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Company Name gumi Inc.
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Notice Regarding Investment in a U.S. AI Startup

gumi Inc. (the "Company") hereby announces that its subsidiary, gumi America, Inc., has completed an investment in Expected Parrot, Inc. (hereinafter, "Expected Parrot"), a U.S. AI startup which develops AI-powered market research and decision-making support infrastructure.



1. Background and Purpose of the Investment

The Company recognizes that advances in AI technology are driving structural transformation across all industries. The implementation of AI technology in society is key to productivity gains and new value creation, and the Company believes its importance will increase markedly in future corporate activities. Through this investment, the Company aims to acquire knowledge in the AI sector and explore future revenue opportunities, while also striving to enhance medium-to-long-term corporate value.

2. Overview of the Investee

Expected Parrot provides a market research simulation platform with AI agents at its core, designed for market and customer research that has traditionally been conducted manually.

Expected Parrot's AI agents can autonomously behave as virtual customers ("digital monitors") with specific personalities and preferences, adopting an approach that differs from conventional Q&A-type AI. By leveraging these AI agents, companies can benefit from the following features and advantages.

- **Radical Reduction in Time and Cost:** Consumer surveys involving thousands of respondents, which traditionally required a long period of several weeks and substantial budgets, can be completed in just a few minutes and at low cost using AI agents.



- **Simulation of "Failures":** Tests that are difficult to run with real customers—such as "bold pricing" or "edgy advertising"—can be tried repeatedly in a digital environment without risk, enabling the derivation of optimal strategies.
- **Recreation of Rare Target Segments:** Customer personas for niche conditions that are difficult to recruit in the real world (e.g., specific hobbies or purchase histories) can also be generated instantly, enabling in-depth interviews.

These simulations are enabled by Expected Parrot’s platform, on which companies can use AI agents designed as customer personas to conduct interviews and surveys regarding pricing, product specifications, marketing measures, communication content, etc., using any large language model (LLM). Expected Parrot’s platform is designed so that research conditions and results can be saved and reproduced, emphasizing verifiability. It also allows the same studies to be conducted with actual human subjects to compare and validate AI outputs, enabling risk management for issues such as hallucinations (erroneous AI responses) and supporting implementation of reliable "synthetic data" in decision-making processes.

Expected Parrot was selected for the latest batch (Fall 2025) of the world-leading startup accelerator, "Y Combinator," which has incubated companies such as Airbnb and Stripe. Expected Parrot's founding members include John Horton, CTO, a tenured professor at MIT Sloan School of Management with extensive research achievements in the fields of AI and economics, who also advises major AI companies such as Anthropic on economic matters. Robin Horton, CEO, has deep knowledge of strict data management and regulatory compliance through practical experience in the legal data division at Uber. He leads the construction of a business foundation that incorporates appropriate risk management and verification processes for compliance-focused customers concerned about hallucination (erroneous responses) risk when utilizing AI.

Company Overview

Name	Expected Parrot, Inc.
Address	Cambridge, Massachusetts, USA
Representative	CEO Robin Horton
Business Description	Development and provision of AI agent-based market research simulation platform
URL	https://www.expectedparrot.com/