

## Global Acceleration Hub Partner 2025 Specification

The Japan External Trade Organization (hereafter, JETRO) is a government-related 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 small to medium size Japanese firms maximize their global export potential. With the recent advancement in technology, JETRO is also pursuing growth in the digital and innovation sectors.

### 1. Purpose of the Project

To promote business collaboration between Japan and the Philippines by supporting Japanese startups to do their business in the Philippines and other ASEAN countries. JETRO will provide the following services in cooperation with startup accelerators, venture capitalists, incubators, local government, or any other startup support organizations.

### 2. Details

- Users of GAH Program: Japanese Startups
- Length of sessions: 1 hour per session (Introductory Session, Mentoring)

GAH partner shall support Japanese startups to do business in the Philippines by providing the following:

- a) Conduct introductory session\*:
  - i. Introduction by startups
  - ii. Introduction by GAH partner
  - iii. Provide local innovation ecosystem overview to startups.
  - iv. Provide industry/market insights including competitor landscape to startups (whenever possible)
  - v. Up-to-date briefing materials that can be shared with startups and JETRO

*\* Applicable to on-site or online events organized by JETRO where GAH partner is requested to give presentation on local market or ecosystem to Japanese startups, companies, etc.*

*\* Introductory Session may be counted as Mentoring\* (refer to B) depending on the level or depth of information provided by the GAH partner (for example, business strategy, business opportunity, business model, funding, etc.)*

b) Conduct mentoring session\*:

Arrange mentoring sessions for startup with **\*industry mentors** to provide the following:

- i. Local industry/market landscape
- ii. Local industry/market insights including competitor landscape
- iii. Relevant regulations and guidelines
- iv. Advice on designing business strategies for the local market etc.
- v. Advice on potential business collaborators

*\* Maximum of 10 mentoring sessions per startup.*

*\* If startup has potential to become a success case\*, startup may request for additional mentoring sessions capped at 30 sessions. This is subject to approval from JETRO.*

*\* Industry mentor may either be personnel from GAH partner company or from outside the company. When arranging mentoring, partner must provide brief profile of mentor to JETRO prior to the meeting.*

*\* Mentors are specialists in specific industry or individuals with years of experience in a specific industry.*

*\* All mentoring sessions must be informed to JETRO prior to confirming schedule.*

c) Business matching session\*:

- i. Provide connections to potential business partners including investor, business client, distributor, related service providers, etc.
- ii. Arrange business meetings per startup with potential business partners.
- iii. Business matchings should be arranged to target criteria of a \*Success Case (please refer to attached document for criteria)
- iv. Suitability of potential partners to be agreed by JETRO and the startup prior to meeting arrangement. All business matchings and mentoring sessions must be informed to JETRO prior to confirming schedule. Submission of monthly progress report to JETRO is required. Please see attached sample form. (Annex)

*\* Maximum of 3 business matchings per startup*

*\* If startup has potential to become a success case\*, startup may request for additional matching arrangements capped at 9 sessions. This is subject to approval from JETRO.*

d) Monthly Report:

- i. Submission of monthly report to JETRO is required. This shall be submitted to JETRO every 5<sup>th</sup> of the following month. Please see attached sample form.

- ii. For the last month of the fiscal year (March 2026), monthly report shall be submitted on or before the last working day.
- iii. A mentoring and business matching tracker will be updated by GAH partner regularly. Please see attached template.
- iv. Quarterly meetings will be scheduled with partner to assess progress of support provided to startups

*\*For online meeting arrangements, contractor should provide Online Meeting platform for all meetings (unless otherwise stated by the startup)*

*\*For face-to-face meeting arrangements, venue will be agreed upon by participants of meeting. JETRO can offer the use of its conference rooms depending on availability.*

*\*Introductory session, Mentoring session, and Business Matching sessions may be done in English or Japanese.*

### **3. Sectors**

Supporting Japanese startups to enter the local startup ecosystem. Startups that have used the GAH program in the past were from sectors including but not limited to the following:

