

VURA Capital Innovation Holdings Inc. Company Profile

1 | Why I Founded VURA

I want to help people around the world live happier lives. I founded VURA to help create the future that makes this possible. Four areas guide my work: helping people live longer; keeping our planet safe; making daily life more comfortable; and exploring the unknown. All four matter to humanity.

I want to commit my own capital and time to these futures. By investing in companies and taking part in their management, we help build the businesses and create the value needed to bring them closer.

When a company creates new value and that value reaches people and society, it changes what the future can be. VURA exists to turn this conviction into action.

2 | Who We Work With

We work from within companies at turning points.

VURA starts with a conversation and defines its role according to the situation, from leading a specific initiative to joining the management team.

- Global private equity firms

Challenge: A value creation plan exists, but senior leaders able to drive AI adoption and organizational change on the ground are scarce.

Our role: Lead growth strategy, new businesses, and transformation in Japanese portfolio companies from a management position.

- Family and owner-led businesses

Challenge: The business has real strengths, but its next technology strategy or leadership structure is unclear, sometimes with no successor.

Our role: Identify those strengths and work with owners to design and execute the next chapter, including new approaches to succession.

- Boards and CEOs

Challenge: Nonlinear growth, AI-driven transformation, or a new company is needed, but the capacity to execute is limited.

Our role: Work alongside leadership to grow the core business and launch new ventures or transformations.

3 | Management and Execution Experience

Turning a concept into a working business.

Example: Establishing a new company and launching a new business.

VURA has joined these efforts from the business leadership side, helping turn strategy into execution. The work spans management structure and team building, new services, alliances, sales, and delivery. By connecting decisions to operations, we help move initiatives from concept to initial launch within months.

We agree on the role, responsibility, and scope for each engagement. Investment or an equity stake can be considered where appropriate.

4 | Experience and Ideas Behind the Work

Connecting business, technology, and capital through practice and research.

Naoki Kadowaki | Founder, President & CEO

After graduating from Kyoto University, Naoki began his career as an engineer at Sony Group. He spent about 20 years at IBM leading AI, digital transformation, and new business initiatives, then served as CEO of a private equity portfolio company, driving management and organizational change. Drawing on this experience, he developed Future Value Theory and publishes books and working papers in Japanese and English. He is an adjunct lecturer at Keio Business School, a member of Keizai Doyukai, and a registered advisor to Japan's Ministry of Internal Affairs and Communications.

5 | Company Details

Name: VURA Capital Innovation Holdings Inc.

Established: April 2026 | Capital: JPY 10 million

Head office: Shiodome Building, 1-2-20 Kaigan, Minato-ku, Tokyo, Japan

Business: Investment, management participation, and enterprise redefinition

Website: <https://www.vuracapital.com/> | Contact: <https://www.vuracapital.com/contact>

Tell us about the challenge you face and the future you want to build.