



JOGGO

想いをカタチに

Give Shape To Ideas



BORDERLESS

JOGGO is a company committed to social business.

Social Business = Business that can solve social problems.

JOGGO is a Borderless Japan's group company .



Borderless Group is composed of companies which carry out nothing but “social business”.

- There are 42 social businesses in 16 countries worldwide (as of Dec. 2021).
- Established in March 2007 Annual sales: 5,540 million yen (FY2020)
Number of employees in the Group : approximately 1,500

What is Social Business?

A business can be expanded by pursuing efficiency meanwhile targeting at abandoned people, objects, places and society and even by including inefficiency. This is what the Borderless Group considers as “social business.” We challenge to solve various social problems including poverty, education, refugees and global warming.

VISION of JOGGO

感動でつながりを

To create linking of special moments

We
deliver our products to our customers, and
while they keep using our products for a long time,
there comes a moment when our products deeply touch their heart,
and
in this way, we create the “heart moving moments” of
each one of our craftspeople, staff and customers.

Towards a society where all people,
transcending the borders, religions and disabilities,
can share the joy together and connect with the “heart.”

JOGGO's Management Philosophy

- ▶ **Principle (basic philosophy) : Passing on the better Earth to the next generations**
- ▶ **Vision (our worldview) : Connecting through the heart moving moments**

We, JOGGO, deliver our products to our customers. While they keep using our products for a long time, there comes a moment when our products deeply touch their heart. In this way we create the "heart moving moments" of each one of our craftspeople, staff and customers. We aim for a society where all people, transcending the borders, religions and disabilities, can share the joy together and connect with the "heart."

- ▶ **Mission (our role) : A choice for all: a choice that people can take "pride" in their work.**

Some people, because of poverty, face difficulties in getting employed and can not become economically independent. Some people, because of disabilities, only have a limited vocational choice. JOGGO wishes that these people whether in Japan or overseas can succeed as professional leather craftspeople and take pride in their work.

- ▶ **Values (importance) : We place much importance on social impact that people continue to grow as professionals and also as human beings.**

Corporate Overview

CEO: Masayuki Ota

Established in March 2014

Business:  **JOGGO**

Domestic e-commerce sales of leather products that are manufactured in our own factory in Bangladesh.

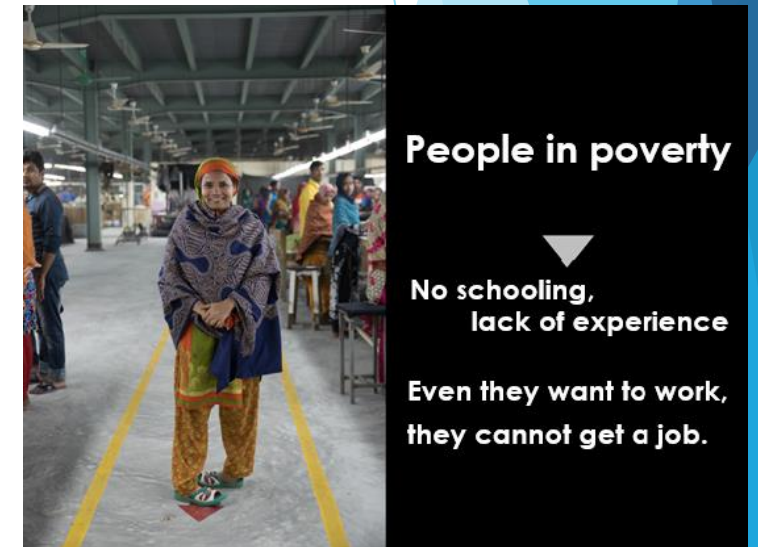
UNROOF
JAPAN

Domestic e-commerce sales of leather products that are manufactured in our own factory in Tokyo.
Joint development of products with other companies and contract manufacturing of the leather products.

JOGGO

Social problem to be solved : Poverty in Bangladesh

Background of this social problem



Business Outline

Business Concept :

A choice for all: a choice that they can take pride in their work

Our factory in Bangladesh prioritizes to employ people who face difficulties in getting a job.

- people who could not have a proper education due to poverty
- single mothers
- people with disabilities

After hiring, we train them to be professional leather craftspeople and they will manufacture JOGGO's products.

We provide them a secure working environment and assure them financial stability.



Let's create job opportunities!

People with disabilities, single mothers, and people with high degree of extreme poverty because a father has disappeared etc.



Our human resource management system gives priority in employing these people.



