SMOOTH SAILING JAPAN

Sample Japan Partner Second Opinion Report

Illustrative Composite Case — Not a real client report

> Purpose: show the structure, depth and decision logic of the paid Japan Partner Second Opinion service. Company, product and figures below are fictionalized / composite for demonstration.

1. Executive Decision

PROCEED WITH CONDITIONS

Immediate partner request	Product A / crowdfunding-only Japan exclusivity through fulfillment / no pre-launch MOQ / partner-funded launch
Likely next-step discussion	Continue into general ecommerce and broader Japan sales after crowdfunding
Recommended approach	Proceed with the launch opportunity, but structure asset continuity and evaluate broader post-CF rights only after capability is verified.
Commercial view	Good launch capability; insufficient verified evidence to assume durable general-sales capability before the first campaign.

Bottom line: The crowdfunding-first structure is commercially reasonable. Proceed only after clarifying first-launch asset control, customer continuity and the evidence that would justify expanding the relationship into general sales afterward.

2. Why This Recommendation

1. **The initial crowdfunding structure is attractive.** The partner funds page / launch execution, asks for no meaningful pre-launch MOQ, and requests only temporary crowdfunding exclusivity.
2. **Launch capability is credible.** Multiple overseas-product crowdfunding projects, competent Japanese creative and visible campaign execution.
3. **Headline crowdfunding totals need context.** One cited project generated ¥28.4 million from 184 supporters around a high-ticket product range; strong launch revenue, but narrower demand breadth than the headline amount alone suggests.
4. **Durable distribution evidence is limited.** Of eight past products reviewed, two have verified current non-crowdfunding sales; no clear evidence of retail replenishment was found.
5. **First-launch continuity needs improvement.** Proposal places Japan domain and social accounts under the partner's control and relies on platform communication for customer contact.
6. **Pricing needs a market check.** Proposed planned retail price is materially above visible comparable products in Japan.

3. Partner Snapshot

Entity	Japan Partner A Co., Ltd.

Sample Report - Usage Notice

Japan Partner Second Opinion - Illustrative Sample

Illustrative sample only

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Commercial assessment only

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Visible operating model	Imported-product crowdfunding + ecommerce
Team / capacity	Small operating team; campaign execution capability visible; dedicated wholesale team not verified
Current brands	Several overseas products / brands visible
Evidence confidence	Medium

4. Capability Profile

Area	Assessment	Evidence confidence
Crowdfunding launch	Strong	High
Own EC / marketplace operation	Moderate	Medium
Wholesale / physical retail	Limited evidence	Low–Medium
Inventory financing	Not sufficiently verified	Low
Brand building	Some evidence, not yet broad	Medium

5. Crowdfunding Performance Context

Metric	Illustrative finding	Interpretation
Headline support amount	¥28.4 million	Strong launch revenue signal.
Supporter count	184	Moderate customer breadth relative to the headline total.
Average support per supporter	Approx. ¥154,000	High-ticket context; not equivalent to 184 units sold.
Main reward range	Approx. ¥120,000–¥190,000	Headline total is materially influenced by product ticket size.
Post-CF outcome	Limited normal-sales evidence	Launch result does not yet prove durable distribution.

Interpretation: The crowdfunding result is a positive launch signal. It should not be presented as standalone proof of broad Japan-market demand or durable distribution capability.

6. Past Product Persistence

Past product	CF history	Current status	Classification
Product 1	Makuake	Own EC + Amazon; same operator	Multi-channel general sale
Product 2	Makuake → CAMPFIRE	Current EC listing; activity unclear	Limited general sale
Product 3	GREEN FUNDING	No current normal-sale evidence found	Unverified
Products 4–8	Various	Mixed CF continuation / passive listings / unverified	Mixed

Interpretation: crowdfunding project count is materially stronger than verified durable-distribution count.

7. Price Reality Check

Item	Observed / proposed
Proposed planned Japan retail price	¥24,800

Proposed CF price	¥17,360 (30% off)
Visible comparable Japan products	Mostly ¥14,000–¥19,000
Commercial concern	Normal-market price support for ¥24,800 has not yet been demonstrated.

Recommended question: Which comparable products are currently selling at ¥24,800, and what price will be used after crowdfunding on Amazon, own EC, wholesale and retail?

8. Commercial Commitment

Item	Partner proposal	Our view
Initial MOQ	None before CF	Acceptable if balanced by launch investment and narrow rights
Launch cost	Partner funds page / ads	Positive commitment
Annual minimum purchase	None	Not required for the crowdfunding-only period; discuss measurable purchase or sales commitments if broader post-CF exclusivity is later requested
Post-CF inventory	Not defined	Must be clarified
Channel milestones	“General sales later”	Too vague

9. Rights-to-Capability Fit

Scope	Fit
One-product crowdfunding exclusivity through fulfillment	Supported
Selected ecommerce rights after crowdfunding	Potentially reasonable after review
Product-family multi-channel distribution	Not yet sufficiently supported
Broad brand / all-channel exclusivity	Would require materially stronger evidence

10. Recommended Commercial Structure

Product: Product A only
Initial channels: crowdfunding only
Initial term: through campaign fulfillment
Post-CF expansion: consider selected ecommerce or distribution rights only after reviewing actual launch execution and the post-CF plan
Suggested milestones before expansion: post-CF inventory plan, defined ecommerce launch, reorder or purchase framework, asset-control structure, and measurable channel commitments

11. Japan Market Asset Continuity

Asset	Proposal	Recommendation
.jp domain	Partner account	Manufacturer / brand master control
Japan SNS	Partner creates / controls	Brand admin continuity + partner operating access
Customer relationship	CF platform communication only	Add consent-based brand LINE / registration flow

12. Questions Before Signing

1. If crowdfunding performs well, what exactly happens next?
2. Who finances post-CF inventory, and what volume will be held?
3. Which channels will be opened, and by when?
4. How was the planned Japan retail price determined?
5. What measurable commitment would support any broader or longer exclusivity after crowdfunding?
6. Who controls the domain, Japan accounts and first-party customer relationship?

13. Final Recommendation

Proceed with the crowdfunding opportunity, but treat the first launch as a market-entry decision, not a disposable test.

Recommended decision: **PROCEED WITH CONDITIONS**. Keep the initial right limited to Product A and the crowdfunding / fulfillment period. Put manufacturer-continuous asset and customer structures in place before launch, then reassess any broader ecommerce or distribution rights after post-CF inventory, reorder and normal-sales evidence can be verified.

Evidence Appendix — Sample Format

Evidence type	Example	Confidence
Corporate / official	Company site, public registry, official brand pages	High
Crowdfunding	Current / archived project pages	High
Normal sales	Own EC, retailer, marketplace, product availability	Medium–High depending on source
Commercial commitment	Submitted proposal / term sheet	High for stated proposal; not proof of future performance
Unverified	No reliable public evidence found	Reported as unverified, not scored as failure

Have a Real Japan Crowdfunding Proposal to Evaluate?

The initial request may be narrow, temporary and low-cost. That is exactly why it is easy to move too quickly.

Review the current scope and pricing for an independent commercial second opinion before you spend your product's first Japan launch with the wrong operating partner.

See Current Scope & Pricing

Review the current service scope before requesting a second opinion.