

WE AT Challenge 2025

Application for "WE AT CHALLENGE 2025" has finally begun!

Aiming to be Asia's largest Well-being festival, we will open our doors to the world.

Application Deadline

2025.7.31 THU



Total prize money
over 30M yen



Supporting connections
to ecosystems







PR support
media and event etc.



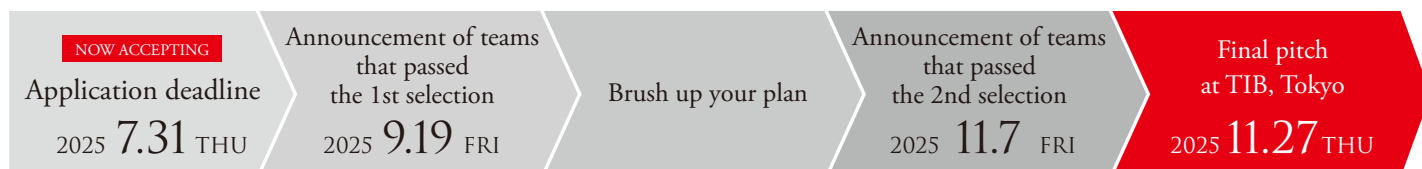
Support according to
each wishes



4 Tracks

TRACK 1	TRACK 2	TRACK 3	CHALLENGE TRACK
Planetary Well-being Innovations for One Earth  <p>Global warming and destruction of the natural environment are becoming more serious day by day, threatening the very basis of survival for all life, including humankind. This track is for challengers who face the Earth and strive to realize its well-being through reducing greenhouse gases, controlling carbon, saving and clean energy, improving and utilizing the environment of air, water, and soil, etc. There is a particular affinity with businesses plans that aim to expand into the Southeast Asian market or enter the Japanese market.</p> <p>#Liveability #ClimateTech #Decarbonization #Energy #CircularEconomy #BioDiversity #AgriTech #FoodTech</p>	Human Well-being Enriching Lives and Health for People Around the World  <p>The foundation of human well-being lies in maintaining good health across one's lifespan. We welcome proposals that broadly contribute to physical, mental, social, and economic well-being, encompassing diverse wellness initiatives—from technologies and ideas that enhance quality of life, embrace individuality and diversity, foster belonging and social connection, to cutting-edge life sciences and deep tech solutions that enable healthy longevity.</p> <p>#Healthcare #AgeTech #ElderCare #Longevity #MedicalCare #DrugDiscovery (including Regenerative Medicine and Gene Therapy) #FinancialWellness (Wealth Building & Financial Literacy)</p>	Social Well-being Living Together: Building Inclusive Cities and Communities  <p>Well-being is built on respect for individuals, meaningful social connections, mental fulfillment, and a strong sense of safety and security. This track is for challengers who offer services that promote diversity, equity and inclusion, propose ideas that support community-building, regional revitalization, and smart city development, and develop technologies that support daily life and enable everyone to live with a sense of fulfillment. We encourage proposals that aim to build a sustainable future by promoting social inclusion, revitalizing communities, and improving quality of life.</p> <p>#SmartCity #Communication #Mobility #Infrastructure #RegionalRevitalization #EnhancingProductivity #Safe&Secure #DE&I</p>	Creativity Well-being Flourishing our lives through Art & Culture around the world  <p>At WE AT, we regard creativity and cultural activities as vital components of well-being. Art and Culture can move the human spirit, flourish our daily lives, and bring fresh perspectives and energy to society. We, as WE AT Challenge 2025 Creativity Well-Being Track, seek out unexplored possibilities and ideas that could inspire and transform our world.</p> <p>#Culture #Art #Design #Craft #Contents #Inspiration #Experience #History</p>

Selection Process



*For application that advance to the final pitch, we plan to provide support for travel expenses to the selection venue.

*For overseas application, we plan to provide support including travel expenses to Japan.

Application Detail

Who can apply?	Open to anyone - startups, students, researchers, enterprise projects, individuals, and organizations, who have a vision for global business expansion.
Award	WE AT AWARD / WE AT BEST AWARD STUDENT AWARD / ENTERPRISE AWARD / RESEARCHER AWARD
Selection Criteria	Based on a total assessment of factors such as whether the team is currently (or will be) running a well-being business that tackles global social issues, their strong commitment to well-being, and the potential of their business.
Application Deadline	23:59 on July 31 thu 2025 [JST]
Submitted Materials	A PDF file in the format WE AT prescribed (download from WE AT official website and fill in all fields)

