Attachment 1

J-StarX Europe & Asia Cross-Border Growth Program - Fintech, Web3 & Emerging Technologies
Specification

1. Background

JETRO London Office assists Japanese startups in developing and expanding their business globally. To support their global scale-up, this programme provides comprehensive, mid-term support focusing on two key areas: Go-to-Market (GTM) strategy for overseas expansion and fundraising from global investors. It is designed to offer end-to-end guidance tailored to each startup's needs. The following services are outsourced to the Contractor.

2. Target Startups

- Japanese startups
  - aiming to expand overseas (startups planning to raise funding from overseas or global investors within the next 6-18 months).
  - primarily fintech and web3.0, with a broad range of other sectors also eligible.
  - only those that pass the selection criteria may participate (screening conducted by JETRO headquarters, JETRO London, and the Contractor). Applications close once capacity is reached.
- Number of participants: Up to 10 startups

3. Estimated Schedule

September 2026	Contract Signing
October – December 2026	Application Period (Rolling admissions & sequential support start)
March 2027	• Programme End • Final Report Submission • Contract Completion

4. Programme Details

Under this programme, startups can choose between two tracks upon application: the Go-to-Market (GTM) Track or the Fundraising Track. The target regions for the GTM Track are the UK, Europe, or Singapore. Rather than running on a fixed cohort basis, the programme provides customised support for individual startups on a rolling basis, with a total capacity of 10 startups, closing once filled. While the primary focus sectors are Fintech and Web3.0, applications from startups in other sectors are also welcome. The programme is primarily conducted online, with optional on-site visits available.

- **GTM Track**
  1) Kick-off meeting
     - Confirm goals, current challenges, maturity level, and ICP (Ideal Customer Profile)
  2) Mentoring and Materials review
     - 3-4 sessions per company with the Contractor
     - Topics include GTM strategy, sales strategy, fundraising, and market positioning
     - Advice on pitch decks, sales decks, market-entry messaging, etc.
  3) Warm introductions and Access to the Contractor's partner network
     - Ideally minimum of 3, up to 5 introductions to investors, companies, and other ecosystem partners in the target market
     - Consultations available with legal, accounting, recruitment, and visa specialists
  4) Reporting
     - A report summarising the meetings, introductions, and next actions carried out through the programme

- **Fundraising Track**
  1) Kick-off meeting (Investment-readiness assessment)
     - One 60–90-minute meeting to develop an action plan for approaching VCs
  2) Mentoring and Materials review
     - Materials & narrative upgrade: Up to one in-meeting review and two email-based reviews to refine the pitch deck
     - Process, data room & governance: One meeting to support data room set-up and fundraising process planning
     - VC targeting & outreach strategy: One meeting to create a target VC list and outreach emails
  3) Warm introductions and Access to the investor community
     - Ideally minimum of 3, up to 5 introductions per company to investors
     - Above introductions can be replaced by participation in an investor circle (3-5 VCs + 3-5 startups), 1-3 warm introductions, and follow-up after meetings
  4) Reporting

- A report summarising the meetings, introductions, and next actions carried out through the programme

- **Optional extras**
  1) Onsite Visit
     - Site visits to potential clients & innovation hubs
     - Investor meetings for fundraising-stage startups
     - Masterclasses & mentoring sessions
     - Banks/ FCA / regulatory sandbox engagement (if applicable)
     - Founder networking and informal founder drinks
     - Workspace access
  2) Additional warm introduction
     - For requests exceeding the 5 warm introductions included in the base programme

- **Notes**
  - Meetings may be conducted either in-person or online.
  - The Contractor and its mentors must CC JETRO representatives in emails when contacting the participating startups. The name and contact information of the representatives shall be shared with the Contractor prior to the contracting date.
  - JETRO shall not be liable for any travel or incidental expenses incurred by the Contractor, including those related to in-person meetings.

5. Reporting

- The Contractor must submit a report summarising the results of all outsourced activities upon completion of the programme for each startup.
- The report should include suggestions to assist JETRO with hosting similar programmes in the future.

6. Language

English

7. Contract Term

This contract shall start on the date of signing and end on 31 March 2027.

8. Budget Structure

1) Fixed Costs examples
   - Programme design & joint criteria setup

- Application intake management
- Screening & AI readiness assessment
- Central coordination & JETRO reporting

2) Variable Costs

Variable costs shall be calculated based on the actual number of participating startups that make up the final cohort.

9. Payment Terms

Upon signing of the contract, the Fixed Costs, including VAT and other taxes, shall be paid within 40 days of receipt of the invoice.

Upon the finalisation of the cohort (following the closure of the rolling application period, expected around the end of December), 50% of the Variable Costs, including VAT and other applicable taxes, shall be paid within 40 days of receipt of the invoice.

The remaining Variable Costs balance shall be paid within 40 days of receipt of the final invoice, subject to JETRO confirming the successful completion of the work.

10. Contractor Eligibility and Requirements

The Contractor must satisfy the following criteria to be considered for this project:

1) Has an established organisational structure and capabilities to manage and complete the project properly. Has a global network, and knowledge necessary for implementing the project as an Accelerator, Venture Capital, or any other related organisation.
2) Has effective experience of implementation of acceleration programmes solely tailored to and focusing on Scale-up in Europe, early-stage startups, pre-seed/seed stage founders, or university spin-offs in Europe. This experience shall align with the target of this programme.
3) Ideally has experience scaling up startups to unicorn valuation.
4) Operates an investment arm and maintains close relationships with top-tier European and Singaporean VCs.
5) Has proven track-record in various European countries and experience working with the European Union.
6) Can adhere to JETRO’s requests, as well as report to, communicate with, and consult with JETRO and its partners to support this programme in an adequate manner. Can present relevant data for programme evaluation.
7) Has knowledge and systems/tools for handling confidential and/or personal information accordingly.

11. Other

(1) If any matter not described in this specification arises during the programme, it shall be discussed with JETRO's designated representatives and a response shall be determined on a case-by-case basis.
(2) Personal information collected will only be used within the programme for the previously defined purposes and will be shared within JETRO.