

Artificial Intelligence

AI course

Application Guideline

Deadline : **2026 5/31** (Sun) **23:59** (JST)

Start 

JETRO
Japan External Trade Organization



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Objective

To equip entrepreneurs with skills to create long-term global impact and foster a collaborative community.

- 1 Acquire essential skills and knowledge for success
- 2 Master VC/angel investment strategies and fundraising methods
- 3 Define MVP milestones to address challenges and achieve PMF (Product-Market Fit)

Milestone Classification

Validator

Location

Japan(Tokyo), United States (Silicon Valley), and Online

Target Applicants ✖ **Founder's participation is required**

Eligible Companies	Startups based in Japan and exploring global markets
Stage	Pre-seed to Series A
Sector	AI



1 In-Person Bootcamp@Tokyo



Sessions & Lectures

Workshops, 1:1 mentoring, and KPI goal-setting for overseas fundraising and expansion, led by renowned AI investors and experts from North America.

2 Online Program



Lectures

Weekly themed online lectures and 1:1 sessions. Topics include customer acquisition, PMF, team building, capital strategy, fundraising, Go-to-Market strategies, and investor relations.

3 On-Site Program @US



Innovation Events in Silicon Valley

Attend local innovation events to understand the market and network with stakeholders to identify potential customers.

- ① Start X Week: In-person workshops, networking events.
- ② Attend Conference / Hackathon (TBA)

✂ Founder's participation is required

1

In-Person Bootcamp | Sessions & Lectures

✂️ **Founder's participation is required**

Workshops, 1:1 mentoring, and KPI goal-setting for North American expansion by inviting multiple US mentors from Start X network.

Capacity 15-20 Companies

Dates Aug 17-19 (TBA)

Contents

- **Preparation for North American expansion, mentor connections, workshops.**
 - Mentor introductions, GTM strategy workshops, pitch training for fundraising.
 - KPI setting and roadmap development through individual mentoring.
 - Networking event with mentors



2

Online Program | Lectures

✘ **Founder's participation is required**

Pre and Post-bootcamp online sessions with StartX mentors to acquire knowledge for business development and scaling with different angle.

Capacity 15-20 Companies

Dates Late August – November (details TBA)

Contents

- **1:1 Sessions:**
 - Capital strategy
 - Fundraising
 - Go-To-Market
 - Business planning
 - Investor relations
- **Weekly Sessions (TBA)**
 - Introduction, Outline
 - Customer acquisition
 - PMF
 - Team building



Week 4 at 'The Hub'	Week 5 at 'The Hub'	Week 6 at 'The startup office'	Week 7 at 'The startup office'	Week 8 at 'The Hub'
Build for Growth - Cyrille Najjar	Product Market Fit Strategy	Investor pitch	Growing in the market - Aaron Yu	Priority vs by Jeff Gibson
Regional Pitching - Nick Diaz	Session by Stephen Torres	In Person Neighborhood	Silicon valley tour	All roundtable + AI pitch with community
Early Stage Recruiting - Noah Kessler	Stanford tour	Sustainability event @ the hub	JPM Finance chat	Dark Address the founders - 2.30pm
Advisor meeting	Preparation time for pitch	Dinner/Networking with community	Dinner/Networking with community	Worktime from 2.30pm
Networking Dinner				

3

On-Site Program | Innovation Events

❌ Founder's participation is required

Attend events in Silicon Valley for market research, customer discovery and networking.

