
Canon Marketing Japan Invests in Poetics, a Developer of Specialized AI for Voice and Language Analysis, through Canon Marketing Japan MIRAI Fund

Canon Marketing Japan Inc. (President: Masachika Adachi, "Canon MJ") has invested in Poetics Inc. (headquarters: Shibuya-ku, Tokyo, President: Hazumu Yamazaki, "Poetics"), a company researching and developing specialized AI for voice and language analysis, through Canon Marketing Japan MIRAI Fund, a corporate venture capital fund ("CVC fund") jointly operated with Global Brain Corporation (President: Yasuhiko Yurimoto).



■ Background

The Canon MJ Group established the R&B (Research and Business Development) Promotion Center in January 2024. It is a specialized organization taking a future-oriented approach as it strives to create new businesses to solve social issues. The Group is working to push ahead with open innovation and new value creation on a worldwide scale together with like-minded startups, educational institutions, and governments. In addition, Canon MJ has established "Canon Marketing Japan MIRAI Fund". It is a CVC fund of around 10 billion yen aimed at accelerating open innovation with startups that possess cutting-edge technologies and business ideas.

Poetics is a startup with the mission to make voices resonate through empathy. They develop AI for communication that combines insights from philosophy, literature, and the humanities with scientific knowledge, focusing on voice and language. In their SaaS business, Poetics helps to improve sales skills and automate information sharing within organizations across a wide range of industries, including large, medium, and small companies. This is achieved through their offering of JamRoll, an AI SaaS that supports business negotiations by automatically recording, analyzing, and organizing meetings. They also offer highly accurate Japanese voice recognition AI as a part of their voice recognition API business. They have refined this accuracy with voice recognition and analysis through the R&D of LLM*¹ specialized in spoken Japanese. This has been well-received globally, having been selected for the AWS Generative AI Accelerator*² in September 2024.

■ Purpose of the investment

The Canon Marketing Japan MIRAI Fund focuses on two investment areas: Well being and Business transformation. This investment aims to realize business revitalization (disrupting existing industrial structures and creating new competitive advantages through co-creation) and emerging industries (creating new industries using innovative technologies to solve social issues). This investment was motivated by the high regard for Poetics' unique vision, its management team, its technical capabilities in speech and language, and its developmental capabilities in connecting these elements through the JamRoll product.

With this investment, the Canon MJ Group aims to create new value centered on the transformation of industrial structures through real-world social implementation of AI technologies. By utilizing the Group's marketing abilities and customer base, the Group will contribute to Poetics' continued business growth. Future business developments will be published on R&B's website.

*1 Large Language Models

*2 An acceleration program hosted by Amazon Web Services. 80 startups were selected globally from more than 4,700 applications from 129 countries.

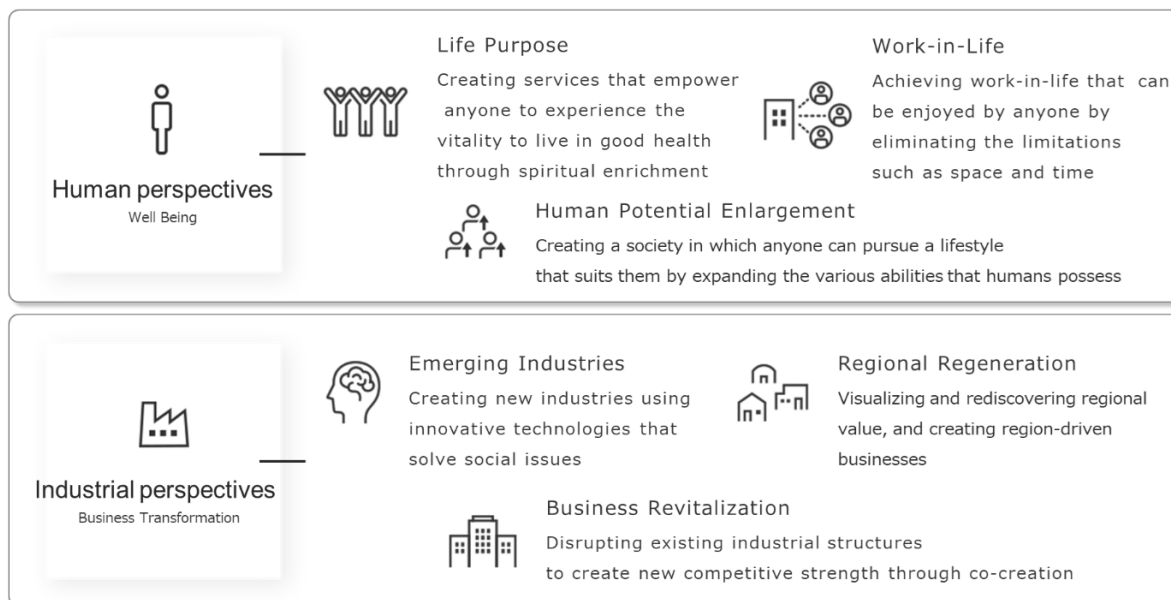
■ Overview of Poetics

Company name	Poetics Inc.
Established	October 2017
Location	Room 502, Maison Harajuku, 3-16-3 Sendagaya, Shibuya-ku, Tokyo
Representative	Hazumu Yamazaki, President and CEO
Description of business	Development and offering of voice and negotiation analysis AI Saas
URL	https://www.poetics-ai.com/ (Available only in Japanese)

■ Overview of the fund

Registered name	Canon Marketing Japan MIRAI Fund L. P.
Date of incorporation	January 29, 2024
General Partner	Global Brain Corporation
Limited Partner	Canon Marketing Japan Inc.
Fund size	10.0 billion yen (planned)
Fund term	10 years (planned)
Investment targets	Domestic and overseas startups offering businesses and services for realizing well-being and business transformation at all stages of business development
URL	https://canon.jp/corporate/en/rb/mirai-fund

■ Domains for investment



Website

R&B

<https://canon.jp/corporate/en/rb>

Canon Marketing Japan MIRAI Fund <https://canon.jp/corporate/en/rb/mirai-fund>

Inquiries

For inquiries from the general public <https://forum1.canon.jp/public/application/add/9858> (Inquiry form)