

MPOWER Partners announces its investment in HQ



December 22nd, 2024; Tokyo, Japan: MPOWER Partners Fund, Japan's first ESG-focused global venture capital fund, has invested in HQ (Tokyo, Japan), a company supporting human capital management through the transformation of employee benefit programs.

In recent years, work styles, workplace environments, and career perspectives have diversified rapidly. However, employee benefit programs have not adapted sufficiently to these changes. As companies increasingly prioritize human capital management, there is a growing need to reimagine employee benefits as strategic investments in talent. This requires creating environments where everyone can work authentically while unleashing their potential, ultimately enhancing organizational performance.

HQ addresses these challenges by offering solutions that provide “personalized support that aligns with each individual’s life journey.” Their services, such as *Remote HQ* and *Cafeteria HQ*, cater to the diverse needs of employees across various life stages, including pregnancy, parenting, health and well-being, career development, and caregiving. By supporting the creation of work environments that enable everyone to work authentically, HQ empowers companies—ranging from large enterprises embracing innovative management to startups and small regional businesses previously unable to adopt comprehensive benefit services—to strategically leverage their human resources.

HQ’s remarkable growth is fueled by an exceptional team united by a shared passion for transforming a major legacy industry. Under the leadership of CEO Shoji Sakamoto, the team combines diverse backgrounds and expertise to create innovative services that promote new ways of working, free from traditional employee benefit constraints. They remain deeply committed to understanding the individual lives of employees, continuously striving to redefine employee benefits to reflect contemporary needs.

MPOWER Partners deeply resonates with HQ’s bold vision of redefining employee benefits, its core commitment to diversity, and the long-term positive impact it aims to deliver to companies and society. This investment represents our commitment to supporting HQ as it expands its reach, provides greater value to more companies and employees, pushes the boundaries of employee benefits, and establishes itself as a core infrastructure for a sustainable society.

Comment from Mr. Shoji Sakamoto, CEO

“Developing a social infrastructure that supports individuals in embracing their authentic selves through the power of technology.”

At HQ, this mission forms the core of our business, and we view ESG not as a separate initiative but as an integral part of our management approach.

To transform the employee benefits industry, we address a broad range of themes: DEI (Diversity, Equity, and Inclusion), support for parenting and caregiving, empowering women, flexible work environments unconstrained by location or time, reskilling, mobilizing diverse talent amid a shrinking population, mental health, and well-being, among others.

“By collaborating with MPower Partners, who bring extensive expertise and experience in ESG integration, we aim to further accelerate solving societal challenges while enhancing corporate value.”

About HQ

CEO: Mr. Shoji Sakamoto

Established: March 18, 2021

Number of Employees: 59 (as of November 2024)

Location: 13th Floor, Expert Office Shinagawa, Area Shinagawa, 1-9-36 Konan, Minato-ku, Tokyo, 108-0075, Japan

Corporate URL: <https://corp.hq-hq.co.jp/>

About MPower Partners

MPower Partners Fund is Japan's first ESG-integrated global venture capital fund that aims to support entrepreneurs providing solutions to societal challenges through the power of technology, and to promote sustainable growth by incorporating ESG (Environment, Social, Governance) into their core business strategies. The founding team draws on their extensive experience in the financial industry and ESG matters to support the global expansion of startups and strives to infuse ESG elements into the ecosystem.

Fund website: <https://www.mpower-partners.com>

For inquiries, please contact: info@mpower-partners.com

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