



**2000+ Power Matching**

One of the World's Largest B2B Matching Events

# The 7<sup>th</sup> INNOVATION LEADERS SUMMIT

- Sponsorship program for international institutions -



**100+ Start up Pitches**



**200+ Start up Shows**



**50+ Leaders Sessions**



**6 Networking sessions**

## One of the World's Largest B2B Matching Events

### □ An Event Promoting B2B Innovation With More Than 10,000 Participants

The Innovation Leaders Summit (ILS) is one of the world's largest events promoting B2B innovation. It hosts a total of more than 10,000 attendees, including more than 6,000 business development staff members from major corporations, in excess of 2,000 startup management team members, and over 1,800 investors and representatives from venture capital firms and government agencies.

### □ Extremely Accurate “Power Matching” Creates More Than 1,000 Innovation Deals

Power Matching is an invitation-only program that brings together more than 500 promising startups recommended by the ILS Advisory Board—composed of key members of 100 major foreign and domestic venture capital firms, universities and government agencies—and over 100 major corporations. In just one Summit, meetings arranged through a dedicated website lead to more than 2,000 matches and create over 1,000 innovation deals.

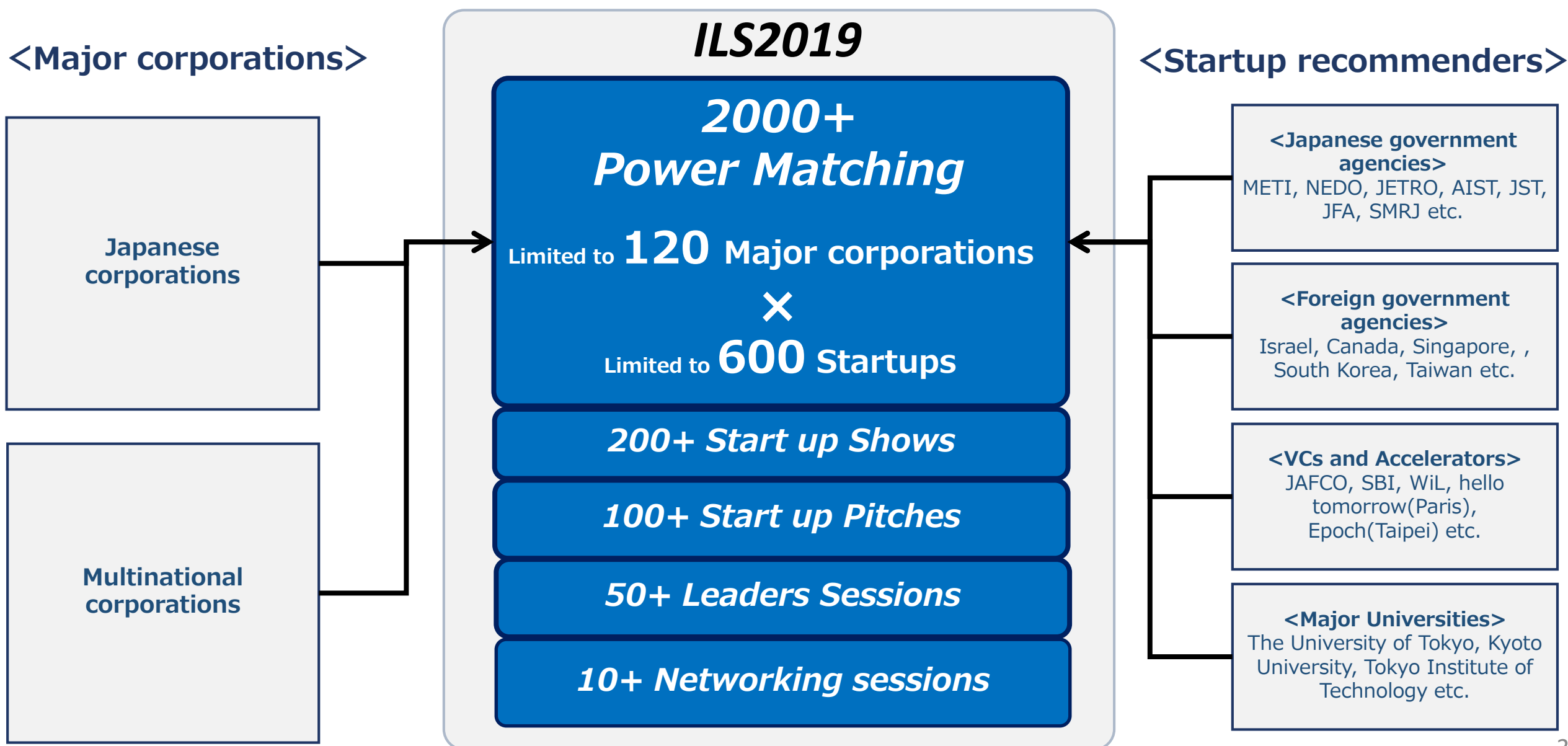
### □ The Front Line of an Ecosystem Composed of Asia's Innovation Leaders

