

## The Success Story of KAJIMA & HOLOBUILDER

Kajima joined forces with HoloBuilder to improve documentation-related processes on their construction sites

Kajima teamed up with our ecosystem startup HoloBuilder to use their groundbreaking 360° photo documentation solution. With this solution, they wanted to increase visibility throughout the team and make construction progress management more seamless and efficient.

The Innovation Partnership Success Stories is a series that focuses on key projects that emerged through our Real Estate & Construction platform.

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technology startups and the  
world's largest corporations.**

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## **WE HELP YOU IN EVERY STEP OF YOUR INNOVATION JOURNEY**

Partnering with the largest organizations worldwide gives us a line of sight to identify the main pain points affecting each industry. We then focus on sourcing the best startups that can provide the best solutions to these challenges.

By collaborating with startups, corporations increase operational efficiencies, lower costs, find new product lines, and become more innovative from the core.

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startups in our network**

**500+**

**Corporate  
Partners**

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**Offices  
Worldwide**

## **GLOBAL REACH**

One of our greatest ambitions is to make our ecosystem accessible wherever you are. With offices across the world, we're proud to be the world's largest innovation platform by geographic reach.



## Kajima: Our Corporate Partner

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Kajima is one of Japan's largest general contractors. They provide a variety of services including design, engineering, construction, and real estate development.

Kajima has tremendously contributed to the development of Japan's construction industry, as well as its economy. They build high-rise structures, railways, power plants, dams, and bridges. Its subsidiaries are located throughout Asia, Oceania, Europe, and North America.

## Partnership Background

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Kajima joined Plug and Play with a mission to achieve their "Construction as a Factory" vision, to optimize operations in construction projects. Their key goals are to increase the productivity through the introduction and collaboration of innovative technologies, such as automation and visualization.

Kajima has its own R&D function to develop in-house technologies using its own methodologies to lead innovation in the construction industry. Collaborating with startups enables a more agile and sophisticated development. Tapping into the Silicon Valley startup ecosystem through Plug and Play allowed them to access these startups with state-of-the-art solutions.



August 30th, 2019



## Our Task

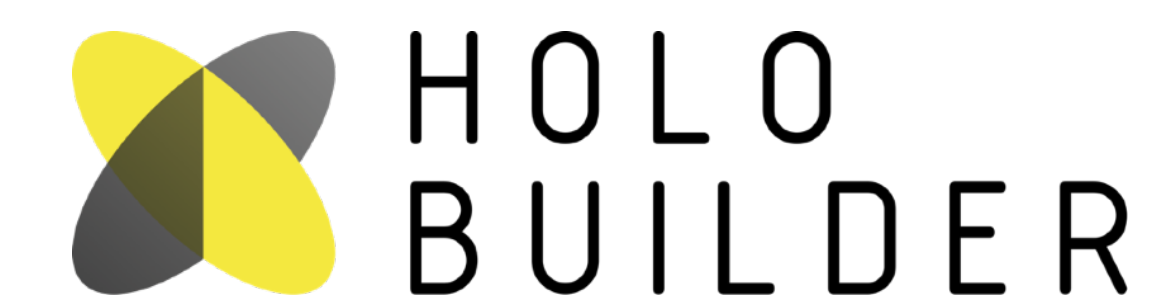
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Kajima wanted to work with startups that would help them improve productivity and make construction projects more seamless. Our task was to find the perfect match to achieve this goal.

Kajima had just joined the Plug and Play ecosystem, and they didn't have a defined process to collaborate with startups. That's why they were looking for a company that had an intuitive platform that workers on the ground would use proactively.

## HoloBuilder: The Startup

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HoloBuilder, Inc. is a San Francisco-based construction technology company that designs, develops, and sells enterprise SaaS software.

Dubbed “Street View for Construction”, HoloBuilder™ is an enterprise-ready Construction Progress Management platform that allows construction teams to easily capture, communicate, and control project progress with 360° photos.

## Connection

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The inefficiency of documentation-related processes was one of Kajima’s main problems. Documentation is extremely important to track the progress of projects, but it wasn’t streamlined. Workers took photos and manually saved them in shared folders through USB flash drives. It was difficult for them then to organize, keep track, and retrieve the files and information with their team. This disorganization fragmented the workflow.