Factory and Staff





Work that you take pride in

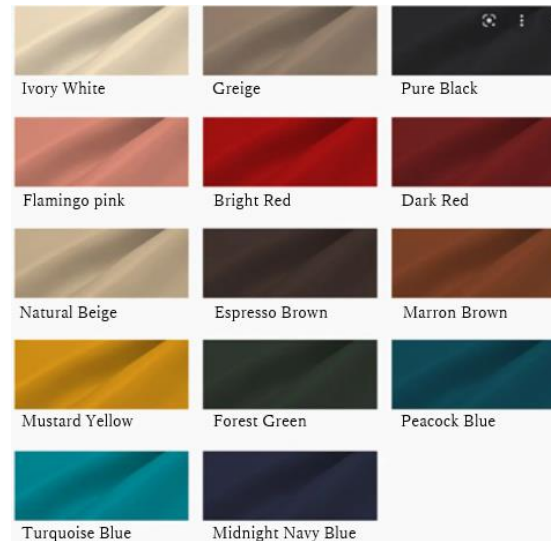
Characteristics of products

After receiving orders at the factory in Bangladesh, the sewing and manufacturing are all processed manually. We sell the products online to Japan and there is a list of 60 items (Stock Keeping Units) on our website. Real cow leather but not high prices (e.g. a breast wallet from ¥17,000 to ¥ 30,000)



**Real leather products
(60 items)**

X



=



**The one and only real leather
product in the world can be
made to order.**

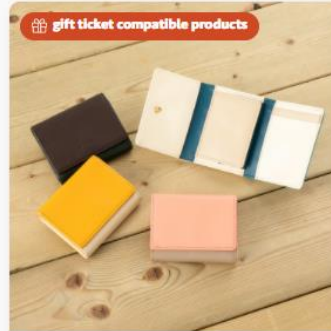
**From a list of 14 colors,
customers can select the
colors they like for
different parts of a product.**

ITEMS



QUALITY

Compact Wallet



gift ticket compatible products

3-fold mini wallet

¥15,180

for those who want to stick to storage capacity and size

supported shipping: 🇯🇵 🇺🇸



square coin case

¥6,490

to you who want to stick to your belongings one by one

supported shipping: 🇯🇵 🇺🇸



compact wallet

¥7,590

even if it's a sub, is it the leading role? palm-sized, coins, bills and cards

supported shipping: 🇯🇵 🇺🇸



multi-wallet with round knobs

¥8,690

all cards, keys, and coins fit perfectly, and the outing is this one

supported shipping: 🇯🇵 🇺🇸

genuine leather compact wallet (leather wallet)

JOGGO'S GENUINE LEATHER COMPACT WALLET (LEATHER WALLET) IS AVAILABLE FROM POPULAR MINI TYPES TO STANDARD COIN CASES. CAREFULLY MADE USING HIGH-QUALITY GENUINE LEATHER, IT IS IDEAL NOT ONLY FOR YOURSELF BUT ALSO FOR GIFTS AND GIFTS FOR IMPORTANT PEOPLE. YOU CAN MAKE YOUR FAVORITE DESIGN REGARDLESS OF MEN'S OR WOMEN'S BECAUSE YOU CAN MAKE A CUSTOM-MADE COMBINATION OF 14 COLORS OF LEATHER. WHY DON'T YOU TAILOR THE ORIGINAL LEATHER WALLET FILLED WITH COMMITMENT?

販売方法

Electronic
commerce



Internet advertisement

SEO (search engine optimization)

JOGGO account of SNS



レポートとヘルプを検索

プライマリディメンション: Default Channel Grouping 参照元/メディア 参照元 メディア その他

グラフに表示 セカンダリディメンション: ユーザータイプ 並べ替えの種類: デフォルト

アドバンス [グリッド] [グラフ] [リスト] [比較] [フィルター]

- ホーム
- カスタム
- レポート
 - リアルタイム
 - ユーザー
 - 集客
 - 概要
 - すべてのトラフィック
 - チャンネル
 - ツリーマップ
 - 参照元/メディア
 - 参照サイト
 - Google 広告
 - Search Console
 - ソーシャル
 - キャンペーン
 - 行動
 - コンバージョン
 - アトリビューション
 - 発見
 - 管理