Leaders of overseas startups representing their own countries also attend ILS as a result of partnerships between Japanese government agencies, such as the Ministry of Economy, Trade and Industry and NEDO, and government agencies of countries that include Israel, Canada, Singapore, South Korea and Taiwan. Together with the leaders of major corporations and chief investors, they form the front line of Asia's innovation ecosystem.



## Frontline event of major corporations and startups to create more than 1000 alliance deals

- Date : OCT 28-30 2019
- Venue : Toranomom Hills (Tokyo, Japan)
- Organizer : Innovation Leaders Summit Committee.
- Major support : Ministry of Economy, Trade and Industry of Japan (METI)
- With the support of : NEDO, Japan Finance Corporation, SME Support JAPAN, JETRO
- Managed by : Project Nippon Ltd.



## Dedicated spaces provided

### Dedicated spaces are provided to make pitches and demonstrate products

- Provides a 'dedicated venue' for at least 15 startups to make pitches and networking sessions
- Provides a 'dedicated space' for at least 10 startups to demonstrate their products

## Invite supported startups to matching programs with major corporations and leading investors.

### Matching opportunities between over 100 major corporations and leading investors

- Invitation to 'POWER MATCHING', enabling one-on-one business partnership meetings with major corporations
- Invitation to 'VC MATCHING', enabling business meetings with leading venture capitalists
- Invitation to a 'Networking party' on the third day, attended by major corporations and investors

## Opportunities to promote to, and interact with all visitors

### Promote your company to the over 10,000 invitees and visitors who come to one of the world's largest events promoting B2B innovation

- Distribution of your brochure to all venue visitors
- Your company's dedicated PR page is included on the official ILS website
- Your members are invited to a Networking party(3rd day) & a Private Reception (2nd day) attended by startups, executives of major corporations, leading venture capitals, and officials of the Japanese government



## Dedicated Space for Product Exhibition and Demonstration

ILS provides a dedicated space at the “Next Generation Startup Show” for product exhibition and demonstration where at least 10 companies will have the opportunity to exhibit.



Next Generation Startup Show



JETRO Booth



JETRO Startup Shows

## Dedicated Venue for Startup Pitches and Networking Sessions

Dedicated venues are available for supported startups to deliver presentations to major corporations and investors. At least 15 companies will have the opportunity to make pitches, and it is also possible to limit the visiting audience based on content.



Korean Start up Demo Day presented by KOTRA



JVA Pitch presented by SME Support JAPAN



NEDO Dream Pitch presented by NEDO



JIP Pitch presented by JETRO

## Invitation to Official Startup Pitch Program

In the ILS Official Startup Pitch Program, 10 of your preferred companies will be provided a dedicated time for pitching. All moderators and progressions are done by the ILS organizer.



275-inch dynamic screen



Can accommodate up to 150 people



Top 20 Startup Pitches by ILS

## Invitation to 'Power Matching' and 'VC Matching'

Supported startups are invited to a Matching Program attended by over 100 major corporations, and an Investment Matching Program attended by over 60 VCs.

