

JIC Venture Growth Investments has invested in AIQ, Inc, a start-up providing marketing support software as a service for social commerce

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JIC Venture Growth Investments (VGI) has acquired the share in AIQ, Inc. (AIQ) through its JIC Venture Growth Fund 1 (VGF1).

AIQ was established in 2017 as one of the start-ups providing marketing support software as a service for social commerce. AIQ, based on its analysis of AIQ's corporate customers, has been providing the marketing support systems automatically generating plans for sales and operations that potentially improve sales of AIQ's corporate customers. Also, AIQ has been expanding its customer base and has been developing its business model by using reliable good data, unique technologies and sales activities.

Through this investment in AIQ, VGI aims to realize new ecosystems for social commerce in Japan, such as development of monetization mechanisms by utilizing marketing methods that meet the needs of the times. Also, AIQ, which has a business activity base in Hokkaido, intends to boost regional economy by increasing its local fans and creating products with the fans. Ultimately, VGI intends to improve transparency and productivity of the regional industry, by which everyone can enjoy the environment of rural area and career development.

VGI is confident that AIQ will accelerate its growth and increase its enterprise value and eventually become a leading company providing marketing support software as a service for social commerce, through this funding and VGI's hands on support for value up.

This information contained in this notice is current at the time of publication and subject to change without notice.

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