





Community Involvement and Development

KDDI conducts a variety of social contribution activities and aids community development through the development of technologies and grant activities. In these ways, we fulfill our role as a member of local communities.

 <p>▶ Active Community Involvement</p> <p>KDDI has established a Social Contribution Policy, and as a good corporate citizen we respond to the demands of society and earn its trust by using our technologies and human resources to contribute to society in Japan as well as overseas.</p>	 <p>▶ Educational Support for Local Communities</p> <p>KDDI is implementing a variety of initiatives, including career education and constructing schools in developing countries.</p>	 <p>▶ Communication with local communities</p> <p>KDDI conducts a variety of activities aimed at deepening communications with communities and contributing to their betterment.</p>
 <p>▶ Developing and providing technical skills for community development</p> <p>With an eye on the development of the international community, KDDI continues its numerous support activities for developing countries through efforts including specialist dispatching, technical support, and contribution activities.</p>	 <p>▶ Supporting the Growth of Venture Companies</p> <p>We actively support venture companies through such measures as cultivating and assisting the next generation of engineers and providing an array of services.</p>	

Active Community Involvement

Social Contribution Policy

The KDDI Group established its Social Contribution Policy in 2012.

As a good corporate citizen, we respond to the demands of society and earn its trust by using our technologies and human resources to contribute to society in Japan as well as overseas.

Basic Principles

Operating in accordance with the KDDI Philosophy, by satisfying all its stakeholders the KDDI Group seeks to contribute to society's happiness by encouraging fulfilling lives for people around the world in a sustainable manner.

Behavioral Guidelines

1. As a company involved in information and communications business, KDDI recognizes its social responsibility to address societal issues through the use of information and communications technologies (ICT). We aim to provide appropriate communication environments that are safe and secure for all people.
2. KDDI has established medium-term themes for its social contribution activities in five areas: "bridging the digital divide [1]," "sound development of youth," "environmental conservation," "social and cultural support," and "support in times of disaster." By maximizing our application of such resources as networks, products and services, we conduct social contribution activities through ICT, in a manner characteristic of KDDI.
3. Through communications with stakeholders, we notify and share information concerning ongoing improvements in the content of our operations, thereby contributing to society's development.
4. By sharing with KDDI Group employees our directions on social contribution activities, we pursue independent-minded activities as a good corporate citizen in the aim of achieving sustainable growth in tandem with society.

[1] Issue where an information disparity occurs between people who have access to information and communication technology such as the computers and the internet and those who do not.

The "+α Project" for Employee-participatory Social Contribution Activities

DATA Total contributions through the "+α Project" in 2013

¥8,783,500

The "+α Project" is KDDI's original employee-participatory social contribution project. Project members who are engaged in social contribution activities both within and outside the company are awarded points. These points are converted to cash at the rate of ¥100 per point, and this money is then donated by KDDI to charitable organizations recommended by the members. As of March 2014, the number of employees who are registered as members totaled 9,800 throughout the country, and the total number of points earned in 2013 was the highest on record. Donations during fiscal 2013 went to a total of 35 charitable organizations, including environmental-related non-profit organizations such as Omotehama Network and Sanriku Hitotsunagi Nature School as well as medical non-profit organizations such as Home Medical Care Support Association.

Social Contribution through Our Business

“Pieces of Hope” Click Donation Site

“Bring together many small friendly feelings to make a big hope.” With this wish in mind, KDDI has opened a click-based donation site, “Pieces of Hope,” on its Web site. Each click on the donation page is converted to ¥1, and KDDI donates the total amount to NPOs that undertake social contribution activities. In FY2013, total donations reached ¥2,275,951.



[“Pieces of Hope” Click Donation Site \(Japanese\)](#)

Support to Disaster-Stricken Areas

KDDI sets up a “Disaster Area Support Contribution Site” on EZweb when a major disaster strikes and donates all the proceeds earned from customer purchases of wallpaper.

