

TOKYO & BEYOND · COLORADO

Two Things About Japan

We do the work inside Japan — from Tokyo, Joetsu and Vietnam.

Tadafumi Sugawara · CEO, ARCHIPELAGO Inc.

Colorado, 2026

Twenty years of software, built inside Japan.

Not market-entry advice. We do the actual implementation work — and we have been doing it inside Japan for a long time.

What our team actually does



Software development

Products and business systems, built and shipped.



Adapting products for Japanese customers

The changes a Japanese customer really needs.



Integrating with local systems

The Japanese software your customers already use.



Supporting the customer relationship in Japanese

In the room, in Japanese, at Japan time.

20

years building software
for major Japanese companies

Where we operate

Tokyo · Joetsu · Vietnam

Clients

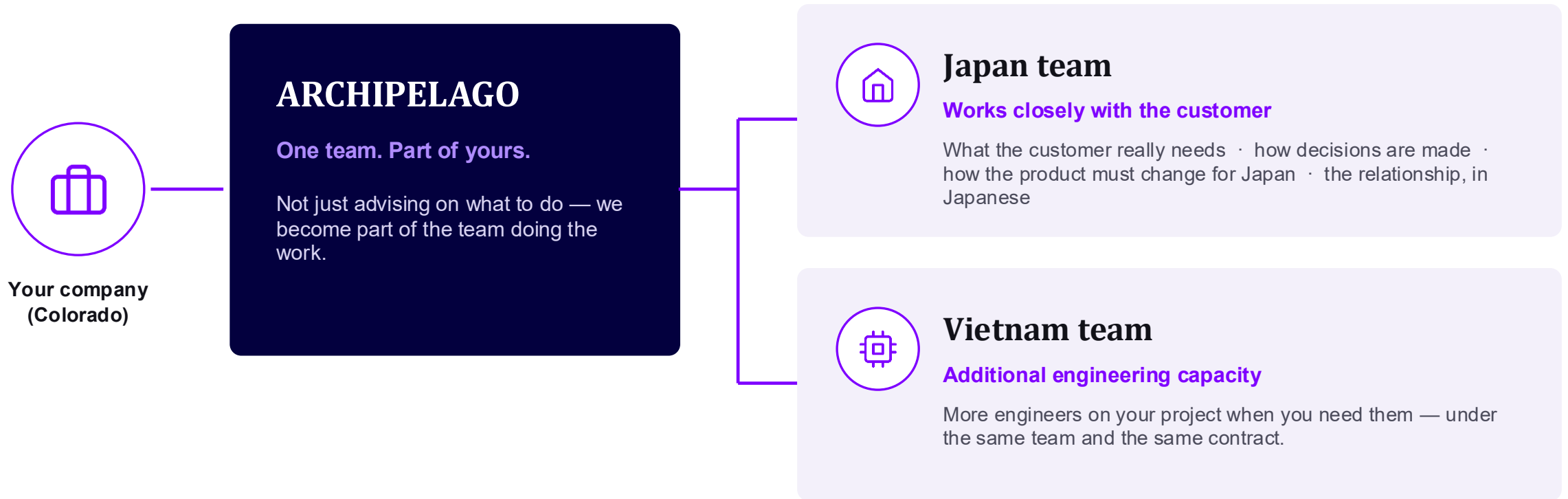
[insert 2–3 approved client names]

Recognition

[insert strongest award — newspapers / government]

Easier to execute — not just easier to understand.

Japan can be a very good market, but it is difficult to navigate from the outside. It is not only language. You need to understand what the customer really needs, how decisions are made, and sometimes how the product itself must change for Japan.



Tokyo does not always have to be the first step.

Tokyo is very important. Joetsu is not a replacement for it — it is a place where a foreign company can get closer to customers and decision-makers, test something in the real market, and build an early Japanese reference.

Starting in Tokyo

- With a very large company, it can take time to reach the person who can really make a decision.
- You arrive with a presentation — and no Japanese customer yet.



Starting in Joetsu

- People are much closer to each other — companies, local government, hospitals, factories, local leaders.
- Test an idea, learn quickly, and build a real customer relationship.
- Then go to Tokyo with proof: “A Japanese customer is already using this.”



Joetsu

180,000 people · west coast · 1h50 from Tokyo by bullet train



Start where you can get traction, then use that proof to go bigger. Not “Joetsu instead of Tokyo” — Joetsu, then Tokyo.

I am serious about Colorado.

I want to meet good people and good companies, and create real business between Colorado and Japan — over time, not in one visit.



An office in Colorado

A real presence here, not a mailing address.



An apartment here

So I can spend meaningful time in Colorado.



Relationships over time

Working on opportunities together, step by step.

Give me ten minutes tonight.

Tell me what you are trying to do. I will be honest about whether ARCHIPELAGO can help — and whether Japan, in Tokyo, Joetsu or somewhere else, could make sense for you.

Tadafumi Sugawara · arcplg.com

Close to Tokyo. All of Japan in one place.

Strategic centrality

Sea of Japan

Joetsu



1 hour 50 minutes
from Tokyo via the
Hokuriku Shinkansen



180,000 people
a regional city where companies,
local government, hospitals and
factories are close to each other

Tokyo

Cultural beauty & viability



Rice terraces · snow-lantern festival · the birthplace of skiing in Japan

Give me ten minutes tonight. Tell me what you are trying to do, and I will be honest about whether Japan — Tokyo, Joetsu or somewhere else — could make sense.