

**JETRO Global Acceleration Hub 2026
Mentoring Programme
Specification**

JETRO London Office assists Japanese startups in developing and expanding their business in the UK and Europe. The purpose of the “Global Acceleration Hub” programme is to support Japanese startups in formulating overseas expansion strategies (Go-to-Market Strategy) and fundraising from overseas investors to scale up globally.

As part of this programme, JETRO London outsources the mentoring service to a Contractor (hereinafter referred to as 'the Contractor').

1. Service Contents

The Contractor provides mentoring services to Japanese startups (hereinafter referred to as 'the Company') that have requested support from JETRO to expand their business in the UK.

a) Introductory call

- JETRO arranges an introductory call between the Contractor and the Company that applies for the service. The Contractor assesses the Company's business model, products/services, and needs to ensure an appropriate mentor is selected.

b) Mentoring/Business Matchmaking

The Contractor assigns a suitable mentor to each Company based on a) Introductory call. The mentor must be an expert in the Company's business field and possess the ability to provide professional advisory services for business expansion in the UK and Europe. Based on the Company's request and strategic needs, the mentor provides Mentoring and Business Matchmaking.

- **Mentoring:** The Contractor arranges up to ten (10) 1 to 1 mentoring services (around 1 hour per meeting) between the Company and the assigned mentor. For sessions lasting less than one hour, the fee shall be pro-rated and billed in 30-minute increments based on the agreed hourly rate. The mentor provides services including, but not limited to, the following:
 - Consulting on business development strategies for the UK and European markets
 - Providing expert advice on market entry, regulatory environments, and local business practices
 - Advising on the formulation and refinement of business models for the European context.
 - Supporting the creation of effective fundraising strategies tailored to European investors.
 - The Contractor must promptly replace a mentor if the relationship is not productive or if the Company requests a change.
- **(Optional) Business Matchmaking:** The Contractor and the mentor may be required to assist in finding business opportunities by introducing relevant potential partners such as venture capitalists, angel investors, accelerators, potential clients, agencies, media, board members, co-founders, etc., and

arranging up to three (3) business meetings.

- **(Optional) Group Business Matchmaking:** The Contractor may be required to organise collective matchmaking events, such as pitch sessions for Japanese startups targeting UK or European corporate partners, investors, and other relevant stakeholders. The scope and specific requirements for such events shall be determined through mutual agreement between JETRO and the Contractor.

b) Reporting

- The Contractor shall submit a Monthly Report to JETRO London by the 10th of the following month, with the exception of the final report for March 2027, which must be submitted by 25 March. To facilitate this deadline, all billable activities shall be concluded no later than 20 March 2027.
- The report can be in any format, but it must be approved by JETRO before the start date.
- The Contractor and JETRO may schedule catch-up calls as necessary.

[Additional Provisions]

- Meetings may be conducted either in-person or online.
- The Contractor and the mentor must CC JETRO representatives in emails when contacting the Company. The name and contact information of the representatives shall be shared with the Contractor prior to the contracting date.
- Mentoring service shall be capped at 10 hours (10 sessions) per Company, and Business matchmaking service shall be capped at 3 meetings. In exceptional cases where a Company demonstrates a high probability of establishing a local office or securing VC funding, the Company may request JETRO's approval to extend the cap to 30 hours (30 sessions) and 9 meetings.
- Mentors are expected to provide follow-up communications via email to share information or answer questions related to the topics discussed in the most recent mentoring session.
- JETRO shall not be liable for any travel or incidental expenses incurred by the Contractor, including those related to in-person meetings.

2. Estimated volume (Tentative)

The quantities specified below are estimates, and the payment shall be adjusted based on the actual completed quantity.

- a) Introductory call: 30 times
- b) Mentoring session: 90 times
- c) Business meeting arrangements: 30 times
- d) Group Business Matchmaking: 6 companies
- e) Reporting: 12times

* We assume that there will be 30 applicant companies for the estimation above.

3. Language

English

4. Contract term

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

5. Application period

The application period for Companies shall run from the date of signing (after 1 April 2026) until 28 February 2027. This period may be extended by mutual agreement.

6. Payments

- a) JETRO London shall make monthly payments based on the actual implementation of each service, calculated at the agreed unit price.
- b) The Contractor may only submit an invoice for services rendered upon JETRO's formal approval of the corresponding Monthly Report.
- c) The Contractor shall submit the invoice within ten (10) days following said approval. Notwithstanding the foregoing, both the Monthly Report and the invoice for the final service period in March 2027 must be submitted and processed no later than 31 March 2027.

7. Conditions for the Contractor(s) engaged in the programme

- 1) Has effective experience of implementation of acceleration programmes tailored exclusively to scale up in Europe.
- 2) Ideally has experience scaling up startups to unicorn valuation in the past years.
- 3) Operates an investment arm and maintains close relationships with top-tier European VCs.
- 4) Has proven track-record in various European countries and experience working with the European Union.
- 5) Can adhere to JETRO's requests, as well as report to communicate with, and consult with JETRO and outsourcing partner to support this programme in an adequate manner. Can present efficient data for programme evaluation.
- 6) Has knowledge and systems/tools for handling confidential and/or personal information accordingly.

8. Other

- 1) If any matter not described in this specification arises during the programme, it shall be discussed with a person in charge and a response shall be determined on a case-by-case basis.
- 2) Your proposal needs to include your mentor list who may be mentors for the programme participants, and industry (sector) list you can handle.
- 3) Personal information collected will only be used within the programme for the purposes defined prior and will be shared within JETRO.