In September 2018, Plug and Play held the first dealflow between Kajima and HoloBuilder Inc. It was **the first startup that Kajima had met, and it was the perfect match.**

Their documentation software allows users to organize photos of construction sites taken with 360° cameras. They can then browse the photos remotely, by location and time. **This allows users to virtually visit construction sites and see the progress of the project.** They can also check the details of the current and historical progress. HoloBuilder was a perfect fit for Kajima’s needs. They wanted to use the technology from the moment they met.

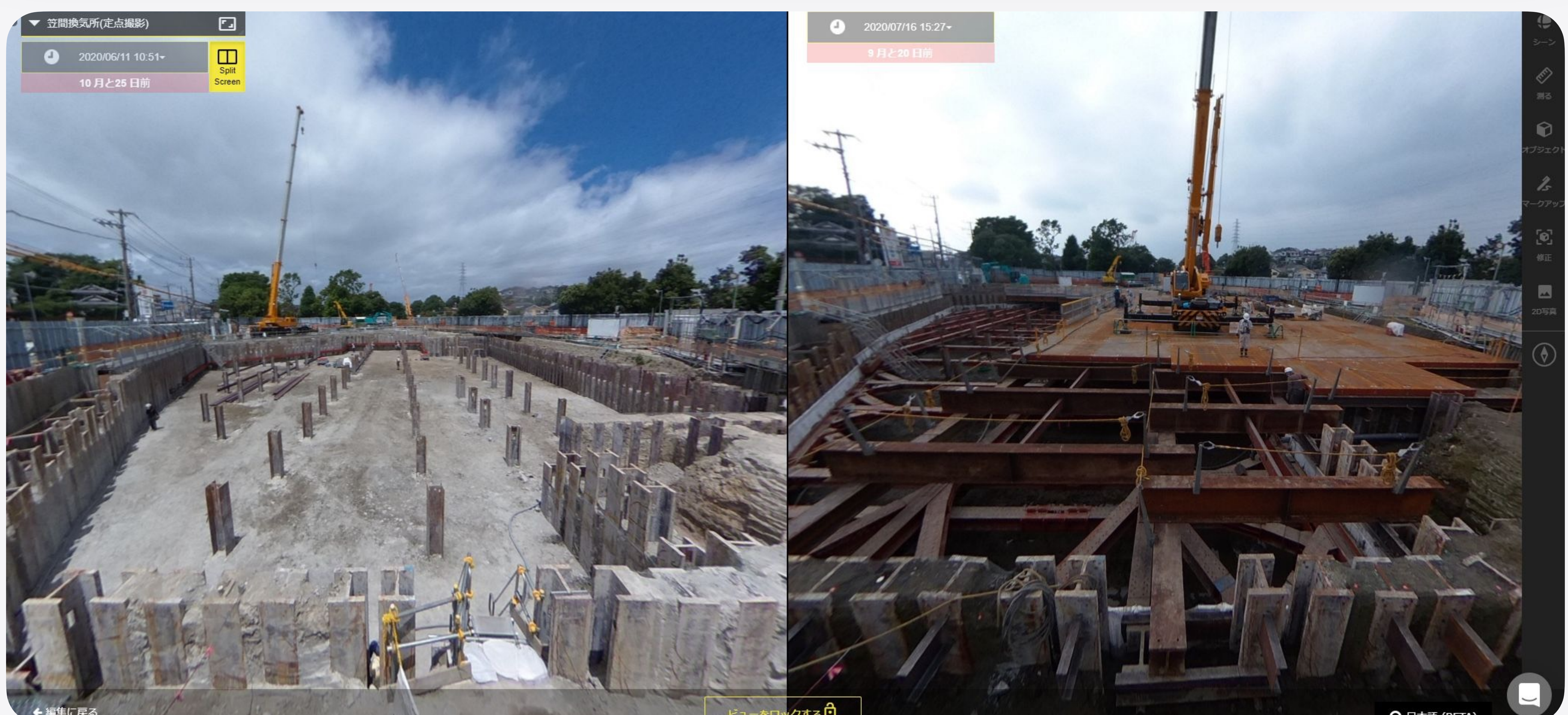
In their second meeting, they delved deeper into HoloBuilder. Kajima’s Champion even listed out features he loved and where he wanted improvement. They discussed features, roadmaps and priorities as he had experience in the industry and more importantly, the startup was not looking for a quick win at the time. They were focusing more on product development than on sales, and they wanted to learn and improve the product. Kajima then became more than a customer: they were a co-developer.

