

X-HUB TOKYO OUTBOUND SUPPORT PROGRAMME 2026

South Korea Course Outsourcing Specifications

1. Background

X-HUB TOKYO is a platform funded by the Tokyo Metropolitan Government that connects Tokyo to the global innovation ecosystem and accelerates start-ups that are pioneering a new era.

The project supports the global growth of Tokyo-based start-ups by providing them with the information needed to enter overseas markets, networking with large corporations and VCs, mentoring as well as pitch coaching, etc.

Accordingly, JETRO Seoul will organise the programme described below, which will be outsourced to a contractor in South Korea.

(X-Hub Tokyo official website: <https://www.x-hub-tokyo.metro.tokyo.lg.jp/en/>)

2. Course Outline

The course is approximately a 5-month hybrid programme of online and face-to-face sessions. The face-to-face programme takes place in Japan and South Korea.

3. Startups to be Supported

- Japanese startups which have a base in Tokyo
- Business sector: Any sector (may be narrowed down after discussion with the Contractor)
- Target stages: Seed-Later (TBC after discussion with the Contractor)
 - ❖ Participants from Seed-Early stage Startups are supposed to be either founders or C-level.
 - ❖ We prefer focus on either Seed-Early or Middle-Later due to the difference of their goals.
- Number of startups: Approximately 10 startups
 - ❖ Maximum 3 people per company are allowed to participate in the programme. The Contractor needs to cover any costs necessary for all the participants **excluding** programme fees and accommodation costs.

4. Goals of the programme

Participating startups to achieve any or all of followings for their business expansion:

- (1) Understand the business cultures and markets in South Korea.
- (2) Make relevant connections with the key people (including investors) suitable for each startups' stage in the Korean ecosystems.
- (3) Opportunities to listen to and speak with foreign startups who have successfully developed in the Korea (ideally unicorns).
- (4) Assess and adjust the business plans, marketing methods, etc.
- (5) Find partners or clients in South Korea.

Along with these, followings are specific goals for the startups in each stage:

<Seed-Early>

- (1) Make relevant connections with people who help product development and team building
- (2) Understand about Korean supportive policies for the participants and grants including its efficient utilization way, know-how on application, etc.

<Middle-Later>

- (1) Make relevant connections with potential clients, distributors, or people who help sales expansion
- (2) Help to build strategies of sales expansion in South Korea

5. Estimated Schedule (TBC after discussion with the Contractor)

Early of July 2026	Sign contract with a contractor
Middle July – Mid-August	Application opens for Tokyo startups
Mid-August – Early September	Participants selection
Mid-September – January 2027	Programme delivery
- Early Sep-Early November	Preparation programme (Tokyo onsite/Online)
- Mid November	-Korea onsite programme -Wrap up session at the end of the onsite programme
- End November – End January	Follow up mentoring (Online)
End of February 2027	Final report submission Completion of contract

6. Outsourced Tasks

- (1) Presentation at the participants recruiting online seminar (tentative)

JETRO plans to hold a webinar in July to recruit startups for the programme, during which the Contractor will present the programme’s features and draft content in a session of less than 30 minutes. Prior to the webinar, JETRO and the Contractor may arrange an online meeting to:

 1. understand the Contractor’s strengths and resources; and
 2. discuss the structure of the presentation.
- (2) Participants selection

All in conjunction with JETRO, the Contractor

- a. Shall determine the criteria for the participants selection.
- b. Will conduct document screening to select approximately 15 startups, then interview them as the second screening process.
- c. Will assess the startups with the application documents and interviews according to the fixed criteria. The Contractor will report its own results with comments to JETRO. Based on this, JETRO and the Tokyo Metropolitan Government will finalise approximately 10 startups as the participants of the course.

(3) Preparation Programme

The preparation programme will consist of the following contents. In addition, the Contractor may also propose some ideas on how to support the startups more effectively.

a. Tokyo Onsite Programme

The Contractor will deliver a 2-3 day(s) face to face programme in Tokyo. The date and content of the programme will be determined after consultation with JETRO based on the status, maturity and needs of the participants.

