

## HAKUHODO KEY3 to hold web3 Global Hackathon 2023 in partnership with Mazda and Mitsubishi Estate from September 30

Now accepting registrations from engineers and creators around the world

Tokyo—September 4, 2023—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce web3 Global Hackathon 2023 starting on Saturday September 30. Run by HAKUHODO KEY3 in partnership with Hiroshima-based Mazda Motor Corporation (Masahiro Moro, Representative Director, President and CEO) and Tokyo-based Mitsubishi Estate Co., Ltd. (Atsushi Nakajima, President & Chief Executive Officer), it is the second in a series of hackathons run in partnership with sponsor companies. Hakuhodo is actively engaged in the web3 market and in December 2022 launched HAKUHODO KEY3 INC. (Toshinori Shigematsu, CEO), a Tokyo-based company dedicated to developing web3 services with clients while planning and executing web3 hackathons, in partnership with Sota Watanabe of the Astar Network.

web3 is slated to be the next generation of the internet that will rely on decentralized technologies such as blockchains. HAKUHODO KEY3 plans and runs web3 hackathons with the aim of developing experiences and services that appeal to the curiosity of *sei-katsu-sha*<sup>1</sup>, as a means of getting them to incorporate web3 in their daily lives. To this end, HAKUHODO KEY3 will be holding web3 Global Hackathon 2023 starting on September 30 for engineers and creators around the world, in partnership with Mazda and Mitsubishi Estate. The hackathon features special development themes reflecting the characteristics and strengths of Mazda and Mitsubishi Estate, with prizes awarded for each theme. Moreover, the winning teams will receive investment, joint development, and growth support from the companies and will work together with the companies after the hackathon to implement services in society.

The goal of Mazda's theme—Drive to Earn, Use for Fun—is to develop the world's first web3 service that makes driving more fun. More specifically, the aim is to devise entertainment services for both drivers and passengers using web3 technology. The objective of Mitsubishi Estate's theme is DAO Building in Tokyo. To help turn the area around Tokyo Station into a cutting-edge web3 city, the theme is to use web3 technology to develop a service that allows people to connect organically, with the TOKYO TORCH district the setting.

Engineers and creators from around the world will be able participate in the hackathon's live events via online streaming complete with simultaneous interpretation.

HAKUHODO KEY3 aims to originate world-leading web3 services in Japan using *sei-katsu-sha* insight and creativity, as a way to help realize a society with our corporate partners in which more *sei-katsu-sha* are able to engage with web3.

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<sup>1</sup> "*Sei-katsu-sha*" is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

## ■ About Hakuholdo

Founded in 1895, Hakuholdo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, the company is the core agency of Hakuholdo DY Holdings, the world's 8th largest agency company according to *Ad Age's* "Agency Report 2023."

*Sei-katsu-sha* insight is the foundation for Hakuholdo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *sei-katsu-sha* insight as its cornerstone, Hakuholdo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, Hakuholdo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: [www.hakuholdo-global.com](http://www.hakuholdo-global.com)

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### Hackathon inquiries:

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## Outline of web3 Global Hackathon 2023



Dates:	September 30–December 9, 2023
Venues:	MY Shokudo Hall & Kitchen, 3rd Fl., TOKYO TORCH Tokiwabashi Tower and online
Prizes:	Over 11 million yen equivalent in Astar in total
Participation fee:	Free (one to four people per team)
Registration:	Please register at the following website. <a href="https://key3.eventos.tokyo/web/portal/744/event/7845">https://key3.eventos.tokyo/web/portal/744/event/7845</a> The preliminary deadline to register is 23:59 JST, September 30. Both freelance engineers and engineers working at companies may participate in the hackathon. In addition to engineers, the hackathon is open to business developers, designers, and marketers.

### Schedule

Entry period:	September 4–November 24
Kickoff event:	September 30
Development period:	September 30–November 24
North American Mazda event:	October 28 — Details will be announced separately
Deadline for submissions:	23:59 JST, November 24
Announcement of teams for the pitch round:	December 1
Pitch event:	December 9 — Prize-winning teams will be announced on the day

### Prizes

Mazda Grand Prize (one project):	3 million yen equivalent in Astar
Mazda Excellence Prizes (five projects):	1 million yen equivalent in Astar each
Mitsubishi Estate Grand Prize (one project):	1 million yen equivalent in Astar
Mitsubishi Estate Excellence Prize (one project):	500,000 yen equivalent in Astar
Astar Grand Prize (one project):	1 million yen equivalent in Astar
Astar Excellence Prizes (two projects):	250,000 yen equivalent in Astar each
Biconomy & Astar Prize (one project):	500,000 yen equivalent in Astar
VeryLongAnimals Prize (one project):	150,000 yen equivalent in Astar
Moon Prize (one project):	Invitation to the Spark innovation program

## **Main partners**

Mazda, Mitsubishi Estate

## **Tech partners**

Astar Foundation, Biconomy, Bunzz, Ginco, Startale Labs Japan, solidity-jp, UNCHAIN

## **Community partners**

AKINDO, bitbank, IVS / IVS Crypto, Moon Creative Lab (Mitsui & Co. Group), Skyland Ventures, TEAMZ, TechFeed, VeryLongAnimals, WebX / CoinPost, Web3 Foundation

## **About HAKUHODO KEY3**

HAKUHODO KEY3 is a web3 business production venture established in December 2022 by Hakuhodo Inc. and Sota Watanabe, CEO of Startale Labs Japan, a provider of consulting and development support using its knowledge from developing the Astar Network. HAKUHODO KEY3 aims to originate world-first web3 services using *sei-katsu-sha* insight and creativity, as a way to help realize a society with our corporate partners in which more *sei-katsu-sha* are able to engage with web3.

Official website: <https://key3.co.jp/> (in Japanese)

Official X (formerly Twitter) account: [https://twitter.com/H\\_KEY3](https://twitter.com/H_KEY3)