### POWER MATCHING (participating major corporations)

A one-on-one matching program between startups and major corporations. 128 major corporations (166 departments) have joined the 6<sup>th</sup> ILS.



### VC MATCHING

A one-on-one matching program between Startups who wish to invest and the venture capitalists and angel investors in ILS Advisory Board members.





## Invitation to a Private Reception & a Networking Party

We invite at least three of your members to a Networking Party (3rd day) geared towards startup representatives, executives of major corporations and Japanese government officials. They are also invited to an exclusive a Private Reception (2nd day) attended only by select popular startups and the upper management of major corporations.



Networking Party (3rd day)



Private Reception (2nd day)



Networking Party (3rd day)



Suga Chief Cabinet Secretary



Syoji Kukita Commissioner, NEDO



Shinichiro Suzuki  
Senior partner ,Ernst & Young Shin Nihon LLC

## Exposure from the Main Stage & Ad Board

Your company name will be displayed on the stage and venue ad board. This broadens the potential to boosting your company's presence among highly-promising startups, executives of major corporations, well-known venture capitalists from Japan and overseas, and officials of the Japanese government.



Takeo Higuchi  
CEO, Daiwa House Industry Company, Limited



Obuchi  
Minister of METI



Panel discussion 1



Panel discussion 2

## Distribution of Company Materials/Listing in the Official Brochure

Your company material will be distributed to the over 11,000 invitees and visitors. Your company name will also be listed in the official Brochure.



Brochure

Distributed handouts for visitors



Distribute to visitors at the event



## Promotion Via Preparation of your Company's PR Page, the Official ILS Website and Email-magazine

We will not only list your company's name on the ILS official website and email-magazine, but also prepare a dedicated PR page to showcase your company.

### Your company name listed on the official ILS website



【主催】  
イノベーションリーダーズサミット実行委員会  
(SEOJ会/DREAM GATE・プロジェクトニッポン)

【同時開催】  
新事業創造カンファレンス  
NEDOドリームピッチ/ベンチャーショー  
JETROピッチ/ベンチャーショー  
中小機構JVAピッチ  
日本公庫ベンチャーピッチ

【後援団体】  
経済産業省  
新エネルギー・産業技術総合開発機構(NEDO)  
[日本貿易振興機構\(JETRO\)](#)  
[中小企業基盤整備機構\(SMRJ\)](#)  
[日本政策金融公庫](#)  
日本経済団体連合会

It will be derived from ILS official website and email-magazine.