[KDDI Kibou-no-Kakehashi \(Japanese\)](#)

Japan

	Total Contributions	Obtained from	Donated to
Typhoon No. 26	¥2,209,775	Disaster Area Support Contribution Site, KDDI	Japan Red Cross, Tokyo Metropolitan Chapter
Typhoon No. 18	¥1,442,811	Same as above	Central Community Chest of Japan

Overseas

	Total Contributions	Obtained from	Donated to
Typhoon Haiyan (Philippines)	¥5,086,720	Disaster Area Support Contribution Site, KDDI	Japan Red Cross
Flooding in Southeast Asia	¥988,554	Same as above	Japan Platform
Flooding in Luzon, Philippines	¥951,154	Same as above	Japan Platform
Flooding in Myanmar	¥600,054	Same as above	Japan Platform
Flooding in Northern India	¥2,036,687	Same as above	Japan Red Cross
Tornadoes in Oklahoma in the USA	¥1,415,000	Same as above	Japan Red Cross

Participation in Community-Rebuilding Projects in Disaster-Stricken Areas Suffering Depopulation

Since fiscal 2011, KDDI has implemented a variety of support activities in areas stricken by the Great East Japan earthquake. A total of approximately 400 KDDI employees participate in these activities.

Since February 2012, KDDI has been working with Oraga Otsuchi Yume Hiroba, which was started in the town of Otsuchi, Kamihei District, Iwate Prefecture immediately after the reconstruction of that town to help regain a sense of hope and a new future. The work being done with this organization is focused mainly on revitalization of industries that flourished before the disaster such as tourism, commerce and industry, the marine products industry, and agriculture as well as supporting daily life and employment. KDDI employees go to Otsuchi, where they engage in a variety of support activities such as holding discussions in temporary housing facilities, removing debris from the seacoast, cutting down trees that have suffered salt damage, reforming old Japanese-style homes, and helping with shipping scallops and wakame seaweed.



KDDI employees participating in activities in Otsuchi

▶ Highlight6 Support

Report on Activities during Fiscal 2013

KDDI employees were engaged in helping with the reformation of old Japanese-style homes for use as community facilities, maintenance of the surrounding environment, and shipping scallops and wakame seaweed.

Reformation of old Japanese-style homes	
May	Preparation of land and creation of crop fields near old Japanese-style homes
June	Preparation of land and creation of crop fields near old Japanese-style homes
Sept.	Trimming grass near old Japanese-style homes, pouring cement flooring for old Japanese-style homes
Nov.	Reconstructing floors in old Japanese-style homes
Activities in support of fishing	
Jan.	Recovering floats and sorting wakame seaweed
Feb.	Boxing scallops, etc.

Experiences of employees participating in support activities

I think the activities we are engaged in are very small things, but I believe that if these small-scale activities spread throughout society, they will have a large effect. Every time I participate I think about what it is that we can do. Even though we do not really have much of an effect, I want to continue activities that support the disaster-stricken areas.



Employees participating in volunteer activities

Experiences of people in Otsuchi

Oraga Otsuchi Yume Hiroba

We requested that KDDI get involved not only in the reformation of old Japanese-style homes but also in post-activity workshops. In these workshops we all sit in a circle and discuss what we learned from the experience of participating in the activity. Sometimes our discussions about the future of the town last until late into the night. The town residents who participate range from elderly people living in temporary housing to high school students and people in the fishing industry. Among the things that we have come to understand through these workshops are the merits of the town that we ourselves sometimes fail to notice. One reason for this is that things that we residents simply take for granted are seen as important assets by people who come in from cities. One of the important tasks before us is using this information to create a vision of our future.



Kazuyuki Usuzawa
Director, Oraga Otsuchi Yume Hiroba

New Otsuchi Fishing Cooperative

Before the disaster, Otsuchi was a fishing town where salmon ran upstream. It boasted a fishing ground in which the Oyashio and Kuroshio converge along its ria coastline, which is unique to the Sanriku region. Before the disaster, the total value of its annual catch was ¥1.1 billion, but the devastating effects the disaster had on this industry led to the de facto bankruptcy of the fishing cooperative and the drastic reduction in the number of producers. The Scallop Cultivation Cooperative (10 members including myself) is working hard under these conditions to reconstruct this fishing town. We want everyone in Japan to be able to enjoy Otsuchi's scallops and wakame seaweed, both of which are the finest in Japan. We anticipate further reinvigoration of the cooperation through our continued collaboration with KDDI's social contribution activities.



Shuichi Koshida
Director, New Otsuchi Fishing Cooperative,
Otsuchi Bay Scallop Cultivation Cooperative

Educational Support for Local Communities

Career Education

There is growing need for career education that cultivates children's ability to play their role in society as they create their own individual ways of life. KDDI is developing career education programs mainly for junior high and high school students with these goals in mind.

