

2026 StartX Flagship Entry Course Batch 2

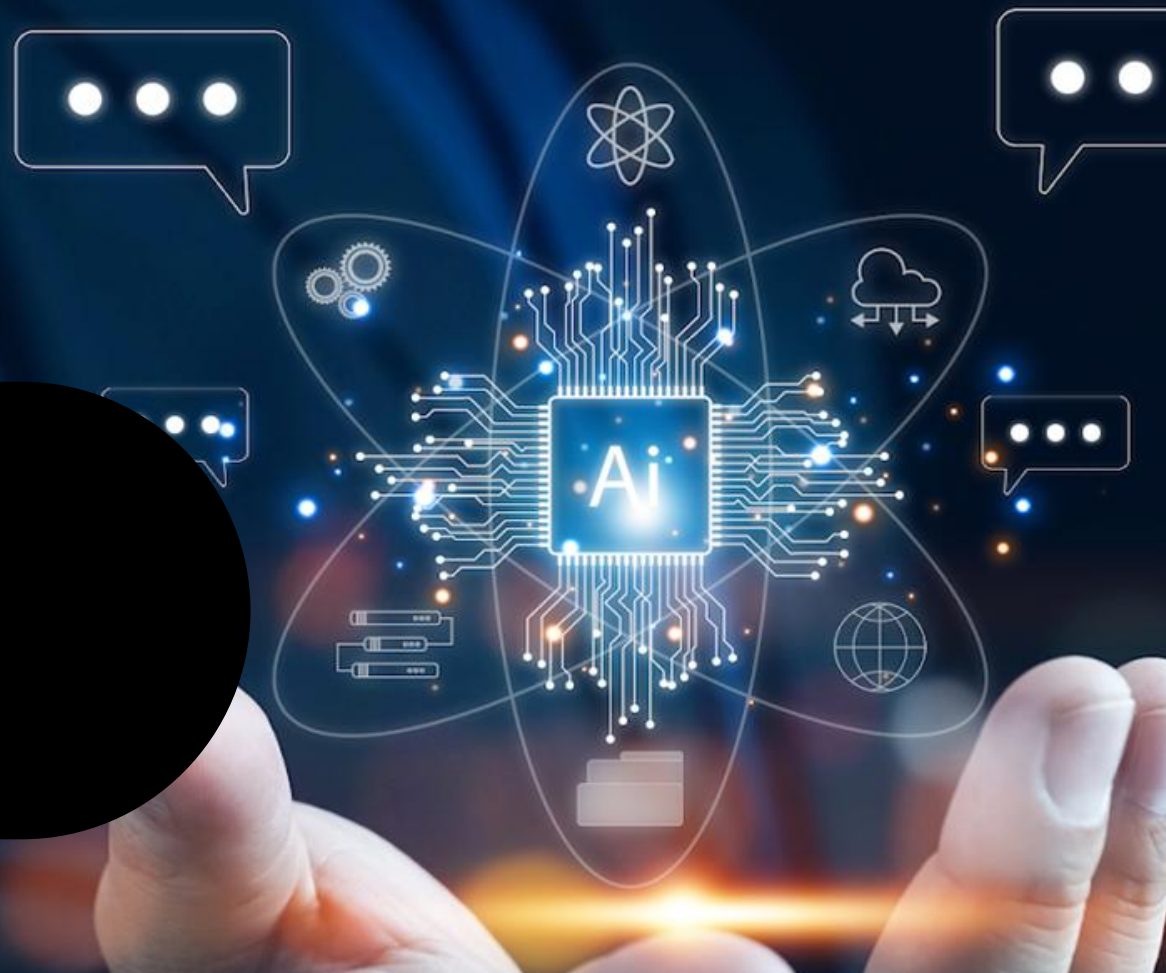
Flagship Support Program

Application Guidelines
Fall 2026 Course

2026/9/6 (Sun), **23:59** (JST)

Start

JETRO
Japan External Trade Organization





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Objective

The 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 to the highly competitive Flagship Program. Companies selected for the Entry Course and subsequently admitted to StartX, along with their founders, will receive lifetime access to the StartX community.

1

Understanding the StartX's Flagship Program selection

2

Preparation and polishing of submission materials aligned with evaluation criteria

Target Applicants

**Eligible
Companies**Japan-based startup or Japanese-founded startup
(completed any JETRO Program or acceleration program in)**Stage**

Seed to Series A

Sector

Sector agnostic. Teams 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

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.



2 PROGRAM STRUCTURE | Program Overview

1

Materials Preparation & Application



Workshop & Mentoring (Up to 7 companies)

To deepen understanding of the StartX Flagship Program, we provide mentoring and support for pitch materials and the application.

2

Interviews & Individual Training (for shortlisted startups only)



Mock Interviews & Mentoring (Only shortlisted startups)

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

Participation in Flagship Program (For Selected startups only)



StartX Flagship Program (Only selected startups)

Selected companies receive local support for 14 weeks and participate in the StartX Flagship Program. The company that is part of the program will have lifetime access to the StartX community.

