



街ハック!

Business Introduction

Transforming the entire town into an experience



Our Business & Services

Company

Kyuzituhack Co., Ltd.

Office

1-3-28 Kuramae Taito-ku, TOKYO

CEO

Kazuki Tanaka

Parent
company

Lion Corporation (100% owned)

Established

18th Feb 2020

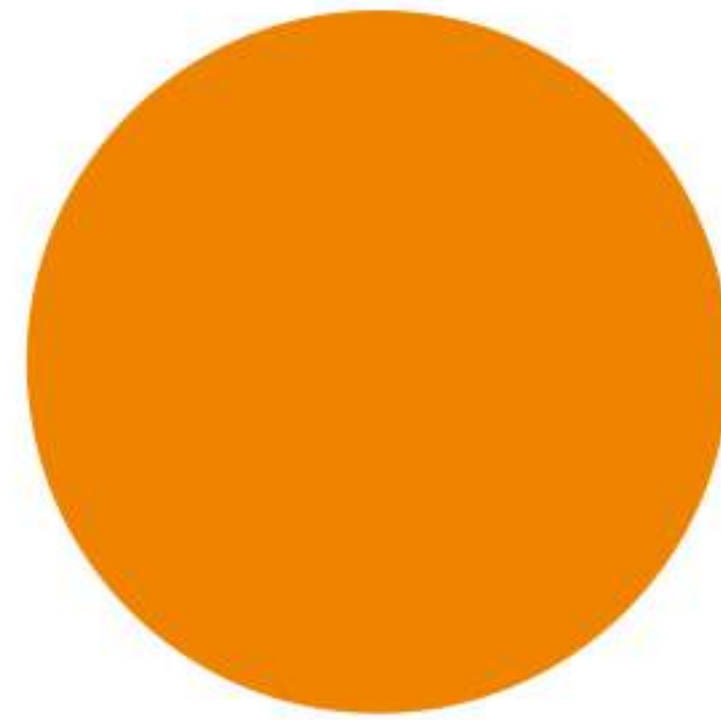
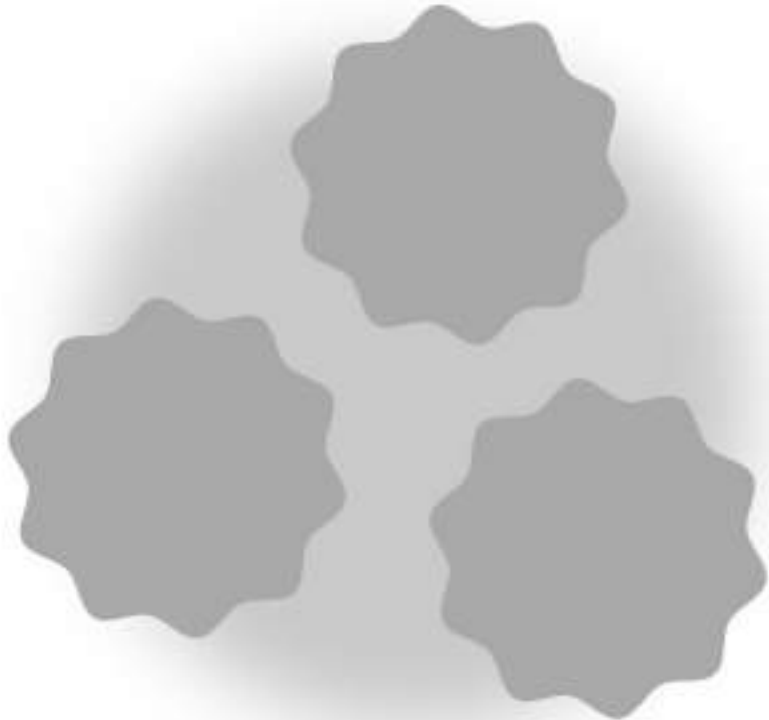


「Transforming the entire town into an experience」

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is our concept as we create immersive walking storybooks tailored to each town. Our goal is for our customers to fall in love with the places they explore.



