

Reference

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Hakuhodo DY Media Partners  
Digital Advertising Consortium  
United, Inc.

## **Three Hakuhodo DY Group companies to invest in the WiL Fund I, L.P.**

Hakuhodo DY Media Partners, headquartered in Minato-ku, Tokyo and headed by Hisao Omori, has joined two other Hakuhodo DY Group companies—the Digital Advertising Consortium and United—in investing in the WiL Fund I, L.P., established by one of Japan’s premier venture support firms, WiL LLC. The Digital Advertising Consortium (DAC) is headquartered in the Shibuya ward of Tokyo and is headed by president and CEO Hirotake Yajima. United also operates out of Shibuya under the leadership of Tomonori Hayakawa.

At 30 billion yen, the WiL Fund I, L.P. is one of the largest venture capital pools in Japan. Japan Hakuhodo DY Media Partners, DAC, and United are expecting their investment to support open innovation, particularly in the field of digital technologies. The companies are also seeking human resource development and other benefits through service tie-ups linked to the fund.

■ **For more information, contact:**

Hakuhodo DY Media Partners Public Relations Group  
c/o Yamasaki/Kiriake TEL: +81-3-6441-9347

Digital Advertising Consortium Executive Office  
c/o Furuya/Ashida TEL: +81-3-5449-6300

United, Inc. Public Relations/IR Manager [press@united.jp](mailto:press@united.jp)

## **Additional notes**

### **■ About WiL LLC**

WiL LLC is one of Japan's premier venture support companies, jointly funded by several major Japanese firms. It is headquartered in both the Silicon Valley and the Minato ward of Tokyo. The company is headed by Silicon Valley venture capitalist Gen Isayama, and is committed to uncovering, developing, and investing in promising tech startups.

### **■ About the WiL Fund I, L.P.**

The WiL Fund is used to invest in and incubate IT startups in Japan and other countries. Its goal is to promote open innovation projects in collaboration with fund investors. WiL Fund I services go beyond supplying and managing investment funds, supporting entrepreneurship within investor companies as well as the next generation of global entrepreneurs through training, development, and consultation. The fund works to strengthen ties between its investors while boosting the presence of Japanese corporations in Silicon Valley.

### **■ WiL Fund I, L.P. investment and incubation areas**

#### **1. Mobile**

Next-generation advertising (RTB, LBS, etc.), next-generation media (social networks, video distribution, etc.), entertainment (video games, apps, etc.)

#### **2. B2B**

Big data (business intelligence, recommendations, etc.), cloud services (CRM, storage, databases, etc.), finance (settlement, brokerages, etc.)

#### **3. MTM (Internet of Things)**

Consumer products (household appliances, automobiles, homes, wearable devices, etc.)

#### **4. O2O (Offline to Online)**

Next-generation commerce (linking online shops with brick-and-mortar stores), various services (advertising linked to geographical information, video games, entertainment, etc.)