In fiscal 2013, KDDI held career education programs in a total of ten schools. These were not field trips or visits to the company; rather, these were programs designed to get students to have a deeper understanding of a variety of jobs and provide an opportunity to think about the sort of work they might like to do in the future through interaction with KDDI

employees who are working in the real world. The programs have been praised by teachers with comments such as, "There are not many companies that cooperate in career education programs. I am very grateful to KDDI," and "It was very easy to understand the explanation of the difference between working for a company and working independently."



A KDDI employee leading a career education class

Charity Concerts and School Construction

Cambodia, which was embroiled in civil war from the 1970s through the early 1990s, is currently in a recovery phase, including on the educational front. Each year since 2005, the KDDI Foundation has held charity concerts to support Cambodia. KDDI augments the funds that are raised through these concerts, which are provided to World Assistance for Cambodia, an NGO, to build schools.

Through these activities, each year a "KDDI School" is constructed to cultivate human resources that are adapted to internationalization and the use of ICT. In January 2014, the opening of Phnom Touch KDDI School, the ninth school KDDI constructed in Kampot Province, was marked with an opening ceremony attended by local villagers.



Group photo for the opening of the KDDI school

▶ [Highlight5 Hope](#)

Educational Support in Developing Countries

KDDI Foundation continued in fiscal 2012 to provide support to the NGO "Chisa-na Bijutsu (Small Art) School," which teaches painting to Cambodian children. Many of the children's paintings are used in the programs of charity concerts held in Japan and KDDI newsletters. In addition, notebooks with paintings made by children attending the Chisa-na Bijutsu School on their covers are distributed at concert halls to help solicit donations to the school.

Mobile decomposition classroom experience for families at KDDI Designing Studio

In August 2013, KDDI held a mobile decomposition classroom experience for parents and children at KDDI Designing Studio, teaching about mobile phone recycling with real live dismantling of parts by hand, including the camera, speaker, and LCD.

Through this activity, which children cannot normally experience, we were able to teach them the importance of recycling and many of the participants said that they would like to take part again next year.



Dismantling activity

Communication with local communities

Main social contribution activities around Japan

KDDI strives to deepen communications with people in local areas and takes part in activities that contribute to local communities.

Local development

Area	Main activities in fiscal 2013
Hokkaido	Participation in the "2nd Moiwayama Hill Climb Run"
Miyagi	Participation in the "Sendai PTA Festival"
Tochigi	Oyama Network Center opened to the public: 1,800 people visit
Saitama	KDDI transfers land in Komuro to Saitama Pref. and the town of Ina
Tokyo	Participation in the local event "i-i FESTA"
Yamaguchi	Held the Satellite Communication Demonstration & Parabola Antenna Light Up
Yamaguchi	Participation in the "Michi-no-Eki Niho-no-Sato" Agriculture Festival
Ehime	Participation in pre-marathon volunteer activities for the "52nd Ehime Marathon"
Fukuoka	Booth in the "Raising Tomorrow's Children" Festival
Fukuoka	Entered into an agreement with the City of Yame, Fukuoka Pref. and the Yamamura Juku for the model project "Ties of Friendship with Rural Areas"

Environmental protection

▶ Expansion of Forest Conservation Areas (Examples)

Cleanup activities

Area	Main activities in fiscal 2013
Hokkaido	Participation in the "Sosei River Park Cleaning & Beautification Activity"
Miyagi	Held cleanup activities after the "SENDAI Hikari Pageant"
Ishikawa	Participation in "Clean Beach Ishikawa"
Ishikawa	Participation in the "Asanogawa Cleanup Activity"
Ishikawa	Participation in cleanup activities after the fireworks display
Aichi	Held the "Omotehama Seashore Cleanup Activity"
Tottori	Participation in the "Tottori Pref. Hinogawa Cleanup Activity"
Hiroshima	Participation in the "Gomi Zero Clean Walk"
Yamaguchi	Held cleanup activity in the area around the Yamata Transmitting Station
Yamaguchi	Participation in "Aki-kan Zero no Hi"
Shikoku	Participation in "88 Clean Walk Shikoku"
Tokushima	Participation in "Hiwasa Clean Beach Activity"
Ehime	Participation in "Rito Meguri 2013 Mikan no Hi Walking & Beach Cleaning"
Fukuoka	Participation in "Hakata Station Cleanup Clean Day"

