

# 2026 StartX Flagship Entry Course Batch 1

Flagship Support Program

Application Guidelines  
Summer 2026 Course

2026/5/25 (Mon), **9AM** (JST)

StartX

JETRO  
Japan External Trade Organization



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## Objective

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An entry course is designed to help Japanese JETRO alumni successfully apply to StartX—Stanford's premier accelerator for Stanford-affiliated founders. Participants receive dedicated support from the StartX team to strengthen their applications for the competitive Flagship Program.

1

Understanding the StartX's Flagship Program selection

2

Preparation and polishing of submission materials aligned with evaluation criteria

## Target Applicants

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**Eligible  
Companies**

Startups based in Japan (completed any JETRO Program or acceleration program in Japan)

**Stage**

Seed to Series A

**Sector**

Sector agnostic. Team from all verticals are encouraged to apply to the program

While StartX is an industry agnostic accelerator, it provides vertical-specific resources and expertise across **Med, AI, and Sustainability**.

## Location

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### Flagship Entry Course

Primarily virtual engagement through online sessions and 1:1 support via Zoom. Sessions scheduled to accommodate both Pacific Time (PT) and Japan Standard Time (JST)



### StartX Flagship Program (Once selected)

Program takes place in Palo Alto, California. While virtual participation is possible, in-person attendance is highly recommended. Much of the program's value comes from building relationships within the StartX founder and mentor community—connections that are best established through face-to-face engagement.



1

## Materials Preparation & Application



### Workshop & Mentoring (Up to 7 companies)

To deepen understanding of the StartX Flagship Program, we provide mentoring and feedback on pitch materials, etc., preparing candidates for program selection. StartX's Flagship is held 3 times per year, and approximately 3 training courses are conducted in line with each Flagship opening period.

2

## Interviews & Individual Training



### Mock Interviews & Mentoring (Up to 7 companies)

Apply to StartX's Flagship Program. Selected applicants will go through StartX's unique screening process, including two rounds of interviews. Mock interviews and feedback from the StartX team will help refine their pitch and improve their chances of acceptance.

3

## (For Selected Candidates Only) Participation in Flagship Program



### StartX Flagship Program (Only selected startups)

Selected companies receive local support for 14 weeks and participate in the StartX Flagship Program. Even after participation, they can continue utilizing resources as StartX community members.

These two modules are covered by this JETRO StartX Flagship Entry course

## 1

**Materials Preparation & Application**

Learn from StartX workshops to understand the evaluation criteria, prepare materials accordingly, and apply online for the Flagship Program via the StartX website. All steps will be conducted online.

**Capacity** Up to 7 companies

**Dates**

May 14- June 5 StartX application will open  
StartX will plan support engagements for founders for the application program during this timeline.

**Contents****StartX Application Support**

- Pitch deck improvement (creating simple and compelling presentations)
- Mentoring to handle the interview process
- Custom training (support for material creation that highlights the startup's strengths and founder's characteristics)

## 2

## Interviews &amp; Individual Training

Companies that pass the document screening will receive training (e.g. mock interviews) tailored to each interview phase. Round 1 includes one interview; Only for startups who passed round 1, Round 2 includes 2–4 interviews.

**Capacity**

Up to 7 companies

(Those not selected in the document screening will still receive feedback sessions)

**Dates**

Mid June – July 2026

(Interview schedules vary by company; final Flagship selections are expected by early Aug.)

**Contents****Understanding and Preparation for the Interview Process**

- Pitch training (how to convey your company's appeal and presentations that capture people's interest)
- Discussion training (how to respond to detailed questions from judges and understanding frequently asked questions)

## 3

**(For Selected Candidates Only) Participation in Flagship Program**

Startups that pass the evaluation and are selected will participate in the 14-week StartX Flagship Program. Through this program, there is potential to expand to America, San Francisco, and Palo Alto.

