

April 3, 2023
GINKAN, Inc.

Token Economy Based Restaurant Review Service “SynchroLife” Transferred to livedoor Co., Ltd.

GINKAN Inc. (CEO Tomochika Kamiya, based in Chiyoda-ku Tokyo) has transferred its token economy based social restaurant review service SynchroLife to livedoor Co., Ltd. (COO Naohito Miyamoto, based in Chiyoda-ku Tokyo), a 100% subsidiary of Minkabu The Infonoid, Inc. (CEO/CFO Ken Uryu, based in Chiyoda-ku Tokyo), as of April 1, 2023.



GINKAN, Inc. has split off the SynchroLife business and transferred all shares of the subsidiary to livedoor Co., Ltd. The business transfer of SynchroLife to livedoor Co., Ltd. is expected to help maximize SynchroLife’s business value and further strengthen its competitiveness. GINKAN, Inc. plans to develop new Web3 related services and will concentrate resources on these new endeavors.

Background of the Transfer

Since 2018, SynchroLife has run as an “Eat To Earn” model social restaurant review service where users can earn digital assets for their review content and for dining out at restaurants. SynchroLife also offers a digital PR and loyalty service to support restaurants in digitalizing their promotional activities and attracting more customers. The decision to transfer SynchroLife to livedoor Co., Ltd. was made based on

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GINKAN, Inc. – Mr. Kamiya (email: info@ginkan.jp)

how Livedoor Media has over 90 million monthly users and can accelerate SynchroLife’s growth by introducing even more users and restaurants to the service.

About SynchroLife

SynchroLife is an “Eat to Earn” model restaurant discovery social media service where users can earn digital assets for posting restaurant reviews and dining out at restaurants. SynchroLife also offer a digital PR and loyalty service to support restaurants in digitalizing their promotional activities and attracting more customers.

- iPhone App: <https://itunes.apple.com/jp/app/id557532449>
- Android App: <https://play.google.com/store/apps/details?id=jp.co.synchrolife>
- Official Website: <https://www.synchrolife.io/>
- Official Website for Restaurants: <https://business.synchrolife.jp/>

About livedoor Co., Ltd.

Official Website: <https://livedoor.co.jp/>

Mission: KEEP ON RUNNING WITH USERS. Creating the greatest internet services that users want to see, know, and express themselves with.

Company Name: livedoor Co., Ltd.

Location: 1-8-10 Kudankita, Chiyoda-ku, Tokyo

Established: October 7, 2022

Representative Director & CEO: Ken Uryu

Representative Director & COO: Naohito Miyamoto

Business:

- News platform “Livedoor News” (<https://news.livedoor.com/>)
- Blog service “Livedoor Blog” (<https://blog.livedoor.com/>)
- Web news media “Kstyle” (<https://www.kstyle.com/>)
- Along with other services

About GINKAN, Inc.

GINKAN is a Japanese startup that seeks to enrich people’s lives by rewarding them with digital assets for the value and positive impact on the economy their daily spending creates.

Contact

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Company Name: GINKAN, Inc.

Location: 1-12-1 Yurakucho, Chiyoda-ku, Tokyo

Established: December 22, 2015

CEO: Tomochika Kamiya:

Business: The development and management of Web3 related services and smartphone applications.

Website: https://ginkan.jp/index_en.html

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