



Making Tokyo the World's Most Startup-Friendly City

Opened in November 2023, Tokyo Innovation Base is a hub that provides support to startups, connecting them to various international and domestic players such as, accelerators, venture capital firms, universities, and local governments.

Tokyo Innovation Base is located on the second and third floors of SusHi Tech Square.

Since Tokyo Innovation Base (TIB)'s opening, it has become an important base where startups and their supporters can gather and interact. Featuring a large event space that can fit around 300 people, the base has a variety of functions that serve different needs. Events and support programs allow founders to connect with various players such as cohorts, supporters, and senior entrepreneurs who can help assist them through the challenges of startups.

Tokyo is the richest city in the world with a nominal GDP of over 1 trillion dollars, while also being one of the cities with the highest quality human resources

and safest environments in Asia, making it an ideal spot to start a new venture. TIB is one of the concrete ways the Tokyo Metropolitan Government (TMG) is seeking to reach its "10x10x10" goal, as part of its startup strategy Global Innovation with STARTUPS. By 2027, the TMG aims to increase the number of Tokyo-based unicorn companies, startups created in Tokyo and the number of public-private partnerships with the TMG by 10 times over.

TIB functions as a node for innovators from around the world, and also serves as a point of contact for overseas startups and entrepreneurs looking to

expand into Tokyo, serving various support needs ranging from business to lifestyle. Founders can learn about the business environment in Tokyo and also get opportunities to connect with large companies.

According to the Global Startup Ecosystem Ranking published by US research company Startup Genome, which ranks the world's cities in order of ease of startup growth, in 2024 Tokyo drastically rose to 10th place from 15th place in 2023.

One possible factor behind this was an increase in the number of large-scale exits, with the city becoming more active in developing its ecosystem.

However, the amount of funding raised per startup is still small compared to the rest of the world, and in order for the city to develop further, it is necessary to nurture startups targeting not only the domestic market but also markets overseas. As such, TIB's main goal is to become a node for innovation around the world, while also acting as the first point of entry for international startups and investors wanting to expand into Japan.

"Create Together" Through Unified Public-Private Partnerships

As of the end of May 2024, 30 companies and organizations were part of the first wave of TIB Starting Members, who worked with TMG officials to plan and carry out projects since the organization's launch. The second wave of Starting Members kicked off a few months later in September 2024, and companies, organizations, universities, and local governments across Japan are applying to become TIB Partners, who organize events and programs that aim to support startups.

Asia's largest startup conference, SusHi Tech Tokyo 2025, will be held at Tokyo Big Sight in May 2025. This will accelerate open innovation in Tokyo by further enhancing opportunities for startups to negotiate with investors and interact with other cities around the world. The two initiatives of TIB and SusHi Tech Tokyo will create a cycle of continuous innovation.



One of the many events held at TIB