# The Project

## Goal

For their first pilot project, **Kajima wanted to deploy HoloBuilder's software in a few of their construction sites.** With this solution, project managers should be able to seamlessly manage photographs and information to better track the progress of their projects.

Through this collaboration, **HoloBuilder wanted to gain experience and knowledge in the Japanese construction industry** since they previously had limited exposure to the market and were not familiar with how large general contractors like Kajima managed documentation processes in Japan. Their primary goal was to learn more about relevant documentation and progress tracking workflows in Japan, find use cases, and ultimately assess how strong their value proposition was in this new market and how these compared with the other markets in which HoloBuilder was already successfully operating.



# The Project

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By the end of August 2019, two members of HoloBuilder traveled to Japan. At the company's Headquarters in Tokyo, they met internal teams and stakeholders. They also visited Kajima's Branch Offices in the Kanto region, where they met a number of project managers and different business units. They ran quick trials at six of their ongoing project sites in Tokyo, Kanagawa, and Saitama.

HoloBuilder offered a free trial to get initial feedback from the project managers at each of the sites. After the free trial, **two of the construction sites decided to fully deploy the software** and signed annual contracts.

Kajima then focused on laying the groundwork before further deployment. Since HoloBuilder's solution is a cloud-based solution, they had to ensure data security and permissions from the IT department.

Kajima visited each site to explain how HoloBuilder's solution worked, and to teach project managers how to use it properly. It was crucial for them to carefully educate the first users —if they misused the solution and things went wrong, the whole project could acquire a bad reputation internally.

# Results

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As of February 2021, Kajima is aggressively promoting HoloBuilder's software internally. With the pandemic, this solution has gained traction **and is now used in over 30 projects**, including civil engineering and building sites.

Kajima's innovation team worked hard to educate other business units and project managers on the solution. **This project helped the team get more exposure**, strengthen relationships with other business units, increase awareness, and cultivate their interest in innovation. Kajima and HoloBuilder built a truly reciprocal relationship through this journey.

Today, Kajima continues to utilize HoloBuilder's solution across Japan and **is looking to make it more universally accessible to everyone within the company** through marketing and a potential enterprise contract.

## September 2018:

Kajima met HoloBuilder in a dealflow organized by Plug and Play.

## October 2018:

They had their second meeting to discuss the product details and potential deployment.

## November 2018:

Kajima brought their teams from Japan to meet HoloBuilder and introduced the startup to more teams at a conference.

## August 2019:

Kajima and HoloBuilder flew to Japan and visited Kajima's headquarters and ongoing construction projects to showcase the product to the team and to establish a mutual understanding of the daily process of the project.

## September 2019

First two POCs.

## October 2019 - Onward

Full deployment in over 30 projects.



# Takeaways

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## Put yourself in the user's shoes

When trying to communicate the project internally, do not just put it on the website or send emails. Visit the actual site, build relationships with stakeholders, ask for their raw feedback, and learn how end users want to use the solution.

## Lay the groundwork beforehand

Talk to all the relevant teams, such as legal/IT departments beforehand to ensure smooth adoption. Receiving support from the startup is also important to overcome this process. More and more people will support your efforts as they start to show results.