**Capacity** Selected companies only

**Date**

Summer 2026 Cohort ※TBD  
Onboarding (can attend virtually)  
Orientation (in person)  
VIP night (in person)

**Contents**

**Flagship Program:** <https://web.startx.com/>

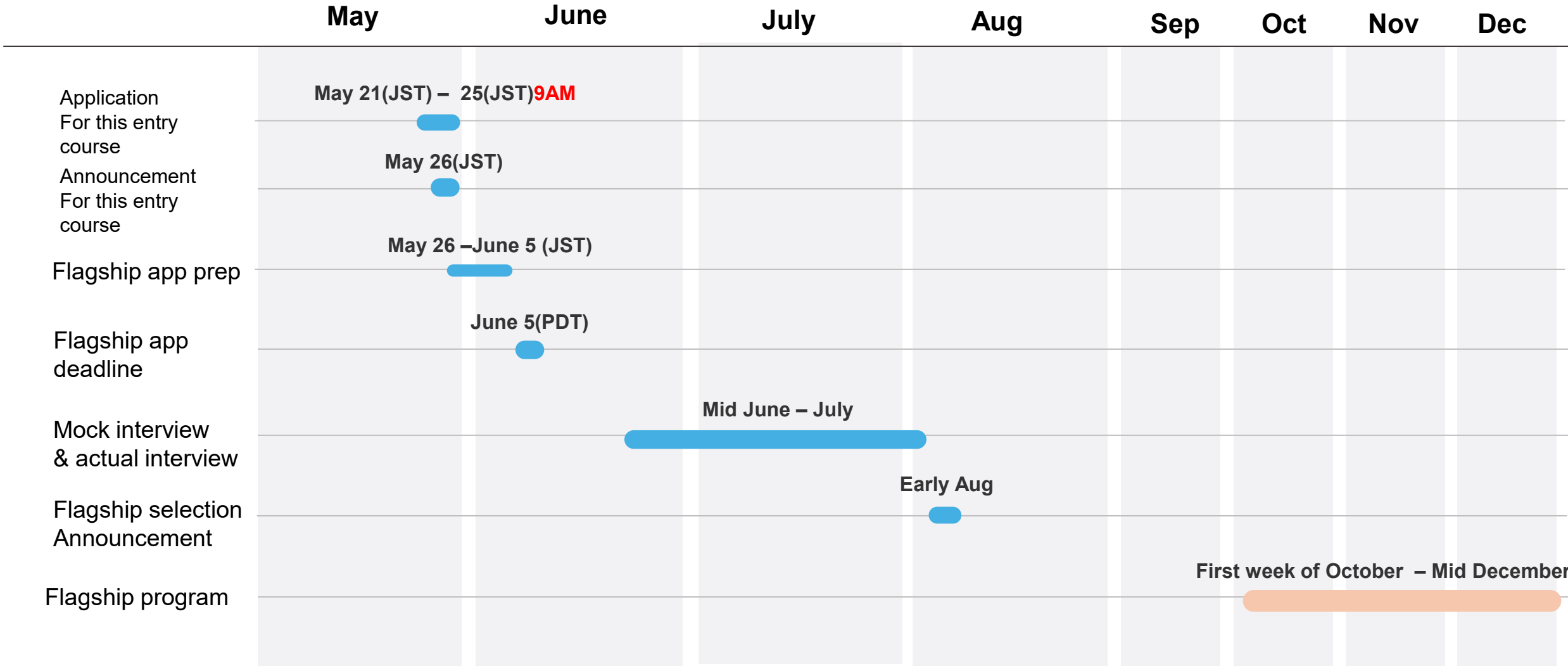
- Seminars, group coaching, access to Stanford's entrepreneur community
- Demo Day
- 1-on-1 mentoring
- Participation in StartX's core community, resource utilization (free use of StartX's Working Space, access to a broad mentor network)

**Note: The Flagship Program is an independent StartX program and is not affiliated with JETRO.**

# 3 SCHEDULE |



Please note that the schedule is subject to change.



**Companies will be gradually shortlisted through each stage of the process.**



## StartX

<https://web.startx.com>

A Stanford-affiliated accelerator, fellowship, and community for students, faculty, and alumni.

- Largest Stanford startup ecosystem: 1,000+ companies, 300+ active mentors/investors.
- Portfolio valuations exceed \$60B total, with:
  - 165+ companies valued over \$100M.
  - 20+ unicorns (e.g., Bolt, OpenSea, Playco).
  - Average fundraising of \$24M per startup.
  - 150+ exits (acquisitions/IPOs).
- 5x higher female founder representation than industry average.
- Network includes 80 Stanford professors and 3,000+ entrepreneurs.



