

LEARN ABOUT GAIAX IN 15 SLIDES

OUR MISSION, BUSINESS AND CULTURE AT A GLANCE



WHAT IS GAIAX?

GAIAX IS A STARTUP STUDIO DEDICATED TO BUILDING A MORE SUSTAINABLE SOCIETY BY CREATING AND SUPPORTING BUSINESSES THAT STRENGTHEN HUMAN CONNECTION, COMMUNICATION AND COLLABORATION.

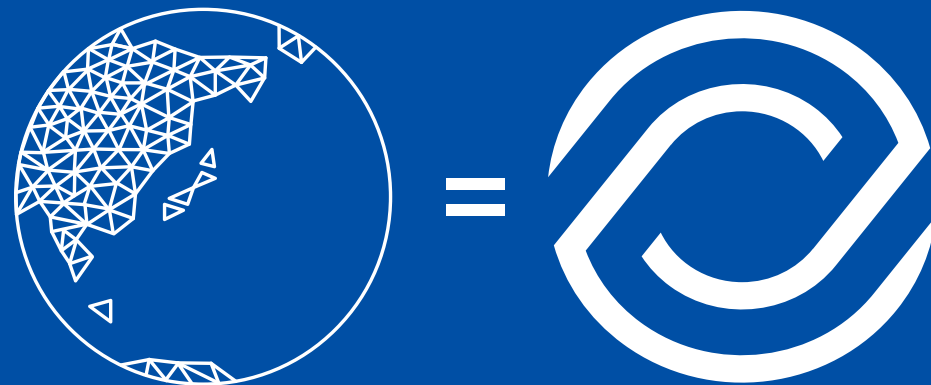


GAIA X MISSION

EMPOWERING THE PEOPLE TO CONNECT

INSPIRED BY GAIA THEORY, WHICH SEES EARTH AS A SINGLE LIVING ORGANISM
BALANCED THROUGH INTERACTION, GAIAX STRIVES TO BRIDGE SOCIAL DIVIDES AND
ELIMINATE INEFFICIENCIES BY FOSTERING MEANINGFUL CONNECTIONS AND
COLLABORATION THROUGH INTERNET TECHNOLOGY.

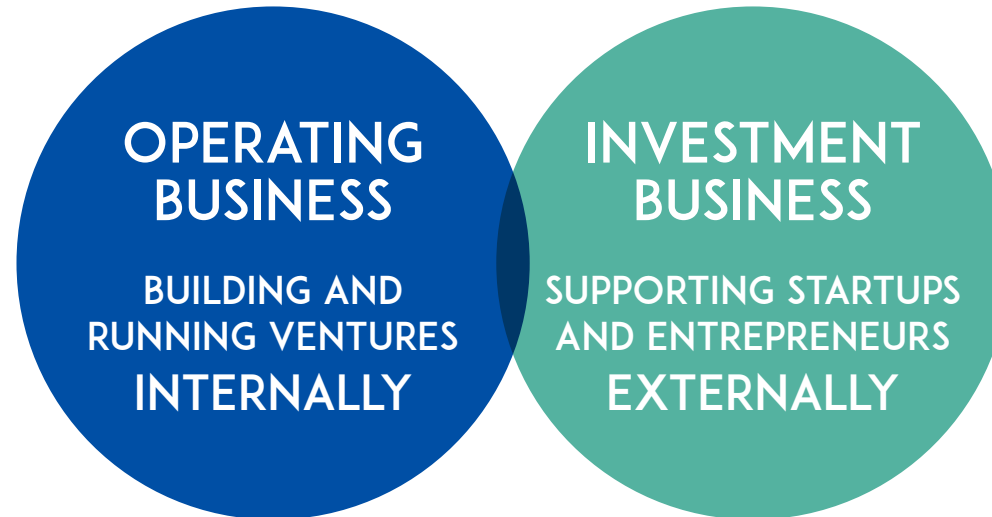
WE BELIEVE THESE CONNECTIONS NATURALLY DRIVE BOTH SOCIAL IMPACT AND
ECONOMIC GROWTH, CREATING A MORE SUSTAINABLE SOCIETY.



