

## Global Human Resources Positive for Working at Startups, 74% ~In the first year of startup creation in Japan, what is the motivation of human resources to work?~

Human Global Talent Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; President: Tomoki Yokokawa), which operates the "Daijob.com" job information site for business professionals × bilinguals, conducted an independent survey of "Willingness to work for startups" for the registrants on the site.

### [Key Points of Survey Results]

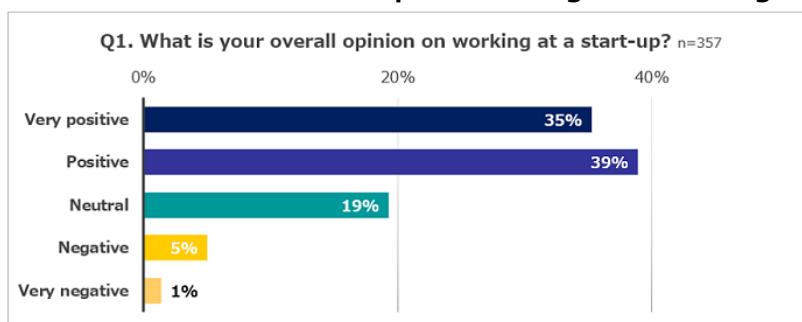
- 74% of global human resources have a positive image for working at startups
- Many startup entrepreneurs have an image of "a place where people can easily demonstrate their abilities"
- Those who are favored by startups will be 55% considering changing jobs if they want jobs, even if their salaries are lower than those in their current position

### ■ Introduction

In August 2022, the Government of Japan announced the establishment of a new minister in charge of startups. With 2022 as the "First Year for Startup Creation," the government has announced a policy of establishing a "Five-Year Plan for Startup Development" to increase startups 10-fold in five years toward the end of the year. Compared to the development of startups in the U.S., China, India, and elsewhere, the current situation is that Japan has not kept pace, but it is expected that the number of startups will increase in Japan as well in the future. Accordingly, we surveyed Daijob.com registrants, many of whom are employees of foreign companies and Japanese global companies, and many of whom are bright in overseas business data, about their desire to work for startups.

