

Regarding the Start of “Crowdfunding” through business alliance between Kongo Gumi Co., Ltd. and READYFOR Co., Ltd.

Supporting shrines and temples struggling to raise funds

Takamatsu Construction Group Co.,Ltd.
Kongo Gumi Co., Ltd.
November 1 2022

Takamatsu Construction group company Kongo Gumi Co., Ltd. (headquartered in Tennoji-ku, Osaka-shi, Osaka; President and CEO: Toshihiko Tada; hereafter referred to as Kongo-gumi), a business partner, READYFOR Co., Ltd. (headquartered in Chiyoda-ku, Tokyo; President and CEO: Haruka Mera, hereinafter referred to as "READYFOR"), we have decided to start crowdfunding based on a business alliance

1. Background and purpose of the business alliance

In recent years, many shrines and temples, parishioners and parishioners have been declining due to the declining population and aging population, and furthermore, they are also affected by restrictions on movement due to the prolonged COVID-19 pandemic. As a result, an increasing number of temples and shrines are facing financial difficulties. As a result, there is an increasing number of buildings that cannot be repaired due to financial reasons, despite the fact that buildings have been damaged by disasters due to aging and recent abnormal violent weather.

2. Alliance partner

Since READYFOR Co., Ltd. launched Japan's first and largest crowdfunding service in March 2011, We have implemented approximately 20,000 crowdfunding projects which have been made to NPOs, medical institutions, research fields, regional revitalization, culture, and other activities. The cumulative amount of support is 28 billion yen (as of October 2022). So far, they have released more than 160 projects related to shrines and temples, and have collected support of 600 million yen. Projects in the same field have a very high third-party support rate (*percentage of support from people other than acquaintances of the implementing organization) compared to other categories and are characterized by the ability to collect support from companies nationwide.

3. Effects realized by alliance partnership between Kongo Gumi and READYFOR

Kongo Gumi builds, restores, and repairs cultural properties, including shrines and temples, but it is also true that many shrines and temples have given up on these projects due to financial problems, despite the need. By providing READYFOR's "crowdfunding platform", each temple can increase the number of worshipers and diversify funding methods by improving name recognition, and promote the restoration and repair of buildings. In this way, Kongo Gumi will contribute to the continued protection of buildings with a long history throughout Japan.

4. Outline of the "crowdfunding" business to be started

From November 1, 2022, as the first business tie-up, we will start crowdfunding for the Reiwa Great Renovation of Nichiren Sect's head temple "Matsuo-san Gokoku Koshoji" in Ogi City, Saga Prefecture.

Crowdfunding project detail

- project title

- Matsuosan Gokoku Koshoji /

Support for the Great Reiwa Renovation of Nichiren Buddhism Only Head Temple in Kyushu.

- URL : <https://readyfor.jp/projects/matsozan> ; Note: Japanese only

- Target : 5 million Yen

- Support fund application period : Through November 1, 2022 to December 23, 2022

■ Kongo Gumi Co., Ltd.

Company	Kongo Gumi Co., Ltd.
Representative	President and CEO: Toshihiko Tada
Headquarter	1-14-29 Shitennoji, Tennoji-ku, Osaka
Foundation	578 (Asuka Era, Year 6 under Bidatsu Emperor, 30th Emperor of Japan)
Capital	300 million yen
Line of Business	Design and construction of shrines and temples, restoration and repair of cultural heritage buildings.
website	https://www.kongogumi.co.jp

■ READYFOR Co., Ltd.

Company	READYFOR Co., Ltd.
Representative	President and CEO: Haruka Mera
Headquarter	7th Floor, Sumitomo Real Estate Ichibancho Building, 8 Ichibancho, Chiyoda-ku, Tokyo
Foundation	July 2014
Capital	100 million yen
Line of Business	Crowdfunding business that matches performers and individual supporters. Donation/subsidy support business that matches implementers with fund providers such as companies and governments.
website	https://readyfor.jp/