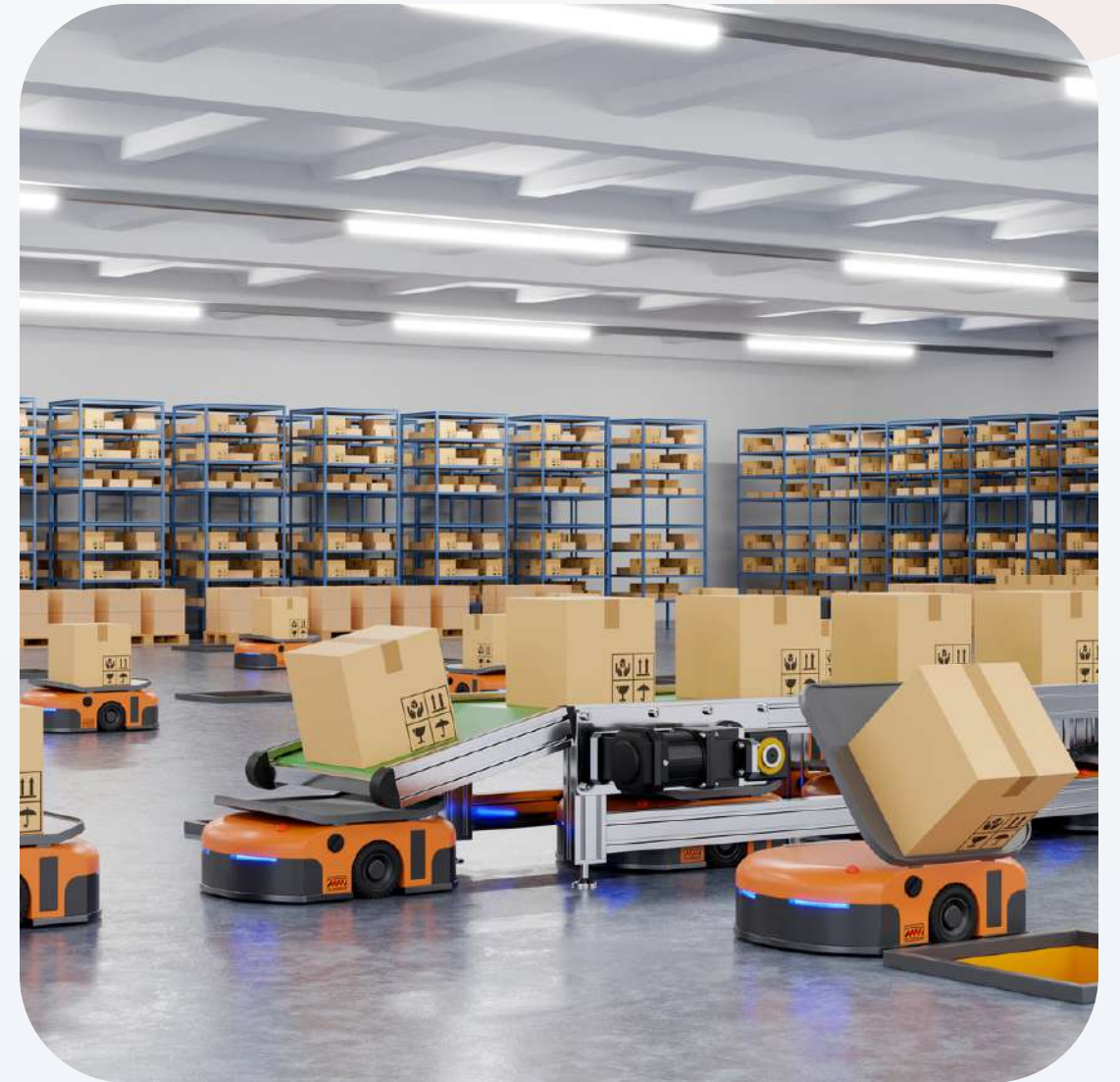




Mandated to Book Two Investor Meetings in Japan. Delivered Six - Three Now in Active Discussion.

A pioneering smart storage platform came to Ewan with no Japan network and a specific brief: connect with two strategic investors from the storage sector. Ewan engaged six senior players, all major names within Japan's storage industry, and three are now in active dialogue.



Quick Facts

Client



Marketplace-Driven Smart Storage Solutions Provider.

Smart storage and space optimization systems for residential and commercial clients.

Corridor & Scope



India → Japan.

Investor Outreach & Facilitation, identifying and connecting with strategic investors from within Japan's storage industry.

Delivered



6 investor meetings delivered against a mandate of 2.

3 now in active investment discussions. 100% from within Japan's storage sector, major industry players, no generalist contacts.