### Preparation and posting of a webpage dedicated to your company



Example: JETRO



Example: SMRJ

# ILS Sponsorship Program Costs for international institutions

**JETRO** chose last year



**KOTRA** chose last year

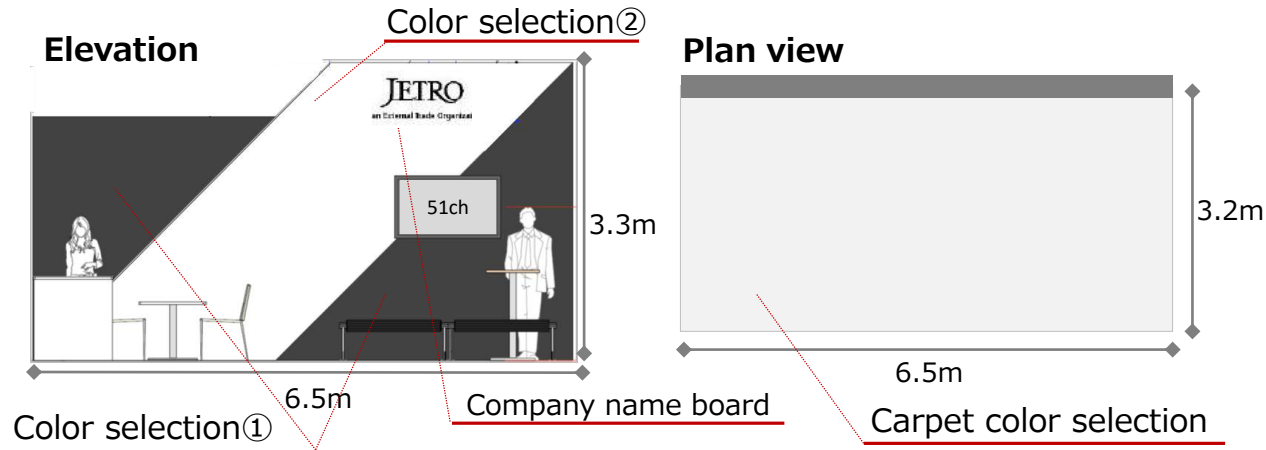


Menu	Special Package Booth	Standard Package Booth	Sponsorship Package
<b>[1] Dedicated Exhibition Booth in ILS Startup Show</b> * At least 10 companies are able to exhibit	<b>2-Day Exhibit</b> Provision of basic decoration / <b>20.8m<sup>2</sup></b> (W6.5×D3.2×H3.3m)	<b>2-Day Exhibit</b> Provision of basic decoration / <b>20.8m<sup>2</sup></b> (W6.5×D3.2×H3.3m)	×
<b>[2] Dedicated Venue as Official Programs of ILS</b> * At least 15 company pitch and networking sessions can be held	×	×	<b>4 hours use</b> This includes preparation, reception and cleaning-up time.
<b>[3] Invitation to Official Startup Pitch Program</b>	Providing Time Slots for 10 companies	×	×
<b>[4] Invitation to Power Matching / VC Matching / Networking Party (3rd day) for Supported Startups</b>	Yes	Yes	Yes
<b>Invitation to Networking Party (3rd day) &amp; Private Reception (2nd day)</b>	6 members from your company	3 members from your company	3 members from your company
<b>[5] Company name exposure via main stage/ad board/official pamphlet</b>	×	×	Your company name listed
<b>[ 6 ] Distribution of company materials</b>	×	×	Yes
<b>[ 7 ] Preparation of company's PR page, listing on official website and email-magazine</b>	×	×	Yes
<b>Cost</b>	6 million yen (+tax)	4.5 million yen (+tax)	3 million yen (+tax)

# Dedicated Exhibition Specifications

DATE	Time	Venue	Area
<b>OCT 28 – 29</b> (2-Days)	<b>10am~6pm</b> *Preparation : OCT 28 8am~10am *Backdown : OCT 29 6pm~8pm	<b>Hall A</b> (in the Next Generation Startup Show)	<b>20.8㎡</b>

## Basic decoration (W6.5×D3.2×H3.3m)



## Venue : Hall A \* Dedicated space in the Next Generation Startup Show



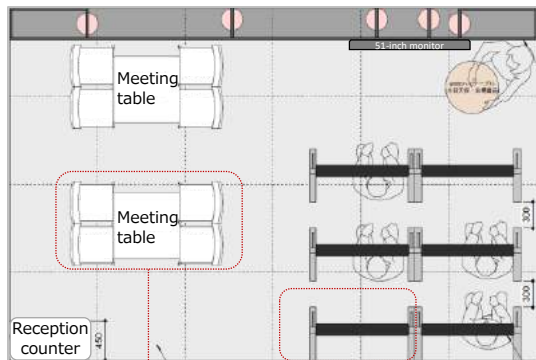
Exhibition image  
※JETRO Booth

※Placement of booth locations to be determined at Oct.1

## Booth Styles

There are two Exhibition plans available. You can select either A or B.

