

IKOU



IKOU is an inclusive brand that caters to families with children of all developmental needs, giving them the confidence to experience things together as much as anyone else.

We believe any child, regardless of physical disability, grows through experience. We design products to enable that.

Our Vision

Embracing inclusive design, we turn diversity into value, fostering a world without division.

We aspire to eliminate the societal structure divided by 'individuals with disabilities or without disabilities.

The lack of diversity in society leads to difficulties in life for all people.

Recognizing each other's individuality from childhood and fostering a sense of "living together and supporting each other" will bring flexibility and strength to society.

For all of us to live a secure and positive life, we would like to eliminate the gap between people with disabilities and able-bodied people.

Our Mission

To advance opportunities for diverse individuals to engage with one another by providing products and services that promote inclusive usability beyond any limitations by disabilities or non-disabilities

We provide safe, comfortable, and unique products and services based on "inclusive design". The inclusive design takes the challenges faced by minorities as its starting point and values the development process to work with users to solve those challenges.



CEO & FOUNDER: Yuri Matsumoto



Yuri spent 10 years at Toyota Motor's headquarters as product manager, leading product planning for global strategic vehicles such as the Corolla, as well as corporate pricing strategy. The experience at Toyota made her realize craftsmanship has the power to change people's lives for the better.

Yuri left Toyota after giving birth to her first son in 2016, who was diagnosed with motor dysfunction due to cerebral palsy. While devoting herself to the care and rehabilitation of him, Yuri noticed that the social welfare system, grounded in the premise that "people with disabilities should be protected," fosters a division between children with disabilities and those without disabilities in terms of playing, learning, and living. It inspired her to establish Halu Inc. in 2020.



IKOU Portable Chair

The IKOU Portable Chair is a foldable children's chair that can be used at home or on the go, intended for infants or toddlers who experience difficulty maintaining a sitting position on their own.

Easily fixable to any adult chair, the IKOU Portable Chair is an inclusive product that allows any child to join the dinner table, road trip, picnic, or outdoor event with their family and friends.



Easy to Carry and Set Up

The IKOU Portable Chair is compact, which allows parents to easily take it outside as part of their daily lives.

Grows with You

The IKOU Portable Chair features an adjustable backrest and headrest as well as accessories to extend the seat that can accommodate children from 7 months to 3 years old.

Adjustable Tilt

With 3 adjustable tilt settings, you can flexibly adapt the seat tilt to ensure your child is securely seated without risk of falling forwards.

Designed for Sitting Securely

Carefully designed to maintain the seated posture of your child, the seat shape raises and stabilizes the pelvis and the backrest supports the shoulder blades to secure the arms and upper body.



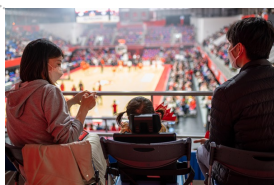
Corporate Sales in Japan

We will expand the corporate and organizational introduction of the IKOU Portable Chair. By increasing the availability of facilities and events where the IKOU Portable Chair can be used, we aim to create more opportunities for families with small children to freely go to places that were previously challenging to access.

This expansion will not only allow families greater access but also broaden the spaces where people with various needs can share experiences. Ultimately, we seek to contribute to the visibility of social diversity.

e.g.

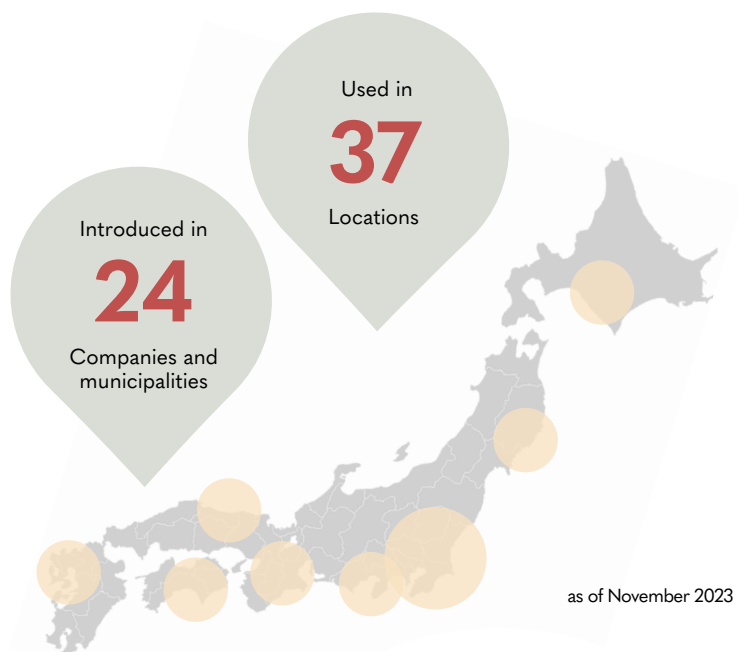
Stadiums and Arenas



Restaurants



Theaters and Cinemas

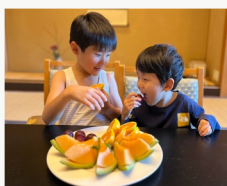


Tesimonials

“

The IKOU portable chair has been a game-changer. The confidence it brings, providing a comfortable seat in any situation, not only makes outings easier but also significantly influences the emotional growth of my son.

-S.M



“

Thanks to the IKOU portable chair, I had the freedom to capture numerous photos of my daughter thoroughly enjoying her first sports experience, as my hands were conveniently free to savor those precious moments.

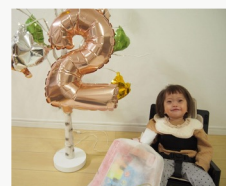
-F.Y



“

This chair, easy to carry and truly a lifesaver during travels and family visits, has made a significant difference in my life. Unlike a traditional stroller, it brings us all to the same eye level, creating a delightful dining experience. Highly recommended!

-M.S



Outlook for the Future

- Expand product offerings so that both families with or without disabled children can find products that meet their needs. In addition to the portable chair, we had launched IKOU Kids Wear and IKOU Bib in 2022. They are also based on an idea inspired by the experience of parents and their children with special needs, and we aim to meet the potential needs of wider range of users.
- Through the practical implementation of product development based on inclusive design, we will actively share the knowledge and user networks that we have accumulated.

Specifically, we will engage in collaborative development, consultation, and training for various products and services, starting from the challenges faced by minorities. Going beyond our business domain, we aim to practice inclusive design in collaboration with other companies and organizations that have diverse strengths. This not only seeks to expand choices for minorities but also aims to contribute to the creation of innovation and the revitalization of the economy across society.



IKOU Kids Wear



IKOU Bib



CONTACT :

Halu Inc., (<https://ikoudesign.com/>)

4-4, Kinugasa Soumoncho, Kita-ku, Kyoto ☎ +81-75-286-3011 ✉ contact@ikoudesign.com