

## **Harvard Business School (HBS) has included Enigma Inc. in their case collection**

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Scott Duke Kominers, Associate Professor of Business Administration in the Entrepreneurial Management Unit, took up Enigma Inc. as a subject of a new case material and gave a lecture in his MBA elective course “Making Markets”. The case was featured in the course as an illustration of high-quality and clever marketplace design.

While touching on the interviews with our sellers and buyers, our growth trajectory as a company creating new markets appeared in the case material.

On April 6<sup>th</sup>, MBA students had a lively discussion in the lecture, and then CEO Suda and COO Ando joined an active question and answer session.

Please have a look at the case material in the link below.

<https://store.hbr.org/product/enigma/821097>

Case Title : Enigma

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### **【Company Information】**

<https://global.enigma.co.jp/company/info/>

Company Name	: Enigma Inc.
Established	: February 10 <sup>th</sup> , 2004
Description of business	: Planning, developing and operating Internet business
President	: Shokei Suda (CEO)

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