**APPLICATION**

Please prepare all the following data for submittion. Method for sending the data will be anounced by e-mail at Monday, August 19th,2024 Japan time. Application will be accepted from **June 4th to August 19th, 2024 <Deadline: August 19th Japan time>**.

**(1) Application Form (this format)**

Please note that any blank fields may result in disqualification.

**(2) Presentation data (20 pages or less / Power Point or PDF data)**

- Please note that we will screen the applications based on the documents submitted here, and the applications of companies that pass the screening will be shared with AEA Mentors and the sponsors to facilitate matching.

- Please be sure to include the following 12 points in your presentation:

**1) Company purpose** Define your company in a single declarative sentence.

**2) Problem** Describe the problems your customers face. How is this addressed today and what are the shortcomings to current solutions.

**3) Solution** Why is your value prop unique and compelling? Why will it endure? And where does it go from here?

**4) Why now?** Why hasn’t your solution been built before now?

**5) Market potential** Identify your customer and your market.

**6) Competition / alternatives** Who are your direct and indirect competitors. Show that you have a plan to win.

**7) Business model** How do you intend to thrive? How is your technology innovative (leads to social impact) and competitive?

**8) Plan of PoC in Kashiwa-no-ha (optional)** Define your PoC plan in Kashiwa-no-ha.

**9) Potential partners in Japan / Why now in Japan?** Define your potential partners in Japan. Why do you plan to expand now to Japan? (If you are a Japanese company, what do you expect from this partnership?)

**10) Team / Why you?** Tell the story of your founders and key team members.

**11) Financials** If you have any, please include.

**12) Vision** If all goes well, what will you have built in five years?

**(3)Summary version of presentation** (10 pages or less / PowerPoint or PDF data)

Please prepare a summary version of the presentation data prepared in (2). The summary version will be posted on the AEA website. Please describe especially the points 1), 2), 3), 4), 7), and 9) from above in your summary.

**(4) Photograph of the startup company representative** (High resolution JPG or PNG data)

Headshot photo of representative of Startup Company (High resolution JPG or PNG data)

**(5) Logo of the startup company** (High resolution JPG or PNG data)

**(6) Photograph of the nominator** (High resolution JPG or PNG data)

**(7) Brief biography of the nominator**

- All these data can be shared by judges, mentors and sponsors.

- Startup company name and URL, business executive summary, name and photo of representative, name and photo of nominator, reason of nomination and pitch movie will be shown at website of AEA.

- Application of AEA is available only for board members of startup companies in Asian region, Australia and New Zealand.

**(8) <Only for companies entering the Kashiwanoha Award>**

**Proposal for Kashiwanoha** (maximum of 2 pages/ PowerPoint or PDF data)

\*All submissions must be submitted in English. Failure to do so will result in disqualification.

\*This data may be shared among the judges, mentors, sponsors, and other relevant parties.

\*Company name and URL, business profile, representative name and photo, nominator name and photo, reasons for nomination, and pitch movie will be posted on the AEA website.

\*Applicants to AEA must be board members of startup companies in the Asia region, Australia, or New Zealand.

1. **Startup company profile**

|  |  |  |  |
| --- | --- | --- | --- |
| AEA2024 theme  (**multiple choice allowed**) | Life Science & Healthcare　　Mobility　　Environment & Energy  Smart City to C | | |
| Business field  (**choose 1 only**) | AI/IoT/apps/software　　Communication/Service/Fintech  Healthcare/Medical　　Biotechnology  Robotics/Manufacturing　　Work/Education  Food/Agriculture/Environment　　Transportation/Infrastructure | | |
| Company Name |  | | |
| Full Name of Representative | *(First) (Middle) (Last)* | Foundation  (Month / Year) |  |
| Official Title |  | Revenue (Yes / No) |  |
| E-mail |  | Revenue amount last  12 months (US$) |  |
| Phone |  | Equity Financing  (Yes / No) |  |
| Mailing Address |  | Equity Financing Amount (US$) |  |
| Website URL |  | Number of Employees |  |

1. **Express your business in five words or less. (example: Healthcare service for employees)**
2. **Startup company business executive summary (within 200 words)**
3. **Interest in Japan**

This is to enhance efficient matching between startups and Japanese corporations.

1. What point(s) are you interested in engaging Japanese corporations on? (Market, Partnership, Investment, Technology, etc.)
2. If there is any interest in partnerships with Japanese corporations, please provide more details on what a partnership would look like and/or any specific companies you’d like to work with.
3. **Information from Nominator**

|  |  |  |  |
| --- | --- | --- | --- |
| Full Name of Nominator | *(First) (Middle) (Last)*  JETRO ○○○○ | E-mail |  |
| Name of Institution | Japan External Trade Organization | Phone |  |
| Official Title | JETRO ○○○○ | Mailing Address |  |
| Website URL |  | Region covered |  |
| Reason of Nomination  (within 200 words) |  | | |

1. **Entry requirements**

**Please check the boxes below** and be sure that you meet ALL the entry requirements.

We are a technology-based startup company which has solution related to either **Life Science & Healthcare, Mobility, Environment & Energy or Smart City to C. A** “Technology-based startup company” is a startup which has its own technology as the core of its business model.

We are already a company and are not individuals nor research labs.

We are an early-stage startup which has **completed PoC (Proof of Concept)**, and is able to communicate

with a specific customer by using prototypes, samples, or mockups.

Our capital amount is between **0.5M USD to 10M USD**.

We are not public companies nor affiliates of large corporations.

We are nominated by a person responsible for startup supports at a university, research institute, or private incubator, accelerator or any other startup supporting organizations.

**We are able to participate in all the programs held between November 20th to November 21st, 2024** and agree to be disqualified if we are absent at any of this period.

We have specific interest in Japanese market or desire in expanding business in relation with Japanese corporations.

We are prepared to start smooth discussion between Japanese corporations towards expanding in Japanese market or having corporate relations.