Luup (micro mobility)

Miles (Maas)

Zelo (legal)

Mimura Komatsu yamagata law firm

2022

Deel (global payroll & HR)

Stripe (payment)

PoC

2020
Jun

Innovation for New Normal.

2020
Nov.

PoC program with residents

2021
Feb

Shibuya Growth Guild

11 advisors joins the mayor

2021
Mar

New Normal Lab with Ministry of Economy, Trade and Industry

2021
Jun

VACAN's "AirKnock Ads" POC in a shopping mall in Shibuya

2021
Dec

Babyjob POC in 18 nurseries across Tokyo.

2022

Progos (Edtech AI), Elvez (Senior health AI), Truly (Femtech), Solution Gate (Education robotics) & more

Taeltech Japan PoC with a Deck corporate member

Moff Poc with Shibuya's Seniorcare Div.

Coming in 2022

1. Coworking space for startup visa holders (Opened in April. Portal Point Shibuya)
2. Startup community management team (Started in May. Former Slush members)
3. Startup media in English language (Coming this summer)
4. Accelerator (Timing TBD)

Accelerator for global startups, powered by Shibuya

- Community of globally-minded founders in Shibuya
- City's resources, SSS, Startup Deck, and PoC program fully leveraged
- Access to mentors, events, talents, PR opportunities
- Stage agnostic. Vertical agnostic
- Application open to anyone regardless gender, age, religion, sexual orientation, disability, economic status, race, ethnicity and nationality
- English language

Why?

- Enabling global talents doing amazing things in (and out of) Japan
- Positive influence on Japanese ecosystem (startups/corporates)
- Give back to the local community (social & economic impact, job opportunities)

Shibuya startups

- Think local and scale global. Inspired by the city, magnified for global traction
- Change the way we do things. Shibuya has healthy disregard to “normal” and we look forward to finding that in our founders
- Work for causes (and profit). Purpose inspire and unite us from different background

Thank you

