

PRESS RELEASE

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BlueMeme Inc.
BlueMeme Partners Inc.

BlueMeme Partners Launches First Fund, Aims to Solve Social Issues through Creation of New Industries

Aiming to invest in start-ups that contribute to the international competitiveness of Japanese companies

BlueMeme Partners, a subsidiary of BlueMeme Inc. has established BlueMeme No.1 Investment Limited Partnership (BlueMeme No.1 Fund).

BlueMeme No.1 Fund

BlueMeme No.1 Fund is an innovative venture capital firm, providing distinctive expertise to tackle social issues addressed by promising start-ups, and ensuring their robust value growth. We aspire to cultivate a start-up community by identifying and supporting companies through our distinctive perspective. This ecosystem is dedicated towards nurturing start-ups that enhance the global competitiveness of Japanese businesses.

Mission and Philosophy

- To enhance the global competitiveness of Japanese companies, we will identify and cultivate world-class start-ups and start-ups that can reinforce the competitiveness of global companies, utilizing the agile concept.
- We aim to cultivate businesses that contribute to solving social issues and create industries that can realize both quality and quantity in sales and profits.
- Contribute to the development of the Kanda Jimbo Cho area to encourage the growth of numerous globally innovative companies and energize Japan by creating a unique startup ecosystem.

BlueMeme No.1 Fund will collaborate with external limited partnerships to create a startup ecosystem involving more investors and start-ups, thereby promoting the new value creation. Yasuda Real Estate Co., Ltd. which supports the mission of BlueMeme No.1 Fund participated as an LP investor upon this first close.

Background of Fund Establishment

Since its founding, BlueMeme's management philosophy has been to create new value beyond conventional concepts, to change norms, and to continue to take on the challenge of constant cultural evolution. Leveraging our extensive experience in identifying nascent business opportunities and fostering their growth among our clientele, we established BlueMeme Partners as a subsidiary with the expectation of achieving strong performance in startup investments.

BlueMeme Partners has observed that many venture firms suffer from the following challenges.

- Discrepancy between vision and technology
- Inability in establishing a development structure due to engineer shortage

- High-quality products do not translate to increased sales

BlueMeme Group possesses the expertise to address these challenges, and BlueMeme Partners' unique perspective in identifying and nurturing early-stage companies promises successful investing. Therefore, we have established a fund to drive our investment business.

Investment Targets and Support Policies

BlueMeme Partners assists start-ups, the new gems in this era of technological complexity, in achieving their vision by emphasizing “agile team building for small teams to achieve great results,” “system development methodologies to minimize man-hours,” and “development methodologies that leverage the latest technologies.”

Our primary investment focus is on seed to early-stage companies, aiming to increasing the value of organizations during phases that demand rapid business acceleration, despite their smaller size. Our exit strategy involves cultivating companies with business models and technologies that can bring widespread satisfaction and enable independent management. We remain flexible in considering various exit options, such as trade sales and IPOs, while aligning with the preferences of the management and employees of the portfolio companies.

About BlueMeme

BlueMeme holds a prominent position in the Japanese low-code development market, having introduced OutSystems, a low-code development platform, for the first time in Japan in 2012. The company's unique development methodology, known as “AGILE-DX,” enables the effective implementation of Agile and low-code practices. BlueMeme is dedicated to enhancing the international competitiveness of Japanese businesses by leveraging the latest technologies for next-generation information system development and achieving digital transformation (DX) to adapt to disruptive changes. As of 2021, BlueMeme is listed on the Tokyo Stock Exchange under the corporate code “4069.”

About BlueMeme Partners

BlueMeme Partners, a wholly owned subsidiary of BlueMeme, was established in April 2022 as an investment company. Drawing on the ability to identify and support startup companies from the unique perspective of the BlueMeme Group, BlueMeme Partners is committed to enhancing the international competitiveness of Japanese businesses through strategic investments.

The impact of this matter on business results will be minor.

Press Contact

BlueMeme Group Public Relations Office Attn: Oshiyama & Uehara
TEL: 0570-080-016 E-mail : webmk@bluememe.jp