

GSAP
Global Startup Acceleration Program

# Enterprise B2B

Enterprise B2B Course

## Application Guidelines

Application deadline: **December 4, 2026, 23:59(JST)**

ALCHEMIST

JETRO
Japan External Trade Organization



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# 1 OUTLINE | OVERVIEW

## 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 | Refining the company's U.S. expansion strategy |
| 3 | Accelerating execution readiness for U.S. market entry and fundraising |

## Subject of Application

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



# 2 PROGRAM STRUCTURE | Program Structure and Contents - Overview

## 1 Understanding the U.S. Market - Bootcamp Online Program (Phase 1)※1







### Lecture Workshop, Tokyo Bootcamp※2 (Up to 20 companies)

Through a four-day in-person bootcamp in Tokyo and ten weeks of intensive training**, expert-led workshops**, and **one-on-one mentoring**, participants will gain the knowledge and practical skills needed to **evaluate customer acquisition opportunities, validate market entry assumptions**, and **determine the optimal timing and strategy for expansion into the U.S. market**. The program also supports participants in refining their business plans and developing actionable **go-to-market strategies** to accelerate successful entry and growth in the United States.

*1：The program content and format are subject to change.
*2：Before the start of the online program, a 4-day Bootcamp will be held at JETRO Headquarters in Tokyo.

## 1 Understanding the U.S. Market - Bootcamp Online Program (Phase 1)

Acquire the skills to make strategic, data-driven decisions about whether or not to acquire customers in the U.S. market and the appropriate timing for expansion in the U.S. market.

| | |
|---|---|
| **Capacity** | Up to 20 companies |
| **Dates & Location** | 10 weeks from January to March 2027, Tokyo and online |
| **Overview** | **1/26～1/29 Tokyo Onsite Bootcamp (4 days)**<br>– Program orientation, understanding U.S. clients, workshop for developing U.S. clients<br>**Online Program (Week 1 to 10, online)**<br>– 1 hour online sessions and coaching on outreach methods and customer discovery each week over 9 weeks<br>– Conduct LinkedIn outreach to prospective U.S. customers and perform customer discovery interviews.<br>**Final presentation (Week 10, online)**<br>– Go-to-Market 10-minute presentations |

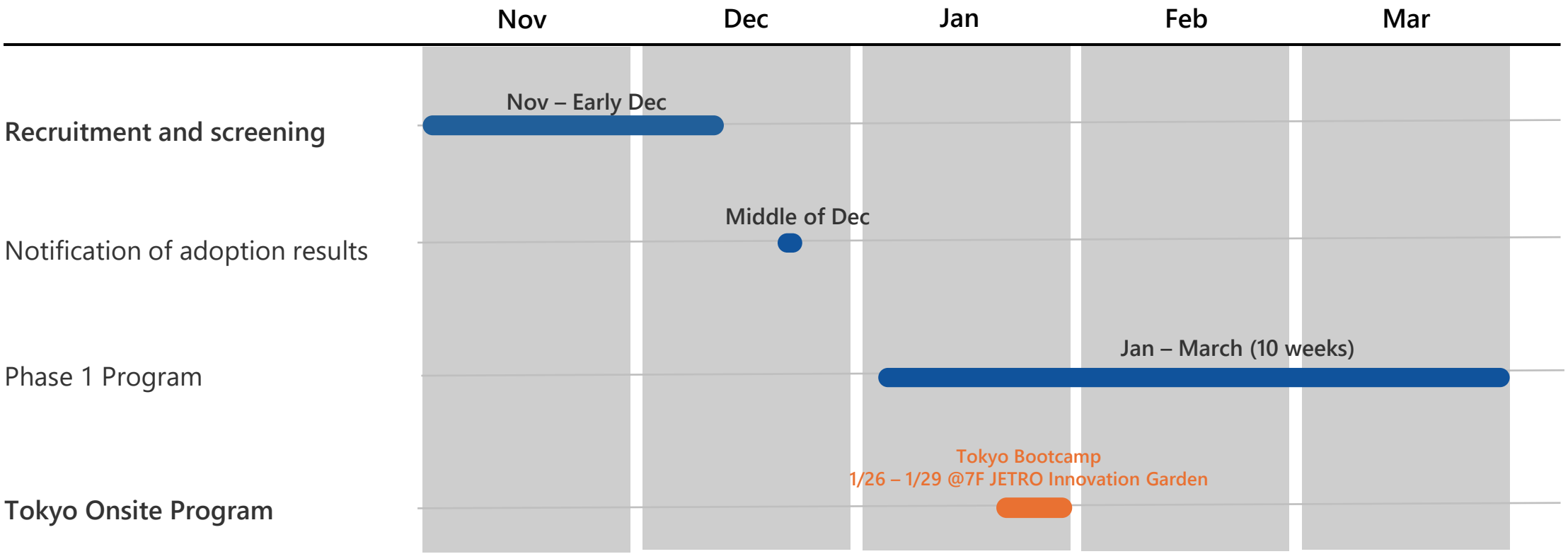
## 1 Understanding the U.S. Market - Bootcamp Online Program (Phase 1)

The themes and program outline for each week of the Bootcamp Online Program will be as follows.

