

May 14, 2019

Invested in Cocktail Make, an Operator of the SaaS Video Creation Tool RICHKA

Accelerate growth of video creation technology infrastructure with an eye toward 5G

Dream Incubator Inc. (Chiyoda-ku, Tokyo; Takayoshi Yamakawa, President and Representative Director; hereinafter “DI”) hereby announces that it has invested in Cocktail Make, Inc. (Shibuya-ku, Tokyo; Yukiharu Matsuo, CEO; hereinafter “Cocktail Make”), a provider of RICHKA—SaaS that automatically creates video ads—in a Series A funding round. RICHKA leads the industry in the number of companies that have adopted the tool in Japan.*



COCKTAIL MAKE

Amidst the widespread of mobile devices and anticipated commercialization of 5G (the 5th generation mobile communication system), it is expected that a diverse array of content will increasingly be delivered using videos, which serve as a more enriched, dynamic way to transmit information than other medium.

With over several hundred formats to choose from, RICHKA utilizes AI-powered creation support to create effective ad videos within several minutes without requiring users to have specialized knowledge. Since its release in October 2017, over 200 companies—mainly ad agencies, media publishers, and SNS operators—have adopted the tool, and over 5,000 videos are being created monthly.

Going forward, DI will support business development of Cocktail Make and accelerate its growth. In doing so, DI intends to help Cocktail Make provide services in which anyone can simply create highly effective videos at low cost in response to increasing demand for creative videos. Further, DI will continue to support and invest in promising startup companies with potential to transform society, including those in seed stages.

*Number of companies that have adopted a video creation tool designed for corporate use.

■ Cocktail Make, Inc.

- Established: October 2014
- Capital: 268.3 million yen (including capital reserve)
- Business: Planning, development, and operation of the video creation tool RICHKA
- URL: <https://cocktail-make.com/>
- ▶ For more details about the funds raised, please see the [press release \(Japanese only\)](#) published by Cocktail Make.

■ About Dream Incubator Inc.

Dream Incubator Inc. (TYO: 4310), “The Business Producing Company”, supports the creation and growth of new businesses and industries through providing professional services like strategy consulting and business development support to its clients, business investment in its group companies and venture capital investment in startups.