

February 16, 2017

Press Release

Mitsui Fudosan Co., Ltd

IP Bridge, Inc.

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## Mitsui Fudosan Co., Ltd. and IP Bridge, Inc. to Launch Support Program for Global Expansion of Japanese Companies with “Unutilized Intellectual Property (IP)” in April 2017

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Mitsui Fudosan Co., Ltd. and IP Bridge, Inc. have agreed to jointly launch “ManGO Factory,” a support program for global expansion of Japanese companies focusing on utilization of unused or non-usable IP assets (hereinafter, the “Program”). The Program is scheduled to start in April 2017.

In Japan, such unused or non-usable IP assets are estimated as high as about 84% among SME cases and about 67% among large corporate cases, while most IP assets are properly filed under Japanese patent regulations\*. Mitsui Fudosan has been working on business co-creation with startups in order to create new industries, while IP Bridge has been engaged in building strategies to utilize IP owned by Japanese companies and in planning/establishing partnerships with global partners. The goal of the program is to revitalize such IP assets, and Mitsui Fudosan and IP Bridge collaborate to help them exploit it globally. \*Source: “Japan Patent Office Annual Report 2016” (Japan Patent Office)

The Program is provided at “31VENTURES Clip Nihonbashi”, co-working space operated by Mitsui Fudosan. Mitsui Fudosan and IP Bridge develop strategies for global expansion of Japanese technology companies to support their first steps in the global market, by cooperating with Joyful Frog Digital Incubation , an incubator in Singapore with experience in providing accelerator programs for 70-plus companies. Through the Program, Mitsui Fudosan and IP Bridge will serve to deliver excellent technologies utilized only in Japan to overseas and contribute to establishing social infrastructure from which people across the world will benefit.



Event held at Clip Nihonbashi



Clip Nihonbashi

## ■ Overview of ManGO Factory (Support Program for Global Expansion of Japanese Companies)

### (1) Purpose

To support Japanese technology companies to develop strategies for global expansion, start concrete dialogue with potential clients/partners overseas through a stay in Singapore, a hub for personnel, technologies (IP) and finance, and gain a foothold for global expansion.

### (2) Eligible companies

Companies which have filed a patent application or have technologies or services for which a patent application is scheduled to be filed, and are aiming to expand internationally in the future.

### (3) Schedule (plan)

April 14, 2017	:	Global expansion seminar and Program information session; Start call for participating companies
May 8, 2017	:	Closing of call for participating companies
May 15, 2017	:	Notification of the selection result
June 1, 2017 to August 31, 2017	:	Incubation program in Japan (at Clip Nihonbashi)
September 1, 2017 to September 30, 2017	:	Incubation program in Singapore

## ■ Global expansion seminar and Program information session

Global expansion seminar will be held in April 2017, also providing information on the Program.

[Date and Time] April 14, 2017 (Friday) 13:30 – 16:30 (plan)

[Venue] Nihonbashi Life Science HUB (1-5-5, Nihonbashi-muromachi, Chuo-ku, Tokyo 103-0022)

[Capacity] 100 people

[Fee] Free

### [Seminar Program]

#### Part 1 Tips for successful global expansion!

- Presentation to impress overseas partners (Shigeharu Yoshii, President & CEO, IP Bridge)
- Untapped trove of talent –Current status of ASEAN- (Satoshi Konno, Director, IP Bridge)
- Globally acceptable contract management (Teppei Oe, Senior Manager, IP Bridge (Attorney at Law, Patent Attorney))
- Cases of succeeded technology companies and their IP strategies (Masatoshi Taketani, Manager, IP Bridge)

#### Part 2 Utilize Singapore if you are aiming for a new market now!

- Rules for success in global expansion learned from an ace project producer in Singapore
  - Examples of Japanese companies' failure and how to avoid it- (Hugh Mason, Representative, Joyful Frog Digital Incubation (JFDI))
- Introduction of ManGO Factory, a support program for global expansion of Japanese companies, and Q&A session (IP Bridge/Mitsui Fudosan/JFDI)

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