

October 29, 2018

Marubeni Corporation

Creww Inc.

Open Innovation Program by Marubeni and Creww

“Marubeni Accelerator 2018”

Starting November 5th, 2018

~Going Beyond the Boundaries of the Current Sogo Shosha~

Marubeni Corporation (hereinafter, “Marubeni”) and Creww Inc (hereinafter, “Creww”) will be holding “Marubeni Accelerator 2018” (hereinafter, “the Program”) starting November 5th, 2018. The goal of the Program is collaboration between the management resources of Marubeni Power Division’s Domestic Power Department with startup companies*¹, creating new business through open innovation*².

Innovative and unique business ideas can be submitted through the Program’s website which will be launched on Creww’s website on November 5th. Through an online selection process, we expect to spark synergy with startup companies with whom we will collaborate to swiftly create new business models using the resources of Marubeni’s Domestic Power Department and its Group Companies (hereinafter, “Marubeni Power Group”).

Throughout its history, Marubeni has created new value while transforming itself by consistently confronting and overcoming challenges. Marubeni is committed to continue evolving by tackling all manner of challenges in pursuit of societal and industrial progress. We anticipate the issues and problems facing society and create innovative solutions for our customers, and for the world, by breaking down barriers between sectors, between internal and external, crossing borders, building on our existing business models and expanding into new markets. We will generate new value by freely combining our Group’s strengths, internal and external expertise, individual dreams and visions, and taking the Marubeni Group as one single platform.

In this Program, Marubeni Power Group, as the No.1 Japanese IPP*³ player in the world in terms of net capacity, and backed by more than 60 years of history in the power business, will challenge what the world considers to be “obvious” and aim to create new business with startup companies. In doing so, we will bring new value to society that exceeds the limits of existing businesses, provides solutions to social issues, enhances the quality of life and yields real happiness.

*1 : startup companies - high growth companies which challenge the existing market by creating unique technologies and/or unprecedented business models

*2 : open innovation - an innovation process in which firms collaborate with external knowledge and paths to market in order to create innovative businesses and services

*3 : Independent Power Producer

Contact

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Appendix

Marubeni Accelerator 2018

1. Application Period : November 5th, (Mon) 2018 - Nov 16th, (Fri) 2018
2. Eligible Applicants : Any startup company, either within or outside of Japan, operating in any business domain.
3. Purpose : To challenge what the world considers to be “obvious” and strive to create new business with startup companies; to bring new value to society that exceeds the limits of existing businesses, provides solutions to social issues, enhances the quality of life and yields real happiness.
4. How to Apply : Submit your proposal on the following special website which goes live on November 5th
<https://crewv.me/ja/collaboration/marubeni-2018-11>
5. What to Submit : In no more than 2,500 words, describe your idea for collaboration with Marubeni that will yield new business.

Marubeni Power Group’s management resources open for startup companies

Applicants can propose any idea for collaboration. Please assume that the following management resources will be available to you.

(1) Network throughout Japan

Marubeni Power Retail Corporation, a wholly owned subsidiary of Marubeni, has a strong customer base including ~3,000 businesses, ~30,000 homes and 235 agencies across Japan. Marubeni Power Group also has strong relationships with ~30 municipalities where it has its own power plants backed with many collaborative experiences with governmental organizations. We are active in a diverse spread of industrial associations not limited to the power industry.

(2) Power plants, human resources, knowledge, and experience

This includes valuable assets such as power plants owned by Marubeni Power Group in Japan, its knowledge and experience in balancing, system development, and renewable and conventional power plant development; in depth knowledge of a variety of products as a Sogo-Shosha.

(3) Fields for pilot projects of new services and products

Our employees (hundreds within Marubeni Power Group & thousands inside/outside of Japan) are ready to collaborate and assist on pilot projects. Additional cooperation from our customers, agencies and municipalities can also be expected.

(4) Data

The following are examples of data which could potentially be available:

- Customer data (e.g. electricity consumption) both for business and homes (excluding information not made public)
- Wholesale market data, weather data (e.g. solar radiation, rainfall, flow rate, temperature, humidity, wind conditions)
- Electricity output, equipment (e.g. turbines and boilers) and any other data related to operation and management of power plants

(5) Equity Investment

We would consider equity investment in startup companies with high potential.

(6) Management Support

Mr. Masumi Kakinoki, Marubeni Senior Executive Vice President & Chief Executive Officer of the Power Business & Plant Group, as well as Mr. Yoshiaki Yokota, Marubeni Executive Officer & Chief Operating Officer of the Power Business Division are passionate about companywide new business development, and are open and willing to meet with startup companies that pass the First Round of Selection upon request. They will look at the big picture of proposed projects and offer their steadfast support.

Marubeni Corporation

Incorporated	December 1, 1949
Paid-in Capital	262,686 million yen
Head Office	Tokyo Nihombashi Tower, 7-1, Nihonbashi 2-chome, Chuo-ku, Tokyo, 103-6060, Japan
Representative	Fumiya Kokubu (President and CEO)
Main Business	Marubeni Corporation and its consolidated subsidiaries use their broad business networks, both within Japan and overseas, to conduct importing and exporting (including third country trading), as well as domestic business, encompassing a diverse range of business activities across wide-ranging fields including food, consumer products, chemical & forest products, energy & metals, power & plants projects, and transportation & industrial machinery. Additionally, the Marubeni Group offers a variety of services, makes internal and external investments, and is involved in resource development throughout all of the above industries.
website	https://www.marubeni.com/en/

Creww Inc.

Incorporated	2012
Paid-in Capital	465 million yen
Head Office	3F, 1-18-14, Aobadai, Meguro-ku, Tokyo, Japan
Representative	Sorato Ijichi (CEO)
Main Business	Operation of startup communities (open innovation program “creww Colabo”), Co-working space “docks” and HR service “Starboard”
website	http://en.creww.in/