FIRSTLIGHT Capital

Company Description

FIRSTLIGHT Capital, Inc. is a highly specialized venture capital firm dedicated to investing in and actively supporting innovative startups in Japan whose core mission aligns with our foundational theme: **"Creating Innovation in a Depopulated Society."** This investment thesis directly addresses the crucial need for enhanced productivity and new economic value generation in nations facing significant demographic shifts.

Our focus is concentrated on **early-stage companies**, specifically those in the Seed to Series A funding rounds, operating within key digital domains. This includes startups specializing in **SaaS (Software as a Service), AI (Artificial Intelligence), Automation, DX (Digital Transformation)** solutions, as well as digital Marketplaces and Media platforms. We hold the conviction that these sectors are pivotal for fundamentally transforming Japan's industrial landscape and evolving work culture.

The defining characteristic of FIRSTLIGHT Capital is our commitment to providing **hands-on, practical growth support rooted deeply in "real-world business experience."** The team, spearheaded by Representative Director Osamu Iwasawa, is composed of seasoned professionals who possess direct operational and managerial experience in growing successful business ventures. We function not merely as financial backers, but as comprehensive partners. We deeply accompany entrepreneurs through every phase of their journey, from the initial stages of business formation to full-scale growth, offering expertise across critical areas such as strategic planning, organizational design, achieving Product-Market Fit (PMF), and executing complex fundraising strategies.

In a society where population decline is an undeniable reality, the acceleration of productivity and innovation is paramount. We understand this context intimately, and we are strongly positioned to empower startups utilizing disruptive technologies and novel business models to redefine industries. Our portfolio spans diverse fields, including enterprise DX, industry-focused solutions in sectors like healthcare, construction, and manufacturing, and cutting-edge AI and automation technologies.

The name, FIRSTLIGHT Capital, encapsulates our core resolution: **"To be the first light for the entrepreneur's resolve."** Our purpose is to illuminate the path for founders, to provide clarity and resources during their initial steps, and to collaborate in overcoming challenges to realize visions that achieve significant and lasting societal impact. We continue building upon the robust foundation and established track record of our predecessor, UB Ventures. Under the new name adopted in November 2024, we remain committed to this philosophy, aiming to actively contribute to the vitality and advancement of the Japanese startup ecosystem by partnering with founders who seek to build a more resilient and autonomous future.

Company Details

Head Office
Japan

Main Business
SaaS、AI、オートメーション、DX、マーケットプレイス、メディア領域に特化した早期ステージ（シード～シリーズA）投資および起業家支援

President
岩澤 脩

Established
2018年2月16日

Capital
非公開

Number of Employees
1 - 10

URL
https://firstlight-cap.com/

Offices

Main Office

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