Company Overview



Reluctant Habits

Positive Habits

Kyuzituhack was born from a new business development project by Lion Corporation, a leading manufacturer of daily necessities. Lion has a history of fostering better habits, such as regular tooth brushing. Kyuzituhack is now developing various walking experiences to promote walking as a "Positive Habit."

RiddleWalk



Kyuzituhack' s original
Tales of Seasons -Shinjuku Gyoen-

RiddleWalk is

an interactive event where participants can explore a town while solving riddles or puzzles in a game-like atmosphere, discovering the unique charm and attractions of the area.



RiddleWalk with Manga



The Metro Time Gate
Collaborated with Tokyo Metro Co., Ltd.

Participants progress through a manga, completing missions as they explore various locations. The manga is linked to real-world places.



All 9 lines are transformed into characters

Effects of Introducing Our Services and Products

- 1 Increased Dwell Time
- 2 Guided Area Exploration / Crowd Dispersion
- 3 Generating New Sales
- 4 Creating Ancillary Revenue

Features of "Machihack!"

"Machihack!" is our comprehensive brand for RiddleWalk services.

1 Enjoyable for all ages



Our main target is people in their 20s and 30s, but over 20% of participants are aged 50 and above.

2 Discovering the charm of the town



Solving riddles and missions using hints from local signs and monuments encourages participants to notice their surroundings.

3 Brain training and refreshing experience



Walking and solving these challenges release dopamine and serotonin, providing a sense of happiness.

Achievements



New Legend of the Kirin
Mitsui Fudosan Co., Ltd.



Location Scout Train
Odakyu Electric Railway
Co., Ltd.



Tokyo Santa Claus Mystery
Tokyo Station City



Look up Look down
Yokohama Marine Tower



Detective Mirai series



NovelWalk series
Keio Corporation



The Metro Time Gate (RiddleWalk with Manga)
Tokyo Metro Co., Ltd.