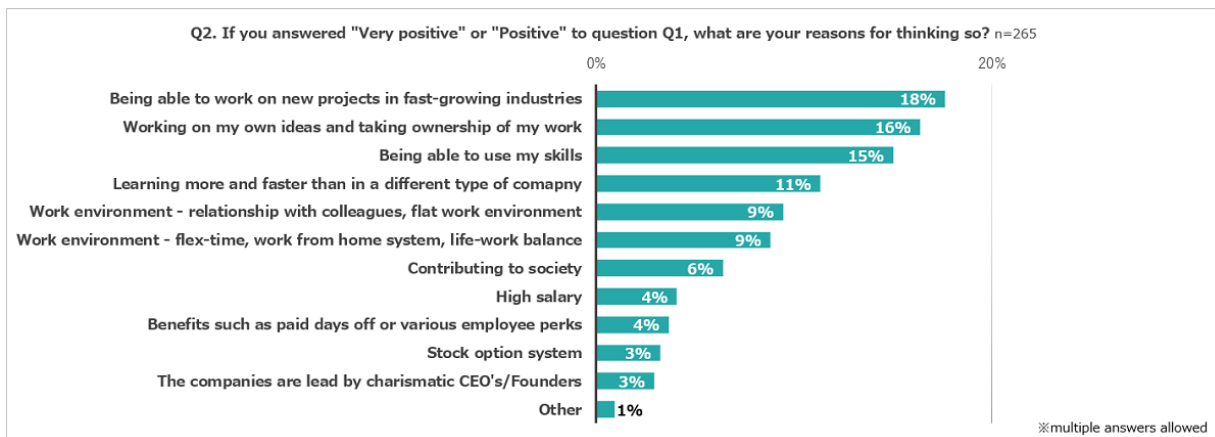
### ■ Survey Results

#### 1. 74% of global human resources have a positive image for working at startups



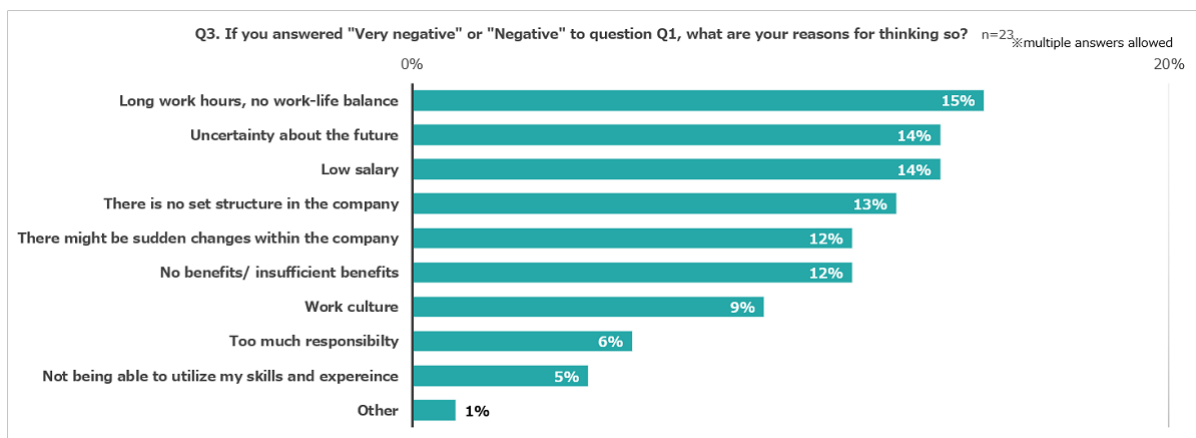
With regard to working at startups, 74% of people were "positive" or "very positive," while only 6% were "negative" or "very negative," indicating a favorable trend for many global human resources. Another characteristic of the survey was that 39% of respondents aged 39 or younger and 61% aged 40 or older had a high level of interest and interest in startups in their 40s or older. (\*[Details of attributes of those surveyed])

## 2. Large number of people with the image of startups as "places where they can easily demonstrate their abilities"



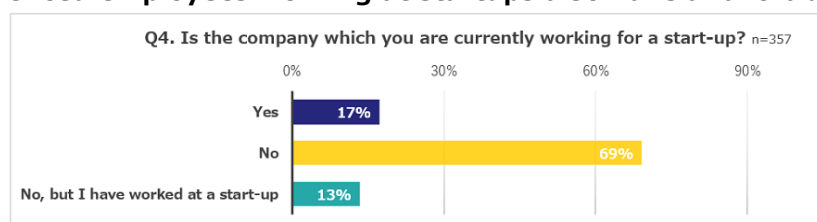
In the Q1 question, the most common reasons for answering "positive" and "very positive" were "to be able to engage in new projects in fast-growing industries." In addition, the reasons selected for 15% or more were "to be able to work responsibly in one's own work by taking advantage of one's own ideas" and "to be able to use one's own skills," and we found that many people at startups have an image of "a place where people can easily demonstrate one's abilities." On the other hand, "labor conditions such as salaries and benefits" have fallen to 5% or less, and only a small number of people have a positive image of startup salaries and benefits.

## 3. The negative image factor of startups is "instability" such as the working environment and conditions



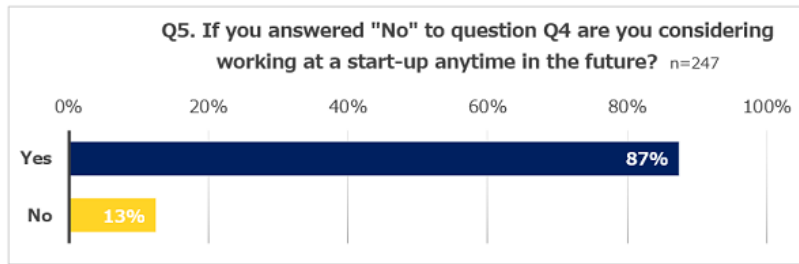
In the Q1 questionnaire, 23 out of 357 respondents answered "negative" or "very negative." Uncertainty about work-life balance, future potential, salaries, organizational structure, and other factors seems to have led to a negative image for startups.

## 4. Many inexperienced employees working at startups also have a favorable image



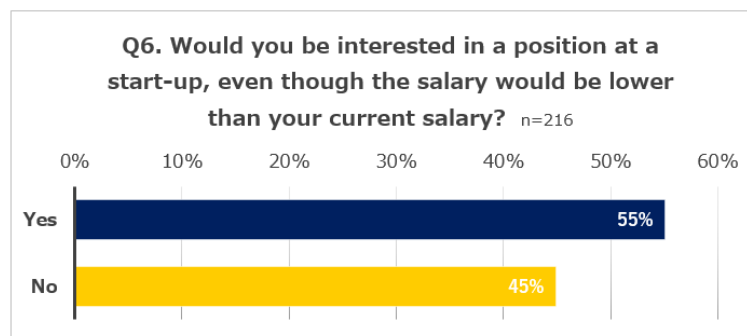
In Q1 questions, while 74% of people were favorable to startups, 17% were actually working at startups, and 13% were experienced at work. Startups seem to be viewed favorably by people who have no work experience.

