

Kohomadha Launches “TSUNAGU” — AI SDR x iPaaS Automation Model to Solve Labor Shortages in Japan

Next-generation AI-driven business automation for sales and internal operations



Tokyo, Japan Nov 25, 2025 ([IssueWire.com](https://www.issuewire.com)) - Kohomadha Inc. (<https://kohomadha.com>) (Head Office: Tokyo, Japan; CEO: Naoya Takamatsu) has officially launched “TSUNAGU AI Integration Studio,” an integrated business automation service designed to streamline sales and internal operations through the combined use of AI SDR (Sales Development Representative automation) and iPaaS (Integration Platform as a Service)—a model that is still rare in the Japanese market.

Japan is facing a serious labor shortage caused by a rapidly aging population and a declining workforce. At the same time, many companies still rely on manual operations and individual-dependent workflows, which have become major barriers to productivity and sustainable growth.

To address these structural challenges, Kohomadha has developed an integrated AI automation model that redesigns business processes themselves—not just replacing manpower, but fundamentally transforming how work is executed.

TSUNAGU is a comprehensive AI-driven automation solution that supports companies from process design and system construction to ongoing operation and optimization.

The platform enables automation across various functions, including:

- Automated lead generation, outreach, and meeting scheduling

- Social media content planning, posting, and performance analysis
- Accounting, invoicing, and end-of-month processing automation
- Approval workflows and contract management
- Meeting transcription and task extraction

Rather than simply offering tools, TSUNAGU provides hands-on, ongoing support as a long-term automation partner.

AI SDR automates outbound sales activities, while iPaaS connects and synchronizes multiple business systems. By integrating these two layers, TSUNAGU enables end-to-end automation covering lead creation, outreach, follow-ups, meeting setup, and internal data sharing.

This approach allows companies to implement seamless, scalable, and continuous automation across departments. While this model is already gaining attention overseas, its adoption remains limited in Japan, positioning TSUNAGU as an early mover in this space.

Naoya Takamatsu, CEO of Kohomadha Inc., commented:

“Labor shortages should not be viewed only as a risk. With AI, they can become a strategic advantage. Our mission is to create an environment where people can focus on work that only humans can do—while AI handles everything else.”

Kohomadha plans to expand the application of TSUNAGU across small and mid-sized enterprises, startups, local governments, and overseas companies entering the Japanese market.

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For service details and partnership inquiries, please contact us via the form below:

<https://forms.gle/Faxb1xiwyuuZkzkx7>

Only the English cover thumbnail of “TSUNAGU” will be displayed. Full proposal materials are available upon request via the inquiry form.

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Source : Kohomadha Inc.

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