



ulpa

Introducing

ulpa

Learn The Rules.

Then Break The Rules.



**‘Entering Japan's market is daunting.
Marketing strategies that work elsewhere
fall short; investments yield minimal
returns, and connecting with local
consumers is challenging.’**

Who We Are



**Ulpa is an
independent
Tokyo-based
venture
practice.**

Why We Exist



**Our mission is to enable
foreign companies to
operate in Japan without
limits, by helping them to not
just play by the rules but to
redefine them.**

A black and white photograph of a woman with dark hair pulled back, wearing large hoop earrings and a dark top under a light-colored blazer. She is looking upwards and to the right. The background is a textured, light-colored wall with some visible wear and tear, including a small hole and a nail. The overall mood is contemplative and artistic.

What We Do

We help clients simplify entry, integrate locally and scale rapidly in the Japanese market, keeping projects on time, on point, and on budget.

How We Do It



‘You've got to start with the customer experience and work back toward the technology – not the other way around.’

Ulpa's process is custom-made for each client. We understand that...

No two clients are the same.

There is no one-size-fits-all approach.

Aligning with a client's desires is the key to perfecting market entry.

01. Simplifying Entry

We offer strategic insights and demystify the entry process, preparing companies for a smooth market entry and laying the framework for innovative and rule-breaking market engagement.

We utilise our network in Japan to provide top-of-class support to help foreign companies with market research, product research, and legal frameworks, including registration processes, compliance with local laws, and setting up operations.

This might include advising on the strategic selection of business location, the type of entity, and insights into Japan's economic and political climate, as well as helping companies understand the broader context of their investment.

02. Integrating Locally

Once a foreign company has legally established itself, the next challenge is integration. Japan has a highly developed but unique digital marketing sector that poses a major obstacle for overseas companies to penetrate.

We identify and vet potential local partnerships to assist in onboarding, operating and integrating these digital ecosystems for our client's benefit.

What's more, we provide local Japanese SEO and app auditing and fractional leadership for clients who need more in-depth help in Japan.

03. Scaling Rapidly

Expanding in the Japanese market with an effective marketing strategy requires an understanding of local consumer behaviour, preferences, and trends. We specialize in creating marketing strategies that resonate with local audiences.

This involves localizing branding materials, adjusting marketing campaigns to align with Japanese cultural nuances, and employing appropriate digital marketing strategies, considering Japan's high internet penetration rate.

We also help select and manage local advertising agencies, set up in-house marketing teams, and run nationwide PR and end-to-end performance marketing campaigns, boosting the capabilities and reach of our clients in Japan.

**Let The
Adventure
Begin**



Thank You
www.ulpa.jp
hello@ulpa.jp