Mission & Values

Last updated: 10/1/2024

Mission

Create an amazing life platform that brings WOW! to our users.

From when you wake up until you fall asleep,
as the foundation for your daily life,
we aim to surprise, inspire and make your life better.

Values

**By “Values”, we mean the way we should work to achieve our Mission.
Three core directions — Users Rule, Get It Done,
and Lean & Mean Teams — set the standard for creating services,
working as individuals, and collaborating as part of a team.**

Users Rule

Because only services that users find interesting and choose to use can survive, let alone become industry leaders,
users are the foundation and core of our services. That is why you need to think from the users’ perspective at every step of creating a service, from start to end.

You must ensure that the users trust us during every step of the service development process, from pinpointing user needs in advance to releasing distinctive services that embrace those needs.

Get It Done

Our job is to always be solving problems. So, you must focus on solving such problems with grit and determination,
rather than just dwelling on the problems or challenges, and do your best to create solutions. There are always endless reasons why something can’t be done, but, you need to dig deep and find ways to accomplish your goals.

If you truly did your best – if you gave it your all and went beyond your limits
– your time and effort will still be meaningful even if you meet failure at the end of the road. Or, even better, those experiences can serve as valuable lessons for your next challenge.

When you finally do succeed after going through all this, you will feel an even greater sense of accomplishment.

Lean & Mean Teams

Lean & Mean Teams refers to creating teams that are efficient, with nothing in excess of what is needed, single-minded in their common objective.
A hundred mediocre athletes with middling ambitions cannot beat a team of 10 elite athletes who are determined to win no matter what.
We can only create outstanding results when an organization is optimized for a given task, moving in perfect order like one body, battling with a true fighting spirit.

→ Group Code of Conduct

→ Learn More PDF

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