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Japan Entry Acceleration Program 2025



Introduction

The Japan Entry Acceleration Program, JEAP is JETRO's initiative to support overseas startups in accelerating their entry into Japan. The program helps companies explore opportunities, connect with Japanese companies, and turn new ideas into real partnerships.

The spirit of JEAP is captured in its logo: the origami crane represents creativity and limitless potential, the cherry blossom signals fresh beginnings in Japan, and the rising sun conveys passion and energy. Together, these symbols embody JEAP's mission to open doors, spark collaboration, and accelerate growth in Japan's innovation ecosystem.

AboutJETRO

JETRO, or the Japan External Trade Organization, is a government-related organization that promotes trade and investment between Japan and the rest of the world, including efforts to foster innovation and connect Japanese companies and organizations with global partners.



Program Overview

This year, JEAP aims to create innovation through collaboration between Japanese and overseas companies, in the fields of regenerative medicine/cell & gene therapy and decarbonization technology.

This program brochure will provide an overview of the program specifically for B.Decarbonisation.

A: Regenerative Medicine/Cell & Gene Therapy

- Starts with business and collaboration plans from overseas startups
- JEAP supports partnerships and commercialization with Japanese manufacturing and research institutions, such as CDMOs and CROs

B: Decarbonisation

- Starts with business challenges from Japanese companies
- JEAP supports partnerships with overseas startups that can help solve those issues



What We Provide

Workshop



Four intensive workshop designed to provide a step-by-step understanding of the Japanese market entry process

Mentoring



Eight weeks of 1:1 mentoring sessions led by seasoned mentors with deep expertise in decarbonization.

Open Innovation



Collaborate with corporate challenge owners to co-develop solutions and explore partnership opportunities.

Demo Day



A direct exporsure opportunity for you and your business idea to Japanese investors and ecosystem builders



Program Overview

• Conduct 15-30 minute interview

Notify selected startups of

sessions.

acceptance.

2026 2025 Feb. Dec. Oct. Nov. Jan. Applications & Selection Period Support Period Mentoring Demo Application Open Workshop Selection Open Innovation Day • Workshops on the Japanese market, regulations • Open call for online application. and local business practices. Reviews application for initial screening.

- Mentoring on business models and expansion strategies in Japan
- Collaboration discussion with Challenge Owners
- Demo Day in Tokyo to showcase your solutions to ecosystem builders in Japan.



Why you should Apply for it?

Let's breakdown how JEAP can help along your journey:



Issue





Outcome

- Limited insight into user needs
- Complex regulatory environment
- Limited access to promising Japanese companies for collaboration
- Low visibility within Japan's innovation ecosystem

- Mentoring on regulations and local business practices
- Identification of potential partners in the decarbonization field
- Collaboration discussion with Japanese companies
- Opportunities for visibility and networking

- Refined business plans aligned with the Japanese market
- Clearer understanding of the feasibility of R&D and market entry in Japan
- Initial engagement and strategic interest from leading Japanese corporations



Challenge Owners



In this program, we have invited four leading Japanese corporations as Challenge Owners. Each of them has set specific Challenges where your technologies and solutions could make a real impact, and they may also share resources or opportunities that could support you along the way.





Introduction —

ENEOS Xplora is a company wholly owned by ENEOS Holdings Inc., engaging in development and production of oil and natural gas, LNG projects, and CCUS (carbon capture, utilization, and storage) projects.

Headquartered in Tokyo with multiple global offices, ENEOS Xplora pursues stable energy supply with realizing a sustainable society through subsurface technology and innovation.

Next: Challenge Statement





Our Challenges are as follows:

- 1. CO2 utilization and storage technologies
- 2. Water-soluble CCS: CO2 dissolution and brine well injection

Through this program, we aim to discover innovative technologies we have never engaged with before and accelerate the development of new business opportunities.

Next: Collaboration Needs





Collaboration Needs

1. CO2 utilization, and storage technologies

We are seeking startups with CO2 subsurface storage technologies, excluding forest absorption, mineralization, and blue carbon.

Our focus is on storage in depleted oil and gas fields, saline aquifers, and deep sedimentary formations such as sandstone and carbonate layers.

Alternatively, we are seeking startups specializing in underground CO₂ utilization technologies that leverage subsurface resources, such as subsurface microbial utilization systems, deep geothermal chemical conversion processes, and other innovative approaches.

2. Water-soluble CCS: CO2 dissolution and brine well injection
We are seeking startups offering CO₂ dissolution and injection solutions for brine reinjection wells.

