

## Announcement of New Business Project Platform “SPIKE”

Innovation Laboratory, Inc.  
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Innovation Laboratory, Inc. (Headquarters: Taito-ku, Tokyo; President: YOKOTA Yukinobu; hereinafter, “i.lab”) announces the launch of its innovative project platform, SPIKE, as a new business.

SPIKE is an R&D activity wherein members who wish to create positive changes in society and plan and advance innovative projects meet across company boundaries to share deliverables and values.

Having a multi-client format, SPIKE provides the ideal opportunity for project work to focus on creative thinking and discussion with an eye on the society of the future. Using the creative project and workshop design and operation know-how developed by i.lab up to now, output that would normally take several months in-house can be completed in just 3–5 days.

Themes in which creative deliverables are required are covered, including “considerations for future societies,” “creation of new business ideas,” and “design and vision of brand strategies.” All deliverables are printed in words and with visuals so that they can be brought back to the company and shared internally by participating members. Using the results as a starting point, each company can think about and discuss medium- to long-term management plans and strategy formulation, sustainability strategies, new business development, brand strategy formulation, and more, making extensive use of them.

### About i.lab

i.lab is an innovation consulting firm for creating and realizing innovation. It was founded in 2011 by the University of Tokyo i.school’s team of directors.

\*More on “SPIKE” <https://www.spike.ilab-inc.jp/>

### About:Future Corporation

Future Group is a company that conducts "IT Consulting & Service Business" and "Innovation Business" through the use of latest technology. Since the founding in 1989, we have designed and improved the business of our clients through developing systems that integrates business management with IT. Our clients are from various industries including Finance, Manufacturing, Distribution and Logistics. We have also created our own new services based on the know-how we have accumulated in this process. We are contributing to the society by promoting innovation and creating new values for clients that is based on the strengths of "connoisseurship" and "implementation ability" of latest technologies such as AI and robotics.

Source:Future Corporation

Contact: [https://www.future.co.jp/apps/contact/corp/contact\\_us\\_entry.php](https://www.future.co.jp/apps/contact/corp/contact_us_entry.php)