

November 21, 2019
Dream Incubator Inc.

Dream Incubator invests in SHOWROOM, a company that operates a video live streaming platform

Dream Incubator Inc. (Chiyoda-ku, Tokyo; Takayoshi Yamakawa, President and Representative Director; hereinafter “DI”) hereby announces that it has invested in SHOWROOM Inc. (Shibuya-ku, Tokyo; Yuji Maeda, President and Representative Director; hereinafter “SHOWROOM”), a company that operates a video live streaming platform.

SHOWROOM

SHOWROOM operates the similarly named video live streaming platform SHOWROOM, guided by its mission of “creating a world in which disparities in opportunities are eliminated and effort is fairly rewarded.” By live-streaming video content from performers across a range of genres, SHOWROOM has created a new type of viewing experience for consumers who wish to support such performers in an immersive environment. As of October 2019, the platform had signed up over 3.28 million members. SHOWROOM also develops various other products and services that leverage new technologies such as virtual reality (VR) and augmented reality (AR).

Video content is expected to rapidly expand in tandem with the rollout of 5G networks across society, and through its investment, DI aims to support SHOWROOM in delivering immersive experiences to the world through “a combination of entertainment and technology.”

In the future, DI will continue to support and invest in promising startup companies, including those in nascent stages, to contribute to the creation of a better society. Going forward, venture capital investments made by DI in Japanese startup companies will be provided through DIMENSION, a DI-managed fund that aims to accelerate the growth of startups through all-encompassing management support.

■ **Comments from representatives of both companies**

Takamitsu Miyaso, Executive Officer at Dream Incubator Inc., Chief Executive Officer at Dimension, Inc.

“About three and a half years have passed since I first met President Maeda and the SHOWROOM team, and they have continued to work unwaveringly to realize their vision for the world since. President Maeda is genuinely dedicated to the management of his company, and my hope is that a growing number of individuals like him will come forward to help revitalize the Japanese economy. Through its ventures, DI has accumulated experience and networks by producing new businesses with large companies, government agencies, and municipalities. I look forward to sharing these with SHOWROOM, and work together to cultivate a future that promotes entrepreneurship.”

Yuji Maeda, President and Representative Director, SHOWROOM Inc.

“SHOWROOM operates the video live streaming platform SHOWROOM, guided by our management philosophy of ‘creating a world in which effort is fairly rewarded.’ DI Executive Officer Miyaso has resonated this philosophy and provided generous support to our company since our inception, and I look forward to what our companies can achieve together as a result of this new development. With the support of DI, we plan to work even harder to realize our ideal vision for the world.”

■ **About SHOWROOM Inc.** (<https://showroom.co.jp/>)

Representative : Yuji Maeda, President and Representative Director

Address : 10F/11F Shibuya Prime Plaza, 19-1 Maruyama-cho, Shibuya-ku,
Tokyo

Date established : August 3, 2015

Business : Operation of video live streaming platform SHOWROOM, program
production, etc.

■ **About Dream Incubator Inc.** (<http://www.dreamincubator.co.jp/>)

Dream Incubator, “The Business Producing Company”, supports the creation and growth of new businesses and industries by providing professional services such as strategy consulting and business development support to its clients, business investment in its group companies, and venture capital investment in startups. In September 2019, Dream Incubator launched the startup fund DIMENSION (<https://www.dimensionfund.co.jp/>), with 5.0 billion yen in investments.

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