

Enterprise B2B

Enterprise B2B Course

Application Guidelines

Application deadline: **May 31, 2026, 23:59(JST)**



ALCHEMIST

JETRO

Japan External Trade Organization



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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)



This course consists of two programs (Phase 1~2).

You can apply from any of Phase 1 or 2. For details, please refer to "05 |Entry - Selection Process" on P.12-13.

1

Understanding the U.S. Market -
 Bootcamp Online Program (Phase 1)^{※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}

2

PoC/business validation –
 Travel and Online Program (Phase 2)^{※1}



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 during the program.

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 June to August 2026, Tokyo and online

Overview

- Bootcamp (3 days, Tokyo) ✕Currently coordinating schedules**
- Program orientation, understanding U.S. clients, workshop for developing U.S. clients
- Online Program (2-10 weeks, online)**
- 1 hour online sessions and coaching on outreach methods and customer discovery each week over 9 weeks
- Conduct LinkedIn outreach to prospective U.S. customers and perform customer discovery interviews.
- Final presentation (Week 10, online)**
- Go-to-Market 10-minute presentations

*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.

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



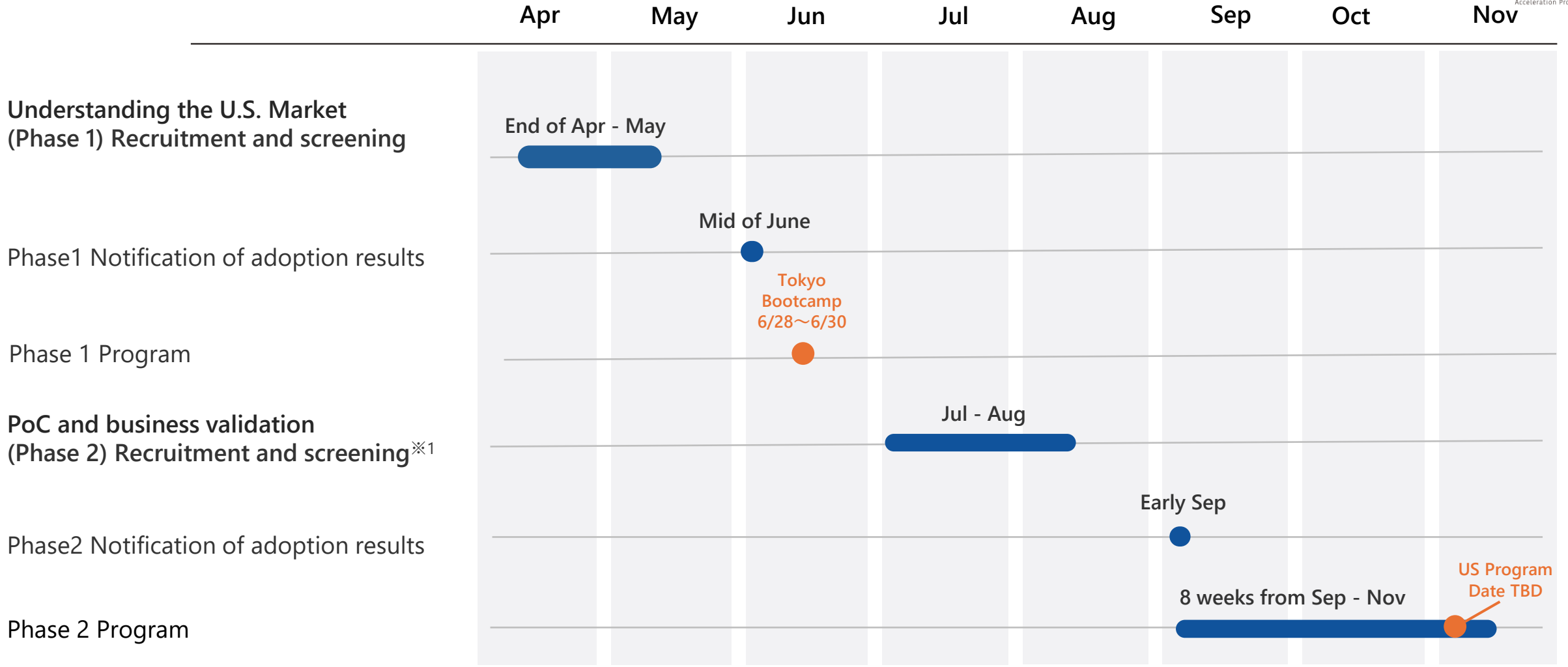
| Schedule | Tokyo Bootcamp Overview (partial excerpts) |
|----------|---|
| Day1 | <ul style="list-style-type: none"> • Customer discovery and hypothesis development • Identification of the problem to be solved • Coaching mindset and coach matching • Networking with Alchemist Alumni (optional) |
| Day2 | <ul style="list-style-type: none"> • Value proposition • 1-minute pitch and one-liner • One-on-one sessions with mentors from Alchemist • Networking session with other participants (optional) |
| Day3 | <ul style="list-style-type: none"> • Lead generation automation, list building, and test marketing • Creation of outbound messaging • Customer discovery role-playing session |

