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Mitsubishi Electric's ME Innovation Fund Invests in AI-assisted PLM Systems Startup "Things"

Targeting digital solutions that improve operational efficiency and productivity in manufacturing

TOKYO, July 07, 2025 – [Mitsubishi Electric Corporation](https://www.mitsubishielectric.com) (TOKYO: 6503) announced today that its [ME Innovation Fund](#) has invested in Things, Inc., a Japan-based startup that develops and provides AI-assisted product lifecycle management (PLM) systems for manufacturing, specializing in comprehensive document management from product planning to development to disposal. This is the twelfth investment that the fund has made to date.

Through this investment, Mitsubishi Electric aims to integrate its extensive manufacturing and control expertise with Things' generative AI technology to accelerate the development of digital transformation (DX) solutions that address various manufacturing challenges.

In recent years, Japan's manufacturing industry has faced labor shortages, the aging of skilled technicians and other challenges that are inhibiting skills transfer. In response, DX initiatives such as the implementation of PLM and other digital systems have advanced rapidly, but have encountered issues regarding development time, cost, usability and scalability.

Things introduced its "PRISM" PLM system in May 2023 to leverage generative AI to improve the structure and usage of information in manufacturing. PRISM offers significant cost and scalability advantages for enhancing user interfaces and experiences, and for effectively implementing proofs of concept (PoCs) across a wide range of companies.

Atsuya Suzuki, CEO, Things, Inc., said, "We are pleased to establish a partnership with Mitsubishi Electric through the ME Innovation Fund. By combining our technology with Mitsubishi Electric's expertise in manufacturing and control, we aim to accelerate the global implementation of pioneering DX solutions for manufacturing."

Komi Matsubara, Executive Officer (Vice President, Business Innovation), Mitsubishi Electric Corporation, said, “Through our collaboration with Things, we expect to create new value by integrating our manufacturing expertise with Things’ generative-AI technology. We hope to leverage this initiative to enhance the overall competitiveness of the Mitsubishi Electric group.”

About Things, Inc.

CEO	Atsuya Suzuki
Location	4F, 403, 35th Kowa Building, 1-14-14, Akasaka, Minato-ku, Tokyo, Japan
Established	September 2021
Business	Development and operation of the AI-assisted PLM system ‘PRISM’

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About Mitsubishi Electric Corporation

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 5,521.7 billion yen (U.S.\$ 36.8 billion*) in the fiscal year ended March 31, 2025. For more information, please visit www.MitsubishiElectric.com

*U.S. dollar amounts are translated from yen at the rate of ¥150=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2025