

Startup	Origin	Sector	Entry Path	Entry Year	Stage at Entry	Japan Setup / Vehicle	Japanese Investor(s)	Japanese Strategic Partner(s)	Public Amount / Terms	Public Traction Signal	Research Notes
OYO Hotels & Homes	India	Hospitality / travel tech	Path 1 + 2	2019	Late	JV (OYO Japan → Tabist)	SoftBank Vision Fund	SoftBank Corp.	Large-scale SoftBank backing	Rapid hotel network expansion	Classic JV-led entry with investor backing
Grab	Singapore	Mobility / fintech	Path 1+ (weak Japan entry)	—	Late	No direct Japan entry	SoftBank Vision Fund	Toyota (global)	Multi-billion SoftBank rounds	Regional dominance, not Japan-focused	Not a true Japan entry case
Auth0	US	Identity / SaaS	Path 2 + 3	~2018	Growth	Japan expansion via enterprise adoption	Global Brain (indirect)	Enterprise customers	—	Enterprise usage in Japan	Investor not main entry driver
Cohesity	US	Data security / SaaS	Path 1+ 2	2018–2019	Growth	Distributor → JV with SoftBank	Global Brain	SoftBank, Network	JV announced	Enterprise expansion in Japan	Strong hybrid entry model
SentinelOne	US / Israel	Cybersecurity	Path 1 + 2	2017	Growth	Distribution + enterprise expansion	DNX Ventures, ITOCHU	ITOCHU ecosystem	Strategic investment	Enterprise adoption	Best textbook Path 1+ case
Algolia	France / US	Search API / SaaS	Path 2 + 3	2019	Growth	Tokyo office	DNX Ventures	Enterprise clients	—	Japan expansion announcement	US–Japan bridge investor
UiPath	Romania / US	RPA / automation	Path 2	2017	Growth	Japan subsidiary	WIL, MUFG (indirect)	Enterprises	—	Office + enterprise growth	Corporate-driven expansion
Kigen	UK	IoT / eSIM	Path 1+	2025	Growth	Expansion signal	SBI Investment	Telecom ecosystem	Strategic investment	Expansion to Asia incl. Japan	Emerging Path 1+ case
Epicore Biosystems	US	Health / wearable tech	Path 1 + 2	2024	Growth	Japan expansion via corporate	Pegasus Tech Ventures	Denka	Strategic investment	Asia expansion incl. Japan	Investor + corporate combo
PayJoy	US	Fintech	Path 2	—	Growth	Pilot via Plug & Play	Plug and Play Japan	Corporates	—	Corporate program exposure	Ecosystem-led entry
AppsFlyer	Israel	Mobile analytics	Path 2 + 3	~2019	Growth	Japan expansion	Eight Roads	Enterprise clients	—	Strong SaaS adoption	Investor indirect
UiPath ecosystem	Global	SaaS	Path 2	—	Growth	Enterprise ecosystem expansion	MUFG Capital	Enterprises	—	Client network growth	Not direct investor-led
Unity Technologies	US	Game engine	Path 3	2010s	Growth	Developer-led expansion	Sony Innovation Fund (indirect)	Gaming ecosystem	—	Strong adoption in Japan	Product-led entry
Nuro	US	Autonomous delivery	Path 2	—	Growth	Strategic ecosystem alignment	Toyota Ventures	Toyota	Strategic partnership	Mobility ecosystem relevance	Not full Japan rollout
Airalo	Singapore	eSIM / telecom	Path 2	—	Growth	Japan service availability	NTT Docomo Ventures	Telecom ecosystem	—	Service active in Japan	Infra partnership-driven
Stripe ecosystem	US	Payments	Path 2 + 3	2016	Growth	Stripe Japan	—	Toyota Financial Services	—	Official Japan launch	Product + partnerships
Zoom ecosystem	US	SaaS / collaboration	Path 3	2020	Growth	Massive adoption in Japan	Salesforce Ventures (indirect)	Enterprises	—	Strong usage growth	Pure product-led
UiPath	Romania / US	RPA / automation	Path 2 (+ weak Path 1+)	2017	Growth	Japan subsidiary (UiPath Japan)	WIL, MUFG (indirect)	Enterprise clients	—	Official Japan expansion and enterprise adoption	Primarily corporate-led expansion; investor role indirect
Kigen	UK	IoT / eSIM infrastructure	Path 1+	2024–2025	Growth	Expansion into Asia (incl. Japan)	SBI Investment	Telecom / industrial ecosystem	Strategic investment	Expansion narrative includes Japan	Strong emerging Path 1+ case tied to investor
Epicore Biosystems	US	Health / wearable / Mobile	Path 1 + 2	2024	Growth	Japan entry via corporate partnership	Pegasus Tech Ventures	Denka Corporation	Strategic investment	Asia expansion including Japan	Clear investor + corporate hybrid entry
AppsFlyer	Israel	analytics / SaaS	Path 2 + 3	~2019	Growth	Japan expansion + enterprise clients	Eight Roads (global)	Enterprise ecosystem	—	Strong SaaS adoption in Japan	Investor not Japan-specific driver
Airalo	Singapore	eSIM / telecom	Path 2	~2022	Growth	Japan service availability	NTT Docomo Ventures	Telecom ecosystem	—	Service active in Japan	Infrastructure partnership-driven entry