

**The “J-StarX Healthcare Acceleration Program”**  
**“MedTech/ HealthTech (Asia Pacific / Europe Market) Cohort”**  
**Specifications**

**1. Description**

The purpose of the J-StarX Healthcare Acceleration Program (hereinafter “**Program**”) is to accelerate the globalization of Japanese medical and healthcare startups with top-level overseas accelerators, angel networks, venture capitalists, and other startup ecosystem builders (hereinafter “**Accelerator**”). The Program aims to formulate business and product strategies, overseas market analysis, and fundraising from overseas investors, and build evidence for local regulatory approval. In addition, the Program aims to strongly support the overseas expansion of Japanese medical and healthcare startups by helping them build evidence and improve their services and products for future FDA, CE, TGA, and other target regulatory approval acquisition or overseas sales expansion. The Japan External Trade Organization (hereinafter “**JETRO**”) will sponsor 10 months of the Program to be provided by Accelerator.

**2. Program Outline**

JETRO will provide a 10-months acceleration program to Japanese startups (hereinafter “**Startups**”/ “**Participants**”) in cooperation with the Accelerator. The timeline indicated in the following paragraphs is tentative. The program structure and schedule may be flexibly adjusted based on consultation between the Accelerator and JETRO.

Phase 0: To make the Program better known in Japan, the Accelerator is expected to actively visit universities, research facilities and startup communities and organize events to promote and explain the Program and discover potential participants.

Phase 1: Four (4) months in September, October, November, December 2024. A selected minimum of 10/ maximum of 20 Japanese startups will participate in Phase 1. The main objective of Phase 1 is to prepare Startups to construct robust business foundations with an understanding of basic business models, team building, finance,

intellectual property, regulations, market analysis, etc.

Phase 2: Upon the completion of Phase 1, the Accelerator forms a judging committee with a partner(s) to evaluate Phase 1 participants and select a minimum of five (5)/ maximum of 10 startups to proceed to Phase 2. Three (3) months in January, February, and March 2025. Phase 2 provides customized mentoring and necessary content by assigning medical and health professionals (hereinafter “**Mentors**”) to each startup. The Mentors should be experts in the target market and product of the Participants. In Phase 2, Mentors navigate Startups to design products adjusted to the regulations of the target market, set product prices, develop clinical trial and IP strategies, etc. The contents of Phase 2 should be customized based on the Participants’ business phase and needs. During Phase 2, the Accelerator is expected to provide opportunities for Startups to present business ideas to venture capitalists and potential partners.

Phase 3: The same participants as Phase 2 will participate in Phase 3 which includes a one (1) -week overseas mission between April 2025 to June 2025. The Accelerator provides two courses for Startups to choose from: Australia and Europe. The destination country(ies) in the Europe course should be discussed between the Accelerator and JETRO.

\* Demo Day should be organized after the completion of Phase 2. The timing should be discussed with JETRO prior to the announcement to the Participants.

**a. Location**

<b>Description</b>	<b>Location(s)</b>
Phase 0	Japan. Hybrid. Promotional activities can take place both in person and online.
Phase 1	Japan, at least one session should be held in Osaka. Hybrid.

Phase 2	Mainly online. The Accelerator is expected to connect the Participants to Mentors both inside and outside Japan based on the Startups' needs.
Phase 3	Australia and Europe.
Demo Day	Osaka. Hybrid. In-person participation is recommended to the Startups: however, the Accelerator will also provide a tool to participate online.

**b. Language**

English.

**c. Operation**

The Accelerator must designate at least three (3) staff and establish operation team for the Program in Japan. The expected job positions and numbers to be assigned are as follows:

- Managing Director: one (1) person
- Program Manager: one (1) person
- Program Associate: one (1) person

The Accelerator will provide accelerator facilities and venues for the Program including Phase 0-3 and Demo Day.

**d. Participants**

The Accelerator organizes and manages application and selection process including pipeline management, and interviews with startups that meet the Program's criteria if necessary. The Accelerator screens the applications with JETRO to select Participants for the Program. The Participants' verticals are primarily MedTech and HealthTech, and BioTech. To be qualified to participate in the Program, Participants must be based and incorporated or be planning to incorporate in Japan. The Accelerator will be required to customize the Program based on the qualified Startups' products, services, and needs. The eligible companies will be Pre-Seed to Series A\*.

\*Note: Pre-Seed to Series A is based on funding received in Japan by mostly Japanese investors. These rounds tend to be much less than startups in Silicon Valley and other major startup ecosystems.

### 3. Budget

Item	Details	Price
Phase 0	Marketing in Japan	AUD ---
Phase 1	Four (4) months acceleration program for Startups in Japan. Japan, at least one session should be held in Osaka. Hybrid. Minimum 10/ maximum 20 startups	AUD ---
Phase 2	Three (3) months mentoring program and business matching. Mainly online. Minimum five (5) / maximum 10 startups selected from startups from Phase 1.	AUD ---
Phase 3	One (1) week overseas missions. At least two (2) courses: Australia and Europe Minimum five (5)/ maximum 10 startups from Phase 2.	AUD ---
Demo Day	Osaka. Hybrid.	AUD ---
Ongoing cost	PR and Marketing cost, other miscellaneous cost	AUD ---
Total		AUD ---

**\*The total amount of the Program must not change even if the number of Participants for Phase 1 and 2 exceeds the minimum number (at least 10 startups for Phase 1 and five (5) startups for Phase 2).**

**\* Prices in the quotation must be inclusive of Goods and Service Tax (GST).**

### 4. Program Contents

**Submit a report at the conclusion of each program.** The Program should include the following contents:

#### **a. Phase 0**

Site visits, in-person and online events, and online promotion

The purpose of Phase 0 is to discover and reach out to potential participants and persuade them to apply for the Program.