- a) Fintech, Insurtech, SaaS, Industrial Automation, Agriculture/Environment
- b) Smart City, Mobility, Edutech
- c) Hardware, IoT/Robotics, Application/Software
- d) Medtech, Healthcare, Digital Health, Biotech
- e) Block Chain, Web 3.0, DAO, NFT

*\*The GAH partner does NOT need to cover all sectors*

### **4. Region**

Philippines (may include other ASEAN or Asian countries if applicable)

### **5. Application Deadline**

All proposals shall be sent to the following address by **April 2, 2025 Wednesday**

Required to submit:

- 1) Company Profile (presentation deck or 1 page)
- 2) List of personnel that will handle GAH project and short bio per personnel
- 3) Fields of expertise of company

#### 4) Network/Portfolio of company

*\*Can be sent as ONE FILE or MULTIPLE FILES (PDF)*

Attn: Ms Erina Nishioka

E-mail: [MLA@jetro.go.jp](mailto:MLA@jetro.go.jp) / [Erina\\_Nishioka@jetro.go.jp](mailto:Erina_Nishioka@jetro.go.jp)

Tel: 8892 4376

#### **6. Contract Period and Compensation Structure**

- a) From starting date of contract to 31<sup>st</sup> March 2026
- b) Pay as per hourly rate per session for Section 2(a) and 2(b)
- c) Pay as per meeting arranged for Section 2(c)
- d) Billing to JETRO monthly after receipt of monthly report

#### **7. Payment**

Upon the completion of each task described in Section 2 by the respective due dates, payment may be requested by submitting a billing statement to JETRO. JETRO will then pay the requested payment amount within 30 days after receiving the billing statement.

#### **8. Personal Information and Data Privacy**

- a. Personal information (email, contact number) and confidential information from Japanese startups and JETRO should only be shared within the GAH project personnel.
- b. For business matching, contact information of Japanese startup may be shared to Philippine company after the matching has occurred.
- c. JETRO will request the GAH partner to use Microsoft Teams for file sharing. Files with confidential information such as the mentoring and matching tracker will only be shared through teams or email and should not be uploaded in cloud storages such as Google Drive.

#### **Attachments:**

- a) Price List
- b) Criteria for Success Case

## Attachment A: Price List for Global Acceleration Hub Services

*\*Note: All costs are VAT Inclusive*

	<b>Introductory Session</b>	<b>Payment Structure</b>	<b>Cost (PHP)</b>	<b>Rate</b>
I.	Introduction of Outsourcing Company	Unit	<b>12,000</b>	Per Hour
II.	Provide local innovation ecosystem overview to Startups			
III.	Provide industry/market insights including competitor landscape to startups (whenever possible)			
	<b>Mentoring Session</b>	<b>Payment Structure</b>	<b>Cost (PHP)</b>	<b>Rate</b>
I.	Provide local industry/market information, including competitor landscape	Unit	<b>18,000</b>	Per Hour
II.	Provide information on relevant regulations and policies			
III.	Provide advice on designing business strategies for the local market			
IV.	Provide advice for potential business collaborations			
	<b>Business Matching Session</b>	<b>Payment Structure</b>	<b>Cost (PHP)</b>	<b>Rate</b>
I.	Provide connections to potential business partners including investor, business client, distributor, related service providers, etc.	Unit	<b>30,000</b>	Per Case
II.	Arrange up to 3 business meetings per startup with potential business partners. (For 4th meeting onwards, to be discussed and approved by JETRO before proceeding) Suitability of potential partners to be agreed by JETRO and the startup prior to meeting arrangement.			

## Attachment B: Criteria for Success Case

To be counted as a success case, at least one of the criteria must be met as a result of business matching or mentoring:

- Financing or investment into the startup
- Establishment of base/s
- Market development (license contracts, sales contracts, agency contracts, etc.)
- Acquisition of Subsidies
- Joint research and development
- Capital alliances
- Recruitment of foreign personnel (high-level personnel)
- Acquisition of patent rights and utility model rights, etc.