### A Type : Seminar + Meeting area



- Included Facilities
- 1 Company name board
- 2 100V/300W electrical outlet
- 1 Carpet
- Including installation / removal cost
- 2 Meeting table
- 8 Chair
- 1 Reception counter
- 1 51-inch monitor
- 1 Speech table
- 6 Sofa Bench

Meeting table & Chair

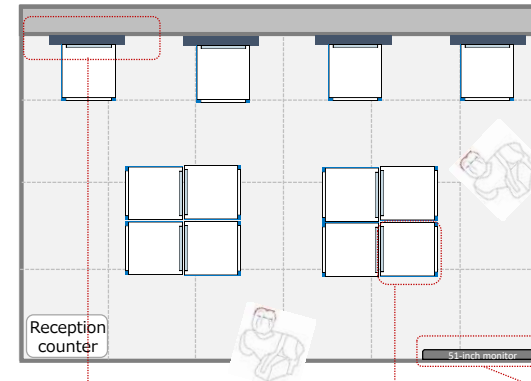


Also available in black.

Sofa Bench



### B Type : Display only



- Included Facilities
- 1 Company name board
- 2 100V/300W electrical outlet
- 1 Carpet
- Including installation / removal cost
- 1 Reception counter
- 1 51-inch monitor
- 1 Monitor stand
- 4 Graphic panel
- (size:A1/Does not include design costs)
- 12 Display Table

