



NetService Ventures to support Japan's top social networking service company with partnership and business development in Silicon Valley

Oct 19, 2011, Menlo Park, CA: NetService Ventures (hereafter “NSV”) of Menlo Park, California, today announced that the company entered into a partnership with a leading Japanese social networking service provider mixi, Inc. (hereafter “mixi”) to help them find potential Silicon Valley startups for partnership as well as assisting them in future business creation and development initiatives. mixi will tap Silicon Valley’s latest startup trends in the social and mobile spaces by investing in Bullpen Capital via NSV, utilizing NSV’s proprietary Venture Scanning analysis, and receiving new business development and service creation consultation services.

While US startup scene in the social and mobile spaces has been active in recent years, Japanese companies faced difficulties accessing Silicon Valley’s latest trends and intelligence. Furthermore, the rise of a new breed of venture capital (hereafter “VC”) called Super Angels that operate in a tight circle have made it even more difficult for Japanese companies to participate. Bullpen Capital, an NSV affiliated VC, has a strong and deep relationship with the Super Angels and makes follow-on investments in their deals, giving NSV a unique ability to access the deals and activities of Super Angels that are essential to identify the next “big thing.”

While VC’s have access to vast information regarding the latest startup scene, it is not within their capabilities to provide corporations with strategic insights and information as their primary objective is to focus on managing their funds to maximize their financial return on investment. To fill this gap, NSV will utilize a “funds-of-funds” approach to invest in Bullpen Capital to access vital information to aid mixi in their strategic initiatives. This was made possible not only due to NSV’s many years of experience in providing strategic consulting services but also because of its experience in investing and incubating startups in Silicon Valley.

In addition to mixi, another Japanese corporation has committed to participating in NSV’s strategic fund-of-funds, and many others are expected to follow in the near future.



Quote from Kenji Kasahara, Founder and CEO of mixi

“There is much opportunity going forward with the explosion of ‘social,’ especially within the mobile market. I firmly believe that the partnership with NSV who is not only rooted in Silicon Valley but also renowned for its innovative consulting services to large tech companies will aid us going into the future. I am also excited to work with Bullpen Capital, which is at the hub of Silicon Valley venture community.”

Quote from Hiroshi Menjo, Managing Partner of NSV

“Through our experience in providing Japanese corporations with advices for the future vision, we saw many of them hesitate to take the first step in creating new businesses and to get out of their comfort zone. Our strategic fund-of-funds was created to assist those companies to actually implement their future business initiatives, and I am delighted to have mixi participate in it. Information made accessible by our relationship with Bullpen Capital is very deep and broad, and we have already begun to see impact from our early work together.”

About NetService Ventures Group <www.nsv.com>

NSV is a professional firm in Silicon Valley that mainly provides future business consulting services for technology corporations as well as incubation and acceleration of startups in the area. NSV has worked with number of top-tier Japanese corporations in the telecom, consumer electronics, office appliances, and automotive industries as well as incubating more than ten startups in Silicon Valley. A recent initiative has been the creation of Bullpen Capital (www.bullpencap.com) a venture fund that makes follow-on investments on deals from Super Angel funds.

About mixi <<http://mixi.co.jp/en/overview/>>

mixi, Inc is the leading social networking service company in Japan that runs mixi®. mixi® provides users a fun and convenient way to communicate with their real friends. Currently, the number of mixi® users exceeds 24.7 million (as of July 31, 2011) and the service has emerged as an indispensable communication platform for people in Japan.



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