Default Channel Grouping	ユーザータイプ	集客			行動			コンバージョン			収益
		ユーザー	新規ユーザー	セッション	直帰率	ページ/セッション	平均セッション時間	eコマースのコンバージョン率	トランザクション数		
		17.62% ↑ 261,413 と 222,246	22.15% ↑ 254,839 と 208,631	13.91% ↑ 428,670 と 376,311	64.81% ↓ 72.51% と 44.00%	38.06% ↓ 2.53 と 4.09	28.14% ↓ 00:01:31 と 00:02:06	12.52% ↓ 0.67% と 0.77%	0.31% ↓ 2,878 と 2,887	4.93% ↓ ¥39,460,640 と ¥41,508,767	
1. Organic Search	New Visitor										
2022/01/01 - 2022/01/31		110,260 (32.91%)	110,187 (43.24%)	110,179 (25.70%)	84.76%	1.67	00:00:59	0.12%	134 (4.66%)	¥1,771,100 (4.49%)	
2021/01/01 - 2021/01/31		7,780 (2.59%)	7,818 (3.75%)	7,818 (2.08%)	12.09%	9.35	00:05:10	1.39%	109 (3.78%)	¥1,602,396 (3.86%)	
変化率		1,317.22%	1,309.40%	1,309.30%	601.22%	-82.17%	-81.10%	-91.28%	22.94%	10.53%	
2. Paid Search	New Visitor										
2022/01/01 - 2022/01/31		88,104 (26.30%)	88,956 (34.91%)	88,948 (20.75%)	89.03%	1.45	00:00:29	0.14%	121 (4.20%)	¥1,551,843 (3.93%)	
2021/01/01 - 2021/01/31		114,233 (38.01%)	113,813 (54.55%)	113,813 (30.24%)	65.98%	1.95	00:00:39	0.12%	131 (4.54%)	¥1,831,317 (4.41%)	
変化率		-22.87%	-21.84%	-21.85%	34.94%	-25.54%	-25.51%	18.19%	-7.63%	-15.26%	
3. Organic Search	Returning Visitor										
2022/01/01 - 2022/01/31		30,932 (9.23%)	0 (0.00%)	72,980 (17.02%)	60.96%	3.06	00:02:04	0.83%	605 (21.02%)	¥8,887,260 (22.52%)	
2021/01/01 - 2021/01/31		22,588 (7.52%)	0 (0.00%)	41,499 (11.03%)	9.13%	7.57	00:04:43	2.01%	836 (28.96%)	¥11,773,303 (28.36%)	
変化率		36.94%	0.00%	75.86%	567.45%	-59.61%	-56.26%	-58.85%	-27.63%	-24.51%	
4. Direct	New Visitor										
2022/01/01 - 2022/01/31		26,293 (7.85%)	26,801 (10.52%)	26,771 (6.25%)	47.23%	4.97	00:03:07	2.60%	695 (24.15%)	¥8,640,127 (21.90%)	
2021/01/01 - 2021/01/31		31,721 (10.56%)	31,854 (15.27%)	31,854 (8.46%)	24.29%	7.73	00:04:08	1.58%	504 (17.46%)	¥7,263,422 (17.50%)	
変化率		-17.11%	-15.86%	-15.96%	94.44%	-35.73%	-24.83%	64.08%	37.90%	18.95%	
5. Paid Search	Returning Visitor										
2022/01/01 - 2022/01/31		25,822 (7.71%)	0 (0.00%)	48,322 (11.27%)	72.42%	2.89	00:01:50	1.16%	562 (19.53%)	¥8,246,271 (20.90%)	

UNROOF

Social problem to be solved : Employment of people with disabilities in Japan

Background of this social problem: Limits of companies and employers

① Limited awareness



- People with disabilities cannot work.
- We must help people with disabilities.

② Limited choice of job



- People with disabilities can only do simple tasks.
- We must keep giving the same task to people with disabilities

③ Limit of salaries



- People with disabilities deserve low salaries because they have no abilities.
- We need not to promote people with disabilities nor increase their salaries.

Business Outline

Business Concept :

Creation of a society where everyone, with or without disabilities, can shine.

- We employ people with psychological disabilities and developmental disorders through the same regular recruitment process as people without disabilities.
- In our factory in Higashimurayama City, Tokyo, they work as leather craftspeople and manufacture our brand products as well as other companies' products.
- The job responsibilities and their salaries can be raised.



Characteristics of Products (Our Own Brand)

UNROOF
JAPAN

After receiving orders at the factory in Kumegawa City in Tokyo, the sewing and manufacturing are all processed manually. The products are sold online to Japan through our website.



Durability is Essential

Using real cow leather made in Japan, we are determined to make our products highly durable so that our customers can use our products for a long time. Repair service is also available after a purchase.

Borderless Production

We have made it possible to manufacture borderless products with unisex design, left handed people friendly design, etc.