Next: Business Opportunities 8
Assets/Supports





ENEOS Xplora

Business Opportunities

- 1. Research and Development Support
 - Potential use of ENEOS Xplora's demonstration fields
 - Possible access to the NOiL open innovation lab for co-creation, testing, and on-site pilot demonstrations
- 2. Strategic Partnership and Investment
 - Potential for joint development projects and co-funded R&D initiatives
 - Possible opportunities for financial collaboration, including equity investments, strategic partnerships, and M&A evaluations

Assets/Support

Demonstration fields and open innovation labs (subject to the existing/on-going business activities).

Next: Messege from Challenge Ower







ENEOS Xplora

Hiroki Okamura

Group Manager
Low Carbon Business Group
Low Carbon Solutions Ventures
ENEOS Xplora Inc.

Message from Challenge Owner

We are honored to be selected as a Challenge Owner for the JETRO Japan Entry Acceleration Program 2025. Through this program, we look forward to collaborating with ambitious startups from around the world who share our passion for decarbonization and sustainable growth.

We welcome your innovative ideas and hope to work together toward a sustainable future.



Introduction —

Over the past 170 years since our founding, IHI has grown into a diversified industrial company engaged in aerospace, energy systems, infrastructure, and advanced machinery.

Today, IHI operates across four core business domains:

- Resources, Energy & Environment
- Social Infrastructure
- Industrial Systems & General-Purpose Machinery
- Aero Engine, Space & Defense

From roads, buildings and transportation systems used in daily life, to cutting edge technologies and products used in various fields, we aim to continue contributing to society through the growth of our businesses.

Next: Challenge Statement



Our Challenges are as follows:

- 1. Long-term energy storage
- 2. Extraction and separation of carbon from CO₂ generated by fossil fuel combustion

Through this program, we aim to identify and support startups with strong commercialization potential, while fostering collaboration toward proof-of-concept projects and market deployment.

Next: Collaboration Needs



Collaboration Needs

- 1. Long-term energy storage solutions:
 - We are seeking multi-month energy storage solutions for surplus renewable energy, beyond hydrogen-based chemical products.
 - Our target technologies include liquid air energy storage (LAES) systems and gravity-based energy storage solutions capable of storing energy for months.
- 2. Technologies for the extraction and separation of carbon from CO₂ emissions generated by fossil fuel combustion:
 - We are seeking technologies that utilize chemical reactions during boiler combustion processes to separate CO₂ and extract carbon in solid form.





Business Opportunities

- 1. Market and business expansion:
 - Potential for technology deployment with IHI Corporation and entry into the Japanese power market
- 2. Research and development support
 - Capability to conduct demonstration testing, from lab-scale validation to fullscale pilot demonstrations.
- 3. Strategic partnership and investment
 - Possibility of joint development projects with IHI

Assets/Support

Access to various customer networks, laboratories, and demonstration fields.

Next: Messege from Challenge Ower





Fumiya Oura

Manager
Business Administration Dept.
IHI Corporation

Messege from Challenge Ower

While the path toward decarbonisation presents both opportunities and uncertainties, we continue to explore practical technologies and business models that can deliver real impact.

We value open collaboration with startups and partners who helps building a more sustainable future.





Introduction —

Kurita Water Industries, established in 1949, is Japan's leading comprehensive water treatment company and a frontrunner in the industry.

We provide end-to-end solutions ranging from ultrapure water supply essential for semiconductor manufacturing to industrial wastewater treatment, built on our three core pillars: water treatment chemicals, equipment, and maintenance services.

Next: Challenge Statement



EXECUTE Challenge Statement

Our Challenges are as follows:

- 1. Algae cultivation and processing
- 2. Carbonization of food residue and solid waste materials
- 3. GHGs capture and removal

Through this program, we aim to lay the foundation for combining social impact with business value creation by leveraging internal and external resources.

Next: Collaboration Needs





() Kurita Challenge Statement

Collaboration Needs

- 1. Algae cultivation and processing We are seeking startups that can support the development of strains that grow easily or adapt to specific environments, as well as explore new processing techniques and potential applications.
- 2. Carbonization of food residue and solid waste materials We are seeking startups with solutions focused on the carbonization of these materials, enabling their upcycling into fuels and chemicals.
- 3. GHGs capture and removal We are seeking startups that offer technologies for capturing and removing greenhouse gases, such as CO₂, N₂O, and methane.

Next: Business Opportunities &





Kurita Challenge Statement

Business Opportunities

- 1. Market and business expansion
 - Potential for technology introduction and expansion with Kurita Industries and into not only in the Japanese market but also in Europe, North America, and other Asian countries
 - Sales opportunities through Kurita's customer network
- 2. Research and development support
 - Access to Kurita's state-of-the-art research equipment and facilities, including the Kurita Innovation Hub
 - Incubation facilities available as operational bases and collaboration spaces
 - Opportunities for on-site testing and pilot demonstrations
- 3. Strategic partnership and investment
 - Possibility of joint development projects
 - Potential for financial collaboration including investment, equity participation, and M&A

Assets/Support

Various customer networks, laboratories, and demonstration fields.