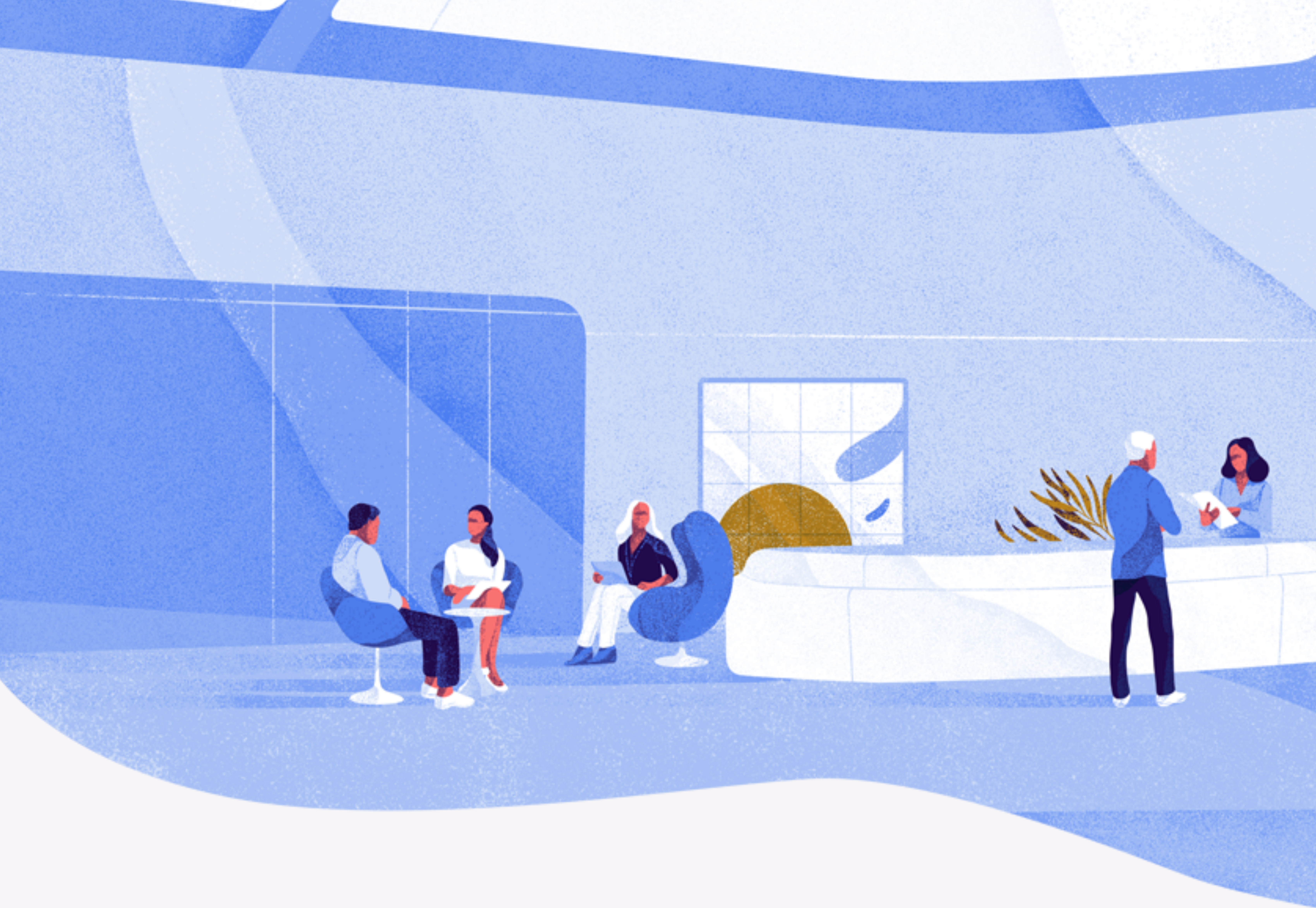
## Take a good look to the technology

Do not just focus on the bright side of the solution. Make sure the system is secure, robust and easy-to-use for users. Understand the vision and product roadmap.

## How We Can Help

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We are the ultimate innovation platform, bringing together the best startups and the world's largest corporations. Collaborating with startups is a great source of inspiration and innovation... but can be a challenge. Let us show you how to adopt the concept of open innovation to help your business succeed.



Plug and Play is a global corporate innovation platform which helps to connect corporate partners to startups in order to help solve their greatest challenges. We also operate as a venture fund and startup ecosystem. We work with over 500 corporations worldwide, and we help them in every stage of their innovation journey, from ideation to execution.

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