
Call for Entries for WE AT CHALLENGE 2024, One of Asia's Largest Well Being Pitch Events Hosted by WE AT, Is Now Open

WE AT, a general incorporated association with Canon Marketing Japan Inc. (President: Masachika Adachi, hereinafter, "Canon MJ") as a founding member, is pleased to announce that the call for entries for WE AT CHALLENGE 2024, one of Asia's largest Well Being pitch events to be held in November 2024, opened on July 10, 2024. By recruiting a wide range of startups in Japan and overseas, we will globally discover and support the growth of promising entrepreneurs working to create innovations for solving social issues.



*The WE AT logo is a registered trademark (reg. no. 6816827) owned by the University of Tokyo as a brand logo that embodies the WE AT initiative. The plan is to use it widely for WE AT activities from here on.

1. Overview of WE AT CHALLENGE 2024

Canon MJ, together with the University of Tokyo (President: Teruo Fujii), Tokyo Medical and Dental University (President: Yujiro Tanaka), Kyoto University (President: Nagahiro Minato), UTokyo Innovation Platform Co., Ltd. (President and CEO: Kosuke Ueda), Hakuhodo Inc. (Representative Director and CEO: Masayuki Mizushima), and Sumitomo Life Insurance Company (President and CEO: Yukinori Takada), founded the general incorporated association WE AT on May 16, 2024.*¹

Keeping in mind the categories of the Well-being framework*² advocated by the OECD, WE AT supports the projects of start-up businesses as well as corporate and research institute, which contribute to the accumulation of economic, natural, human, and social capital as the foundation of the Well Being economy. In this way, it aims to realize multifaceted Well Being, including not only human physical and mental health, but also a society where diverse people coexist and connect with each other as well as a sustainable global environment as the foundation of that society.

As part of these efforts, WE AT is planning to hold the Well Being pitch event WE AT CHALLENGE 2024 in November 2024 and has now opened the call for entries. This event has three application themes that contribute to the realization of multifaceted Well Being, soliciting applications from a wide range of people in various positions such as startups, students, and adult entrepreneurs in Japan and overseas for each theme.

*1 For more details, see the URL on the right. <https://corporate.canon.jp/newsrelease/2024/pr-0517>

*2 For more details, see the URL on the right. <https://t4.oecd.org/wise/measuring-well-being-and-progress.htm>

2. Overview of offering

a. Application period

From July 10 (Wed) to August 31 (Sat), 2024

b. Eligible applicants

Startups, corporations, students, etc.

c. Application notes

Please select one of the following three areas (tracks) that corresponds to your business idea and apply.

Please apply via <https://we-at.tokyo/en/challenge/> .

- (1) Track1 | Global Livability (clean energy, biotechnology, low carbon, food)
Severe global warming and destruction of the natural environment threaten the very foundations of human existence, essential for sustainable Well-being. Recommended are proposals for low-carbon solutions based on advanced technologies such as carbon capture, utilization, and storage, clean energy processes, biotechnology, food and agriculture, and advanced materials.
- (2) Track 2 | Healthy Life (healthcare, Well-being)
The basis for human Well-being is good health throughout life. Deep technology that treats aging and realizes healthy longevity, brought about by a wide range of wellness such as improvements to quality of life, diversity, values, belonging, and connections, and recent remarkable advances in the life sciences. Recommended are proposals for healthcare businesses that contribute broadly to physical, mental, and social health through such efforts.
- (3) Track 3 | Living & City (City, Life, Smart City)
Cities and local communities are the foundations on which human beings form families, meet, learn, and work to shape their lives. Recommended are proposals for smart city technologies aimed at Well-being and for an inclusive society.

d. Rewards, etc.

Prize money for each track: 10,000,000 yen

- Moreover, PoC and management resource support in collaboration with local governments and large companies is planned as a supplementary prize.
- Support for overseas expansion according to the applicant's intentions is also planned.

e. Selection process

After entry, a selection is made through first, second, and final screenings.

The final screening will be a public event where pitches are made in English.

f. Final screening

10:00-18:00 (Japan time), November 27 (Wed), 2024

(1) Schedule

5-minute pitch + Q&A × 3 tracks

(2) Location

TIB (Tokyo Innovation Base) 3-8-3 Marunouchi, Chiyoda-ku, Tokyo 100-0005

g. Mentors and judges

In addition to entrepreneurs and lawyers, a diverse group of people from universities, venture capital firms, and large corporations are scheduled to participate.

h. Organizer

General Incorporated Association WE AT

i. Co-organizers

The University of Tokyo Institute for Future Initiatives
Office of Institutional Advancement and Communications, Kyoto University
Tokyo Medical and Dental University Institute of Research Innovation Open Innovation Center

j. Contact

WE AT Secretariat info@we-at.tokyo

3. Overview of WE AT

Name of Corporation	General Incorporated Association WE AT
Founders	University of Tokyo, Tokyo Medical and Dental University, Kyoto University, UTokyo Innovation Platform Co., Ltd., Hakuodo Inc., and Sumitomo Life Insurance Company, Canon Marketing Japan Inc.
Established	May 16, 2024
Location	Hongo, Bunkyo-ku, Tokyo
Representative	(Co-representative) Hiroki Fujimoto, Itaru Yoshizawa (Vice Representative) Daisuke Kanama
Description of Business	Discovery and development of social entrepreneurs, various forms of support for establishment and growth Organizing events, organizing, co-organizing, and sponsoring other events, etc. Services such as human resource training for ecosystem development Research and recommendations in related fields Projects incidental to or related to the above
Website	https://www.we-at.tokyo/en/

■ Canon MJ initiatives

To solve social issues as part of a future-oriented strategy, Canon MJ established the R&B Promotion Center, an organization dedicated to the creation of new businesses, and is promoting open innovation in the areas of both human perspectives (Well Being) and industrial perspectives (Business Transformation). Through its participation in WE AT, Canon MJ will continue to promote open innovation and generate new value with like-minded startups, educational institutions, and governments worldwide, simultaneously aiming to build ecosystem related to Well Being.

R&B Website <https://canon.jp/corporate/en/rb>

Inquiries <https://forum1.canon.jp/public/application/add/9858> (Inquiry form)