Characteristics of Products (other companies' OEM products)

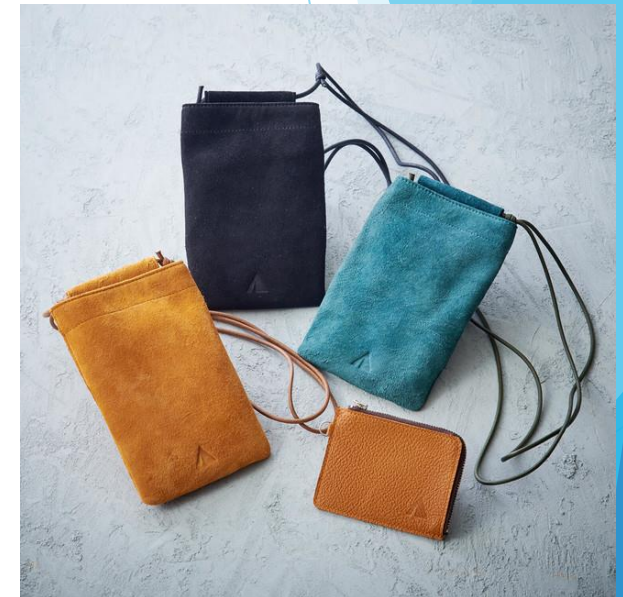
Joint development of products with other companies and brands who sympathize with UNROOF's business concept. The OEM (original equipment manufacturer) contract manufacturing of these products.



SHIPS X UNROOF
Wallets and card cases
Collaboration of both brands



Nakagawa Masashichi Shoten X UNROOF
Joint development of "Compact Wallet with Kohaze (little Japanese clasps)"



YAMAP X UNROOF
Joint development of "Deerskin Leather L-shaped Wallet" and "Deerskin Leather Smartphone Pouch"

Commitment for Sustainability

ENVIRONMENT



Reduce unnecessary production
and inventory loss

We use highly durable real leather for our products and the craftspeople in our factory finish up each product by sewing one by one with great care. We expect our customers to use our products for a long time and thus we try to reduce unnecessary production and decrease environmental pressures. We also make our products after receiving orders, which enables us reduce excessive production and avoid generating inventory loss.



Up-cycle the by-product leathers

Leathers used in our products are all by-products of meat production process. We up-cycle the resource that was going to be wasted and make use of them. Thus we make an effort for more sustainable production.



Use renewable energy

Since August 2020, the Kumegawa Factory changed over its electricity to “Hummingbird Electric Power” which is an electricity service company under Borderless Japan. The renewable energy which does not emit CO2 is used and we reduce the environmental pressures.

Commitment for Sustainability

SOCIETY

For the community



Create employment opportunities and support economic independence

Because of no schooling or disabilities, some people get rejected from a job and some are forced to work under a terrible condition. We give priority to employ those discriminated and biased people who cannot get hired by other factories. We will offer them a workplace where they can feel safe and stable salaries.

For the employees



Create an environment where people can work safely

In 2018 we opened a nursery in Bangladesh. This is offered for free to people who did not have a place or someone to leave their children with. In addition, aiming to create an environment where people can work with more ease and break the chain of poverty and get out of it, we are planning to build “Borderless Village” with infrastructure, medical facilities and educational institutions.



Remove disparities and realize diversity and inclusion

Our aim is to eliminate disparities in career choice and salaries that people with psychological disabilities and developmental disorders are facing. In future, we expect to expand our factories throughout the country and to create an environment where we can work together with people with different types of disabilities.

