

Augmenting Human Creativity with the Power of AI

Over 25 years ago, Rakuten was founded with the mission to contribute to society by creating value through innovation and entrepreneurship.

Today, we continue our pursuit of that mission through AI-nization, the company's initiative to infuse AI into everything we do for customers, partners and Rakutenians.

Rooted in *Omotenashi*

Our approach to AI is rooted in the Japanese concept of *omotenashi*, or hospitality. We believe that it is not enough to just meet needs and wants – we must anticipate them. That's the driving force behind everything Rakuten does with AI.

Uniquely Positioned to Deliver Value with AI

There is no company in the world like Rakuten. By combining data gleaned from trillions of online and offline interactions across our 70+ businesses operating in 30 countries and regions with the deep domain expertise of 30,000+ industry professionals, Rakuten is able to build AI models faster and cheaper, accelerating development and getting useful AI into the hands of more people, in more places.

Pushing the Boundaries of Innovation, Without Compromising Safety

Moving lightning fast – but never compromising on safety and user privacy – is central to how Rakuten develops, engineers and deploys AI. Following the Rakuten AI Code of Ethics, our living playbook on how to create AI that benefits everyone, we are able to confidently chart how Rakuten designs, tests and deploys ethical, trustworthy AI, and how we approach social issues like fairness and regulation.

About Rakuten AI:



Rakuten AI LinkedIn:



Recruiting:

