

J-StarX Global Growth for Climate Tech in Europe

Program Specifications

1. Purpose

The "J-StarX Global Growth for Climate Tech in Europe" program aims to foster the growth of Climate Tech Japanese startups in Japan and Europe, and facilitate their expansion into international markets. This program will create specialized teams of experts in the Climate Tech/Sustainability field, covering key regions in **Europe, especially the Netherlands**. The startups will participate in a one to two weeks travel program, making connections with potential partners, investors, advisory boards, customers, and Joint Venture partners (hereafter **Partners**) to establish a strong foundation for Product-market-fit and customer discovery. The program is designed to provide individualized solutions to startups that have not yet successfully ventured into overseas markets.

2. Target Participants

The program is open to entrepreneurs from Climate Tech companies in the seed to the middle stages possessing Technology Readiness Levels(TRL) approximately between 5 and 9.

3. Contract Term

The program's service term will begin upon execution of contract and end on March 13, 2026.

4. Service Description (Global Growth Support)

a. Selection of startups

- Together with JETRO, the contractor will select the startups to participate among a list of candidates provided by JETRO.
- Five startups should be selected(the number of the startups to be selected is five), but JETRO reserves the right to reduce this number if deemed necessary.

b. Introductory and Mentoring sessions in Tokyo (October-November : tentative. The mentors and experts: in person or online. The startups and two project executors from the contractor : in person)

- The contractor will provide a list of potential Climate Tech experts and, together with JETRO, select about five experts and mentors to participate in the both sessions.
- The contractor will suggest a comprehensive agenda for the both sessions, with a recommended duration of approximately 12 hours.
- Recognizing the significance of establishing a productive relationship between the startups and mentors/experts and also of providing the startups with fundamental knowledge on the target markets, the proposed agenda should strategically incorporate activities like self-introductions by the mentors and experts, pitches by the startups, feedback on the pitches, speed dating, and lectures focusing on local business opportunities, business model development, strategies etc. to facilitate local and global expansion. Contractor will work with JETRO to finalize the schedule.
- The contractor must maintain open and timely communication with JETRO to facilitate smooth coordination and ensure that all aspects of the in-person schedule arrangements are executed effectively. This includes promptly sharing any changes or updates that might impact the arrangement process.

c. Individualized Mentoring (From October/November)

- Based on the sessions and startup preferences, mentoring will be provided to all of the selected startups.
- The contractor will provide mentoring kickoff meeting of 1.5 hours with each startup.
- The contractor will charge on a per-unit basis, with up to 15 hours of mentoring hours with each startup from mentors and experts.
- The contractor will assign a master mentor for each startup and charge on a per-unit basis, with a minimum of 25 and up to 50 hours of mentoring hours.
- The contractor will suggest milestones for how each company should utilize the 66.5 hours of mentoring time provided by the mentor, expert, and master mentor during the kickoff meeting.
- The mentoring will emphasize connecting each startup with suitable **Partners** (including specific mentors), defining **Partners** criteria, selecting relevant events and conferences. Master mentors will work with startups to arrange a travel schedule.
- After finalizing the travel schedule and participation in conferences and meetings, the master mentors will offer advice on refining approaches and pitch decks to ensure effective communication with potential partners.
- Master mentors and mentors shall provide a feature for startups to suggest any other ways to make the travel experience more effective.
- It should be noted that arrangements for multiple mentors and experts are possible, catering to different business fields and objectives of the startups.
- Mentoring sessions may be conducted in person or online

d. In Person Schedule Arrangements

- Master mentors will facilitate schedule arrangements during the startup's travel period, which will be from one week to two weeks.
- The schedule arrangements may include coordinating the startup's participation in on-site conferences, events, and key meetings based on the startup's needs, **with a target of 10 key appointments (up to 20 allowed) per startup** during the startup's travel period.
- The purpose of the on-site schedule arrangements is to optimize the startup's networking opportunities and maximize their engagement with potential partners and stakeholders.
- If during the travel period arranging in-person meetings becomes challenging, the master mentors may arrange online meetings as well.
- Online meetings can be scheduled at any time, and they are not limited to the travel period.
- Master mentors will ensure that the online meetings are effectively organized to facilitate meaningful interactions and collaborations between the startup and potential partners.
- The contractor must maintain open and timely communication with JETRO to facilitate smooth coordination and ensure that all aspects of the in-person schedule arrangements are executed effectively. This includes promptly sharing any changes or updates that might impact on the arrangement process.

e. Travel Arrangements

- The contractor will be responsible for coordinating the logistics of accommodations, travel, event attendance, and event hosting for about five mentors and experts as part of the Introductory and Mentoring session (see b).
- The contractor will take responsibility for coordinating the logistics of accommodation, travel, and event attendance as part of the in-person schedule arrangements for master mentors providing in-person support to startups. (see d)
- The contractor will also be responsible for coordinating the logistics of attending the event as part of the in-person schedule for the startups. (see d)

5. Language

All services will be conducted in English.

6. Program Schedule

In the proposal, the contractor will propose a tentative schedule for the above services. Upon execution of contract, contractor will work with JETRO to finalize the schedule leading up to the start of the program.

7. Performance Reporting

The contractor must provide a mechanism to track on-time mentoring hours and the number of appointments. The final performance report will be submitted to the JETRO Office by March 13th, 2026. The format will be provided by JETRO.

8. Compensation

The maximum proposed price must not exceed EUR 340,551 (Three hundred forty thousand five hundred fifty-one euros) inclusive of all taxes and duties.

JETRO shall pay 40% of the proposed price upon the execution of the contract. The rest of the payment will be calculated based on the unit-price per actual performance. The payment schedule will be determined in the contract through coordination with the contractor. JETRO will pay the requested payment amount within 40 days after receiving the billing statement.