

May 13, 2025

Dentsu Ranks 2nd for Two Consecutive Years in the Third “Startup Friendly Scoring” Initiative by Keidanren

– Contributing to the promotion of the startup ecosystem in Japan –

Dentsu (Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi) ranked 2nd in the third “Startup Friendly Scoring,” an initiative organized by the Japan Business Federation (“Keidanren”) with the aim of accelerating innovation in Japanese society. The third round of the scoring, in which 111 of Japan's major companies participated, was announced via the Keidanren website on May 13.

All three evaluation categories; “providing resources,” “inclusion of businesses and human resources,” and “providing businesses and human resources,” were evaluated higher year-on-year and collectively scored higher than the previous year. Particularly, the “inclusion of businesses and human resources” domain received the top-tier A ranking.

Dentsu will continue to strengthen cooperation between startups and dentsu 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 “Business to Business to Society (B2B2S)” to solve challenges facing society.

[Startup Investment Fund and Collaboration Organizations at dentsu]

Dentsu Startup Growth Partners at Dentsu Inc.	https://dentsu-sgp.com/ (Japanese only)
An in-house Dentsu Inc. organization specializing in accompanying startups in their medium- to long-term growth	 dentsu Startup Growth Partners
Dentsu Ventures	https://dentsu-v.com/en/index.html
Dentsu's corporate venture capital that provides investment and hands-on support to startups	 Dentsu Ventures
Dentsu Innovation Initiative at Dentsu Group Inc.	https://en.innovation.dentsu.com/
Dentsu's R&D organization that works to create future business foundations through collaboration with startups	dentsu innovation initiative
Business Development Group 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/policy/StartUp.html#scoring> (Japanese only)

*Excerpt from the Keidanren website.

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