
For Start-Ups That Will Drive New Industry Creation in Kashiwa-no-ha Smart City

**Mitsui Fudosan Begins Applications for Start-Ups Participating in
KOIL STARTUP PROGRAM 2022**

**Support through a package including provision of hands-on support, office environment,
demonstration fields, etc.**

Tokyo, Japan, May 11, 2022 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, has begun applications for its KOIL STARTUP PROGRAM 2022. The aim of the program is to encourage start-ups that will drive new industry creation. The program will be run at Mitsui Fudosan's innovation hub KOIL (Kashiwa-no-ha Open Innovation Lab; "KOIL") in Kashiwa-no-ha Smart City, where it promotes neighborhood creation through a public-private-academia partnership.

The program provides the necessary environment to support growth in the early stage of a business by packaging free use of KOIL for one year and start-up business growth support. Participating start-ups will have unlimited access to KOIL Park, the co-working space at the innovation hub KOIL, a meeting space for a diverse range of companies and individuals, and also participate in seminars to acquire rudimentary knowledge on how to promote business and practically create their own business model framework and business plan. Five months of subsequent one-on-one mentoring will provide the start-ups with the opportunity to carefully develop their own businesses.

KOIL has always promoted open innovation, and the creation of this program will encourage the concentration and growth of start-ups at Kashiwa-no-ha Smart City and the fostering of a start-up group community, as well as further accelerate new industry creation at Kashiwa-no-ha Smart City.

Features of KOIL STARTUP PROGRAM 2022

From May 11 (Wed), Mitsui Fudosan is accepting applications from early-stage start-ups for its business growth program at KOIL in Kashiwa-no-ha Smart City.

- (1) Hands-on business plan creation seminars and one-on-one mentoring**
 - Business plan preparation seminars, five months of one-on-one mentoring by TEP (TX Entrepreneur Partners)
- (2) Growth support including the provision of an office environment**
 - One-year unlimited use of co-working space KOIL Park, introduction to collaborations through Mitsui Fudosan according to the circumstances
- (3) Provision of demonstration field for demonstrating products and services**
 - Use of Innovation Field KASHIWA-NO-HA, a demonstration field that utilizes the entire city, and KOIL MOBILITY FIELD, a test circuit (both located in Kashiwa-no-ha Smart City)

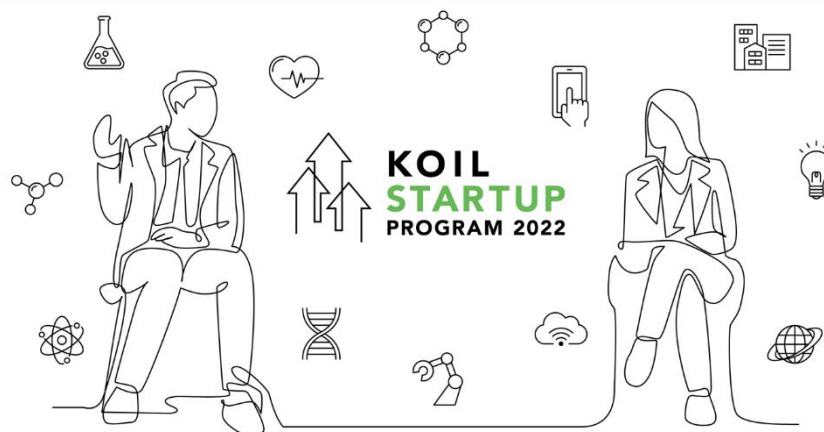
■Background to commencement of the program

Kashiwa-no-ha Smart City promotes a solution-orientated and community-orientated model based on the three themes of "symbiosis with the environment," "health and longevity" and "new industry creation." In terms of new industry creation, the city has supported start-ups through the 2014 opening of KOIL, a facility for combining the knowledge, technology and ideas of people from all walks of life, spanning different occupations and standpoints from entrepreneurs to consumers, as well as the provision of other facilities such as KOIL Park (co-working space) and KOIL Factory (provides digital fabrication devices), a community that generates collaboration, Innovation Field KASHIWA-NO-HA (demonstration field), and KOIL MOBILITY FIELD (test circuit supporting the mobility development of robots and drones in the process of development)..

This program particularly focuses on early-stage start-ups, with the main features being free usage of KOIL, business plan preparation seminars and one-on-one mentoring. Another feature unique to Kashiwa-no-ha Smart City is the availability of an environment for further business development in which start-ups can enhance their business models at the demonstration field in the city, and then demonstrate them on a demonstration field. In the future, the program will develop into partnerships with the start-up ecosystem and smart city-involved companies in an area centering on Kashiwa-no-ha Smart City, leading to further business growth.