Fire prevention

Area	Main activities in fiscal 2013
Aomori	Entered into agreement with Aomori Pref. for the "Pact on Cooperation to Restore Service at Communications Facilities during Disasters"
Kanto	Participation in the Nine City & Prefecture Joint Disaster Drill
Tokyo	Held disaster countermeasure drill for an earthquake that occurs directly below Tokyo
Kanagawa	Participation in the first "Traffic Countermeasure Drill in times of Disaster held by Kanagawa Pref."
Ishikawa	Participation in the Kanazawa Office Building fire drill
Ishikawa	Participation in the Ishikawa Pref. Emergency Response Drill
Shizuoka	Held a disaster drill with Hamamatsu City Hall
Hiroshima	The KDDI Ebisu Office (Hiroshima Pref.) participated in a disaster drill
Saga/Kagoshima	Participation in Emergency Response Drills in Saga and Kagoshima Prefectures

Earthquake reconstruction support

Area	Main activities in fiscal 2013
Hokkaido	Supported the Sapporo Snow Festival "Tohoku Reconstruction Support Candle Event"
Iwate	Participation in support activities for disaster areas experiencing depopulation
Iwate	Participation in disaster area fishing volunteer activities in Otsuchi
Miyagi	Exhibited "Support Folded Paper Cranes" at the Sendai Tanabata Matsuri
Miyagi	Held the "Kesenuma Fishing Cooperative Volunteer Activity"
Miyagi	Held the "Support Activity for Strawberry Farmers"
Miyagi	Held the "Mina de Tsukuru Reconstruction Concert"
Tokyo	Supported the Fukushima Prefecture Event for Refugees Outside the Prefecture

Other

Area	Main activities in fiscal 2013
Hokkaido	Promotion of "Filtering Fukyu"
Hokkaido	Participation in snow plowing volunteer activities in areas of heavy snowfall
Saitama	Jr. High students from Minami Soma City (Fukushima Pref.) visited KDDI's research lab
Tokyo	In charge of the "Career Education" course at Chuo University
Tokyo	Company president gave lecture at the "Broadcast Memorial Day"
Tokyo	Company president gave keynote lecture at the "World ICT Summit 2013"
Tokyo	Held "KDDI Mobile Phone Class" at Senju Fire Station, Tokyo Fire Department
Tokyo	Held summer vacation special class "Taking Apart a Mobile Phone"
Tokyo	Held "Nishi Shinjuku Town Project x KDDI Mobile Phone Parent & Child Class"
Tokyo	Booth at the "1st Information Accessibility Forum"
Tokyo	Held "Charity Concert Classic 2014"
Tokyo	Booth at the "Mimi no Hi Memorial Culture Festival"
Toyama	Delivered lecture at the "Promotion of Women's Participation Event"
Aichi	Held "Work Experience Class for Jr. High Students" at au NAGOYA
Fukuoka	Delivered lecture at the "Promotion of Women's Participation Event"
Fukuoka	Participation in the "Forum on Building an Environment for Young People to Use the Internet in Fukuoka"

Developing and providing technical skills for community development

Efforts in Japan

Summer school

Each year KDDI Foundation sponsors science classes for elementary and junior high school students held by Tohoku University, Nagoya University, and Kyushu University.

The “Enjoyable Science Summer School,” designed to get students interested in science by having them participate in science experiments, is held every year at Tohoku University. The 20th class was held in fiscal 2013.

The experiments included making models using LED and electronic components. University students and professors taught the students about the mechanisms and how to make them.

Participating students from Sendai’s No. 2 Junior High School said they gained an understanding of the mechanism of radio waves and light-emitting diodes by constructing wave detectors and familiarized themselves with the basics of the technology. University student staff members said it was difficult to teach the children how to solder, but that they felt it was worthwhile because there were enthusiastic students who had come prepared.



Junior high school students who participated in the class

International Cooperation for R&D on Cyber Attack Forecasting Technology

KDDI represents a research institution comprising six companies and organizations on a publicly subscribed R&D project tendered by the Ministry of Internal Affairs and Communications, “Proactive Response Against Cyber-attacks Through International Collaborative Exchange.” In recent years, unauthorized access, information exploitation, and other types of cyber attacks have grown in scale and become increasingly sophisticated. Through this project, the Ministry of Internal Affairs and Communications seeks to enhance information collection networks and international collaboration related to cyber attacks. To this end, the ministry is promoting cooperation among Internet service providers (ISP), universities, and other organizations on the promotion of “Proactive Response Against Cyber-attacks Through International Collaborative Exchange.”

As part of this program, KDDI has installed sensors to monitor for cyber attacks at several overseas locations. Also, in cooperation with KDDI R&D laboratories and Nanotechnologies, the Institute of Systems, Information Technologies and Nanotechnologies, Secure-Brain Corporation, Yokohama National University, and Japan Datacom Co., Ltd., KDDI is promoting cutting-edge R&D related to the early detection and prevention of cyber attacks through international collaboration. Through this project, we aim to ensure the safety of important network infrastructure an essential part of Japan’s business foundation.