GAIAX BUSINESS MODEL

STARTUP STUDIO

TO CREATE A MORE INTERCONNECTED AND SUSTAINABLE SOCIETY,
WE BRING THIS VISION TO LIFE THROUGH ENTREPRENEURSHIP.
BY CONTINUOUSLY DEVELOPING IDEAS, ASSEMBLING TEAMS AND SHARING OUR RESOURCES,
WE NOT ONLY LAUNCH NEW VENTURES BUT ALSO SUPPORT PURPOSE-DRIVEN ENTREPRENEURS,
WHETHER THEY ARE PART OF GAIAX OR NOT.
AS A STARTUP STUDIO, WE OPERATE BOTH INTERNALLY AND EXTERNALLY,
BLURRING TRADITIONAL BOUNDARIES TO MAXIMIZE IMPACT.



OPERATING BUSINESS

WE ARE CONNECTING PEOPLE THROUGH



SOCIAL MEDIA UTILIZATION

CONSULTING, MANAGING
AND OPTIMIZING SNS ENGAGEMENT



SHARING ECONOMY SERVICES

ENABLING EFFICIENT
RESOURCE SHARING



WEB3 / DAO COMMUNITIES

BUILDING DECENTRALIZED
NETWORKS FOR THE FUTURE

WEB DIARIES
INSTANT MESSENGERS
AVATAR COMMUNITIES
MMORPGS



SOCIAL MEDIA



SHARING ECONOMY



WEB3/DAO



1999

2005

2015

2020

NOW

OPERATING BUSINESS

BUILDING AND RUNNING VENTURES INTERNALLY

GAIAX IS A STARTUP STUDIO WHERE ALL BUSINESS UNITS OPERATE AS INDEPENDENT STARTUPS, USING GAIAX'S RESOURCES WHILE COLLABORATING THROUGH AN INTERNAL MARKETPLACE, WITH THE FREEDOM TO CARVE-OUT AS INDEPENDENT COMPANIES AT ANY TIME.

1

ENTREPRENEURIAL AUTONOMY

EACH BUSINESS UNIT OPERATES
AS A COMPANY WITH ITS OWN
STRATEGY AND BUDGET

2

INTERNAL MARKETPLACE

BUSINESS UNITS HIRE EACH OTHER
FOR SERVICES, CREATING AN
INTERNAL ECONOMY

3

CARVE-OUT & INVESTMENT PATHWAY

SUCCESSFUL BUSINESS UNITS CAN
EXIT AS INDEPENDENT STARTUPS,
WITH GAIAX AS AN INVESTOR

OPERATING BUSINESS

CARVE-OUT OPTION POLICY

GAIAX ORIGINAL CARVE-OUT OPTION POLICY ALLOWS ITS MEMBERS TO CARVE-OUT INTERNAL BUSINESS UNITS INTO INDEPENDENT COMPANIES, GRANTING UP TO 40% OWNERSHIP AND FULL CONTROL OVER STRATEGY, FUNDRAISING AND COMPENSATION.

THIS POLICY HAS ACCELERATED THE GROWTH OF MANY GAIAX VENTURES, SOME REACHING IPO, WHILE GIVING MEMBERS THE FREEDOM AND SUPPORT TO EXPLORE ENTREPRENEURSHIP ON THEIR OWN TERMS.



