Enterprise BtoB

Enterprise BtoB Course

Application Guidelines

Application deadline: **August 30, 2026, 11:59 PM(JST)**

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Purpose

To acquire sales and marketing skills, validate the business, acquire initial customers, and implement a go-to-market strategy in order to enter the U.S. market.

1	Acquisition of sales and marketing skills in the U.S. market
2	PoC support and acquisition of initial customers

Destination

Silicon Valley (U.S.)

Subject of Application

Target Companies	Startups located in Japan
Stages	Pre-Seed to Series B
Fields	All B2B services (BtoB, BtoBtoC)

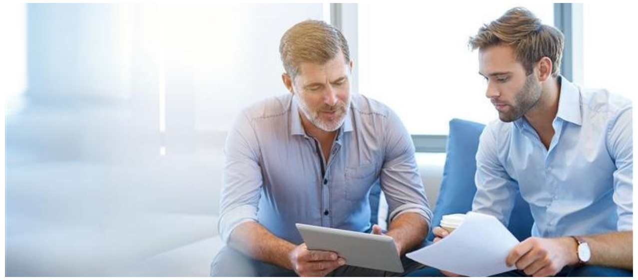
GSAP
Global Startup Acceleration Program

Currently accepting applications for Phase 2 only.

1	Bootcamp Online Program (Phase 1) - Understanding the U.S. Market※1	2	Bootcamp, Travel and Online Program (Phase 2) - PoC/business validation※1

Lecture Workshop※2
(Up to 20 companies)

Acquire the skills to make strategic, data-driven decisions about whether or not to acquire customers in the U.S. market and when it is appropriate to expand in the U.S. market.※3



PoC implementation and initial customer acquisition
(Up to 10 companies)

Through online and local Silicon Valley programs, the company aims to acquire and conclude contracts with partners to conduct PoC and other activities. ※3

*1：The program content and format are subject to change.
*2：Before the start of the online program, a 3-day Bootcamp will be held at JETRO Headquarters in Tokyo.
*3： Companies wishing to participate in the next phase will be scheduled for a presentation and interview in the final week of the program.

GSAP Global Startup Acceleration Program

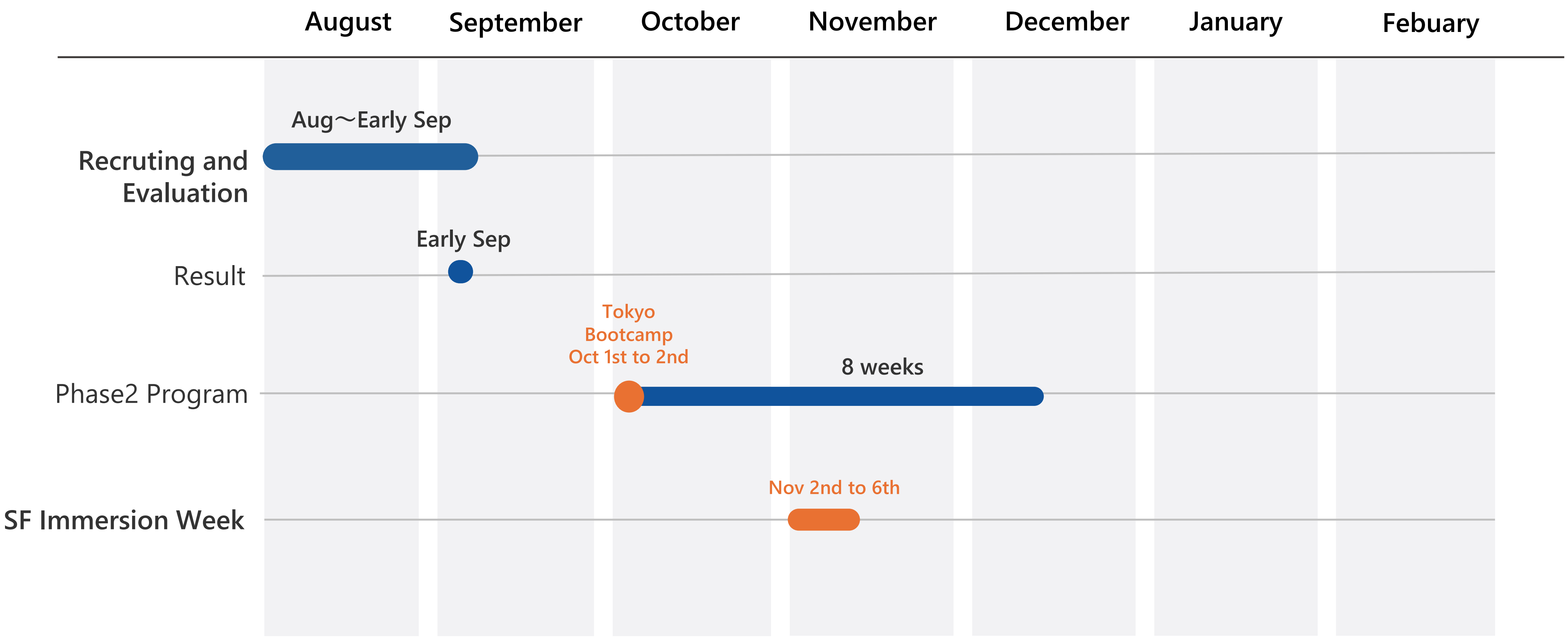
Tokyo Bootcamp, SF Immersion Week and Online Program (Phase 2) PoC and business validation

Aiming to leverage the local innovation ecosystem in the U.S., build relationships with initial customers and partners, acquire partners for business validation, and conclude contracts for LOI/PoC/Pilot, etc.

