

## ¥500K was awarded to the in-house competition winner! SUN Idea Contest 2024

SUN (Head office: Minato-ku, Tokyo, President and CEO: Shumpei Nakasone) held the “SUN Idea Contest 2024” to create new businesses and stimulate internal exchange. The best team received 500,000 yen as a prize.



Since its establishment, SUN has valued the “voices of employees” in building the company and fostered an open and comfortable environment where their opinions are heard and respected. The various in-house programs that have been created based on their voices include “Welfare: Sick Leave Self Care System,” “Welfare: Maternity Leave Welcome Back System,” “Welfare: Fashionable Allowance,” and “Recruitment Event: Card Game Tournament. As a company whose corporate philosophy is to “connect people with people,” we have an open and comfortable environment in which employees feel comfortable voicing their opinions.

The contest aims to create new businesses and promote interaction among employees. As a company that promotes telework, we expect this contest to provide more opportunities to resolve employee estrangement and isolation. Employees with the same visions and goals come together to plan for the future and challenge the contest while sharing their ideas and opinions.

### ■Contest Theme

1. **New services needed today and in the future, or engineering ideas that will create a new future**
2. **Ideas for innovative technologies that drive innovation within the company, ways to improve efficiency, and other ideas freely**

### ■Contest Outline

Name	SUN Idea Contest 2024
Eligibility	SUN employees *Individual/team participation allowed
Schedule	<u>First stage</u> April 1~April 30 Voting by all employees for selection  <u>Final Stage</u>

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	June 26 One 7-minute pitch per team, presentation judging
Judging Criteria	1. Target design and problem definition must be straightforward. 2. The proposal must include a new and unique value proposition. 3. Profitable and feasible business model
Prize Money	1. Grand Prix: 1,000,000 yen 2. Semi-Grand Prix: 500,000 yen 3. Second prize (if the idea could be a new service or business by the end of FY2025)

## ■Prize-winning ideas

### Semi-Grand Prix

Receipt and receipt OCR system

To Reduce the person-hours required for in-house expense applications. Aiming at commercialisation.

### Second prize

Safety confirmation service

Simplifies the process of confirming the safety of employees in the event of a disaster. Aiming at commercialisation.

## ■Comments from employees

- The SUN Idea Contest tests planning skills (finding issues), presentation skills (from creating documents to speaking), and communication skills. It is an excellent opportunity for us to grow employees and lead the company's growth.
- In this contest, all employees, including those not generally involved in planning, have an equal chance to develop ideas and receive prize money by realising them. This is a project in which I can participate with passion because I can contribute to the company's growth in a visible way.
- I saw managers struggling to confirm the safety of employees after the Noto Peninsula earthquake, and I wanted to create a system to alleviate the burden. While some employees usually have ideas for new businesses but do not know how to propose them to the company, I am grateful that there is an opportunity to speak up as a contest. It was an excellent chance to learn about "business models," which I rarely come into touch with in my daily work.
- "What kind of ideas will other teams come up with?" "How great will they be?" "Will my presentation stand up to them?" "What reaction will I get from the employees' votes?" While thinking about these questions, we were excited to present what we had prepared as a team.

## ■ SUN Co., Ltd <https://www.sun21.co.jp/>

We are an IT company that operates a system integration business, Web design and a foreign resident support business under the corporate philosophy "To become a globally-renowned company based on our mission 'connect people with people' ". We actively hire globally, and by connecting people, we create new value and deliver innovation to the world.

