

Company/Organization name: Mitsui & Co., Ltd.

Startup Accelerator Program and Co-creation Fund

■ Startup-related activities

- Started up a co-creation program at our company: In addition to utilizing trading company's functions and sales channels, we have launched this program using Crew's PF service, soliciting collaborative ideas related to the steel product value chain. We are promoting next-generation mobility and prolonging the life of infrastructure. We support startups with new business keywords such as "energy transition" and "digital platform".
- Mitsui & Co., Ltd. Co-Creation Fund Social: Startups, NPOs, researchers, other discoverers of social issues so-called "issue finders," and our executives and employees who share the same mindset with them will make use of their experience to carry out social contribution activities aimed at solving social issues through co-creation.
- Moon Creative Lab: (see the following right section for details)
This Lab is a Mitsui affiliate that helps Mitsui employees incubate and develop new business ventures. It has started initiatives to support entrepreneurs outside our group.



■ Activities of Moon Creative Lab

- Spark: Learn the first steps. A practical program held over 8 weeks to learn the basics of building a business. Participants learn how to turn challenges into concrete ideas and share them with others.
- Boost: Participate in investment programs that accelerate business. An intensive incubation program of 3-6 weeks. Our Human-Centered approach helps early-stage startup businesses to gain traction. After completing the 6-month incubation program, you will be able to participate in the "Demo Day" event held by the Moon Creative Lab and participate in the pitch for the US\$300,000 investment program.
- Orbit: Join the global community. This is a face-to-face real event hosted by Moon. Join a vibrant and diverse community of business creators.

Mitsui & Co., Ltd. Osaka Office Domestic Revitalization Support Team

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