



December 2013

**SunBridge Startups LLP invests in AnyRoad, Inc – the platform that is modernizing the offline tourism industry.**

Global seed accelerator SunBridge Global Ventures Inc. (head office: Shibuya-ku, Tokyo, Japan; President & CEO: Ikuo Hiraishi; henceforth “SunBridge GV”), via SunBridge Startups LLP (head office: Shibuya-ku, Tokyo, Japan; Partner: Ikuo Hiraishi; henceforth “SunBridge Startups”) run by SunBridge GV affiliates, has invested in AnyRoad, Inc. (head office: California, USA ; CEO: Jonathan Yaffe, COO: Daniel Yaffe) which manages the platform connecting tourists and professional tour guides.

“AnyRoad” is an online platform which modernizes the offline parts of the tourism industry by working with governments and guide associations around the world, and bringing technology to typically offline commerce.

Tour guides can not only use AnyRoad’s CMS to produce personal pages and manage reservations for free, but also AnyRoad donates 5% of their revenues to local non-profit organizations chosen by the tour guides. By giving tourism an online platform, AnyRoad enables tourists to easily access niche tours such as adventure holidays, art and cultural tours and bird watching and this is strengthened with an internal ratings system and social recommendations.

The co-founder and CEO of AnyRoad, Jonathan Yaffe, is a serial entrepreneur, the founder of KAIS International School in Tokyo, Japan, known for its unique approach to education. He is also the co-founder of the Mirai Institute, the first independent think tank in Japan, and Midori.so, a coworking space for creative entrepreneurs in Nakameguro. Jonathan has been to 88 countries, and founded AnyRoad to use his global experience to better connect the world.

In July 2013, AnyRoad won the competition "Tech Startup Idol" hosted by Fortune, and with its rich knowledge, experience and precise operating vision rated highly, it is receiving a great deal of attention from the whole of the US.

Currently AnyRoad is focussing its operations in six markets (San Francisco, New York, Tokyo, Israel, London, Rio de Janeiro) around the world. The startup plans to further expand into 15 cities by next summer starting with Greece, France, and Korea.

#### **【About AnyRoad】**

Company Name: AnyRoad, Inc. <http://www.anyroad.com/>  
Location: San Francisco, California  
Established: 2012  
Representative: CEO Jonathan Yaffe

#### **【About Sunbridge Global Ventures】**

SunBridge Global Ventures supports young entrepreneurs following the three major trends of smartphones, social media and cloud computing by providing them know-how cultivated in the past 10 years under the name of SunBridge Global Venture Habitat. Startups invested in so far include salesforce.com, Macromill, OKWave, ITMedia and istyle.

Company Name: SunBridge Global Ventures Inc. <http://en.sunbridge-gv.jp/>  
Location: 1-5-5, Ebisu-Minami, Tokyo, Japan  
Established: January 5th 2012  
Capital: 52,640,000 Yen (Paid-in capital 52,640,000 Yen)  
Representative: President & CEO Ikuo Hiraishi  
Field of Business: Internet startup investment and overseas expansion support