

May 30, 2024

Dentsu Ranks 2nd in the Second “Startup Friendly Scoring” Initiative by Keidanren

– Contributing to the promotion of the startup ecosystem in Japan through business alliances and human resource development initiatives –

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & Global CEO: Hiroshi Igarashi; Head Office: Minato-ku, Tokyo; the Company and its Group companies are hereinafter collectively referred to as “dentsu”) ranked 2nd in the “Startup Friendly Scoring,” an initiative organized by the Japan Business Federation (“Keidanren”) with the aim of accelerating innovation in Japanese society. The second round of the scoring, in which approximately 150 of Japan's major companies participated, was announced at the “Keidanren Startup Summit 2024” held on May 27.

Among the three evaluation categories of “providing resources to startups,” “creating next-generation core businesses in collaboration with startups,” and “contributing to the startup ecosystem by providing businesses and human resources,” dentsu, participating for the first time, was highly evaluated in the area of “providing resources to startups,” especially for business alliances with startups and the provision of human resources.

Dentsu will continue to strengthen cooperation between startups and dentsu group companies to contribute to their growth, helping to develop the startup ecosystem in Japan. The company will also work together with partners and clients, including startups, to realize “B2B2S (Business to Business to Society),” which solves societal issues and promotes sustainable management and corporate value enhancement.

[Startup Investment and Collaboration Organization at dentsu]

Dentsu Startup Growth Partners at Dentsu Inc.

An in-house Dentsu Inc. organization specializing in accompanying startups in their medium- to long-term growth

<https://dentsu-sgp.com/>

Dentsu Ventures at Dentsu Group Inc.

Dentsu Group's corporate venture capital that provides investment and hands-on support to startups

<https://dentsu-v.com/en/index.html>

Dentsu Innovation Initiative at Dentsu Group Inc.

Dentsu Group's R&D organization that works to create future business foundations through collaboration with startups

<https://en.innovation.dentsu.com/>

Startup Preparation Office at Dentsu Corporate One Inc.

dentsu Japan's organization that supports and promotes serial entrepreneurship to create innovative businesses and services in collaboration with various partners.

Reference materials

Startup Friendly Scoring:

An initiative to visualize how friendly each company is to startups, or how important a role they play in the ecosystem, with the goal of changing decision-making at large companies

https://www.keidanren.or.jp/journal/times/2023/0126_08.html (Japanese only)

Startup Friendly Scoring [case study]:

<https://www.keidanren.or.jp/policy/StartUp/scoring-jirei2023.pdf> (Japanese only)

*All excerpts are from the Keidanren website.

#####

Contact:

Media Inquiries:

Jumpei Kojima, Taro Sawada

Group Corporate Communications Office

Dentsu Group Inc.

Email: group-cc@dentsu-group.com