



Seeking Products, Services, and Contents for 2020  
Introducing a Business Partnership Program for Startups



ASICS announces the launch of ASICS Accelerator Program, a business partnership acceleration program, for startups. The program is run jointly by ASICS Corporation, ASICS Japan Corporation, and ASICS Ventures Corporation. Spiral Ventures Japan LLP is an operating partner.

The theme for ASICS Accelerator Program is *Road to 2020*. The program seeks ideas from startups for products, services, and contents that would contribute to business opportunities in 2020, and aims to create new value together.

Applications from potential candidates will be open from March 5<sup>th</sup> through April 5<sup>th</sup> 2019, and after the first (written application) and the second round (interview) of screening, startups will be selected to participate in Demo Day. Selected startups will be consulted by ASICS mentors to brush up their business proposals toward Demo Day. Demo Day will be held in July this year, and ASICS executives will evaluate the proposals from startups before making a final decision on partnering. Then proof-of-concept will be conducted at stores, facilities, and events in Japan toward 2020.

One of the core strategies in the ASICS Growth Plan (AGP) 2020 is creating differentiated innovation, and ASICS focuses on creating revolutionary products, services, and processes that can bring about big changes in customer lifestyles and experiences.

Investment subsidiary ASICS Ventures Corporation has already invested in three startups in Japan. In addition, an accelerator program Tenkan-ten was implemented in Europe from September 2018 through January 2019, supporting business expansion and promoting business tie-ups for five startups.

ASICS Group wishes to achieve sustainable growth by partnering with startups that would create value, and developing new businesses.

### ○ Overview of ASICS Accelerator Program

Name: ASICS Accelerator Program

Application period: March 5, 2019 (Tue)~April 5, 2019 (Fri)

Application theme: 「Road to 2020」

Proposals of innovative products, services and contents that can be implemented at ASICS stores, facilities and events in Japan in the year of 2020

Ex)

- Proposal to provide with barrier-free<sup>1</sup> products and/or services for ASICS stores, facilities and events in Japan
- Proposal to enhance demand for tourism / inbound consumption in Japan
- Proposal for innovative sports services or contents for ASICS toward 2020
- Proposal of services or contents that people all across Japan can be supporter for 2020, etc

Requirements for applicants:

Startups less than 10 years since foundation, with incorporation completed, and product / service launched or to be launched soon.

ASICS Accelerator Program official site:

[https://corp.asics.com/en/ventures/accelerator\\_program](https://corp.asics.com/en/ventures/accelerator_program)

De-briefing session:

De-briefing session for this program will be held as follows.

Date: March 18 (Monday) 19:00 ~

Location: dock-Toranomon

(Shiroyama Trust Tower 4<sup>th</sup> Floor, Toranomom 4-3-1,  
Toranomom, Minato-ku, Tokyo)