

Press Release

September 12, 2022

Business Alliance with MONO Investment

Expand solutions in both BtoC and BtoB areas to resolve the issue of assets after retirement

Tokyo, Japan – MINKABU THE INFONOID, Inc., (hereinafter “Minkabu”, Representative: Ken Uryu, Founder and CEO/CFO) and MONO Investment, Inc. (hereinafter “MONO”, Co-Representatives: Ryo Nakanishi and Shin Sasaki) are pleased to announce today that Minkabu and MONO have reached an agreement on business alliance (hereinafter “Alliance”) intended to utilize their assets and expertise in the areas of asset building support for individual investors and CRM (Customer Relationship Management) for financial institutions.



Background of the alliance

In the BtoC area, Minkabu provides financial information media, “MINKABU” and “Kabutan” for individual investors, and in the BtoB area, it provides solutions of informational data and system development for corporate clients mainly consisting of financial institutions.

Demand for comprehensive supporting solutions across companies and industries such as bank, brokerage, and insurance, from the education of asset building to asset management is increasing, since funds after retirement is a social issue to be resolved in Japan.

In the BtoC area, Minkabu goes forward with providing comprehensive financial services across companies and industries, by utilizing the “MINKABU ASSET PLANNER”, asset management tool, and “MINKABU ASSET PARTNERS (Registration of financial instruments intermediary service provider is in the process)” a subsidiary which will operate financial instruments intermediary business via the internet. At the same time, in the BtoB area, Minkabu actively goes forward with providing system solutions by utilizing modern technology such as API and blockchain, which realizes the cooperation across companies and industries.

The alliance partner, MONO, is a FinTech start-up established in 2020 that provides the CRM tool, “MONO Investment” mainly for IFA (Independent Financial Adviser), and “Investment Concierge”, financial information media for individual investors. The MONO’s services have competitive advantages in account aggregation feature that consolidates multiple brokerage accounts, and portfolio analysis feature that designs an optimal asset allocation across various asset classes. These functionalities are indispensable for comprehensive solutions from asset building to asset management. Through the Alliance, MONO’s assets and expertise are actively utilized to resolve the issue of funds after retirement that Minkabu addresses in both BtoC and BtoB areas.

Detail of the alliance

1. Support of asset building for individual investors

Minkabu’s asset management tool, “MINKABU ASSET PLANNER” and MONO’s financial information media, “Investment Concierge” will gradually be fused for maximizing the revenues of both companies. More specifically, the Alliance plans reciprocal customer transfers and seamless login between “MINKABU ASSET PLANNER” and “Investment Concierge”, enhancement of services through the collaborations such as sharing the information data both Minkabu and MONO have, and promoting joint projects.



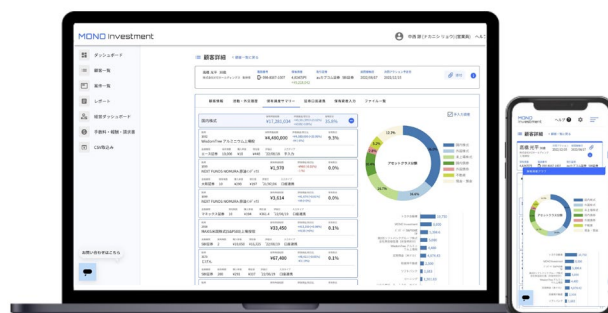
2. CRM for financial institutions

Under the Alliance, Minkabu becomes an exclusive partner in the sale of MONO’s CRM tool, “MONO Investment”. “MONO Investment” is the service that specializes in asset management consulting businesses such as IFA, brokerage, and bank, and its core functionalities are “Visualization of customers’ assets”, “Support for the suggestion of asset management”, and “Customer management and streamlining the work”.

Recently, the IFAservices, which can provide financial advice independent from financial institutions, are attracting attention as being to realize customer-oriented financial suggestions. In addition to common CRM functionalities, “MONO Investment” gets high acclaim especially in the IFA industry since it provides the streamlining functionalities specific to the IFA business such as account aggregation of customers’ multiple brokerage accounts which supports portfolio suggestions to investors, and management of fees which helps to reduce their administrative workload.

資産運用コンサルティング業界特化型CRM

MONO Investment



In addition, recently it becomes common for Japanese financial institutions to adopt “Principles for customer first business practices” introduced by FSA, and the demand for a tool like “MONO Investment” that can suggest not for financial institution’s convenience but the best financial instruments to meet customers’ purposes and needs is expanding.

By leveraging the over 400 customers of Minkabu mainly consisting of financial institutions, Minkabu and MONO jointly accelerate the growth of “MONO Investment” and the seamless linkage between “MINAKBU Sales-Cue”, information services for financial retail services, and “MONO Investment” which helps the enhancement of the consulting capabilities of Japanese financial institutions.

■MINKABU THE INFONOID, Inc. (<https://minkabu.co.jp/en>)

Minkabu operates large scaled media in Japan namely “MINKABU”, an asset building information media, and “Kabutan”, stock information dedicated media. Through these media, Minkabu provides various financial information including cryptocurrency, forex, commodity futures, mutual funds, insurance, and real estate, as well as stocks. In addition, Minkabu provides various solution products to financial institutions, utilizing crowd inputs of users’ posting and browsing, and AI which analyzes big data and instantly generates content.

Company Name: MINKABU THE INFONOID, Inc.
Head Office: 1-8-10 KudanKita, Chiyoda-ku, Tokyo
Founded: July 7th, 2006
Representative: Ken Uryu (Founder and CEO/CFO)
Business: Media business, Solution business
Group companies: Prop Tech plus Inc., Robot Fund Co., Ltd.,
MINKABU ASSET PARTNERS, Inc.,
MINKABU WEB3 WALLET, Inc.

■ Information media operated by MINKABU Group

MINKABU: <https://minkabu.jp/>
Kabutan: <https://kabutan.jp/>
Kabutan US Equities: <https://us.kabutan.jp/>
MINKABU Choice: <https://minkabu.co.jp/choice/>
Japan REIT.COM*: <http://www.japan-reit.com/>
JAPAN PRIVATE REIT.COM*: <https://www.japan-private-reit.com/>

*operated by Prop Tech plus Inc.

■ MONO Investment, Inc. (<https://corp.monoinv.com/>)

MONO Investment, Inc. is a FinTech company providing CRM tool, “MONO Investment” which specializes IFA. The tool provides the solutions for operational efficiency of IFA from sales pitch to operation management with the functionalities of account aggregation, customer management, project management, etc.

Company Name: MONO Investment, Inc.
Head Office: 4-4-17 Minami-Shinagawa, Shinagawa-ku, Tokyo
Founded: January 19th, 2020
Co-Representatives: Ryo Nakanishi and Shin Sasaki
Business: Development and operation of Web services

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