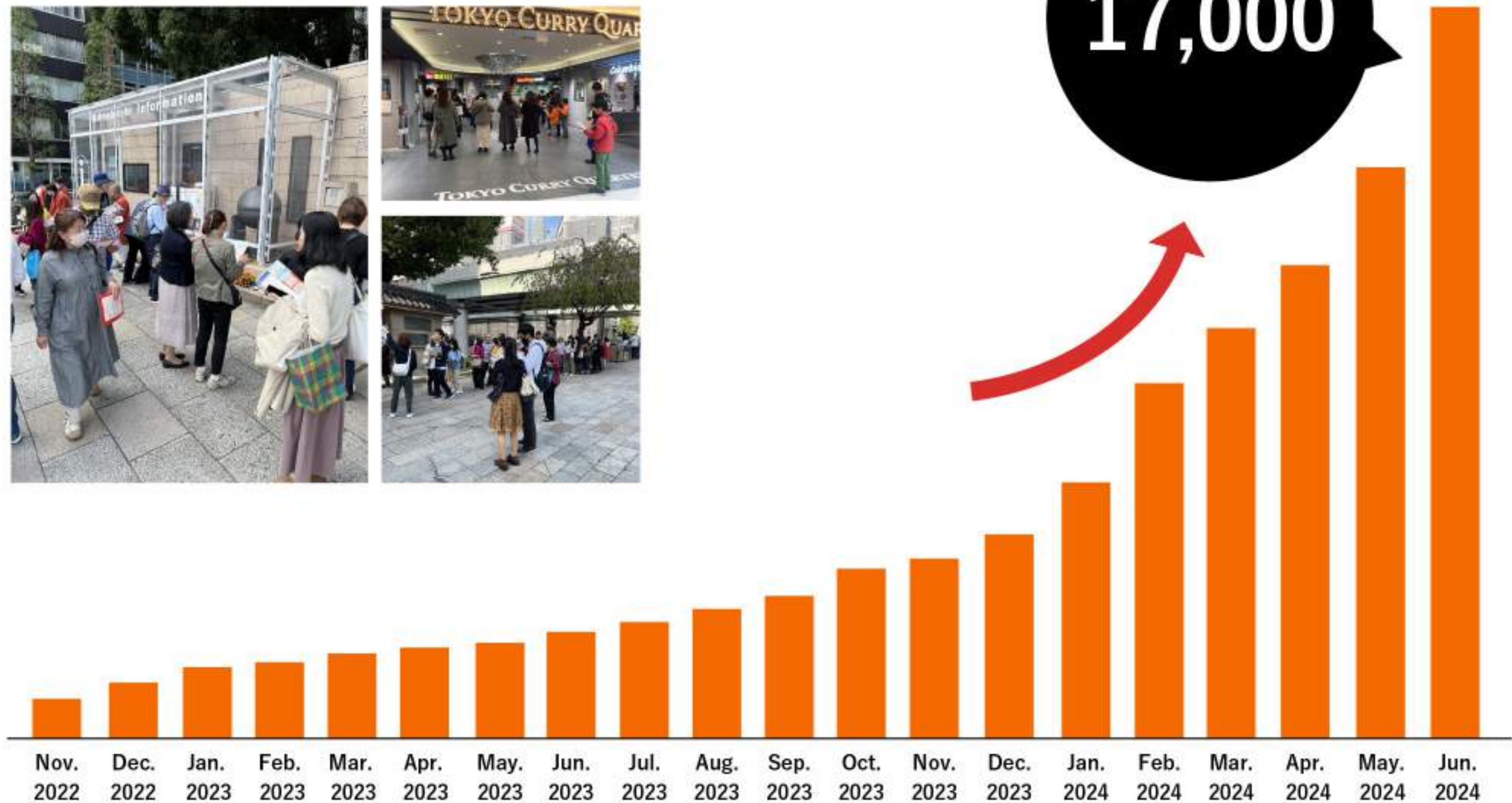
Number of Members

In 2024, the number of members rapidly expanded, surpassing 17,000.

Customer Experience Scenes



17,000



Reviews/ UGC

As users report solving the riddles, they naturally promote the charm of the city via Social media.



It was so much more than I expected and really fun! This RiddleWalk made me fall in love with the Nihonbashi area.



Had a great time! Enjoyed the riddles and the story while walking around Nihonbashi. I had plans afterward but I'm glad I could finish it!



It was long! I feel like I've just finished watching a four-part movie. I need to go back to Shinjuku Gyoen again!



I've witnessed the conclusion of the New Legend of the Kirin!! This was an incredibly fun RiddleWalk!! This is exactly the kind of mystery walking I've been wanting to do!



This RiddleWalk was on a level that rewrites the history of mystery walking. It's rare to find one so rich in content that even the general public can enjoy it.

Our Creators



epoch maker

At just 26 years old, he has already created over 100 riddle-solving works. He has provided questions for popular quiz shows and organized numerous events in collaboration with various companies.



Daiki Hirate

He has been a prominent figure since the early days of riddle-solving, creating and producing over 100 experiential events. He is the mastermind behind popular titles like 'New Legend of the Kirin' and 'Detective Mirai' .



Himanazo

His riddle book, has been highly praised by celebrities who love riddles and renowned riddle creators. He is often called a genius for crafting compelling riddles that people can't resist. On X, he has over 40,000 followers.



サイクル

Cycle

After graduating from Japan's top university, he joined Kyuzituhack project. He also competed in the finals of the TV show 'Nazo Toki Nippon Ichi Ketteisen X' (The Ultimate Japanese Riddle Championship X). He is also known for creating captivating murder mystery productions.



Gato

After graduating from Japan's top university, he joined Kyuzituhack project. He also competed in the finals of the TV show 'Nazo Toki Nippon Ichi Ketteisen X' (The Ultimate Japanese Riddle Championship X). He excels in solving mysteries. Truly a genius.

Appendix

Special Brand of “Machihack!”

We present "Machihack Wizard" as a label for special experiences.



Machihack Wizard



New Legend of the Kirin

Ranked first in the annual RiddleWalk ranking



Tales of Seasons -Shinjuku Gyoen-

Grand five-part series



Kabutocho Detective Office

Bold three-part series



The Metro Time Gate

Unprecedented experience where participants become characters in the manga

Thank you!



For more details, please feel free to contact us.

Email: info@kyuzituhack.com