

**The “J-StarX Healthcare Acceleration Program”**  
**“MedTech 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 9 months of the Program to be provided by Accelerator.

**2. Program Outline**

JETRO will provide a 9-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 1: Three (3) months in October, November, and December 2025. A selected minimum of 13/ maximum of 15 Japanese startups will participate in Phase 1. The main objective of Phase 1 is to prepare Startups to construct robust international business foundations with an understanding of basic business models, team building, finance, intellectual property, regulations, market analysis, etc. In Phase 1, Startups will also participate in a three-days overseas mission. During the three-days overseas

mission (Australia), participants will also take part in an ecosystem tour and networking event, visiting local CROs, universities, research institutions, hospitals, 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 seven (7) startups to proceed to Phase 2. Four (4) months online mentoring course followed by about 1 week overseas in person program and a DemoDay in Japan. 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. In Phase 2, Startups will also participate in a one-week overseas mission.

\* 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 1	Mainly online. Participants will have at least one opportunity for a face-to-face skill development workshop (in Japan) during Phase 1 including

	to hear from successful startup founders and investors to help them develop entrepreneurial and international business capability. Overseas immersion will be to Australia.
Phase 2	Mainly online. Overseas immersion will be to Australia (with flexibility to support customisation to other destinations for individual participants if required).
Demo Day	Tokyo or 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. 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 1-2 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 Bio-medical. 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**

Maximum AUD \$1,597,775-

\* 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 1: minimum 13/ maximum 15 startups <three (3) months>**

##### **i. Intensive Lectures**

Introduction to international business fundamentals, including business models, team building, intellectual property rights, and finance. Support the Analysis of key regional markets as potential initial sales destinations, focusing on regulations, reimbursement prices, and customer demographics. Assistance with preparing materials necessary for securing financing.

##### **ii. Office Hours**

A monthly opportunity for participants to ask questions related to the content of the intensive lecture. Individual meetings can be arranged, or all participants may join at a designated time to pose questions to the accelerator.

##### **iii. Overseas Immersion**

Overseas immersion will be to Australia for about three (3) days. An ecosystem tour,

including visits to CROs, universities, research institutions, and hospitals and networking events.

**b. Phase 2: minimum five (5) / maximum seven (7) startups <six (6) months>**

**i. Mentoring sessions**

Develop strategies with mentors for market entry, focusing on regulatory compliance, pricing based on insurance reimbursement, and clinical trial preparation. Each participating team will receive a minimum of 12 hour mentoring sessions during Phase 2. Mentors will be contracted accelerators who will interview the teams to understand their fields and needs and then match them with appropriate experts. Once a month, each team will submit a brief update to JETRO on the progress of their mentoring sessions.

**ii. Business Development and Matching Meetings**

Each participating team must pitch to investors, distributors, or medical device manufacturers at least three times during Phase 2, leading to potential business opportunities. Additionally, teams are required to participate in at least three Business Development (BD) meetings during this phase.

**iii. Overseas immersion**

The Accelerator arranges one (1) week overseas mission for startups. Overseas immersion will be to Australia, to arrange meetings with experts and potential agencies for collaboration, tailored to the products and needs of the startups participating in Phase 2 and beyond. This trip will also include pitching to local ecosystem stakeholders. Customized arrangements to alternative destinations can be considered for individual participants upon request.

**c. 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.

#### **d. 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>, 2026.

The Accelerator(s) is required to regularly report on each company's business progress to JETRO. JETRO demands the submission of two official reports aimed at facilitating payments—one interim and one final. These reports must include detailed descriptions of the program structure, evaluations, delivery specifics, achievements and feedback from the participating companies, the impact of Demo Day, and promotional activities. The format will be provided by JETRO.

## **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.