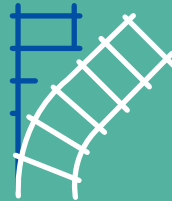
INVESTMENT BUSINESS

WE ARE PRIMARILY INVESTING IN



GAIAX CARVED-OUT STARTUPS

BUSINESSES BORN IN-HOUSE
THAT BECAME INDEPENDENT



STARTUPS FOUNDED BY GAIAX ALUMNI

COMPANIES LAUNCHED BY
FORMER GAIAX MEMBERS



STARTUPS ALIGNED WITH GAIAX

EXTERNAL STARTUPS IN
GAIAX FOCUS AREAS

INVESTMENT BUSINESS

SUPPORTING STARTUPS AND ENTREPRENEURS EXTERNALLY

GAIAX HAS SUPPORTED OVER 75 STARTUPS, WITH 15 SUCCESSFULLY CARVING-OUT AND 6 GOING PUBLIC, REFLECTING OUR COMMITMENT TO FOSTERING ENTREPRENEURS

75+

STARTUPS NURTURED
AND INVESTED IN

15+

CARVED-OUT STARTUPS &
ALUMNI FOUNDED STARTUPS

6+

STARTUPS THAT
WENT PUBLIC

INVESTMENT BUSINESS

HOW DOES GAIAX SUPPORT ENTREPRENEURS



INVESTMENT SUPPORT

GAIAX OFFERS EARLY-STAGE INVESTMENT AS WELL AS BACK OFFICE ASSISTANCE, ALLOWING ENTREPRENEURS TO FOCUS SOLELY ON BUSINESS DEVELOPMENT.

INCUBATION SUPPORT

GAIAX PROVIDES HANDS-ON BUSINESS VALIDATION, TARGETED RESOURCES FOR HIGH-POTENTIAL ENTREPRENEURS AND EXECUTION-DRIVEN MENTORSHIP LED BY EXPERIENCED STARTUP SPECIALISTS.

EDUCATION SUPPORT

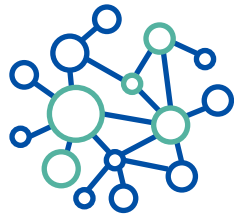
GAIAX PARTNERS WITH LOCAL GOVERNMENTS TO MAKE ENTREPRENEURSHIP EDUCATION ACCESSIBLE TO 15 MLN. STUDENTS IN JAPAN THROUGH INQUIRY-BASED PROGRAMS THAT FOCUS ON PROBLEM-SOLVING, BUSINESS MODEL DEVELOPMENT AND PITCHING.

GAIAX PHILOSOPHY

IGNITING RESPONSIBILITY

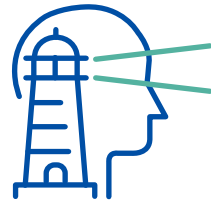
EVERYONE'S JOURNEY AT GAIAX BEGINS FROM THE MOMENT THEY STOP SEEING CHALLENGES AS SOMEONE ELSE'S PROBLEM AND START OWNING THEM AS THEIR OWN.
SUCH INDIVIDUAL RESPONSIBILITY IS SUPPORTED BY

GAIAX CORE VALUES



CHAOS IS GOOD

INNOVATION THRIVES WITH FEWER RESTRICTIONS



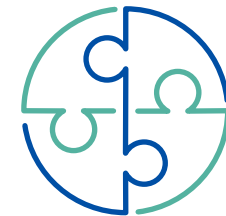
DESIGN YOUR OWN LIFE

WE ENCOURAGE AUTONOMY AND SELF-DIRECTION



CELEBRATE FAILURES

EVERY FAILURE IS A STEP TOWARD SUCCESS



ACT WITH INTEGRITY

RECOGNIZE THE GLOBAL IMPACT OF YOUR ACTIONS

GAIAX CULTURE

FREE, FLAT, OPEN

GAIAX IS A PLACE THAT ENCOURAGES AUTONOMY, DIVERSITY AND TRANSPARENCY

FREE

MEMBERS HAVE THE FREEDOM TO DESIGN THEIR WORK AROUND THEIR LIFE GOALS, CHOOSING WHAT, HOW, WHERE AND WITH WHOM THEY WORK.

FLAT

AN ENVIRONMENT WHERE ALL MEMBERS ACT LIKE BUSINESS OWNERS AND ALL EXECUTIVE INFORMATION IS AVAILABLE AND SHARED ACROSS THE COMPANY.