Supporting Yuichiro Miura’s climb to the summit of Mt. Everest

On May 23, 2013, Yuichiro Miura reached the summit of Mt. Everest for the third time and became the oldest person ever to achieve that feat. One of the things that supported him in this effort was KDDI’s B-GAN service.

“During high altitude climbs, information is your lifeline. B-GAN represents a great improvement in a mountain climber’s ability to get weather and medical information and to communicate information to those below. Increased speed means it takes less time to get video, and since there is a fixed price for data from the time you connect up to 1MB, I was able to remain connected while making my climb and get information from the sources in real time without worrying about the cost.” (Miura Everest 2013 Communications Supervisor)

Efforts overseas

International Cooperation Activities

Established in 2009, the “KDDI Foundation” undertakes a wide range of activities contributing to the healthy development of society as a major implementing agency for international cooperation.

Refer to the KDDI Foundation website for details.

- [KDDI Foundation](#)
- [Highlight5 Hope](#)

Development of Grant Activities

KDDI Foundation provides assistance to research and study in specific regions, including ICT-related field research, and provides grants to all types of social and cultural activities such as NPOs, foreign exchange students, and Japanese students studying abroad. In addition, it has a project that provides aid totaling approximately ¥70 million per year and awards the KDDI Foundation Prize to research that has produced exemplary results. It also links with universities to hold scientific experiment classes for elementary and junior high school students.

Accepting trainees from overseas

KDDI Foundation has taken over operation of the program to accept trainees from overseas that was started in 1957 by the company’s predecessor KDD (Kokusai Denshin Denwa Co., Ltd.). Up to March 2014 the program has accepted a total of 5,700 trainees from 144 countries. The program has made great contributions to human resource training in developing countries, with many of the trainees taking important jobs after returning to their countries.

In fiscal 2013 there were two courses: Small-scale communications for rural areas (remote areas) and Cyber-security policies and technologies for broadband communications.



Trainees from overseas

Provision of overseas ODA technical consulting

KDDI Foundation is conducting two official development assistance (ODA) technical consulting programs: The Project to Create a Trunk Network in the Mekong Region of Cambodia (CP-P5) and The Project to Create Communications Networks in Major Iraq Cities (yen loan; IQ-P17).

The Project to Create a Trunk Network in the Mekong Region of Cambodia (CP-P5) came about after KDDI and another consulting company received a request to consult with Telecom Cambodia (TC). An optical cable trunk transmission route (460 km) was built from Kampong Cham, Cambodia to Sihanoukville via the capital city Phnom Penh, a route along the Outer Ring Road of the Phnom Penh metropolitan area (30 km) as well as an optical access line in major cities. And it introduced the NGN next-generation communication system (IMS: IP Multimedia Subsystem). In fiscal 2013 contract negotiations were held with bid suppliers related to equipment procurement, agreements were entered into, and contracts went into effect.

The Project to Create Communications Networks in Major Iraq Cities (yen loan; IQ-P17) was begun in fiscal 2013 as a new ODA technical consulting program. Subcontracting agreements were made with Japanese companies that received orders from this consulting project to send personnel to support the consulting operations, IP engineers (several people) were sent to neighboring Jordan, support was offered to consulting operations related to next-generation network IP-related equipment, and field research and preliminary designs were done.

Japan Overseas Cooperation Volunteers and Senior Overseas Volunteers

KDDI has created a support system to allow employees to engage in activities in developing countries as Japan Overseas Cooperation Volunteers and Senior Volunteers while remaining employed by the company. Since 1967, a total 66 people have been sent to 23 countries as Japan Overseas Cooperation Volunteers and Senior Volunteers.

Project for Bridging the Digital Divide

KDDI recognizes that as a company that provides a network information service it must actively work to bridging the digital divide, a major social problem in developing countries. From fiscal 2002, KDDI Foundation has continued to focus its efforts in this field mainly on the countries of the Asia-Pacific region.

In fiscal 2013, KDDI set up and researched how to maintain Internet connections to isolated islands without telephone service in the Federated States of Micronesia in the Pacific Ocean. In Nauru, where phosphate rock mines have been completely depleted, KDDI created an optical fiber network to replace the government's LAN cables that were laid several decades ago and have since been exposed to the elements. The company makes sure the government's applications are quick and stable and that higher resolution video images could be sent.



