

## “Brand & Retail” the newest acceleration program for Plug and Play Japan starting spring of 2019

Plug and Play Japan Co., Ltd. (HQ : Shibuya-ku, Tokyo, Managing Partner : Phillip Vincent), currently running programs for four different industries (Fintech, Insurtech, IoT, Mobility), announced that they will add a “Brand & Retail” program from the spring of 2019.

Plug and Play Japan welcomes Panasonic Corporation, which supported the launch of “Brand & Retail” in Silicon Valley, as the first founding partner for the Japan program. We will continue to recruit founding partners, as well as announce other partners on a later date.



### Brand & Retail



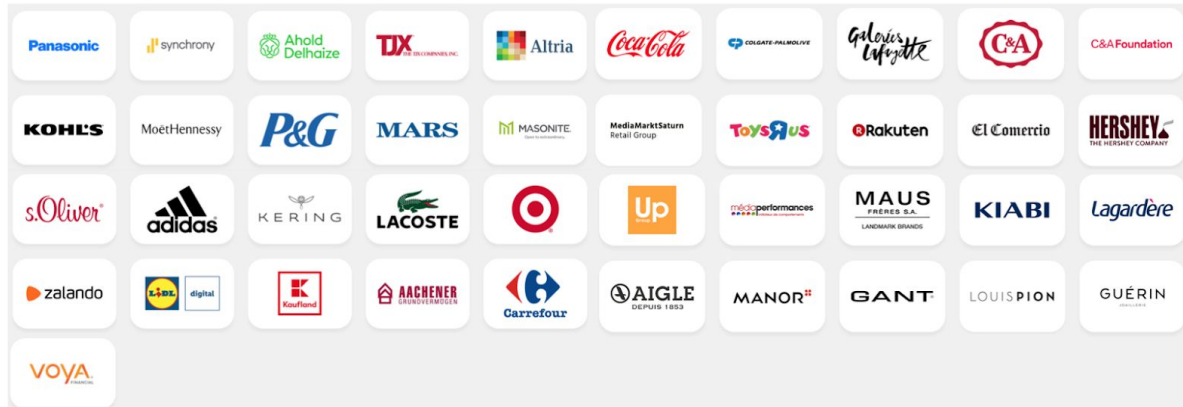
#### About “Brand & Retail” Program

The “Brand & Retail” program aims to form an ecosystem that connects forward thinking brands, retailers and CPGs with startups influencing the retail value chain. Some of the focus areas the program will look into will include:

- Customer data acquisition / analysis
- Improvement of customer experience at retail stores
- ECommerce
- Delivery / Logistics
- Hyper-personalization
- Omni channel
- New business model
- Fashion Tech
- Sports Tech

### **Partner at Silicon Valley headquarters**

Below are examples of startups accepted at Silicon Valley headquarters. In the three-month program (Batch 9) held most recently, 20 companies have been accepted.



Please refer to the website of the head office for details.

<https://www.plugandplaytechcenter.com/retail/>

### **About Plug and Play**

Plug and Play is a global innovation platform. Headquartered in Silicon Valley, they have built accelerator programs, corporate innovation services, and an in-house VC to make technological advancement progress faster than ever before. Since inception in 2006, their programs have expanded worldwide to include a presence in over 20 locations globally giving startups the necessary resources to succeed in Silicon Valley and beyond. With over 6,000 startups and 280 official corporate partners, they have created the ultimate startup ecosystem in many industries. They provide active investments with 200 leading Silicon Valley VCs, and host more than 700 networking events per year. Companies in their community have raised over \$7 billion in funding, with successful portfolio exits including Guardant Health, Danger, Dropbox, Lending Club, and PayPal. For more information, visit <http://plugandplaytechcenter.com>

### **About Plug and Play Japan**

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Establishment date : July 14, 2017

### **Inquiries from the press concerning this matter**

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