| Schedule | Program | Program Overview |
|---|---|---|
| Week 1 | Online | Kick-off Session |
| Week2 | Bootcamp | Program orientation and understanding of U.S. customers |
| Week3 | Online Program | Outbound Automation |
| Week4 | | Refine your Messaging and Process |
| Week5 | | Customer Value Mapping |
| Week6 | | Pricing and Monetization Strategy |
| Week7 | | Storytelling |
| Week8 | | Competitive Landscape in the U.S.A. |
| Week9 | | Competitive Strategy |
| Week10 | | Identifying Strategic Partners, U.S.A GTM Presentation |

| Schedule | Tokyo Bootcamp Overview (partial excerpts) |
|---|---|
| Day1 | • Customer discovery and hypothesis development<br>• Identification of the problem to be solved<br>• Coaching mindset and coach matching |
| Day2 | • Value proposition<br>• 1-minute pitch and one-liner<br>• Networking session with other participants (optional) |
| Day3 | • List building, and test marketing<br>• Creation of outbound messaging<br>• Customer discovery role-playing session |
| Day 4 | • One-on-one sessions with mentors from Alchemist<br>• Lead generation automation<br>• Networking with Alchemist Alumni (optional) |

# 3 SCHEDULE | Schedule






# Alchemist

https://www.alchemistaccelerator.com/

<Overview>
Alchemist is a Silicon Valley–based accelerator focused on enterprise (B2B) startups. It offers customized programs for corporations and government organizations, leveraging its proven methodologies, operator network, and investor access to support startup growth.

<Achievements>
- Rated No. 1 accelerator in the enterprise sector
- Supporting more than 800 startups,with more than 80 having successfully exited.
- 52% of startups successfully funded after Alchemist support

<Alchemist's focus areas>



# 4 ACCELERATOR | ACCELERATOR - Team



## Ian Bergman
**CEO**

Passionate about supporting entrepreneurs, he led the global organization of Microsoft for Startups, driving the development of startup ecosystems across multiple countries. An entrepreneur and investor with broad experience in SaaS, cloud, and related technologies, he specializes in solving complex challenges and accelerating startup growth.



## Danielle Vivo
**Director of Global Programs**

As Program Director at Alchemist Accelerator, he leads international accelerator programs and supports U.S. market entry. She has driven cross-border programs and organizational scaling at UC Berkeley and Uber, and has also been involved in expansion efforts in Japan. Her strengths lie in entrepreneur development and ecosystem building.



## Laurent Rains
**Managing Director**

Leads global programs based in Silicon Valley at Alchemist Accelerator, supporting the U.S. expansion of B2B startups. A former entrepreneur, he has experience in product development and organizational integration at Google and Autodesk. He is known for his strong execution capability in translating technology into business growth.



## Peach Nashed
**Senior Program Manager and Head of Mentorship**

Serves as Head of Mentoring and Senior PM at Alchemist Accelerator, overseeing a network of over 40,000 and leading international programs. She has driven event operations and organizational strengthening, with experience in operations and marketing across multiple companies. A graduate of UC Berkeley, she focuses on social impact and advancing diversity.

# 5 ENTRY | Entry - Application Requirements and Screening Criteria

## Application Requirements

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

1. Startup companies located in Japan
2. Considering overseas business development and financing
3. Possess English language skills to conduct business negotiations (directors and persons responsible for overseas expansion)
4. Persons with decision-making authority regarding overseas expansion (Directors and those responsible for overseas expansion) can participate.
5. You 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. Participants must be willing to cooperate in the post-participation 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.

## 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. Eligibility will be determined based on the applicant's participation in other JETRO programs, application details, and the objectives and current status of their overseas expansion, provided that the value of participation is recognized. See the next page for details.

※ Headquarter functions of companies are located in Phase II startup ecosystem cities (13 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.

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## Appropriate Program Selection as an Evaluation Criterion

To help participating companies achieve maximum outcomes, we place strong emphasis on selecting the right program and having a clear purpose for participation. Continuously joining multiple accelerator programs without a clear objective does not necessarily lead to business growth and may result in a dispersion of valuable time and resources. Given that time is one of the most critical resources for startups, we encourage you to review the following points carefully before applying.

### ■ Basic Approach to Program Selection

We strongly recommend selecting programs based on a backward-planning approach from your company's current objectives.

Needs for overseas expansion vary by company, including:

- Validation of Product-Market Fit (PMF) in overseas markets
- Refinement of Go-To-Market strategy
- Acquisition of initial traction abroad
- Building international networks

The most suitable program will differ significantly depending on your specific goals.

### ■ Pre-Application Consultation Recommended

The JETRO Startup Team will support you in selecting the most appropriate program based on your business stage and strategic direction.

- If you have already been accepted into another acceleration program this fiscal year, please consult with a JETRO Startup team member prior to applying.
- Even if you have not yet been accepted into any program, please feel free to reach out if you are unsure which course is most suitable for you.

# 5 ENTRY | Entry - Costs

## Cost borne by JETRO

- Program Participation Fee

## Cost borne by the company

- Domestic travel and lodging expenses, etc.
- Communication expenses for attending the program
- All other expenses not「cost borne by JETRO」

# 5 ENTRY | Entry - How to Apply

**Please submit Application Form for entry.**

**Application From**

Submit here

**Application Deadline**

**Dec 4th**

**23:59 (JST)**

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

*Please note: The application form includes a field for your pitch deck link. **Be sure to provide a link that can be accessed** by the reviewers.

- ✓ 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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|---|---|
| Company | Startup Division, Innovation Department, JETRO |
| Name | Erika Suzuki, Ibaraki, Nishiyama |
| Email | su-support@jetro.go.jp |
| Location | 107-6006<br>6F ARK Mori Building, 1-12-32 Akasaka,<br>Minato-ku, Tokyo<br>ARK Mori Building 6F |