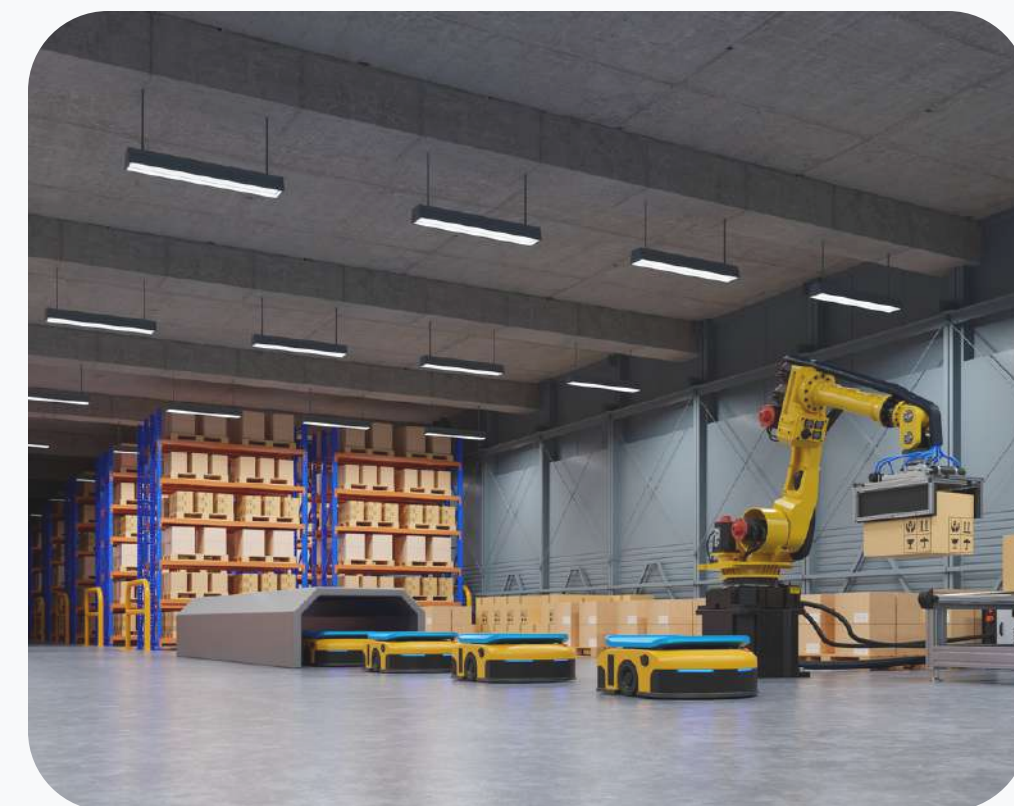


The Situation

The client is an innovative Indian company building **smart storage and space optimization systems** for residential and commercial clients. With a **highly differentiated product** and clear international ambitions, the company identified **Japan as a high-priority market** for strategic investment. They had no existing investor network in Japan and needed a trusted partner to run the full outreach process on their behalf.

The Challenge

Japan's investment community **does not engage with cold outreach**. Deep relationship credibility, **nuanced localized communication**, and sharp sectoral fluency are prerequisites before any productive dialogue begins. The mandate was specific: identify and connect the client with **well-aligned investors from within Japan's storage industry**, not generalist funds, but senior decision-makers at organizations whose mandates genuinely aligned with smart storage and space optimization.



INDIA → JAPAN

What Ewan Did

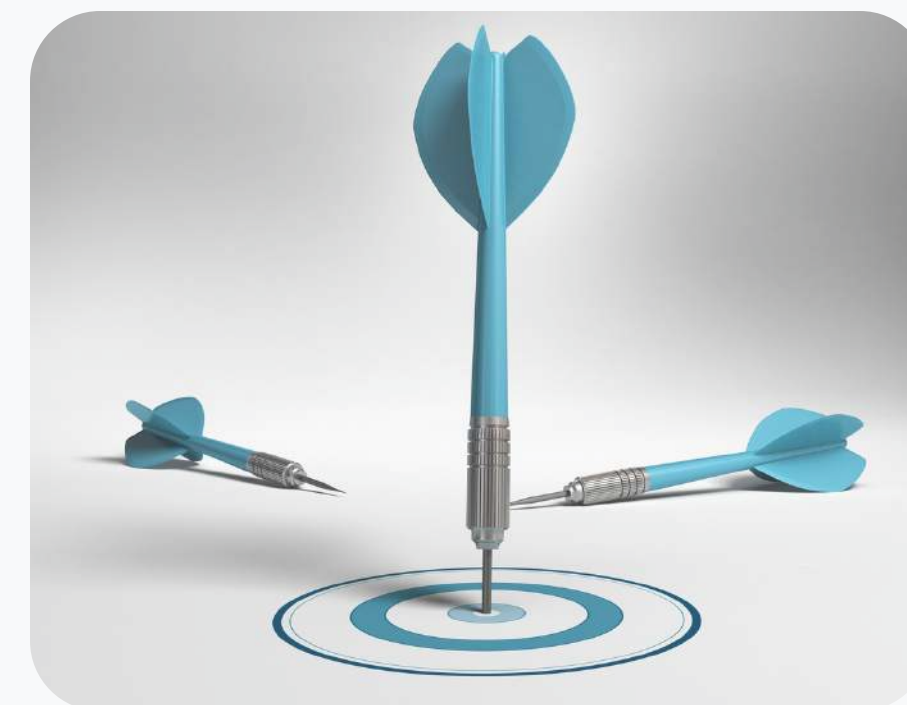
- Researched the **Japanese storage investment landscape** using native Japanese business intelligence sources and sector-specific networks
- Identified and screened **investor profiles within Japan's storage industry**, filtering for precise strategic alignment and stage fit with the client
- Conducted **all direct outreach in Japanese**, introducing the client's compelling proposition to senior stakeholders at major storage organizations
- Coordinated and scheduled **focused pitch meetings** between the client's leadership and interested parties
- Managed **follow-up communication and meeting facilitation** through the full engagement cycle





Results

- **6 high-level investor meetings** delivered — against a mandate of 2
- **3 of 6 engagements converted** to active investment discussions, with talks currently underway
- **100% of introductions** from within Japan's storage sector — major industry players, no generalist contacts



We came in expecting two conversations. Ewan got us six, and three are still active.

— *Marketplace-Driven Smart Storage Solutions Provider, India*

Smart Storage · Space Optimization · Investor Outreach · Cross-Border Fundraising · Japan Market · India → Japan · Business Facilitation

Contact Us:

info@ewan.co.in | www.ewan.co.in

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