

Shiseido Begins Collaboration with Startup Companies Under its New Research Center's Open Innovation Program "fibona"

Shiseido Company, Limited ("Shiseido") will commence collaboration with startup companies as part of the activities of "fibona", an open innovation program led by the Shiseido Global Innovation Center (GIC). "fibona", which consists of four activity plans, is a program of co-creation with external partners in pursuit of creating new value and innovation that goes beyond cosmetics in the beauty field.

For the activity plan "Collaboration with startup companies", we called for the participation of companies in July this year. After internal review, we've decided to work with three companies towards our co-creation activities. Going forward, we will continue to seek the fusion of unique, innovative ideas from startup companies with the research and development capabilities in our existing businesses, as well as commercialization aiming to create value in unprecedented new business fields.

Background of launching the program

The GIC started its full-scale operation in April 2019 as an urban open lab. "Fusion of diverse people and knowledge" has begun to occur at the GIC, encouraging communication with consumers and researchers centering on open spaces in its lower floors, collaboration with external research institutes inside and outside Japan, and introduction of diverse working styles for the researchers. Through "fibona", we will create new value that excites and inspires the world by fusing the unique ideas and technologies of external partners with Shiseido's expertise in beauty and science.

We will continue to realize our corporate mission "BEAUTY INNOVATIONS FOR A BETTER WORLD" through various innovations.

Four fibona activity plans

1. Collaboration with startup companies

This is an acceleration program aimed at co-creation with startup companies in the beauty tech industry. This time, we called for participants under the theme of "Beauty Wellness". Going forward, we will push for the review of practical approaches such as joint research and commercialization.

2. Collaboration with consumers

By using GIC facilities and contents such as "S/PARK Studio" and encouraging researchers and consumers to communicate directly with each other about product experiences and feedback after use, we will develop products and solutions from a consumer perspective.

3. Launching beta versions with speed

In order to promptly introduce beta versions of newly-developed technology into the market, we will utilize crowdfunding services and actively exhibit on beta version launch platforms.



Quoted from the Fibonacci sequence, which is used to calculate the Golden ratio showing a harmonious and beautiful proportional relationship. It implies the meaning of multiplying "Universal Beauty" by the beauty that Shiseido aims for.






Announcement of startup companies towards co-creation.

4. Creating a new research climate

We will create a research climate that stimulates the passion and imagination of researchers who deliver innovation through the fusion of diverse knowledge and people in the beauty field meeting up with researchers from various beauty-related industries (exchange meetings).

Current list of collaboration companies

Company name	Representative	Established	Company overview
Digital Artisan Inc. 	Representative Director Yuji Hara	July 2017	Creates business prototypes based on knowledge of researchers, engineers and artists. Provides services using 3D digital technology. https://www.digitalartisan.co.jp/
no new folk studio Inc. 	CEO Yuya Kikukawa	October 2014	Develops and sells smart footwear "ORPHE", shoes with unique sensing technology that precisely measures and analyzes movement of the foot. https://orphe.shoes/
YUKASHIKADO Inc. 	Representative Director and CEO Shinya Minobe	March 2013	Provides nutrition improvement services tailored according to individual physical constitution and nutritional balance. Provides personal nutrition testing that reveals nutritional status from urine samples. https://www.yukashikado.co.jp/

* Company names in alphabetical order