

X-HUB TOKYO OUTBOUND SUPPORT PROGRAMME 2026 Germany Course
Program Specifications

1. Purpose

The program aims to accelerate the international expansion of Japanese startups into Germany and Europe by providing a structured acceleration program focused on market entry, customer discovery, business matching, and Proof of Concept (PoC) development.

The program is designed to deliver tangible business outcomes, including partnerships, pilot projects, and market entry progress.

2. Target Participants

The program shall target:

- Startups with Technology Readiness Level (TRL) approximately 5–9
- Startups with strong intention to expand into the German / European market

The program is designed for startups operating **in hard-tech sectors**.

Relevant domains include, but are not limited to:

- Mobility
- Advanced manufacturing and Industrial IoT
- Robotics and hardware technologies
- Advanced materials
- Healthcare technologies
- Green technology (climate tech, energy, sustainability-related fields)
- AgriTech

Selection Process

- The Contractor shall support JETRO in the selection of participating startups.
- JETRO will make the final decision on selected startups.
- The Contractor's role may include:
 - Screening and evaluation of applications
 - Participation in interviews (if required)
 - Recommendation of shortlisted candidates
- Selection criteria shall include:
 - Technology readiness (TRL)

- Market potential in Germany/Europe
- Team capability
- Strategic fit with the program objectives

3. Program Structure and Scope of Services

The Contractor shall design and implement a two-phase acceleration program, providing both preparation and intensive on-site support, with a strong focus on individualized market entry and business development.

Phase 1: Preparation and Acceleration (Online or Offline / Japan-based)

- Number of participants: approximately 10 startups
- Duration: approximately 4 to 8 weeks
- Format: primarily online, with optional in-person components in Japan

An in-person kickoff bootcamp in Japan(Tokyo) is preferred at the beginning of Phase 1 for 1-2 days.

The objective of Phase 1 is to prepare startups for entry into the German and European markets by strengthening their market readiness and refining their Go-to-Market strategies.

The Contractor shall provide:

- Market and regulation briefings on Germany and Europe as a group session
- Individualized mentoring and business strategy development

The Contractor shall provide one-on-one mentoring sessions to each participating startup.

As a minimum requirement:

- Mentoring sessions shall be conducted at least once every two weeks during Phase 1
- Each session shall be approximately 60 minutes in duration
- Each startup shall receive 3-4 mentoring sessions in total, regardless of the overall program duration

Additional sessions should be provided as necessary based on the needs and progress of each startup.

- Go-to-market strategy design and validation
- Pitch refinement and investor readiness support
- Initial identification of potential partners and target industries

Phase 2: On-site Acceleration Program (Germany)

- Number of participants: approximately 10 startups (same startups at Phase 1)
- Duration: approximately 1 to 2 weeks (total program period in Germany)

Phase 2 shall consist of a two-step structure combining individualized on-site visits and a cohorted program, designed to maximize both tailored business connections and collective visibility.

(1) Individualized On-site Visits (Core Component)

The Contractor shall arrange individually-tailored visits to relevant locations in Germany, individually designed for each.

- The Contractor shall design a customized program for each startup after a first individual mentoring session based on:
 - Technology and product characteristics
 - Business strategy, target industry and market segment
 - Potential partners (corporates, SMEs, research institutions, investors)
- Each startup shall visit one or more appropriate cities, innovation hubs, or industrial clusters, where relevant stakeholders are concentrated
 - Duration per startup: approximately 3-4 days
 - Activities may include:
 - One-on-one business meetings with potential customers such as corporates
 - Meetings with investors and ecosystem stakeholders
 - Visits to industrial sites, factories, or innovation facilities
 - Technical discussions and exploration of PoC opportunities

The Contractor shall ensure that these visits are highly customized and outcome-oriented, aiming to generate concrete business opportunities for each startup.

(2) Cohorted Program and Demo Day (Berlin or another major German city))

Following or preceding the individualized visits, a cohorted program shall be conducted for all participating startups for approximately 2-3 days in Berlin or another major German city. The location will be finalized in consultation with JETRO.

The cohorted component shall include:

- A Demo Day (physical or hybrid), inviting:
 - venture capitalists and business angels

- corporate partners
- ecosystem stakeholders
- media (where appropriate)
- Networking sessions and business connection opportunities
- Peer exchange among participating startups
- Additional meetings with Berlin-based stakeholders as appropriate

The Contractor shall ensure the participation of a sufficient number of relevant stakeholders, particularly for the Demo Day, to ensure meaningful business opportunities for participating startups.