The provision of the business plan preparation seminars and one-on-one mentoring within the program will be implemented in close cooperation with TX Entrepreneur Partners (“TEP”) which has a strong track record in helping technological start-ups such as those developed by universities and research institutions. A TEP mentor will closely support the creation of a business plan framework necessary for financing and otherwise steadily advance a business, and provide five months of attentive one-on-one mentoring depending on the business details of participants.

■KOIL STARTUP PROGRAM 2022 program details



Start-ups that apply to the program and pass the screening process will be offered the following content for free.

(1) Free use of the KOIL co-working space for one year	<ul style="list-style-type: none"> · Term: July 2, 2022 – June 30, 2023 · Number: Up to three individuals from each selected company (*Additional individuals may be added for a fee) · KOIL unlimited use plan (9:00 – 23:00 every day)
(2) TEP business plan creation Seminar participation	<ul style="list-style-type: none"> · Term: July 2, 3, 17 and 30, 2022 (4 days) Day 1-2 (July 2 – 3): Lecture & workshop Day 3-4 (July 17, 30): Group mentoring, presentation · One-on-one mentoring between July 2-30 (using Slack, etc.) *Seminars will be organized by TEP, and will include participants other than the companies selected as part of the program. *Please see the TEP website for details about seminars. (https://www.tepweb.jp/event/2022-bp/)
(3) One-on-one mentoring by TEP mentor	<ul style="list-style-type: none"> · Term: July 31 – December 28, 2022 · Multifaceted mentoring for the business plan framework created during the seminar in (2) above, and subsequent business development (using Slack, etc.)
(4) Demonstration project consultation in Kashiwa-no-ha Smart City	<ul style="list-style-type: none"> Consultation for demonstration projects for products and services of each company · Consultation about using Innovation Field KASHIWA-NO-HA · Consultation about using KOIL MOBILITY FIELD

· **Eligibility**

1. A start-up developing a business using technology (a corporation in principle, but including an individual intending to register a corporation) that is at the seed or early stage.
 2. Can participate in the entire program process. (*Dates currently determined as July 2, 3, 17, 30)
- *Any business segment can apply as long as it fulfills the above conditions.
 *Please state in the application if you are not registered as a corporation.
 *Seed/early stage generally means pre-venture capital – under 100 million yen in capital, with fewer than 50 employees. (However, this may not apply depending on the business details, and the final decision will depend on the screening.)

· **Selection criteria**

Decided based on a comprehensive judgement of factors such as marketability, competitiveness and viability of proposed business, compatibility with Mitsui Fudosan, and approach to program participation.

· **Application method**

Download the application form from the following website, fill it in, and send it by email by the application deadline.

【KOIL STARTUP PROGRAM website】 <https://www.koil.jp/topics/ksp2022/>

【Application submission address】 KOIL STARTUP PROGRAM Office im@koil.jp

【Application deadline】 To arrive no later than 23:59 June 10 (Fri), 2022

【Schedule】

May 11 (Wed)– June 10 (Fri), 2022	Application period
June 13 (Mon)– June 17 (Fri), 2022	Document screening, online interview
June 20 (Mon)– June 22 (Wed), 2022	Participating companies finalized and notified
July 2 (Sat)– July 30 (Sat), 2022	TEP business plan creation seminar (program term)
July 31 (Sun)– Dec 28 (Wed), 2022	One-on-one mentoring (program term)
Until June 30 (Fri), 2023	KOIL Park can be used for free after the end of the program

■Mitsui Fudosan Group’s contribution to SDGs

https://www.mitsui-fudosan.co.jp/english/corporate/esg_csr/

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs. Additionally, the Group formulated the following Group guidelines related to “Realize a Decarbonized Society” and “Diversity & Inclusion Promotion” in November 2021. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

References

Group Action Plan to Realize a Decarbonized Society

<https://www.mitsui-fudosan.co.jp/english/corporate/news/2021/1124/>

Diversity & Inclusion Promotion Declaration and Initiative Policy

https://www.mitsui-fudosan.co.jp/english/corporate/news/2021/1129_02/

* The initiatives covered in this press release are contributing to three of the UN’s SDGs.

Goal 4	Quality Education
Goal 8	Decent Work and Economic Growth
Goal 9	Industry, Innovation and Infrastructure

