

Japanese sustainability assessment and value creation start-up, founded on 10 years of academic research, is looking for strategic partners and investors in the EU

Summary

Profile type

Business Offer

Company's country

Japan

POD reference

BOJP20250207014

Profile status

PUBLISHED

Type of partnership

Commercial agreement
Investment agreement
Supplier agreement

Targeted countries

• **World**

Contact Person

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Term of validity

7 Feb 2025
7 Feb 2026

Last update

13 Feb 2025

General Information

Short summary

The company provides digital solutions helping businesses and institutions measure, improve, and monetize sustainability efforts. Based on 10 years of academic research in Japan, the company's methodology integrates with international sustainability frameworks and provides a clear path to monetizing sustainability efforts. Both strategic and financial partners are sought to expand the company activities in the EU.

Full description

A Japanese spin-off of a research lab specializing in sustainability assessment and value creation offers a digital platform for sustainability assessment and monetization. Its solutions help businesses and institutions measure, improve, and monetize sustainability efforts. The company's expertise is built on 10 years of academic research in Kyoto. It measures sustainability impact across key stakeholder groups and aligns with major global frameworks. Users can track progress, benchmark performance, and create sustainability assets with economic value.

The system is used by corporations, investment firms, and government bodies. It supports sustainability reporting, regulatory compliance, and investment analysis. Startups and SMEs use it to develop sustainability strategies. Financial institutions apply it to assess and monetize ESG initiatives.

The company seeks strategic partners, investors, and clients in the European Union. Collaboration will accelerate market entry, support regulatory alignment, and expand business opportunities. The goal is to integrate its sustainability solutions into the EU market and drive adoption across industries.

- **Strategic Partnerships**

The company plans to work with sustainability consultants, ESG advisory firms, and technology providers. Partners will gain access to its methodology, training, and certification programs. Joint business development and revenue-sharing opportunities will help expand market reach. In return, the company seeks partners with established networks and expertise in local sustainability regulations.

- **Investment Opportunities**

The company is looking for impact investors, venture capital firms, and corporate investors. Investors will enter a fast-growing market with innovative monetization models. The company seeks funding to scale in Europe and expand its sustainability technology. It values investors with experience in B2B growth and long-term partnership strategies.

- **Client Engagement**

The company provides tailored sustainability assessment solutions for corporations, investment firms, and government bodies. Clients benefit from a science-based methodology, benchmarking data, and actionable sustainability strategies. The company seeks businesses committed to sustainability transformation and willing to explore innovative approaches.

The company's methodology integrates with international sustainability frameworks and provides a clear path to monetizing sustainability efforts. Its expertise is recognized by institutions such as the UN Science Summit. The company aims to establish a strong EU presence, adapt its solutions to local standards, and support organizations in turning sustainability into a value-generating asset. The company is open to discussions with potential partners, investors, and clients. It offers flexible engagement models that create mutual benefits while advancing sustainable business practices in Europe.

Advantages and innovations

The platform is based on 10 years of academic research and integrates 45 major global sustainability frameworks. It structures sustainability assessment into 27 themes and 81 quantifiable goals, covering 1,200+ impact measurements across 7 stakeholder groups.

In comparison to current methodologies, it addresses 42% more widely recognized sustainability goals and offers objective measurement standards. The platform allows benchmarking across industries and organizations while accommodating both global and local applications. It has been validated through international peer-reviewed research and presented at the UN Science Summit for three consecutive years. Additionally, it has been implemented by a major Japanese financial institution to assess sustainability across more than 100 portfolio companies.

The company applies a structured, quantifiable approach to sustainability assessment, providing clear key performance indicators and accredited valuation methods. It offers benchmarking tools that support organizations in assessing sustainability efforts beyond regulatory compliance.

The system addresses well-documented challenges in sustainability measurement, including issues related to data access, consistency, and confidence, which are cited by 57% of organizational leaders. It also helps mitigate risks associated with “valuewashing,” a growing issue that has contributed to \$5.1 billion in capital outflows from ESG-focused investments. Furthermore, it provides a structured framework to assist the 43% of companies currently spending more time on sustainability reporting than on sustainability innovation.

The methodology is designed for flexible implementation across different organization types and sizes, including corporations, financial institutions, and government bodies. It facilitates alignment between corporate sustainability goals and regulatory requirements, ensuring that sustainability efforts are both measurable and strategically integrated.

Technical specification or expertise sought

Stage of development

Sustainable Development goals

- **Goal 11: Sustainable Cities and Communities**

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

The company seeks partners in technology, investment, and implementation to support its expansion in the EU.

About the Company's Sustainability Solutions

The company's primary offering is a comprehensive, holistic, action- and goal-driven sustainability assessment framework that is currently available for implementation. Additionally, a digital platform is planned for launch in 2025. This upcoming tool will provide organizations with an interface to track, visualize, and manage their assessment results and improvement plans.

A) Technology/Implementation Partners

The company offers different partnership models and is also open to discuss other approaches

Summarized outline

- Licensed Partner Program: Partners can license the sustainability assessment framework to integrate into their client services
- Referral: Partners can refer clients and receive compensation after successful implementations
- Co-creation of new products and services

Partners benefit from:

- Access to proven sustainability assessment methodology
- Training and certification program
- Ongoing technical support
- Revenue opportunities from their existing client base

Detailed outline of current partnership possibilities:

The company offers three distinct partnership approaches for sustainability technology and implementation collaboration in the EU market. The first is a Licensed Partner Program, where organizations can license the sustainability assessment framework to integrate into their existing client services. This includes comprehensive training, certification, technical implementation support, and access to benchmarking data.

The second model is a Revenue Share Program designed for organizations that wish to expand their sustainability offerings. Partners refer clients to the sustainability assessment service and receive compensation for successful implementations. This program includes support in client engagement and access to the complete assessment methodology, allowing partners to enhance their service portfolio without significant investment.

The third approach is a Co-Creation Partnership, enabling joint development of new sustainability solutions. This model combines the company's framework with partner expertise to create customized implementations for specific industries or needs. Partners share in revenue from co-developed solutions, creating long-term value for both parties.

B) Investment partners

Investment partners consist of venture capital firms, institutional investors, financial institutions, and government-affiliated funds specializing in sustainability. Their role is to provide strategic capital for EU expansion and facilitate connections with financial institutions.

The company welcomes partnerships with organizations of all sizes that demonstrate:

- Expertise in sustainability consulting or ESG advisory
- Established client relationships

- Commitment to sustainability transformation
- Capacity for implementation support

While larger organizations (50+ employees) have been the company typical partners, they recognize that specialized boutique consulting firms often have deep expertise and strong client relationships in the sustainability sector. Partnership evaluation will focus on capabilities and market alignment rather than organization size.

Type of partnership

Commercial agreement

Investment agreement

Supplier agreement

Type and size of the partner

• **SME 50 - 249**

• **SME 11-49**

• **SME <=10**

• **Big company**

Dissemination

Technology keywords

Market keywords

- **02007006 - Other system software**
- **02007001 - Systems software**
- **02007011 - Manufacturing/industrial software**
- **02007022 - Software services**

Targeted countries

- **World**

Sector groups involved