

May 20, 2026

Dentsu Ranks 2nd Overall for the Third Consecutive Year in the Fourth “Startup Friendly Scoring” Initiative by Keidanren - Contributing to Innovation through Co-Creation with Startups -


Dentsu (Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Takeshi Sano) was ranked 2nd overall for the third consecutive year in the fourth “Startup Friendly Scoring,” an initiative organized by the Japan Business Federation (“Keidanren”).

The Startup Friendly Scoring initiative evaluates and selects companies that contribute to the development of the startup ecosystem. The results of the fourth round, in which 112 major Japanese companies participated, were announced by Keidanren on May 19. Companies were evaluated based on their initiatives and achievements in three categories: “Resource Provision,” “Businesses & Talent Acquisition,” and “Business & Talent Development.”

In its third year of participation, dentsu improved its scores across all three categories compared with the previous year, marking its third consecutive year of overall score improvement. In particular, dentsu improved its ranking in the “Resource Provision” category from Rank C to Rank B, while again receiving the highest Rank A in the “Business & Talent Acquisition” category.

Dentsu will continue to advance co-creation between startups and group companies, contributing to the development of Japan’s startup ecosystem through innovation. Together with its portfolio of startups, clients, partners, and other stakeholders, the Group will also continue addressing social challenges while pursuing its purpose of realizing the sustainable growth of society and businesses.

[Startup Investment Fund and Collaboration Organizations at dentsu]

Dentsu Startup Growth Partners at Dentsu Inc.	https://dentsu-sgp.com/ (Japanese only)
An internal organization within Dentsu Inc. that supports the medium- to long-term growth of startups while driving innovation and co-creation with large corporations.	 Startup Growth Partners
Dentsu Ventures	https://www.dentsu-v.com/en/
A corporate venture capital arm that invests in startups in Japan and overseas, while supporting business collaboration and growth by leveraging the resources of the Dentsu group.	 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.	
An organization within dentsu Japan that collaborates with a wide range of partners to support and drive the development of company-wide platforms and talent cultivation aimed at creating the “core businesses of the future” that will become new pillars of revenue for Dentsu Inc. and dentsu Japan.	

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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