**Darsh Singh Mann**  
Project Leader



**Sreejith Mohan**  
Program Manager



**Cameron Teitelman**  
CEO of StartX



**Siddhartha Shekhar Singh**  
Board of StartX



**Andrew Maas**  
AI, NLP



**Fergus Chan**  
Biotech



**Noah Kindler**  
Teambuilding



**Otto Pohl**  
Storytelling

## Requirements

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Must meet all requirements 1-5 and agree to the terms and conditions

1. Japan-based startup or Japanese-founded startup.
2. Actively planning global expansion or fundraising.
3. Business-level English proficiency.
- 4. Only founders can apply and participate in this program**
5. Agreement to program terms, online program conditions and post-program surveys.

## Notes

- Past participants of Startup City Acceleration Program or Global Startup Acceleration Program may apply.
- Data might be shared with Cabinet Office, METI, and partner accelerators.

## Selection Criteria

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Applications reviewed by StartX and JETRO based on submitted materials. Finalists may be invited for interviews. No status inquiries accepted.

1. Team expertise, network, and language skills.
2. Product/service growth potential and market fit.
3. Alignment between course content and business goals.

## Costs

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- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>◆ JETRO covers           <ul style="list-style-type: none"> <li>• Program fees</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>◆ Participant covers           <ul style="list-style-type: none"> <li>• Program-related communication fees</li> <li>• All other non-JETRO-covered expenses</li> <li>• Flagship program travel and accommodation at Palo Alto if you decide to stay in SF</li> <li>• U.S. entry costs (ESTA/VISA/insurance etc...)</li> </ul> </li> </ul> |
|--|---|

# Application form

**Deadline: 9AM (JST), May 25 (Mon), 2026**

**English Pitch Deck (10 slides max, PDF/PPT) including:**

- ✓Product/service (problem solved + solution)
- ✓Business model, market size, competitive advantage
- ✓Past achievements and future plans
- ✓Team background (include founders' LinkedIn profiles)

**English 3-min Pitch Video**

- ✓See the next slide for the guideline for 3-min Pitch Video

Length: **Maximum 3:00 minutes.**

Language: Presentation **must be delivered in English.**

**Key Content Areas to be Addressed:** The presentation must cover the following five critical components:

**① Vision & Problem:**

What is the large, compelling problem you are solving?  
Clearly articulate the long-term vision and the transformative impact your product seeks to achieve.

**② Product Overview:**

A brief, high-level description of your solution and its unique value proposition (UVP).

**③ Traction & Stage:**

Company Stage: Explicitly state the current stage (e.g., Pre-Product, Post-Product/Pre-Revenue, Post-Revenue).

Traction: Present clear, quantifiable metrics relevant to your stage (e.g., user growth, engagement rates, pilot program results, specific revenue figures, or letter of intents).

**④ Team:**

Briefly introduce the founding team and highlight the relevant expertise and complementary skills that make your team uniquely positioned to execute the vision.

**⑤ Authenticity:**

The video must be an authentic recording of the founding team (e.g., a Zoom or webcam recording). AI-generated video content is strictly prohibited.

## 6 Testimonials | From Previous Batch



The JETRO StartX Entry Course was honestly a game-changer for me as a founder in Japan. The expectations for presentations and interviews in the U.S. were so different from what I was used to, and Sreej, Darsh, and the mentors gave such thoughtful, hands-on guidance that really helped me bridge the gap. The mock interview, especially, pushed me to refine how I communicate and express my strengths with confidence. I'm genuinely grateful for the experience — and would recommend it to any founder thinking about joining.

**Gigi Wu - Founder PNYO Inc.- Batch 1 participant**



The Entry course was essential for us to join StartX, especially coming from outside Stanford University. The support team was amazing. They shared practical tips for the selection process and helped us understand what aspects StartX looks for. The interviews of StartX are short and intensive, so refining how to deliver a clear and concise message was crucial, and I learned a lot from that prep course. Even after joining StartX, the prep team continued to care for us and help us make the most of the program. I definitely recommend startups to join the prep course.

**Kaz Kishida - CEO Dioseve, - Batch 1 participant**

# CONTACT

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