OPEN

TRANSPARENCY AND INCLUSIVITY OF OUTSIDE MEMBERS ENCOURAGE KNOWLEDGE-SHARING, COLLABORATION AND INNOVATION BEYOND COMPANY BOUNDARIES.

GAIAX CULTURE

MILESTONE SESSIONS

AT GAIAX, CAREER GROWTH IS SELF-DRIVEN BECAUSE REAL IMPACT ISN'T CREATED THROUGH ASSIGNED WORK. MEMBERS ARE ENCOURAGED TO BUILD BUSINESSES IN AREAS THEY ARE TRULY PASSIONATE ABOUT, AS PASSION DRIVES BOTH SUCCESS AND SOCIAL CHANGE.

THAT'S WHY WE HAVE MILESTONE SESSIONS - QUARTERLY 1-ON-1 MEETINGS WITH A BUSINESS UNIT LEADER WHERE MEMBERS SET THEIR OWN GOALS, EVALUATE THEIR PROGRESS AND DETERMINE THEIR SALARY BASED ON SELF-DEFINED MILESTONES. LEADERS DON'T JUDGE BUT MENTOR, ENSURING ALIGNMENT WITH EACH MEMBER'S PERSONAL VISION.

GAIAX CULTURE

4 KEY FEATURES OF WORKING IN GAIAX



UNRESTRICTED AUTONOMY AND WORKSTYLE

EVERY MEMBER IS ENCOURAGED TO SELF-GOVERN AND CHOOSE THEIR OWN WHAT, WHERE, HOW AND WHEN

FAST-TRACK CAREER GROWTH

CAREER GROWTH IS DRIVEN BY TRUST AND ABILITY, NOT TENURE, WITH LEADERSHIP ROLES OPEN AT ANY TIME

ENTREPRENEURIAL MINDSET IN EVERY ROLE

EVERY MEMBER REGARDLESS OF THEIR ROLE THINKS AND ACTS AS A BUSINESS OWNER, TAKING FULL OWNERSHIP OF THEIR WORK

THRIVING ENTREPRENEURIAL COMMUNITY

GAIAX IS AN ECOSYSTEM WHERE STARTING A BUSINESS FEELS LIKE A NATURAL NEXT STEP, NOT A DISTANT DREAM

GAIAX CULTURE

WORK ENVIRONMENT

GAIAX HAS ITS HEADQUARTERS IN NAGATACHO, TOKYO BUT THE MAJORITY OF MEMBERS WORK REMOTELY TO ALIGN THEIR WORK WITH THEIR LIFESTYLE. THE OFFICE IS MAINLY USED AS A COMMUNICATION HUB AND EVENT SPACE.



FINAL WORD

GAIAX EXISTS TO EMPOWER PEOPLE TO CONNECT -
BECAUSE WHEN PEOPLE ARE TRULY CONNECTED, SOCIETY MOVES FORWARD.

THAT'S WHY OUR BUSINESS MODEL, CULTURE AND POLICIES ARE ALL DESIGNED TO ENABLE
MEMBERS TO TAKE OWNERSHIP, PURSUE THEIR PASSION AND LEVERAGE THEIR UNIQUE TALENTS
TO BUILD BUSINESSES THAT CONNECT PEOPLE AND DRIVE MEANINGFUL CHANGE.
AT GAIAX, ENTREPRENEURSHIP IS NOT JUST FOR FOUNDERS - IT'S A MINDSET WE EMBRACE
IN EVERYTHING WE DO.





WANT TO KNOW MORE?

WE BLOG, VLOG AND POST REGULARLY.
IF YOU WANT TO LEARN MORE ABOUT GAIAX, HERE'S WHERE TO FIND US:



GAIAX WEBSITE &
OWNED MEDIA
<https://www.gaiax.co.jp/>



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ONLINE
EXPLANATION
SESSION