Graphic panel



Display Table

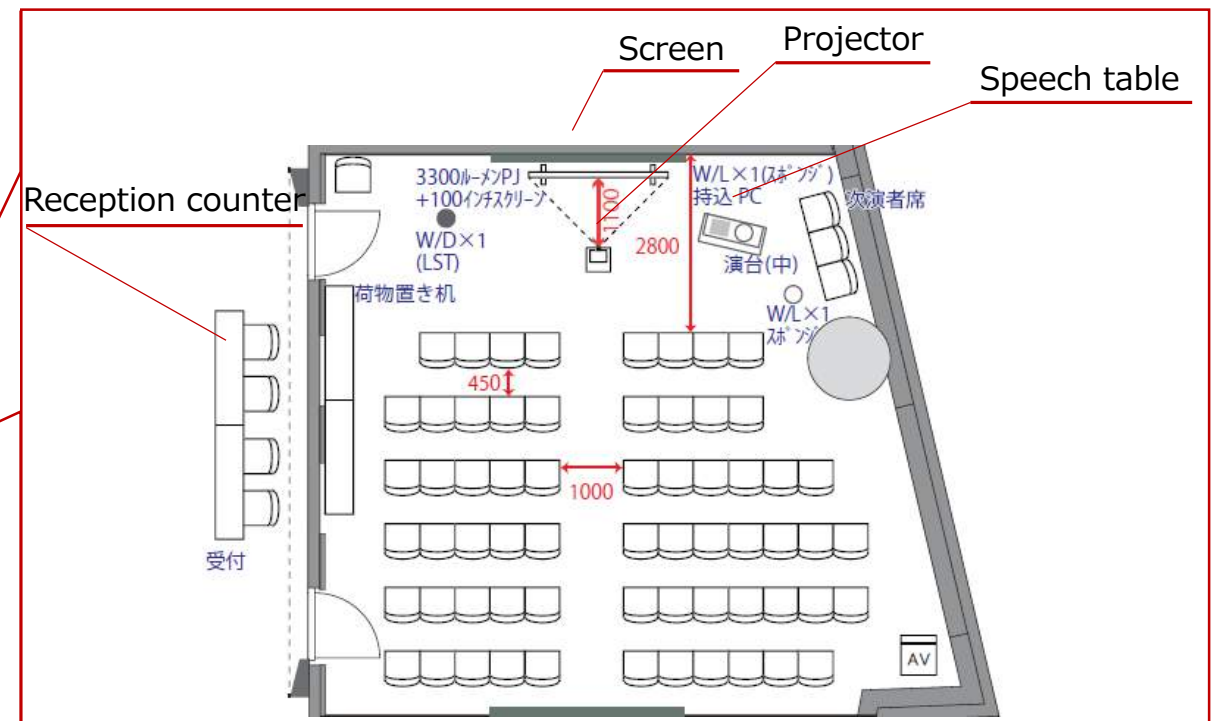
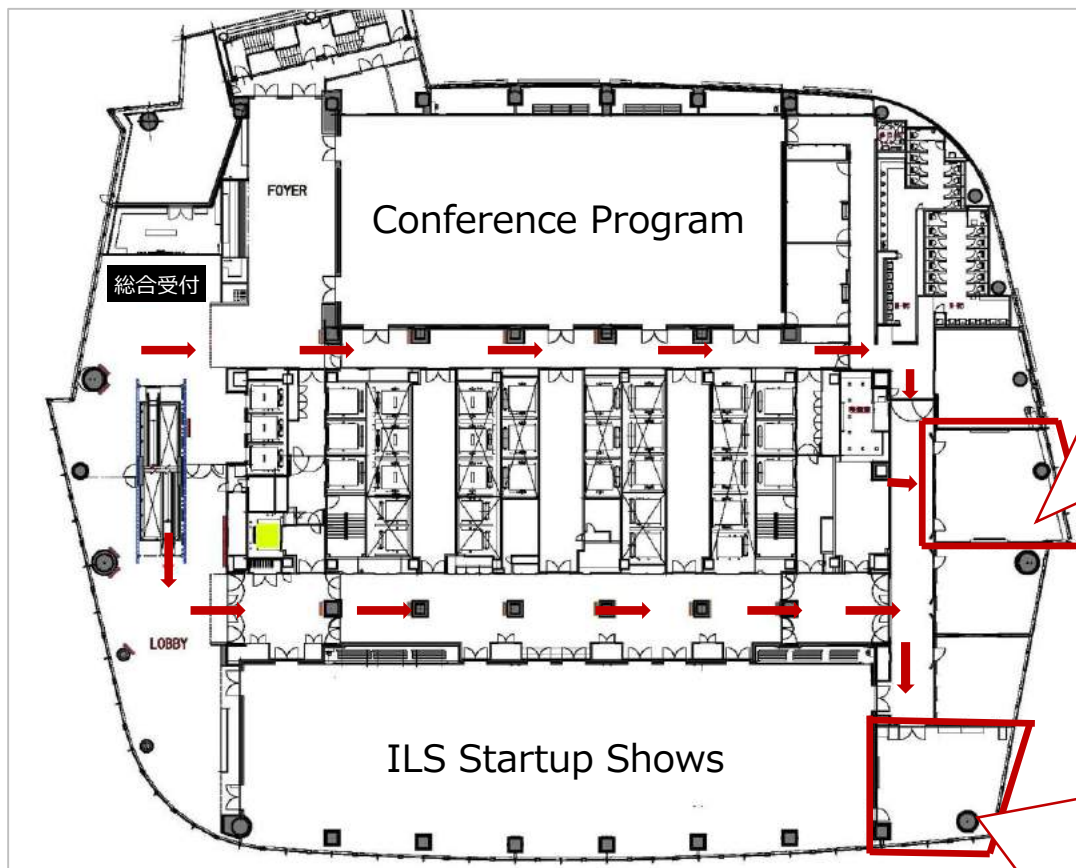


Monitor & Monitor stand



# Dedicated Room Specifications

DATE	Time	Venue	Area
OCT 28 or 29 or 30	<b>4 hours use</b> ※This includes preparation, reception and cleaning-up time. ※Holding time is from 10 am to 1 pm or from 2 pm to 5 pm.	<b>5th Floor Meeting Room</b> ※Select one	<b>87.3㎡~93.8㎡</b>
Included Facilities	1 Reception counter / 1 Speech table / 2 Hand microphone / Projector / Screen Long table / 60 Chairs / 2 100V · 300W electrical outlet		



[Notes]

- Please manage and progress management yourself.
- When you need food and drink, you need to order from the company designated by the venue.
- You can also change the layout.
- Please contact the organizer for additional supplies.
- Items may not be sent outside Japan. Overseas exhibitors please note that we are only able to send your goods to an address within Japan.



Startup pitch image  
 ※KOTRA Startup Demo Day



Panel discussion image  
 ※EY Session