

beBit, the leading User Centered Design consulting in East Asia, established corporate venture capital “beBit UCD Ventures, Inc.”

beBit, Inc. announced that it has established an investment company “beBit UCD Ventures, Inc.”. beBit is a consulting firm specialize in providing Customer Experience Management(CEM) support services and User Centered Design(UCD) services in China, Japan, and Taiwan.

beBit wishes to create a customer-centric society. It has been proactively utilizing cutting-edge technologies to realize this vision.

The purpose of the new investment company is to extend ways to affiliate with technology venture companies by founding them. Short-term return from the invested companies is not required. We would like to support companies who have potential to make a customer-centric society. We can provide not only funding but also sharing our knowledge about User Centered Design and Customer Experience Management to the invested companies.

The focused technologies are as follows.

- Sensor technology to understand human being
- Recognition of human emotions and empathy by biological information. For example, voice, face expression, eye moving, heart rate, and brain wave.
- Virtual Reality for empathy.
- Artificial Intelligence to streamline CEM analytics

Ryosei Wakabayashi, the co-founder of beBit, is the representative of beBit UCD Ventures. He is also an angel investor personally.

Overview of New Company

Company Name	beBit UCD Ventures, Inc.
Representative	Ryosei Wakabayashi
Location	Massachusetts, USA
Established	April 29, 2016
Investment targets	User Centered Design Technologies
Total investment	\$2 million

Appendix: businesses of beBit

beBit is a consulting firm focusing on leveraging “User-Centric” approach to identify and explore the unsaid and unmet needs of users in digital era. Many of beBit’s clients are Fortune 500 companies who have over one billion dollars’ annual sales in Japan, China and Taiwan.

Company Name	beBit, Inc.
Representative	Naoki Endo
Established	March 15, 2000
Annual Sales	1.8 billion yen (from January to December in 2015)
Number of Employee	121 (as of December 31, 2015)
Offices	Tokyo Office (Headquarter) Taipei Office Shanghai Office
Number of Clients	About 1,000 companies

Contact

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