



SPICEFACTORY, INC.

Company Description

As the “catalyst-spice” of digital transformation, we support the transformation of companies and municipalities, aiming to maximize social impact together.

◆ **"Making the world a better place, one pixel at a time." The pioneers of the rapidly changing new era are the "360° Digital Integrators."**

We believe it is our mission to continue creating products that surprise and inspire the world, becoming the “catalyst-spice” for digital transformation across various societal challenges. As a company that accelerates change, we support DX (digital transformation) to steer the world in a better direction.

By utilizing the latest technologies, UI/UX, art, and marketing methods, we quickly, beautifully, and fundamentally redefine matters to assist client companies in their digital transformations.

◆ **Our Four Key Features**

① Challenge of Solving Social Issues

We prioritize DX support in areas defined by our unique index, "Priority5" (Healthcare, Education, Public Sector, Climate Change, and Governance). As a group of professionals with technical expertise, we aim to enhance social impact and create a better society.

② Strength as Agile Development Professionals

Not only engineers but all employees embrace agile practices, enabling rapid and flexible project execution.

③ 100% In-House Development of Prime Projects

We do not have a sales organization—our technical expertise itself serves as our sales force. As a result, we receive a high volume of inbound inquiries.

④ Focused Work Environment

We support diverse work styles such as flexible hours, remote work, and free breaks. We have established systems that prioritize efficiency, providing an environment where creators can focus and maximize their performance.

◆ **100% Prime Projects, Agile Team Development as Our Strength**

We adhere to a strict policy of not engaging in subcontracting. In many projects, we use agile methodologies to clarify the original goals and concepts, while continuously improving and adapting to changing circumstances.

◆ **No Sales Organization, Technical Expertise Is Our Sales Force**

We uphold the philosophy that "technical expertise equals sales." From the start, we've received numerous inquiries, with engineers themselves attending proposals and meetings. This allows us to distinguish what is technically possible and offer advanced solutions using the latest technologies, ultimately leading to high customer satisfaction.

◆ **Efficient and Rational Systems and Environments Designed by Engineers for Engineers**

Engineers have created an efficient and rational working environment for engineers, including:

- Full remote work or hybrid work with one day in the office per week
- Flextime system, with breaks at the employee's discretion (up to one hour during core time)
- Provision of MacBook Pros and dual monitors with the latest technology
- Company support for purchasing technical books, attending seminars, and obtaining certifications
- Family-friendly benefits such as child allowances, birthday leave, and parental leave for expecting parents
- Freedom of attire, hairstyles, and hair color

◆ **Growing Company**

Spice Factory Co., Ltd. operates a 360° digital integration business under the purpose of "Making the world a better place, one pixel at a time." Founded by four engineers, including our CEO, we have continued to experience significant revenue growth over seven years, with the company now expanding to over 100 employees, including overseas operations.

Our CEO, Coonosuke Takagi, after working in a consulting firm, founded the company with the belief that "it's not those who talk well, but those who create functional products that move the world." Spice Factory's mission is to be "The Catalyst of Innovation – Spice of Innovation," bringing transformation to society.

As a digital integrator representing Asia, we aim to strengthen our competitiveness in the global market with our base in Asia. We've already established an overseas branch in the Philippines and will continue to expand our presence to other countries, working to increase social impact and fulfill our social responsibilities.

◆ Our Purpose - The Reason We Exist in Society

One pixel at a time, make the world a better place.

We take ownership and make small improvements like climbing a 5cm staircase, without waiting for someone else to take action. We believe the world can be made better one pixel at a time.

◆ Our Mission - Our Duty to Society

– Catalyst of Innovation –
"The Spice of Innovation"

We believe it is our mission to continue creating products that surprise and inspire the world, becoming the "catalyst-spice" for the digital transformation of client companies.

[360° Digital Integration Accelerating Japan's DX]

As a 360° Digital Integrator, incorporating expertise in system development, design, and marketing, we accelerate Japan's digital transformation. International surveys have shown that Japanese companies lag in agility compared to advanced nations and struggle to create competitive value in the business domain. By addressing the challenge of "contextual disconnection" due to insufficient collaboration between specialized companies, we provide fast-paced DX support, offering seamless solutions from branding, UX research, UI design, system development, web creation, to web marketing.

[Advanced Technical Skills and Flexible Response Capability]

We handle a wide range of projects with high technical skills, from cutting-edge technologies like AI to Scrum development. From scratch development to fast implementation using platforms and SaaS, we flexibly respond to clients' needs.

[Challenge of Solving Social Issues]

We aim to enhance the agility of companies and promote DX in areas with high social and public impact, using digital power to address social challenges. We are actively engaged in a wide range of sustainable projects, including initiatives in education, healthcare, public services, climate change, and governance, as well as SDGs-related projects.

[Agile Development and Functional Products]

Since our founding, we have incorporated agile development and valued the principles of agility. Our CEO, Hirominosuke Takagi, formed a team of engineers and creators with the belief that "it's not those who talk well, but those who create functional products that move the world." In 2016, he established Spice Factory, adopting Sony founder Masaru Ibuka's words, "Building a free and enjoyable ideal factory," as the company's ethos.

[Changing the World Together with Clients]

We stick to our style of creating and growing businesses and services together with clients. As a prime vendor, we act as the "catalyst" for the digital transformation of client companies, helping to create a significant social impact that cannot be achieved by one company, product, or service alone.

[Evolving and Continuously Challenging at Incredible Speed]

As our company name suggests, we continue to create products that surprise and inspire the world, acting as the "catalyst-spice" in the digital transformation of client companies. To achieve our purpose of "Making the world a better place, one pixel at a time," we bring about transformation at an astonishing speed every day.

Company Details

Head Office

Japan

Main Business

360°デジタル・インテグレーション事業

President

高木 広之介

Established

2016年3月

Capital

5,000万円

Number of Employees

51 - 100

URL

<https://spice-factory.co.jp/>

Offices

Main Office

, Minato-ku

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