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

Sep – Oct 15 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 & Individual Training

Only companies that pass the document screening proceed to the interviews, with training (e.g., mock interviews) for each phase. Round 1 is one interview; only those who pass Round 1 go on to Round 2 (2–4 interviews).

Capacity

Up to 7 companies

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

Dates

Mid Oct – Nov 2026

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

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**

Spring'27 Cohort ※TBD

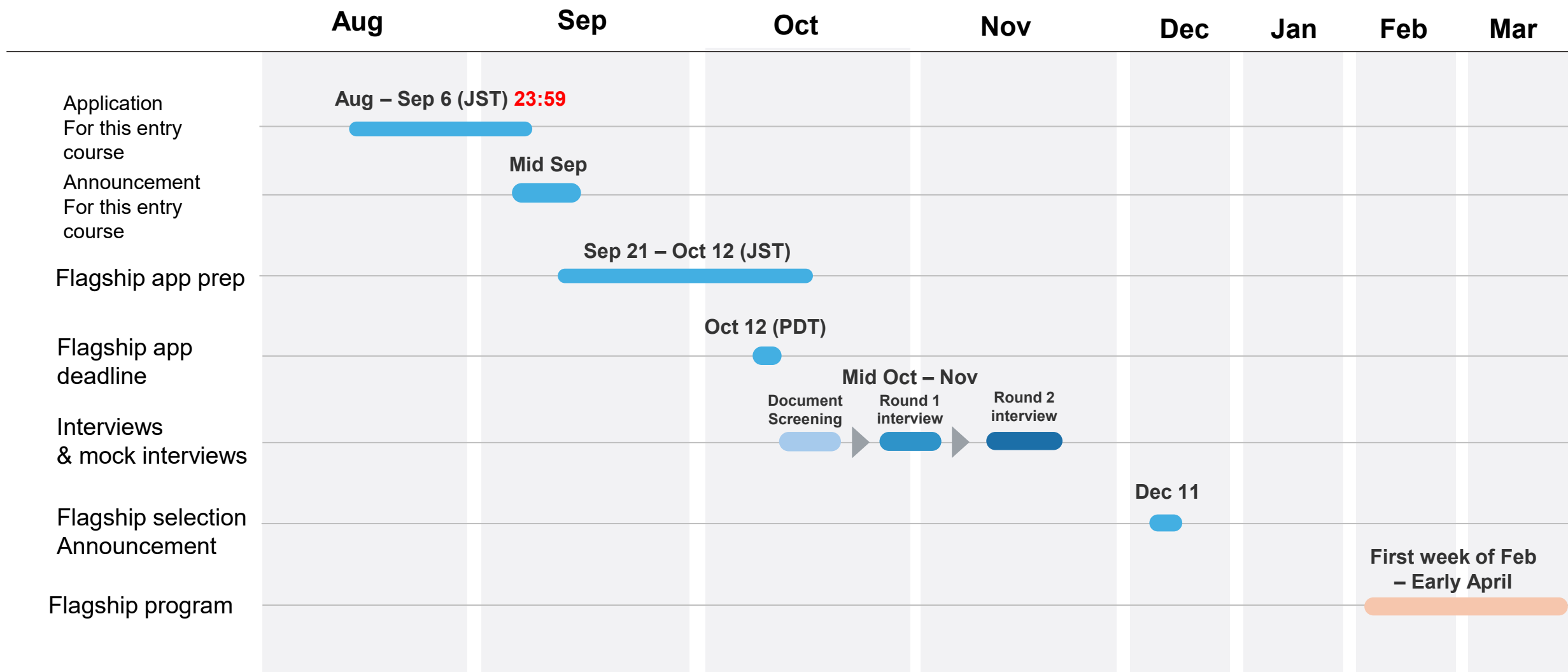
- Onboarding (can attend virtually): Jan 14
- Orientation (in person): Feb 4 – 6
- Program (can attend virtually): Feb 10 – April 9
- VIP night (in person): April 9

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.

Please note that the schedule is subject to change.



Only companies that pass each screening stage move on to the next: Document screening → Interview Round 1 → Interview Round 2. The number of companies decreases at every stage.



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

Requirements

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

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, market fit and traction.
3. Alignment between course content and business goals.

Costs

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

Application form

Deadline: 23:59 (JST), Sep 6 (Sun), 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 letters of intent).

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.**



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. - 2025 participant



The JETRO StartX Prep Course was essential for me to get into StartX. The team gave thorough feedback on my application across multiple revisions, and the actual interview included questions identical to those we practiced in mock interviews. Given StartX's unique evaluation criteria, I could not have passed such a competitive selection without guidance from professionals who know the process inside out. StartX is an incredible community, and I highly recommend this prep course to any founder looking to build in the U.S.

Taka Morinaga – Founder, Steve AI - 2026 participant

CONTACT

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