Note: All travel expenses of the Contractor's relating to the business trip to Japan, such as flight tickets and accommodation fees, must be included in the contract amount and should be covered by the Contractor. However, the cost of the venue for the workshop in Japan should be **excluded** from the contract amount as JETRO office may be used as a venue.

b. One-on-One Mentoring (Online)

The Contractor will arrange mentors who suit each startup as best as they can. The Contractor will arrange an initial introductory meeting with the mentor, followed by as many mentoring sessions as the participants request during the preparation programme term.

The Contractor will report about the mentoring with comments from each mentor after finishing 2nd mentoring. With the report, the Contractor or JETRO will take contact to mentees in necessary (e.g. when mentoring doesn't seem going well).

(4) Onsite Programme

Onsite programme will be conducted in South Korea for about 1 week. The programme will consist of the following contents. In addition, the Contractor may also propose some ideas on how to support the start-ups more effectively.

- ❖ The 1 week on-site programme needs to be designed to allow participants time for personal work, individual business meetings, and individual participation with external events.

a. Workshop/Learning Session

Workshops and presentations will be held on topics of common interest to the participating companies, based on their needs for support in developing their operations in South Korea.

b. One-on-One Mentoring

The Contractor will arrange mentoring during the on-site course as many times as required by the participating companies. Face-to-face mentoring is preferred.

c. Pitch Coaching

The Contractor will provide pitch coaching to startups with experienced coaches prepared.

d. Business Meeting Arrangements

The Contractor will arrange approximately 5 business meetings for each with potential clients, strategic partners such as academics and investors. They are allowed to arrange online meetings, but face-to-face meetings are preferred. Introduction from mentors is ideal as well as from the Contractor, and meetings can be taken place anytime during the programme if it's difficult to be done during the participants' stay in South Korea

- ❖ For startups that are unable to join the onsite programme for unforeseen reasons, they may be provided online business meetings.

e. Demo Day

The Contractor will run a demo day during the onsite programme with more than 50 participants invited. Expected participants are listed below:

- Potential strategic partners
- Potential customers
- Potential investors
- People who work at public organization such as universities and government officials
- Media and publishing companies

f. Wrap-up session (final day of the onsite programme)

The Contractor will run a wrap-up session as the final content of the course where startups can be given feedback and confirm their next steps.

(4) Follow up mentoring

After the onsite program, the Contractor will arrange 1 or 2 online mentoring sessions to follow up startups' activities.

Note: For (3) and (4) , any expenses mentioned below should be **included** in the contract amount:

- ❖ Venue for all activities.
- ❖ Travel expenses of the Contractor during the onsite programme

7. Language

English

8. Budget

Maximum ~~₩~~**285,500,000 (including 10% tax)**

9. Final Report submission

- (1) The Contractor must submit a report to JETRO by February 28, 2027, summarizing the results of all the activities for the outsourced related content.
- (2) The report should include suggestions to assist JETRO with hosting similar programmes in the future.

10. Term of contract

The term of the contract is from the contract start date to March 31, 2027.

11. Payment Terms

After the start of the contract, 50% of the total contract amount, including VAT and other taxes, shall be paid within 40 days of receipt of the invoice. The remaining amount shall be paid within 40 days of receipt of the invoice after confirming the completion of the work.

12. Conditions for the Contractor(s) engaged in the programme

- (1) Has an established organizational structure and capabilities to manage and complete the project properly. Has a global network, and knowledge necessary for implementing the project as an Accelerator, Venture Capital, or any other related organization.
- (2) Has effective experience of implementation of acceleration programs solely tailored and focusing on Scale-up in Asia including South Korea.
- (3) Ideally has experience building up unicorns in the past years.
- (4) Has investment arms and has close connections with top tier VCs.
- (5) Has proven track-record in various countries
- (6) Can adhere to JETRO's requests, as well as report to communicate with, and consult with JETRO and outsourcing partner to support this program in an adequate manner. Can present efficient data for program evaluation.
- (7) Has knowledge and systems/tools for handling confidential and/or personal information accordingly.

13. Other

- (1) If any matter not described in this specification arises during the programme, it shall be discussed with a person in charge and a response shall be determined on a case-by-case basis.

- (2) Your proposal needs to be included your mentor list who may be mentors for the programme participants, and industry (sector) list you can handle.
- (3) Personal information collected will only be used within the programme for the purposes defined prior and will be shared within JETRO.