

Specifications of Services

J-bridge coordinator

Jetro Sydney
June 2021

1) Title of Services

Supporting the collaboration/cooperation between Japanese companies and Australian companies, including sourcing of Australian companies and matching support.

2) Contract Period

From the date of contract till Friday 25th March 2022

3) Overview and Intent of Project

Today, social innovation and digital transformation (DX) are progressing rapidly, leading players are appearing one after another, and they drastically change the market, values, and social structure itself. In addition, the spread of the COVID-19 is causing new social issues and serious economic/social impacts we need to address.

Under these circumstances, in order to tackle those social issues and enhance open innovation, JETRO aims to create new businesses by encouraging collaboration and cooperation between Australian companies and Japanese companies.

4) Country of Implementation

Australia

5) Scope of Subcontracted Services

(a) Sourcing of Australian companies: target is 100 companies [Submission DUE: Friday 30th July 2021]

Sourcing of Australian companies that have innovative, unique, and game-changing technology and highly likely to have interests to cooperate/collaborate with Japanese companies.

Just list up 100 companies, no need to conduct interviews.

There are 6 target industries: Carbon neutral, Healthcare, Mobility, Retail, Agri-tech, Smart-city

Main target is start-up companies with unique/innovative technologies related to target industries, but we never set any criteria of company size if they have an interest/intention to collaborate/cooperate with Japanese companies.

When making the list, include these items:

- Basic company information such as: company name, location, website URL, Founder/Manager information, etc.

- What kind of business they are currently doing, how unique/innovative they are, etc.

Discuss in detail with Jetro in advance as Jetro may add some items or provide format.

[Definition of “collaboration/cooperation” between Japanese and Australian companies]

- Alliance (Business alliance, Technical alliance (including Joint R & D, Technology licensing), Capital alliance (minor investment), Joint venture establishment)

- M & A

- LP investment in venture capital

(b) Sourcing of Australian companies: target is 30 companies [4-5 companies / month (for 7 months(August to February))]

Narrow down the list(a) by gathering more information and conducting individual interviews. Make the list of Australian companies that are highly likely to collaborate/cooperate with Japanese companies in the near future. 4 -5 companies should be listed per month and submitted to Jetro.

When making the list, include these items:

- What kind of collaboration/cooperation they expect with Japanese companies.
- Are there any specific Japanese companies they want to contact, or, they are widely looking for chances.
- Whether they have an idea of setting up an entity in Japan

Discuss in detail with Jetro in advance as Jetro may add some items or provide format.

As the list may be uploaded on Jetro's website, gather information that is not confidential.

(c) Individual partnering: target is 10 meetings

Following the above-mentioned procedure in (a)(b), conduct partnering process between potential companies based on instructions from JETRO.

If Japanese companies get interested in partnering with Australian companies on the list, connect them and arrange a meeting if necessary. When meeting is set, attend the meeting, and make a summary and submit to JETRO. When it seems better to introduce Australian companies which is not on the list, find candidate companies and report to JETRO, and connect them if needed.

If some inquiries come to Jetro from Australian companies (not limited to those on the list) who want support related to collaboration/cooperation with Japanese companies, gather their information and support them find their potential partners (Japanese companies) based on JETRO's instruction. Arrange a meeting if necessary and when meeting is set, attend the meeting, and make a summary and submit to JETRO.

Follow all projects regularly, and update Jetro with their status.

(d) Advisory work for projects in progress

Through the work of section (a)(b)(c), if there are projects highly likely to reach to any form of agreement, follow them and provide them with advice on local and global market expansion, fundraising strategies, and so on. Report to Jetro when necessary.

(e) Plan and conduct seminars/webinars: 3 times (approx.)

To attract more Japanese companies to cooperate/collaborate with Australian companies, plan and conduct seminars/webinars. Contents and dates should be discussed with Jetro, but it should include market information and better to have pitch session from Australian companies or reverse pitch session from Japanese companies, if possible.

EX) Image of a seminar/webinar (audience: Japanese companies):

“Introduction of Australian Agri-tech market “

- Australia Agri-tech market information
- introduction of Australian innovative Agri-techs/Pitch sessions from Australian start-ups

After setting detail of a seminar/webinar, attract audience as much as possible. Jetro will put the information on our website, too.

6) Expected Outcome

Accomplish 2 or more collaboration/cooperation projects.

7) Working Language

English and Japanese

8) Others

- Matters not specified in this set of specifications will be decided in consultation with JETRO.
- The final outcomes of the collaboration/cooperation projects are to be reported to and shared with JETRO (and the Japanese government). The extent of reporting and disclosure is to be discussed on individually after considering the opinions of the companies involved in the projects.

9) Method of Selection of Service Provider

Overall evaluation

10) Deadline for the Submission of Proposals

Friday 18th June 2021

11) Format of Proposal

PowerPoint with no limit on the number of slides. However, the following items must be included

- Details and schedule of project implementation
- Past project achievements which are similar in nature to this project
- System of implementation
- Estimated fees (Please indicate separately, using the cost breakdown schedule attached)

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