

Japan unveils Well-BeingX to shape future of wellness

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Applications open for Scrum Studio's fourth Open Innovation Programme offering co-development and investment opportunities for wellness startups



Scrum Studio Inc. has announced the launch of Well-BeingX, a new open innovation programme dedicated to helping scale and grow startups developing products and solutions that enhance wellness.

Officially open to applicants, Well-BeingX seeks startups across industries with a shared mission to improve well-being – an area rapidly growing as consumers seek more personalized tools and technologies to improve their health while broadening their needs to include fitness and nutrition, as well as mental, environmental, and social wellness.

Applicants to the programme will be selected based on criteria set by Scrum Studio and four Japanese partner corporations including Sumitomo Life Insurance Company, Tokyo Tatemono Co., Japan Tobacco Inc., and Hakuhodo Inc. (supporting partner). Categories considered include Personal Care & Wellness Nutrition & Health Care, Aging & Care, Insurance & Health Management, and Mind & Body.

Kobe City and Tokyo Shibuya-ward, two cities in Japan known for innovations in tech and growing startup culture, and Osaka Chamber of Commerce, an economic organization based in Osaka, will also participate in the programme, leveraging their deep networks with local stakeholders to provide insights and locations for product demonstrations.

The programme will also offer support from Tokyo's Cambridge Innovation Center (CIC), a global leader in building and operating innovation campuses that support the growth of entrepreneurs and startups.

After undergoing a competitive selection process, chosen startups will have the opportunity to co-develop their business with Japanese companies while working closely with mentors in the field. Scrum Ventures may also provide seed funding to companies that best align with the wellness mission.