The sequence, duration, and details of the individualized visits and cohort-based program shall be proposed by the Contractor and finalized in consultation with JETRO. The Contractor shall also propose an efficient schedule, including, where appropriate, the use of a weekend for inter-city travel, in order to maximize program effectiveness and minimize disruption to program activities.

The Contractor shall conduct two (2) online follow-up mentoring sessions by assigned mentors: one immediately after the completion of the on-site program and another approximately one (1) month thereafter. These sessions shall aim to review participants' progress and outcomes following the program, as well as to provide guidance and propose a roadmap for the subsequent three (3) months.

The Contractor shall be responsible for coordinating the overall program logistics, including scheduling and arrangement of meetings and visits.

Logistical arrangements for travel and accommodation of startups shall be handled separately by JETRO or by the participating startups unless otherwise agreed.

4. Deliverables

The Contractor shall provide:

- Program implementation plan
- Individual startup support plans
- Mentoring and activity records
- Business connection logs (meetings, participants, outcomes)
- PoC progress tracking

Final report including:

- KPI results
- outcomes and case examples
- feedback from participants

5. Key Performance Indicators (Reference)

The Contractor shall aim to achieve the following indicative key performance indicators (KPIs), while ensuring the quality, relevance, and strategic value of each engagement:

- Number of meetings per startup: approximately 10 or more
- PoC discussions or pilot initiatives: 2-3 cases or more
- Investor meetings: at least 3 per startup if the startup seeks investment
- Total Participant satisfaction: 80% or higher

All meetings and engagements should be carefully curated to align with each startup's business objectives, technological domain, and growth stage. Priority shall be placed on the relevance and potential impact of engagements rather than solely on achieving numerical targets.

6. Requirements for Contractor

The Contractor must:

- Have strong networks in Germany
- Have experience in implementing acceleration programs
- Have access to corporates, SMEs, and investors
- Be capable of organizing multi-location programs across regions

Preferred qualifications:

- Experience in deep tech / hard tech or industrial sectors
- Proven track record in PoC facilitation
- Access to regional innovation ecosystems and hubs

The Contractor shall propose a clear project implementation structure, including key personnel and their roles and responsibilities.

7. Language

All services shall be conducted in English

8. Contract Period

From contract execution until March 2027

9. Cost and Expense Coverage

The proposed price shall, in principle, include all costs necessary for the planning, management, and implementation of the program.

This includes, but is not limited to:

- Program design and overall management
- Mentoring and advisory services
- Business matching and outreach activities
- Coordination and scheduling of meetings and visits
- Organization and operation of events, including the Demo Day
- Local transportation in Berlin and operational expenses related to program delivery
- Personnel costs and administrative overhead

The following costs shall be excluded from the Contractor's scope and will not be covered under this contract:

- Accommodation costs for participating startups
- Accommodation costs for JETRO staff
- Transportation costs of participating startups (inter-city and international)
- Transportation costs of JETRO staff (inter-city and international)

The Contractor shall clearly specify in the proposal any additional costs not included above, if applicable.

10. Program Schedule

The Contractor shall propose a detailed schedule, including:

- Phase 1 timeline
- Phase 2 travel period
- Demo Day timing

Final schedule shall be coordinated with JETRO.

11. Payment and Compensation

The payment structure shall be defined in the contract and may include:

- Initial payment upon contract execution
- Final payment upon submission and approval of deliverables

Payments may be made based on the achievement of agreed milestones and submission of deliverables.

12. Reporting

The Contractor shall provide:

- Periodic progress reports (biweekly or monthly, to be agreed)
- A final report upon program completion to be submitted by 5th March 2027.

JETRO may request additional reporting as necessary.

13. Compliance and Legal Requirements

The Contractor shall comply with:

- Applicable laws and regulations in Germany and the EU
- Data protection regulations (including GDPR)
- Anti-corruption and fair competition laws

The Contractor shall ensure appropriate handling of confidential and personal information.

14. Intellectual Property and Confidentiality

- Deliverables produced under this contract shall belong to JETRO in principle.
- All confidential information obtained during the program shall be strictly protected.
- The Contractor shall not disclose or reuse such information without prior approval.