Expected activities to be arranged during the Phase 0 are (but not limited to):

- Visit universities, research institutes, Japanese startups, startup communities.
- Organize public events that explain the overview and features of the Program.
- Promote the Program on social media, email, etc.

**b. Phase 1: minimum 10/ maximum 20 startups <four (4) months>**

Seminars and interactive group coaching sessions

Seminars or interactive group coaching sessions should be included at least three (3) days each month in Phase 1. The Accelerator conducts seminars and/or sessions at least three (3) hours a day.

\*Seminars and coaching sessions may cover the following items (but not limited to):

Pitching, customer analysis, clinical and market validation, leadership, regulatory strategy, product development, QMS and compliance, prototype manufacturing, market studies, competitor analysis, IP strategy, clinical trials, reimbursements, business models, pricing, pathways to market, distribution, etc.

**c. Phase 2: minimum five (5) / maximum 10 startups <three (3) months>**

**i. One-to-one mentoring sessions**

One-to-one mentoring sessions (one (1) hour) with industry experts should be provided to each startup individually, at least once a week. More mentoring should be provided to Startups who request it or seemingly need it. The contents are tailored to each Participant. The goal is to develop robust business models and strategies that are suitable for the Participants' products and first target market.

**ii. Business meetings**

Meetings that provide access to potential investors and partners. Arranging business meetings with potential investors including angel investors, venture

capitalists, corporate venture capitalists, and/or potential partners/clients such as CROs, major hospitals, and influential doctors. At least three (3) valuable introductions **per Startup** should be delivered during the Program.

**d. Phase 3: minimum five (5) / maximum 10 startups <one (1) week>**

The Accelerator arranges one (1) week overseas missions for Startups. The purpose of Phase 3 is to deepen the understanding of the target markets, validate products in specific markets, and build a local network that can accelerate product development and regulatory approval processes. Two (2) courses to Australia and Europe should be planned, and Startups are allowed to choose one (1) based on their interest.

Expected activities to be arranged during the Phase 3 are (but not limited to):

- Visit universities, research institutes, CROs, local governments, VCs, and so on.
- Introduce medical and healthcare startup founders and KOLs.
- Arrange individual meetings with Startups based on their needs and strategies built during Phase 2 with Mentors.
- Attend medical/ healthcare conferences or tradeshow.
- Provide opportunities for Startups to pitch in front of local ecosystem stakeholders.

JETRO covers the accommodation cost for Startups during Phase 3 and Participants should pay their airfare for the round trip.

**e. Demo Day**

An in-person/ hybrid Demo Day. The Accelerator will include the information below in the proposal:

- Expected Number of participants
- Invited VIPs including VCs, key opinion leaders, influencers, and media
- Private (invitation only) or public
- With judges or without judges
- Pre-recorded or Live

- In-person or hybrid (online/offline)

All Startup pitches should be recorded and archived with their pitch deck after the event. The archived link should be distributed to Accelerator's investor network after the event if the Startups opt in to share their pitch videos.

**f. PR & Marketing**

Building a PR brand for the Program and participating companies and developing communications that resonate across investors, potential customers, and business partners. (Ex. perfecting pitch decks, marketing materials for global audiences, and advertising materials). Materials to be distributed to Accelerator networks via newsletter, social media, etc.

**5. Conditions for the Contractor(s) Engaged in the Project**

- a.** Has an established organizational structure and capabilities to manage and complete the project properly. Has a global network, and knowledge necessary for the implementation of the project.
- b.** Has broad and effective experience in the implementation of acceleration programs in the world.
- c.** Has investment arms and has close connections with world top-tier VCs.
- d.** Can adhere to JETRO's requests, as well as report to, communicate with, and consult with JETRO in an adequate manner. Can present efficient data for the program evaluation.
- e.** Has knowledge and systems/tools for handling confidential and/or personal information accordingly.
- f.** Can comply with applicable laws and regulations of Commonwealth of Australia.
- g.** Is willing to invest in Japan and establish an entity in Japan (desirable).

\*Contact JETRO Sydney office, if considering investing in Japan, forming a fund, or partnering with a Japanese company.

## **6. Term of contract**

The term of the contract is from the contract start date through July 31<sup>st</sup>, 2025.

## **7. Payment**

In compensation for the services to be provided by Accelerator to JETRO, JETRO shall pay a total amount to Accelerator in two payments.

The first half payment will be made by JETRO to Accelerator upon execution of this agreement. This will be half the amount of the contract.

The second half payment will be made by JETRO to Accelerator upon the completion of the Program and receipt of the final report and invoice from Accelerator and will be the actual value minus the first amount JETRO paid to Accelerator. Payment will be made by wire transfer to Accelerator's bank account designated by Accelerator in writing.

All fees will be paid within forty (40) days of the date of the applicable invoice.

If accelerator(s) require any advance payments in order to adequately execute the program, due consideration and adjustments shall be made accordingly. Accelerator(s) should note any such requests in writing.

## **About JETRO**

JETRO is a government organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping Japanese startups and scale-ups maximize their global potential.