

Social Investment Partners  
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## **Press Release**

August 12th 2015

### **Social Investment Partners Supports “AsMama, Inc.”**

**Creating a society where parents and children can support each other among a safe and comfortable network of peers by providing “Kosodate Share”**

Social Investment Partners (“SIP”) (led by CEO Tomoya Shiraishi, based in Minato Ward, Tokyo, Japan) is pleased to announce a 30-million-yen financial investment into AsMama, Inc.. (“AsMama”), a for-profit company that promotes community building for parents to share the responsibilities of childcare amongst their peers. The investment will be made over the course of 3 years through the Japan Venture Philanthropy Fund, a fund jointly managed by SIP and Nippon Foundation (led by Chairman Yohei Sasagawa, based in Minato Ward, Tokyo, Japan). In addition to investing 30 million yen in the form of convertible bonds, SIP will provide ongoing management support to AsMama.

AsMama has established itself as a social platform connecting parents who need childcare support with people and corporations willing to offer their assistance, as well as an online space for parents to build their own personal support system amongst one another in a safe environment. AsMama aims “to create a system that empowers all to pursue and fulfill their goals both at work and at home.”

In Japan, a country where its aging society faces an increasingly shrinking working population, many women are unable to work or pursue meaningful careers after giving birth. AsMama recognizes the critical need for society to rectify such absence of a community support system. AsMama offers a unique business model, where users have the opportunity to network with other users in person at events hosted by the company, and later utilize the online service “Kosodate Share” to arrange babysitting and nursery carpool within such network for a fee of just 500 yen per hour. Furthermore, AsMama

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does not generate revenue from such fees, but derives its revenue from the marketing budget of companies that want to target AsMama users. Hence, AsMama provides a solution for both users and various corporations looking to market their products and services.

AsMama has accumulated 25,000 registered subscribers, boasting an 80%-plus return rate. AsMama's great growth potential is attributable to their unprecedented value added services, such as Mama Supporters (caregivers certified by AsMama) and liability insurance that protects users from accidents.

"JVPF is the ideal partner because our views are aligned in that we aim to solve social problems while maintaining and growing sustainable business, which is why we entered into this partnership," said Keiko Koda, CEO of AsMama. "AsMama will continue to join forces with synergistic partners to work towards creating a society where parents and children can support each other among a safe and comfortable network of peers."

"AsMama solves a social problem in the area of 'childcare support' with its innovative business model and has great potential to contribute to the growth of the Japanese economy and society, which is why JVPF chose the company as its first ever equity investment deal. We will utilize our management resources to its fullest for AsMama to attain social impact and business growth," said Tomoya Shiraishi, CEO of SIP.

SIP selects its partner organizations based on size of social impact, sustainability, scalability, leadership of the management and mission and vision. By providing a platform where parents can connect and help each other in a safe and comfortable network of peers, AsMama not only strives to provide a solution for one of Japan's major social issues but also promotes self-fulfillment and social participation which has great significance for society overall. Over a 3-year span, SIP will provide a 30-million-yen equity investment through JVPF, as well as collaborate with pro-bono partners to support AsMama in its business expansion, bolstering of its business foundation and organizational structure, and promotion of public awareness and understanding toward its business.

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<About the organization receiving support>

About AsMama, Inc.:

A corporation creating a society where parents and children can support each other among a safe and comfortable network of peers

[Address] 1306 Acty Yokohama Yamashitacho, 73 Yamashitacho, Nakayamaku, Yokohama, Kanagawa, 105-0004

[Representative] Keiko Koda (CEO)

[Date of establishment] November 4th 2009

[Tel] 045-263-6433

[URL] <http://www.asmama.co.jp/>

[Business contents] Managing “Kosodate Share”, hosting community events, creating communities

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About Social Investment Partners:

SIP was established in November 2012 to support and advise social purpose organizations (SPOs) in order to maximize their contribution to society and to maintain the sustainability of their business. It was founded in cooperation of professionals in business investment and social business support. SIP also collaborates with Pro-bono professional partners that agree with its purposes, and continuously provide professional managerial resources over a period of 3-5 years to the organization it supports.

[URL] [www.sipartners.org](http://www.sipartners.org)

[Pro bono Partners]

- Clifford Chance – Legal Advise
- Bain and Company Japan – Strategic Consulting
- VOX Global Japan – PR Consulting

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About Japan Venture Philanthropy Fund (“JVFP”):

JVFP is the Japan’s first full scale venture philanthropy (VP) fund, which was established in April 2013 with the aim to support the sustainable development of social purpose organizations. The fund is jointly managed by SIP and Nippon Foundation (Minato-ku, Tokyo / Chairman: Yohei Sasakawa).

[URL] <http://www.jvpg.jp/>

About Nippon Foundation:

Nippon Foundation was established in 1962 to support charitable organizations in and outside of Japan, based on its revenue from boat racing. The fields of activities that it supports include social welfare, education and culture, maritime development, humanitarian support and human resources development in developing countries. Nippon Foundation also promotes the development of philanthropy, non-profit sector, and CSR activities of firms in Japan.

[URL] [www.nippon-foundation.or.jp](http://www.nippon-foundation.or.jp)