Capacity

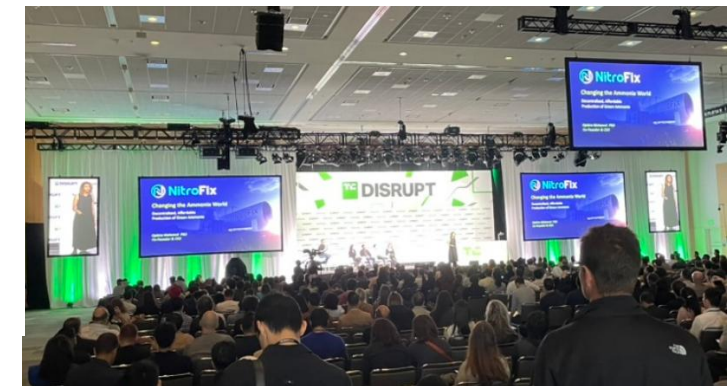
15-20 companies

Dates

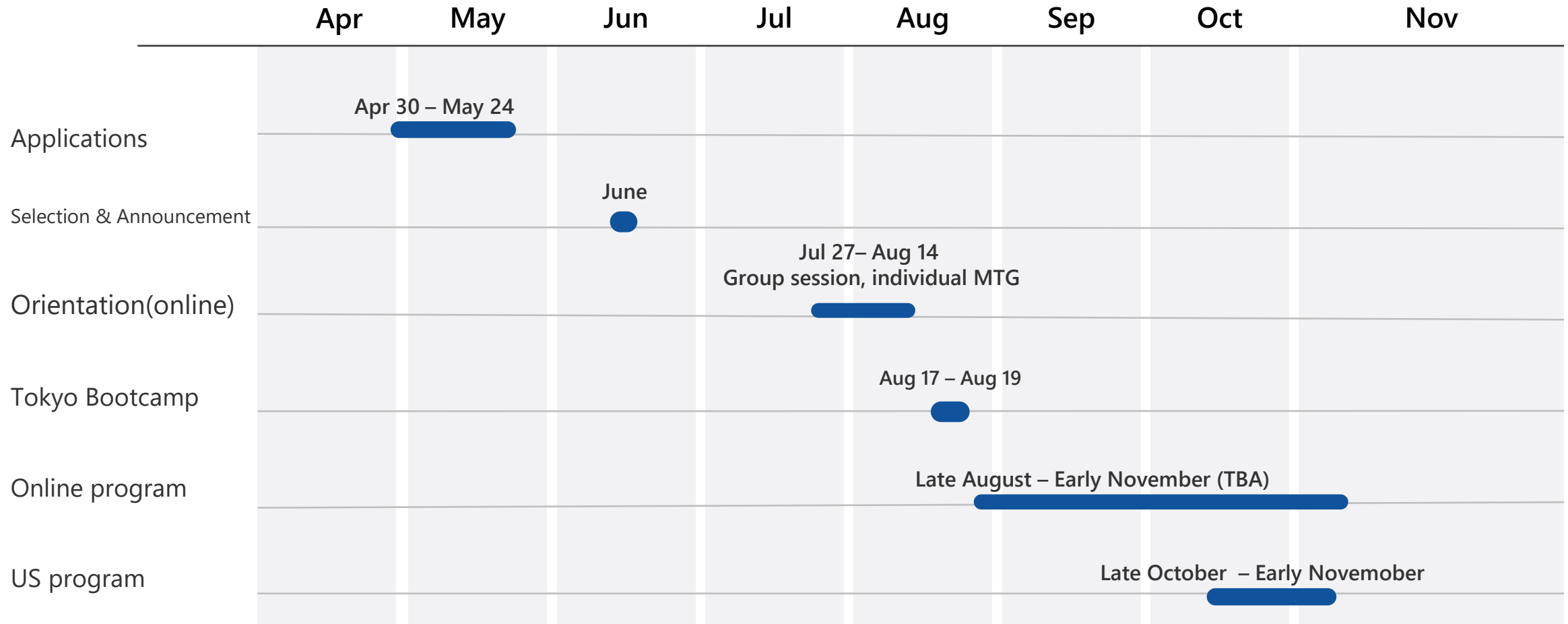
Late October – Early November (TBA)

Contents

- Week 1 : Start X Week
 - Workshops, networking with mentors, Stanford campus tour etc...
- Week 2 : Attend Conference / Hackathon (TBA)



3 SCHEDULE



※Schedule subject to change.



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.
- All companies valued at 192B+ USD
- 22 unicorns
- 144+ companies valued over \$100M.
- 5x higher female founder representation than industry average.
- Network includes 80 Stanford professors and 3,000+ entrepreneurs.



Darsh Singh Mann
Project Leader



Stephen Torres
Program Manager



Anne Caillat
Key Personnel – the Director of Programs



Cameron Teitelman
Key Personnel – Founder, CEO &
Head of Admissions



Andrew Higgins
Key Personnel – CMO at StartX



Sreejith (Sreej) Mohan
Program Management



Andrew Maas
AI/NLP,
Stanford PhD,
StartX AI Roundtable Lead,
CEO of Pointable.



Furgus Chan
Stanford Graduate School of Business alum
Serial entrepreneur
Co-founder and CEO - Epinomics



Andrew Vigneault
Investor,
CEO of ClearGraph (30+ seed investments).



Otto Pohl
Storytelling and Communications expert
Stanford Graduate School of Business



Noah Kindler
Team building,
Stanford CS, Harvard MBA,
led 2 unicorn product teams.

Requirements

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

1. Japan-based startup.
2. Actively planning global expansion or fundraising.
3. Business-level English proficiency
4. **Founder's participation**
5. Agreement to [program terms](#), [online program conditions](#) and post-program surveys.
6. Applications may be submitted for up to two courses per company. Concurrent acceptance and participation in two courses are permitted only when one of the courses is the AI CTO Course. In such cases, one dedicated representative must be assigned to each course.

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. Strength of the team, including expertise, network, and English proficiency
2. Growth potential and market opportunity of the product, technology, or service
3. Alignment between the program and the applicant's product or business plan
4. Strategic relevance of participation, considering involvement in other JETRO programs, application details, and the company's overseas expansion goals and current status **See the next page for details.*

Costs

◆ JETRO covers

- Program fees

◆ Participant covers

- US program travel and accommodation
- Domestic travel/lodging for Bootcamp
- U.S. entry costs (ESTA/VISA/insurance etc...)
- Program-related communication fees
- All other non-JETRO-covered expenses

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.

The following both items must be submitted to complete your entry.

Application
Form

[Click here
to apply](#)

【Deadline】

May 31st
23:59 (JST)

◆ 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)

* Data might be shared with Cabinet Office, METI, and partner accelerators for selection and program operation

【Consultation with JETRO】

[30 Min MTG
request form](#)

For applicants uncertain about course selection or needing assistance with the application process, JETRO offers 30-minute advisory sessions. However, use of this service does not affect selection decisions and application deadlines may be adjusted based on submission volume.

CONTACT

Company JETRO startup support div

Contact Ishiguro, Maeda

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