



## iChoosr BV

### Company Description

iChoosr Japan K.K. is the dedicated Japanese subsidiary of the iChoosr Group, committed to accelerating the nation's transition to renewable energy and fostering sustainable local communities. Our core business is the planning and operation of **collective purchasing campaigns for sustainable energy products**, such as solar PV systems and storage batteries, in close collaboration with local governments.

This "Group Power Choice" model addresses key barriers to adoption—high upfront costs, complex information, and installer selection—by aggregating the purchasing power of local residents. Through this process, we secure optimal terms and prices from a pre-vetted, reliable installation company.

Since launching in Japan in 2019, iChoosr Japan has established partnerships with **over 50 municipalities** across the country, including major regions like Kanagawa, Tokyo, and Osaka. This has resulted in a track record of **more than 6,500 installations** as of 2025, significantly contributing to local self-sufficiency in energy and regional decarbonization efforts. We focus heavily on driving "behavioral change" among residents by ensuring a simple, transparent, and stress-free customer journey from registration to installation. iChoosr Japan serves as a strategic partner for local governments, supporting a fair and sustainable transition that links renewable energy adoption with the vitalization of the regional economy.

### Company Details

#### Head Office

Japan

#### Main Business

地方自治体と連携した再生可能エネルギー製品（太陽光発電システム、蓄電池など）の共同購入キャンペーンの企画・運営。

#### President

廣瀬 彬

#### Established

2017 年 11 月

#### Capital

9.0 百万円

#### URL

<https://ichoosr.com/ja-jp/>

### Offices

#### Main Office

Kowa Hiroo Building, 8th Floor  
5-2-32 Minami-Azabu, Minato-ku  
Tokyo, Japan, 1060047