Factory



Meals



Education



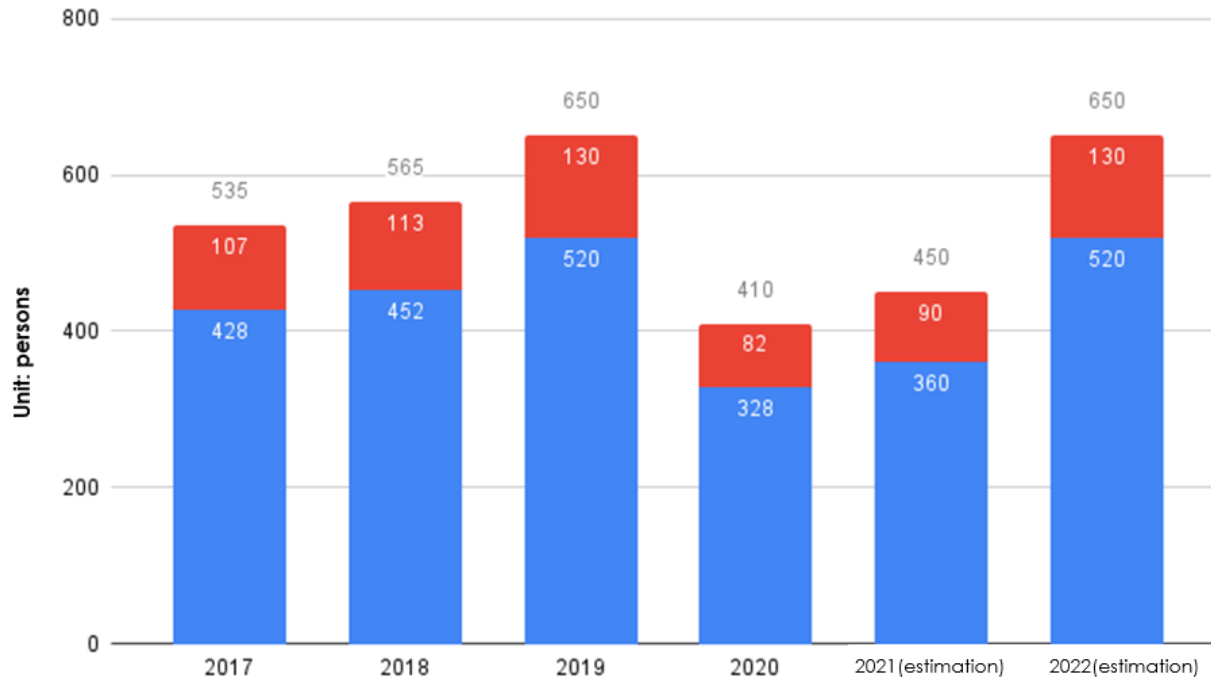
Health care



Achievement (Social Impacts)



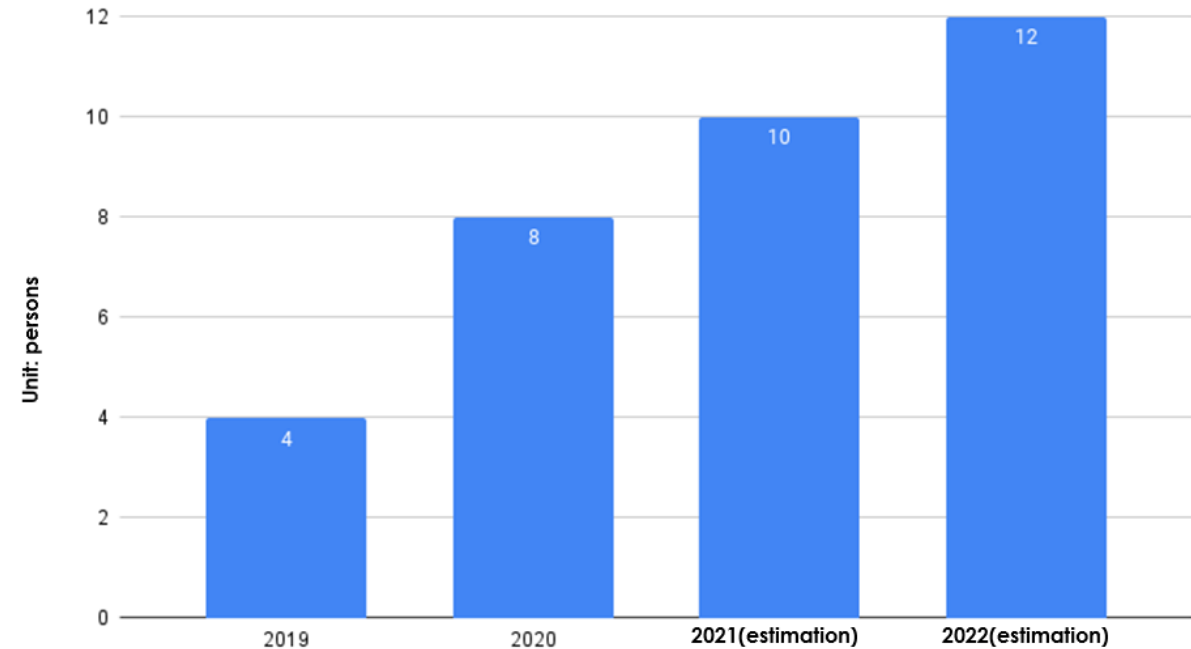
■ Number of direct employees ■ Number of employees' family members



Social impact is given by the number of employees in the Bangladesh factory and their family members.



■ Number of persons with disabilities employed as craftspeople



Social impact is given by the number of craftspeople working in the Kumegawa Factory.