



**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.**



# 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 plays a crucial role in simplifying and guiding all the stages of market entry by focusing on clients' desires and needs and then giving them the tools to succeed in Japan.**

## **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 SEO and app auditing as well as 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 performance marketing campaigns.**

**Let The  
Adventure  
Begin**



**Thank You**

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