## 5. 87% of people want to work at a startup in the future



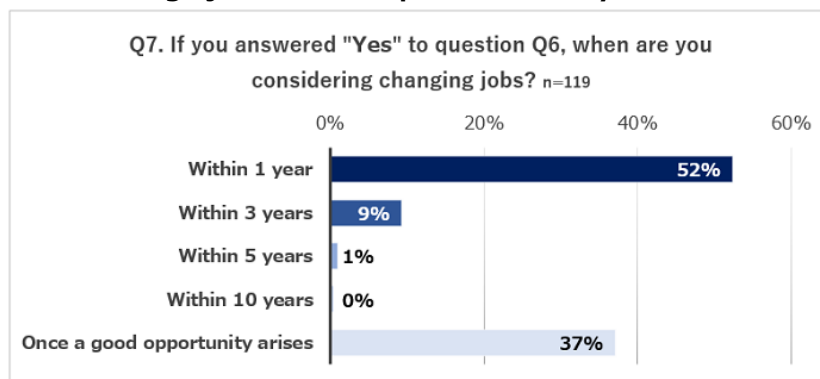
In Q4 questions, revealed that 87% of 69% of people who are not experienced at startups want to work in the future, and that for many global talent, startups are targeted at places of change of employment.

## 6. Even if the salary is lower than the current salary, 55% of people choose the job they want at a startup



In this survey, many startups were aware that their salaries were low. However, 55% of the 216 startups that answered "I want to work at a startup" in the Q5 question answered "I want to work at a startup," who "I would like to consider entering the company if my salary is lower than the present salary." According to our survey released in 2021, the most common reason for changing jobs was "salaries," but the results were the highest, but (\*1) more than half of them gave priority to "desired jobs" than to salaries.

## 7. 52% people want to change jobs to startups within one year



In a Q6 survey, 52% of respondents said that they would like to change jobs within one year if they want to do so, even if their salaries are lower than those in their current position. Although the specific timing is still uncertain, 37% of the respondents said they would like to change jobs if there is an opportunity. Even when startups are worried about the presentation of salaries, companies may be able to increase the success rate of recruitment by attractively communicating the content of their business and flexibly accepting job seekers' wishes.

## ■ After receiving word of the results

### **Tomoki Yokokawa Representative Director, Human Global Talent Co., Ltd. / Board Member of the Japan Association for the Employment of Foreign Nationals**



The number of newly established corporations nationwide in 2021 was 144622 (up 10.1% from the previous year), which is the highest figure since 2007. (※2) The Japanese government has also announced that 2022 will be the first year for the creation of startups, and has also been focusing on grants, support for establishment, and support for financing for human resources working on startups in Tokyo. Against this backdrop, recruitment of particularly talented personnel is an absolute prerequisite for business success. However, it has become clear that Daijob.com has a very large number of registered personnel who match startups, including their orientation. We receive many inquiries from foreign companies that are considering expanding into Japan from overseas. Bilingual Human Resources Numbers Domestic No.1 (\*3) website "Daijob.com" We will also actively post job information on foreign-affiliated companies and start-ups, further strengthen our efforts to focus on "distribution of job offers" and "matching" on-line, and contribute to the recruitment of human resources of companies and start-ups that have entered the market.

※1. Our press release in December 2021, "Career Development of Global Human Resources," aiming for more specialists than generalists-18.5% more people emphasize skill improvement than career advancement"

※2. Source: Tokyo Shoko Research, Ltd., 2021, Trends in Newly Established Subsidiaries Nationwide.

※3. ESP Research Institute, as of June 8, 2017

#### <Profile>

Graduated from Waseda University School of Sports Science in 2007. After taking charge of business producer at Bay Current Consulting Co., Ltd., he worked at Human Global Talent Co., Ltd. in 2010. After working in sales and marketing at the Media Sales Department, Business Promotion Office, and Recruitment Consulting Department, he assumed his current position in 2020. Taking advantage of his experience working for more than 1200 companies in the recruitment of global human resources, he has deep knowledge of the global human resource turnover market, including at events sponsored by us, as well as at numerous business summits sponsored by the Ministry of Economy, Trade and Industry and the Ministry of Health, Labor and Welfare.

