



Press Release

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JBIC IG Partners

JB Nordic Fund invests in MaaS Global, all-in-one mobility service startup

JB Nordic Fund I SCSp (JB Nordic Fund), advised by Finland-based JB Nordic Ventures, a joint venture between JBIC IG Partners and AS BaltCap, has made an investment in MaaS Global Oy (MaaS Global), an all-in-one mobility service startup in Finland.

MaaS Global is behind the all-in-one mobility service application branded Whim. Whim was launched in Helsinki in 2017 and has since then expanded to two other cities in Europe: Birmingham, UK and Antwerp, Belgium, and is further expected to expand globally. MaaS Global is the first mover to use the term “Mobility as a Service” (MaaS) and to offer an all-inclusive service of various transportation alternatives within one app, including taxis, public transport, car rental, and bicycles.

MaaS Global has been successful in gaining wide interest globally including from Japan, where Whim is today one of the most known Finnish startup brands. Several Japanese companies are also investors.

JB Nordic Fund, sized over 100 million euros, was launched in January 2019 and is backed by Japanese blue-chip companies, Honda, Omron, and Panasonic, as well as the Japan Bank for International Cooperation. The Fund aims to support scale-up goals in the Nordic and Baltic region through supporting the region’s startups expand into and develop business opportunities in Japan.

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On June 30, 2017, JBIC IG Partners was established by Japan Bank for International Cooperation (JBIC) and Industrial Growth Platform, Inc. (IGPI) with the aim of creating long-term and sustainable value for investors and industries through the development of global business opportunities and a disciplined investment approach.