

Japan Market Advisory

From market question to local traction.

Eveil Global Advisory is a founder-led intelligence and advisory firm helping international companies assess, validate and develop Japan opportunities before committing to more local infrastructure than the evidence supports.

We combine market intelligence, direct engagement and senior operating judgment to help management decide whether to enter, what to validate, how to build traction, and when local leadership is justified.



Clients can enter at any stage. Scope is agreed against the decision, not a fixed package.

WHY EVEIL

Founder-led

Led directly by Sakura Kawakami, Founder & CEO, with 25+ years of international business leadership, including CEO and Country Manager roles in Japan.

Evidence before commitment

Test the assumptions that matter before committing disproportionate capital, people or infrastructure.

Japan operating experience

Judgment shaped by building and leading businesses in Japan and working between global headquarters and the local market.

Specialist depth

Deepest domain expertise and operating experience in insurance and financial services, alongside technology, SaaS and AI.

BUILT FOR

International B2B companies that are:

- considering Japan but not ready to build a full local organisation;
- validating whether a global proposition transfers to Japan;
- working from initial research but still lacking buyer or partner evidence;
- building early traction before hiring permanent Japan leadership.

What are you trying to understand or decide?

Understand before you commit.

Sakura Kawakami · Founder & CEO

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