#### **[Summary of Survey]**

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**[Period]** September 1-September 13, 2022

**[Institutions]** Human Global Talent Co., Ltd.

**[Target]** Japanese residents registered with Daijob.com

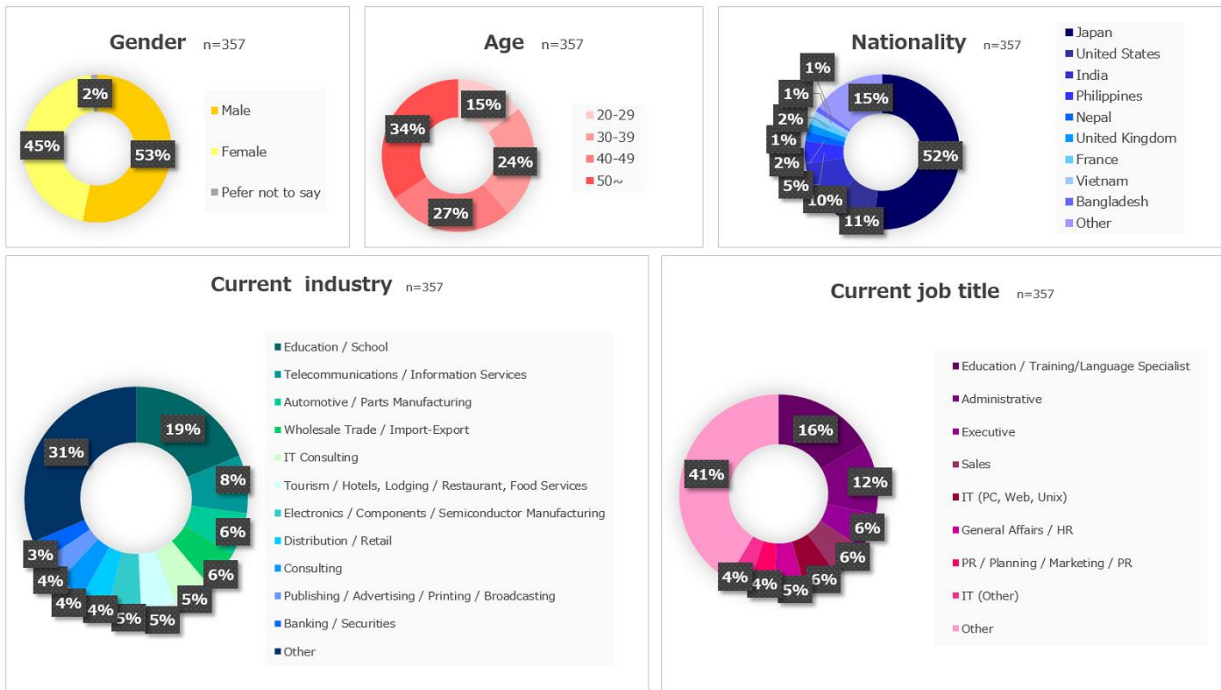
**[Number of valid responses]** 357 (Japanese: 185, foreigners: 172) **[Characteristics:** 39% for people aged 39 or older, 61% for people aged 40 or older]

※Some of the questions were not answered

**[Method]** Collection by Web entry form

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## [Details of attributes of those surveyed]



### ■ Human Global Talent Co., Ltd.

Since opening in 1998, Daijob.com of job information websites for business professionals × bilinguals has been highly regarded by more than 8400 foreign and Japanese global companies in 27 countries worldwide, with a cumulative total of 670000 registrants and more than 10,000 job postings. In addition, we have developed a Working Abroad specializing in foreign career change and a Daijob Specialists series of job-change websites specializing in job types and skills. These websites provide an efficient online match between companies and job seekers, including direct recruiting.

### ■ Human Group

The Human Group is engaged in a wide range of businesses, including human resources, nursing care, child care, beauty, sports, and IT, with the education business at its core. Since our founding in 1985, we have been working to resolve a variety of social issues that change with the times, such as labor shortages, an aging society, and the problem of waiting children, through our various businesses, centered on education, and we have developed our own business model. The Human Resources Group, which has continued to confront people and society, will also actively work on SDGs (Sustainable Development Goals), which is now set as a goal to be achieved worldwide. By contributing to SDGs, we will accelerate the realization of "artificial manpower" and contribute to the creation of a better society. ●Human Holdings WEB website: <https://www.athuman.com/>

### Corporate Profile

Human Global Talent Co., Ltd.

● Representative: Tomoki Yokokawa, Representative Director

● Address: Nishi-Shinjuku Prime Square 2F, 7-5-25 Nishi-Shinjuku, Shinjuku-ku, Tokyo

● Business: Job advertising, recruitment consulting, and events businesses specializing in bilingual employment

■ Inquiries regarding this matter ■ Business Promotion Office Iwaki, Human Global Talent Co., Ltd.

Email: [info@daijob.com](mailto:info@daijob.com)