

Acceleration Programme for Japanese Students Programme Specifications

1. Background

JETRO is a Japanese governmental organisation that promotes trade and investment between Japan and other countries. One of our core activities is to facilitate innovation between Japan and other countries, and as a part of this, JETRO supports the global expansion of Japanese startups, and also fosters the creation of born-global startups.

Based on this background, JETRO London will organise an acceleration programme for Japanese students to set their mindset to start their own businesses not only in Japan but also in the UK or other countries outside Japan.

2. Programme Outline

This programme is designed to support Japanese students to develop their mindset to effectively launch businesses based on their ideas abroad. It is an approximately 4-months hybrid programme of online and face-to-face sessions, including lectures for the mindset, design thinking, customer interviews, etc. The face-to-face programme shall take place in Japan (Tokyo) and the UK.

3. Programme Participants

- Japanese students
 - who are undergraduate students, or in their Master's or PhD.
 - who are developing prototypes or have solid product/service concepts, stemming from research ripe for commercialization.
 - who have not yet established their own companies, or who have already done so but have not yet raised funds.
- Number of participants: Approximately 30 for Boot Camps and Approximately 20 for Online sessions and Intensive Onsite Programme

4. Goals of the programme

Participants to achieve any or all of followings:

- (1) Understand the UK's business cultures and market
- (2) Develop an entrepreneurial mindset
- (3) Commercialise their ideas/prototypes
- (4) Improve their prototypes (PMF)
- (5) Opportunities to listen to and speak with startups founded by researchers and entrepreneurs together and successfully developed in the UK (Successful role model entrepreneurs)

5. Estimated Schedule

End-August 2026	Sign contract with a contractor
Early-September – Early-October	Application opens for the students
October	1 st Participants selection
Late November – February 2027	Programme delivery
- Late November	Preparation programme (Kick-off Webinar, Boot Camps)
- Early December	2 nd Participants Selection
- Mid December – Mid February	Online sessions
- Mid – End February	Intensive Onsite programme (around 10 business days) Wrap up session
Mid-March	Final report submission
End-March	Completion of the contract

6. Outsourced Tasks

(1) Providing marketing material for participants recruitment

The Contractor shall provide JETRO with promotional presentation slides for participants recruitment, such as a brief introduction of the Contractor including its strength, values offered in the programme, candidate mentors, programme outline and so on.

(2) Participants selection

All in conjunction with JETRO, the Contractor

- a. Shall determine the criteria for the participants selection.
- b. Conduct an initial screening to select approximately 30 participants with pitching videos.
- c. Conduct 2nd screening and select approximately 20 participants from among those selected under after the Tokyo Boot Camp.

(3) Preparation Programme

The preparation programme shall consist of the following contents. In addition, the Contractor may also propose some ideas on how to support the participants more effectively.

- a. Kick-off Webinar (Online) (Optional)

The Contractor shall run a kick-off Webinar to explain the details of the programme. The Kick-off Webinar should be recorded for participants who cannot make it due to unforeseen circumstances.

b. Tokyo Boot Camp (Onsite)

The Contractor shall deliver approximately 4 days face to face programme in Tokyo. The date and content of the programme shall be determined after consultation with JETRO based on the status, maturity and needs of the participants. The Contractor needs to include ice breaking session and 1-2-1 meeting session with the students to understand them.

It's ideal if the Contractor brings some of the mentors to speak and provide individual advice to the students.

Note: All travel expenses of the Contractor's relating to the business trip to Japan, such as flight tickets and accommodation fees, must be included in the contract amount and should be covered by the Contractor. However, the cost of the venue for the workshop in Japan should be **excluded** from the contract amount as JETRO office may be used.

c. One-on-One Mentoring (Online)

The Contractor shall arrange suitable mentors to each participant as best as it can.

The Contractor shall arrange an initial introductory meeting with the mentor, followed by 2 sessions as the participants request during the preparation programme term. (Roughly once a month).

The Contractor shall monitor the individual mentoring situation and replace the mentor promptly if it is not working well or if the participant wishes to change.

(4) Intensive UK onsite programme

The intensive UK onsite programme shall be conducted in London, Oxford, or Cambridge for about 10 Business days. The programme shall consist of the following contents. In addition, the Contractor may also propose some ideas on how to support the participants more effectively.

a. Workshop/Learning Session

Workshops and presentations shall be held on topics of common interest to the participants, based on their needs for support to start businesses. Design thinking workshop needs to be included.

b. Market Research

The Contractor shall require the participants to conduct market research (which may include primary and secondary research) and make reports of it.

c. One-on-One Mentoring

The Contractor shall arrange at least 1 mentoring session during the onsite programme. Face-to-face mentoring is preferred.

d. Pitch Coaching

The Contractor shall provide pitch coaching to the participants with experienced coaches prepared.

e. Networking with the students in the UK

The Contractor shall arrange networking opportunity with the undergraduate/MBA/PhD students in the UK. The aim is for the participants to compare their perspectives with those of UK students, and motivate them to start their businesses abroad.

f. Final Presentation Day

The Contractor shall provide an opportunity for the participants to do presentations of their solutions and the programme activity reports.

g. Wrap-up session (on the last day of the intensive UK onsite programme)

The Contractor shall run a wrap-up session as the final content of the programme where participants can be given feedback and confirm their next steps.

Note: Any expenses below should be **included** in the contract amount:

- ❖ Venue for all activities. However, if requested in advance, it may be possible to use JETRO London's meeting rooms (seminar style, capacity approximately 30 people) subject to coordination with other JETRO London activities.
- ❖ Travel expenses of the Contractor during the onsite programme

7. Final Report submission

- (1) The Contractor must submit a report to JETRO by 12 March, 2027, summarising the results of all the activities for the outsourced related content.
- (2) The report should include suggestions to assist JETRO with hosting similar programmes in the future.

8. Term of contract

The term of the contract is from the contract start date to March 31, 2027.

9. Payment Terms

After the start of the contract, 50% of the total contract amount, including VAT and other taxes, shall be paid within 40 days of receipt of the invoice. The remaining amount shall be paid within 40 days of receipt of the invoice after confirming completion of the work.

The contractor shall issue the first invoice within 10 business days following the execution of the contract. The second invoice shall be issued as soon as possible upon completion of the work, and no later than March 31, 2027.

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

- (1) Has an established organizational 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 building up unicorns.
- (4) Has investment arms and has close connections with European top tier 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 outsourcing partner to support this programme in an adequate manner. Can present efficient 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.