

November 11, 2021
JAFCO Group Co., Ltd.
Bloom&Co.

**Growth Program for Start-up Focusing on
Fundraising and Marketing Strategy to Maximize Corporate Growth and Value**

Official Launch of the “RAPID GROWTH PROGRAM”

– With participation of 3 CVC/business firms supporting various start-ups –

JAFCO Group Co., Ltd. (Headquarters: Minato-ku, Tokyo, President: Shinichi Fuki, hereinafter “JAFCO”) and Bloom&Co. (Headquarters: Minato-ku, Tokyo, President and CEO: Yasuhiro Yano) will officially launch a growth program for start-ups, the “RAPID GROWTH PROGRAM.” Focusing on two main issues - “fundraising” required for start-up growth and “growth strategy” that maximizes the return of investment of funds - the program offers support aimed at accelerating growth and value creation.

JAFCO Bloom & Co.

Bloom&Co. maximizes clients’ sales and return on investment by creating and conveying their unique values in both theory and practice. JAFCO has partnered with Bloom&Co. to realize entrepreneurs’ aspirations and support formulation and execution of strategies that create new markets. The program develops and refines growth strategies by helping start-ups in the growth stage identify their core target and unique value proposition to maximize the return on investment of funds that they have raised.

Background behind the program

Amid the prolonged COVID-19 pandemic and dramatic societal changes, entrepreneurs are faced with a challenge to create new markets, while continuing to grow by adapting to changes in microenvironment and customer insights. To deliver timely and sufficient fundraising for business expansion, it is vital to create an equity story, in addition to an entrepreneur’s passion for the business, outlining customer insight-oriented business/ growth strategies based on “qualitative insights and quantitative data” that demonstrate the business potential.

JAFCO and Bloom&Co. will support the “formulation and execution of a customer insight-driven business strategy” to accelerate business growth. JAFCO - which has supported entrepreneurs in realizing their aspirations under its slogan “Your Closest Partner” since the time when there was no such expression as “start-

up,” - and Bloom&Co. - which supports the formulation and execution of customer insight driven business strategies - will jointly work to further strengthen their support for realizing entrepreneurs’ aspirations. In launching this program, Orient Corporation, Daikin Industries, and Fujitsu (FUJITSU ACCELERATOR) have expressed their support to take part in the program. Together with these three companies, JAFCO and Bloom&Co. will provide comprehensive support covering everything from fundraising to strategy execution, and commit to supporting passionate and motivated entrepreneurs in the overall start-up sector.

Program outline

1. Submit an entry to the RAPID GROWTH PROGRAM *¹
2. Companies that pass the selection will receive a mentoring session from Bloom&Co. *²
3. Companies completing the session will be able to work with JAFCO and participating CVCs/ business firms

RAPID GROWTH PROGRAM

Support for Realizing Entrepreneurs’ Aspirations



Advantages of the program

- Receive strategic advice on business expansion
- Develop a finance strategy for business expansion (optional)
- Cooperation with participating CVCs/ business firms (optional)

*1. A recommendation from JAFCO or either one of the participating CVCs/ business firms is required for submitting an entry.

*2. Selected start-up companies will not bear any expenses.

CVCs/ business firms participating in RGP (in alphabetical order)

Daikin Industries, Ltd.

Fujitsu Limited (FUJITSU ACCELERATOR)

Orient Corporation

About JAFCO Group Co., Ltd.

Since its founding in 1973, JAFCO Group has always worked with leading entrepreneurs. The total commitments of its investment funds in Japan and overseas exceed ¥1 trillion and the cumulative number of portfolio IPOs to date reached over 1,000. In addition to venture investment, JAFCO also carries out buyout investment and commits to the creation of innovative technologies and services worldwide. As entrepreneurs' closest partner in bringing their visions to life, JAFCO provides support in areas of HR, marketing/ sales, and back-office operations, in addition to providing financing.

Company name	JAFCO Group Co., Ltd.
President & CEO	Shinichi Fuki
Head Office	24F Toranomom Hills Mori Tower, 1-23-1 Toranomom, Minato-ku, Tokyo
Establishment	April 5, 1973
Paid-in Capital	¥33,251 million
Stock Listing	Tokyo Stock Exchange, First Section
No. of Employees	132 (consolidated) (as of September 30, 2021)
URL	https://www.jafco.co.jp/english/

About Bloom & Co.

Bloom&Co. is an advisory firm that offers services across several specialties including Research, Strategy Development, Marketing, PR, Go-to-Market, UI / UX Design, Technology and Finance. Bloom&Co. was founded in 2015 and has offices in Tokyo, Japan and Singapore. Since its founding, Bloom&Co. has been supporting clients to maximize sales and return on investment through a deep understanding of customer insights based on qualitative and quantitative data. Past clients include venture capital backed startups from Silicon Valley and Asia, and publicly listed companies on the Tokyo Stock Exchange in Japan, and has expanded its services to support both Japan and Asia market entry and global expansion.

Company name	Bloom&Co.
President	Yasuhiro Yano
Location	Hillside terrace F-201, 18-8, Sarugaku-cho, Shibuya-ku, Tokyo
Establishment	April 1, 2015
Website	https://www.bloom-and-co.com/

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