

FOR IMMEDIATE RELEASE

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Dentsu Sponsored SPORTS TECH TOKYO Receives the 2nd Japan Open Innovation Prize JSA Commissioner Prize

Dentsu Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hiroshi Igarashi; Capital: 10,000 million yen), and US-based venture capital firm Scrum Ventures LLC jointly sponsored sports x technology world acceleration program SPORTS TECH TOKYO¹ has received the 2nd Japan Open Innovation Prize² (sponsored by the Cabinet Office, Government of Japan and others) Japan Sports Agency (JSA) Commissioner Prize.

The newly established JSA Commissioner Prize is conferred to individuals and organizations engaging in outstanding efforts from the perspectives of promoting science, technology and scholarship in the field of sports. SPORTS TECH TOKYO was recognized for its global efforts contributing to the promotion of open innovation as a mechanism for expanding business not only in the field of sports, but also in peripheral areas, as well as deployment of unused resources to other industries.

Dentsu will, in addition to existing activities in the sports world, contribute to the further developments in sports around the world and invigorate the sports industry.

Notes: 1. SPORTS TECH TOKYO

Acceleration program implemented under the theme of sports tech (sports x technology) conducted on a global scale (sponsor: Dentsu Inc.; Program Partner: Scrum Ventures LLC). Approximately 300 startup companies from 33 countries throughout the world applied for the first meeting held in 2019. At present, in addition to startups, about 200 individuals and organizations participate in the program, including domestic companies, sports teams and sports organizations, sports business-related organizations and the media.

SPORTS TECH TOKYO Official Website: <https://sportstech.tokyo/?en>



2. Japan Open Innovation Prize

To further promote open innovation in Japan, the government has established a policy whereby a prize is conferred to recognize highly innovative and original initiatives anticipated to become future role models. Implemented since fiscal 2018, this prize is the successor to the Industry-Academia-Government Collaboration Contributors Prize, which had been held 15 times up to fiscal 2017.

Japan Open Innovation Prize Official Website:

<https://www8.cao.go.jp/cstp/openinnovation/prize/index.html> (Japanese only)



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