

# HARADA CORPORATION

## We offer an opportunity of open-innovation.

### ■ Open Innovation Program

#### “HARADA ACCELERATOR PROGRAM”

We are running the accelerator program for two fiscal years, FY2020 and FY2021.

The program aims at medium- to long-term business co-creation with startups.

As a general trading company, we communicate our business activities and co-creation themes to the outside world, and accept applications from a wide range of startups, both domestic and overseas.

We will provide the adopted companies with our assets, know-how and sales force to support their growth for a certain period of time.

### ■ Adoption record

We have adopted 15 companies in the second term. (12 domestic companies / 3 overseas companies)

Mainly companies in the seed stage to early stage were adopted.

We are good at providing access to our six business domains and aiming for PSF (hypothesis testing of issues and solutions) and PMF (product acceptance in the market).



### ■ What we can offer in support

Access to the six business domains

Shipbuilding & Ocean Development, Construction & Infrastructure, Electronics, Healthcare & Life Sciences, Food, and Lifestyle.

Business practices, industry trends, legal information, user interviews and information gathering in each business domain

Knowledge of import and export business

### ■ Features of our company

About 100 years of history

BtoB business experience and network

Attitude to acquire primary information from users

Access to niche issues in each business area

Connection to overseas offices (especially in East and Southeast Asia)

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