Next: Messege from Challenge Owe



Kurita Challenge Statement



Shigeo Yanagihara

General Manager
Business Co-Creation Project.
New Business Development Group.
Innovation Division
Kurita Water Industries

Messege from Challenge Ower

Amid the growing enthusiasm for decarbonisation, we are passionately advancing our technology research and real-world implementation to help build a carbon-neutral society.

We look forward to partnering with you and creating a brighter, more sustainable future together.





Introduction —

Niterra Co., Ltd., a global leader in internal combustion engine components, holding world-leading shares in spark plugs and oxygen sensors, as well as industrial ceramics, is actively accelerating its business expansion across e-mobility, semiconductors, and environmental & energy sectors.

The company is seeking partnerships in next-generation fuels and CO2 capture.

Next: Challenge Statement



Niterra 日本特殊陶業

Challenge Statement

Our Challenges are as follows:

- 1. Next-generation fuel production
- 2. Solutions for CO₂ transportation and storage

Through this program, we aim to engage with startup partners and co-develop tangible collaborative projects.

Next: Collaboration Needs





Collaboration Needs

1. Next-generation fuel production

We seek innovative solutions for synthetic fuel refining processes from H₂ and CO₂ (or CO) feedstock. The scope covers both primary and secondary synthesis stages, with a particular focus on low-energy solutions that address challenges in Fischer-Tropsch synthesis through catalyst improvements or other technological innovations.

2. Solutions for CO₂ transportation and storage

We seek energy-efficient, cost-effective CO₂ transport and storage solutions as alternatives to liquefaction.

Innovations that enhance economic viability by reducing energy consumption and optimizing logistics are especially welcomed.

We anticipate synergies between your technology or solution and our assets, which are based on ceramic and/or organic material technologies, as well as our manufacturing capabilities.

Next: Business Opportunities & Assets/Supports





Business Opportunities

- 1. Market and business expansion
 - Potential for technology introduction to Niterra and expansion into the Japanese market
 - Opportunities for further deployment in global markets, including sales through Niterra's customer network
- 2. Facility access and technical validation
 - Access to Niterra's production equipment and manufacturing facilities
 - Opportunities for technical evaluation and PoC
- 3. Strategic partnership and investment
 - Possibility of joint development projects
 - Potential for financial collaboration, including equity investment and M&A

Assets/Support

Various customer networks, technology platforms, production equipment, and manufacturing facilities.

Next: Messege from Challenge Ower



Niterra Challenge Statement



Hiroshi Inagaki

Electric system Architect & Value planning Senior Specialist Platform Development Center Niterra Co., Ltd.

Messege from Challenge Ower

As a company committed to driving innovation, we are looking for startups with innovative technologies and ideas that align with our collaboration needs. Through joint efforts, we hope to create impactful solutions by leveraging our industry expertise and your entrepreneurial drive and creativity.

Join us in our mission to build a brighter and more sustainable future.



Program Leadership



Takeru Kawashima Mentor

Takeru is the Executive Director at 01Booster, Inc., a leading Japanese accelerator.

- He manages several accelerator programs and develops international partnerships with accelerators outside Japan.
- He founded "Across Asia Alliance," a community of Asian VCs and accelerators in collaboration with international partners.
- He also founded "InnoScouter, Inc.," an enterprise SaaS startup, which was later successfully acquired by 01Booster.



Takehiko Ishida Mentor

Takehiko is the Director at 01Booster, Inc. He drives startup growth through accelerator programs, corporate and public partnerships, community building, and seed investing.

- He has led numerous open innovation programs.
- He has supported over 1,000 startups.
- He is a Board Member of the Startup Ecosystem Association (General Incorporated Association, Japan).



Program Leadership



Akiko Iwamoto Mentor

Akiko is the Leader of the Startup Ecosystem Design Division at 01Booster, Inc.

- She managed temporary staff placement, follow-up, and onsite operations in human resources outsourcing at a BPO company.
- She planned and executed events and managed benefits for high-net-worth members.
- She currently designs and manages open innovation and startup support programs at 01Booster.



Ai Fujishiro Mentor

Ai has experience bridging international teams and supporting cross-border business operations.

- She led the launch and operations of a 3D material management platform's Japan office, coordinating between headquarters and local clients.
- She currently provides English communication and project support for startup collaborations between global and Japanese companies at 01Booster.



Application Process

Step 1: Start your application <u>here</u>!

Deadline: 11:59PM, October 31 JST

Step 2: Document Screening Early November (Approx. 24 companies will be selected)

Step 3: Interview Screening Mid to Late November (Approx. 8 companies will be selected)

We're kicking off your support in December!



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