Capacity	10 companies
Dates & Location	8 weeks from September to December 2026 @Online, Tokyo, Silicon Valley
Overview	**Online Program (Week 1-4, Week 6-7, Online)** – Workshops on customer discovery (PoC development, data-driven decision-making methods, etc.) and sales and marketing related topics – Online coaching (7 sessions, 1 hour per session) to help companies achieve their goals and introduce them to local networks **Tokyo Onsite Program (Tokyo) Oct 1st – Oct 2nd** **Immersion Week (Silicon Valley) Nov 2nd – Nov 6th** – Workshops on sales and marketing, networking methods in Silicon Valley, pitch practice, etc. – Face-to-face coaching sessions – Speed Dating with investors

*Those who want to attend Phase 2 will have a screening interview with JETRO and Alchemist representatives. Only startups that pass the screening will be allowed to proceed to the next phase.

3 SCHEDULE | Schedule



4 ACCELERATOR | ACCELERATOR - Supporting Organizations

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Alchemist

https://www.alchemistaccelerator.com/alchemistx

ALCHEMIST

<Overview>
Alchemist is responsible for corporate and government services for Alchemist Accelerator, Silicon Valley's top-ranked accelerator for B-to-B startups. Alchemist's coaches and mentors are drawn from Alchemist Accelerator's extensive network, and they provide cutting-edge content and support to companies with specific needs. They are drawn from Alchemist's extensive network and can provide cutting-edge content tailored to a company's specific needs.

<Achievements

- Rated No. 1 accelerator in the enterprise sector
- Supporting more than 600 startups
- 50% of startups successfully funded after Alchemist support

Ian Bergman
Partner and Managing Director
Partner and Managing Director with a wealth of entrepreneurial and investment experience and a global perspective.

Danielle Vivo
Program Manager
Acceleration Programs in Diverse Countries Around the World

Laurent Rains
Program Director
Supporting the growth of startups in Japan and abroad

Peach Nashed
Program Manager
Promoting Diversity and Inclusion in Diverse Industries

Entry - Application Requirements and Screening Criteria

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Application Requirements

Applicants must meet all requirements 1-6 and agree to the precautions.

1. Be affiliated with a startup company located in Japan.
2. Be considering overseas business development and financing
3. Possess English language skills to conduct business negotiations (directors and persons responsible for overseas expansion)
4. Be a person with decision-making authority regarding overseas expansion (Directors and those responsible for overseas expansion) can participate.
5. Agree to the Terms and Conditions and the Online Program Terms and Conditions, and be able to participate in all programs related to this course
6. Be willing to cooperate in the post-participation surveys and questionnaires, etc.
   ※This program is a collaborative project between the Cabinet Office and JETRO. Follow-up questionnaires and surveys on the growth process will be conducted as needed.
7. Be a company that has US market development strategy for their products, and are able to invest both resources and funds now.
8. **Be eligible to enter the United States**, including through possession of a valid ESTA authorization or a passport from a **Visa Waiver Program (VWP)** participating country, or by obtaining a U.S. visa where required.

Screening Criteria

JETRO and the accelerator will review the applications based on the entry form and pitch deck. An interview with the accelerator may be required during the selection process.
In this case, we will contact you as soon as possible. Please note that we will not respond to any inquiries about the selection process.

1. Expertise and network of team members, language skills
2. Growth potential and marketability of products, technologies, and services
3. Affinity of this course with the product and business plan
4. Headquarter functions of companies are located in startup ecosystem cities (8 hub cities) will be given extra points.

PRECAUTIONS

Companies that have participated in the Startup City Acceleration Program and Global Startup Acceleration Program in the past are also eligible to apply.

Entry - Costs

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Cost borne by JETRO

- Program Participation Fee

Cost borne by the company

- Local travel, lodging, transportation in the U.S., communication, food and beverage, etc.
- Expenses related to travel to the U.S., such as ESTA, VISA, overseas insurance, etc.
- Domestic travel and lodging expenses, etc.
- Communication expenses for attending the program
- All other expenses not「cost borne by JETRO」

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Application From

Submit here

Application Deadline

Aug 30
11:59 PM (JST)

◆ **English Pitch Deck *Please submit a PPT/PDF document of approximately 10 pages including the following items**

- ✓ Product/service (problem to be solved and its solution)
- ✓ Business model/market size/competitive advantage
- ✓ Past achievements and future prospects/business plan
- ✓ Team (please include LinkedIn information of founders/managers)

The information you provide will be provided to the Cabinet Office, the Ministry of Economy, Trade and Industry, and the partner accelerators for the purpose of project management. Please understand this beforehand.

CONTACT

Contact Us

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