KDDI's project being reported on by a local TV news program (Nauru)



Training of future doctors in front of a clinic on an isolated island (Micronesia)

<TOPICS> KDDI and KDDI Foundation receive certificate of appreciation from the Ministry of Communications and Information, Kingdom of Bhutan

KDDI and KDDI Foundation received a certificate of appreciation from the Kingdom of Bhutan for the Asia-Pacific Telecommunications Community (APT) project conducted for a year starting in 2012 in cooperation with the Bhutan Ministry of Communications and Information and local telecommunications companies.

This project organized the cooperative development of optical fiber, WiMAX, and Wi-Fi pilot networks in three rural (remote) areas in order to demonstrate the effectiveness of broadband communications technology and broadband applications in Bhutan.



KDDI representatives receiving certificates of appreciation from the Bhutan Ministry of Communications and Information

Dispatch of Technical Experts

In response to requests from the Japanese government, Japan International Cooperation Agency (JICA), and the International Telecommunication Union (ITU), since 1960, KDDI Group has played an active role in Japanese technology transfer programs by sending experts in telecommunications technology to more than 20 developing countries primarily in Asia, but also in Africa, South America, and other regions. This transfer of technology in telecommunication operations, switchers and transmission routes, and other fields based on KDDI's extensive experience has contributed to an improved telecommunications infrastructure and better international communication conditions in developing countries.

International Cooperation through International Organizations

KDDI Group is working to improve the state of telecommunications in developing countries through participation in communications-related international organizations such as ITU-D (ITU Telecommunication Development Sector) and APT (Asia-Pacific Telecommunications Community).

One of the projects being done with ITU-D is the creation of a variety of handbooks that are designed to contribute to the smooth development of telecommunications in developing countries. In this way, KDDI is using its know-how to provide information related to IMT systems and broadband systems. As part of the overseas research sponsored by APT, KDDI plans and operates research courses on mobile communications, broadband communications, and information security, among others.

These wide-ranging international cooperative activities are receiving high praise, and each year several participants are awarded international cooperation awards and international activity encouragement awards (both jointly awarded by the World Information Society Forum Committee/Japan ITU Society).

Supporting the Growth of Venture Companies

KDDI ∞ Labo (Mugen Labo)

In 2011, KDDI launched “KDDI ∞ Labo,” a program designed to support young engineers who are passionate about creating revolutionary Internet services for use around the world. This program provides total support to teams selected from a pool of applicants. This support ranges from service development support from the perspective of telecommunications companies to business support and promotion when they start up their business. In addition, KDDI provides a variety of other kinds of support such as communication space within its offices and free loans of terminals required for service development work. In the fifth round five teams were selected from a pool of approximately 100 companies that applied. During the three months on the program, these five teams developed their services. They were then evaluated for originality, marketability, and degree of completion. In the end, the smartphone auction application for women “Sumaoku,” which was developed by Zawatt Inc., was awarded the grand prize. The sixth round began in March 2014. Its three-month program under the concept of “From zero to one! Make a new global Internet service!” is currently underway.

KDDI is dedicated to continuing its efforts to support the commercialization of creative ideas and technologies with new initiatives such as the establishment of programs for students that are designed to train new engineers.



Participants in the sixth round of KDDI ∞ Labo

▶ Highlight3 Growth

KDDI Open Innovation Fund

The “KDDI Open Innovation Fund” was established in February 2012 as a corporate venture fund that supports promising venture companies. Funded by KDDI, it operates Global Brain Corporation. Funding is provided to nineteen companies both in Japan and overseas (as of April 2014), including the e-commerce companies LUXA (Headquarters: Shibuya, Tokyo), MONOCO (Headquarters: Shibuya, Tokyo), and ORIGAMI (Headquarters: Minato-ku, Tokyo), the user-created information site nanapi (Headquarters: Shibuya, Tokyo), the taxi dispatching service HAILO (Headquarters: London). KDDI cooperates with these companies and other venture companies that are leading the future of IT. But support is not limited to investments. KDDI collaborates via link-ups to its platform and services in a variety of ways, including linking up with Origami and Isetan to hold events at Isetan’s Shinjuku store, awarding presents to people who check into event locations using Origami’s app, and providing the Q&A service “Moya Moya nanapi for au” through a link-up with au Smart Pass. In 2014, KDDI is continuing its efforts to create financial link-ups with venture companies that use IT to improve people’s lives.



Capital alliance with LUXA