

JETRO Global Acceleration Hub 2025 Mentoring Programme Specification

JETRO London Office assists Japanese start-ups in developing and expanding their business in the UK and Europe. The purpose of “Global Acceleration Hub” programme is to accelerate the globalization of Japanese startups to formulate strategies for overseas expansion (Go-to-Market Strategy), overseas market development, and fundraising from overseas investors.

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 start-ups (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. 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.
- **Business Matchmaking:** The Contractor and the mentor 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.

- The Contractor must promptly replace a mentor if the relationship is not productive or if the Company requests a change.
- Mentoring service will be capped at 10 hours (10 sessions) per Company, and Business matchmaking service will 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.

❖ Extra notes

- 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 will be shared with the Contractor prior to the contracting date.
- JETRO cannot cover travel expenses, even if the Contractor attends in-person meetings.

c) Reporting

- The Contractor must submit a Monthly Progress Report to JETRO London by the 10th of the following month. The report can be in any format, but it must be approved by JETRO beforehand.
- The contractor and JETRO can set a catch up call in necessary. Both the Contractor and JETRO can request any reasonable time.

2. Estimated volume (Tentative)

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

- Introductory call: 30 times
- Mentoring session: 100 times
- Business meeting arrangements: 90 times

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

3. Language

Japanese (Introductory call only) and English

4. Contract term

- Contract Period

This contract will commence on the date of signing and will conclude on March 20th, 2026.

- Application period

The period for Companies to apply for this programme is from the contract signing date until the end of February 2026. This period may be extended by mutual agreement between JETRO and the Contractor, within the

overall contract period.

5. Payments

JETRO London makes monthly payments based on the actual implementation of each service, using a unit price.

The Contractor shall submit an invoice for services rendered within ten (10) days following the end of each month. Notwithstanding the foregoing, the invoice for the final service period in March 2026 shall be submitted no later than March 31, 2026.

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

- 1) Has effective experience of implementation of acceleration programs solely tailored and focusing on Scale-up in Europe.
- 2) Ideally has experience building up unicorns in the past years.
- 3) Has investment arms and has close connections with European top tier 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.

7. 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.