2 PoC and business validation - Travel and Online Program (Phase 2)

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 | 10~15 companies |
| Dates & Location | 8 weeks from September to November 2026, Online / Silicon Valley |
| Overview | <p>Online Program (Weeks 1-6, Online)</p> <ul style="list-style-type: none"> - Workshops on customer discovery (PoC development, data-driven decision-making methods, etc.) and sales and marketing related topics - Workshop on key conversation points, negotiation, and closing strategies in a POC context - Online coaching (7 sessions, 1 hour per session) to help companies achieve their goals and introduce them to local networks <p>Travel program (7 weeks, Silicon Valley)</p> <ul style="list-style-type: none"> - Workshops on sales and marketing, networking methods in Silicon Valley, pitch practice, etc. - Face-to-face coaching sessions, Organizing investor-focused events and showcases <p>Final presentation (Week 8, online)</p> <ul style="list-style-type: none"> - 10-minute presentations by startups |

3 SCHEDULE | Schedule



※1 Companies participating in Phase 1 that wish to proceed to Phase 2 will undergo screening during the program.



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>





[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.



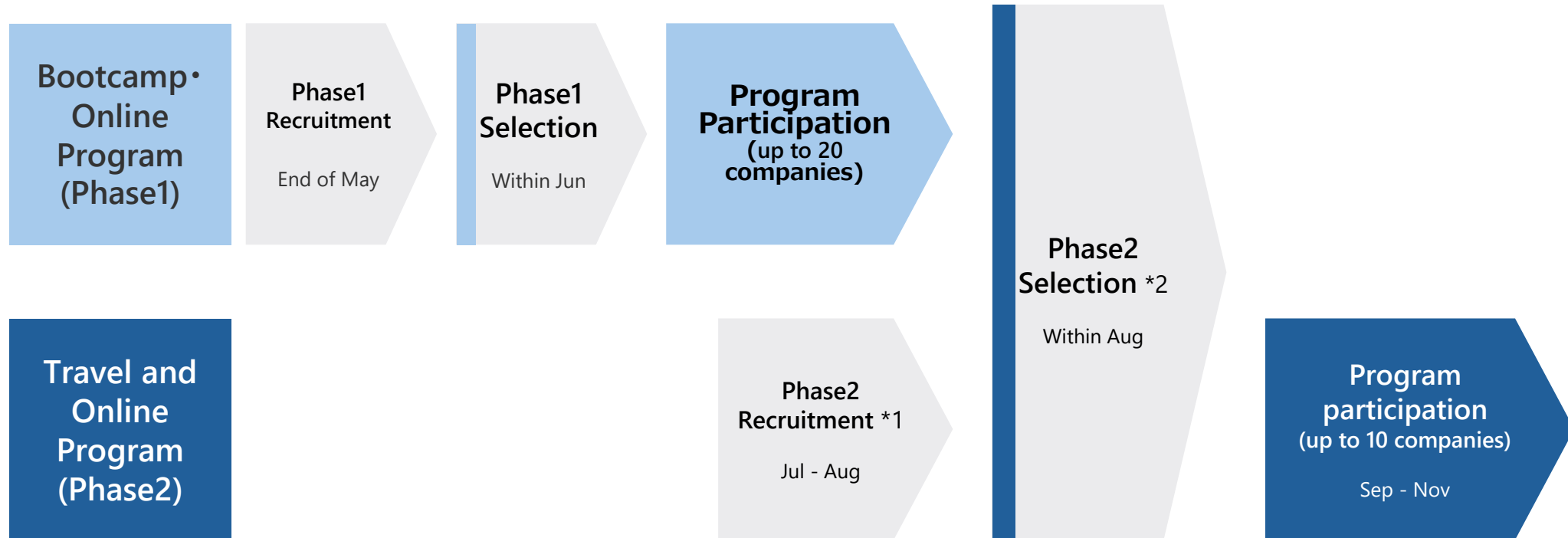
[Laurent Rains](#)
Managing Director

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.

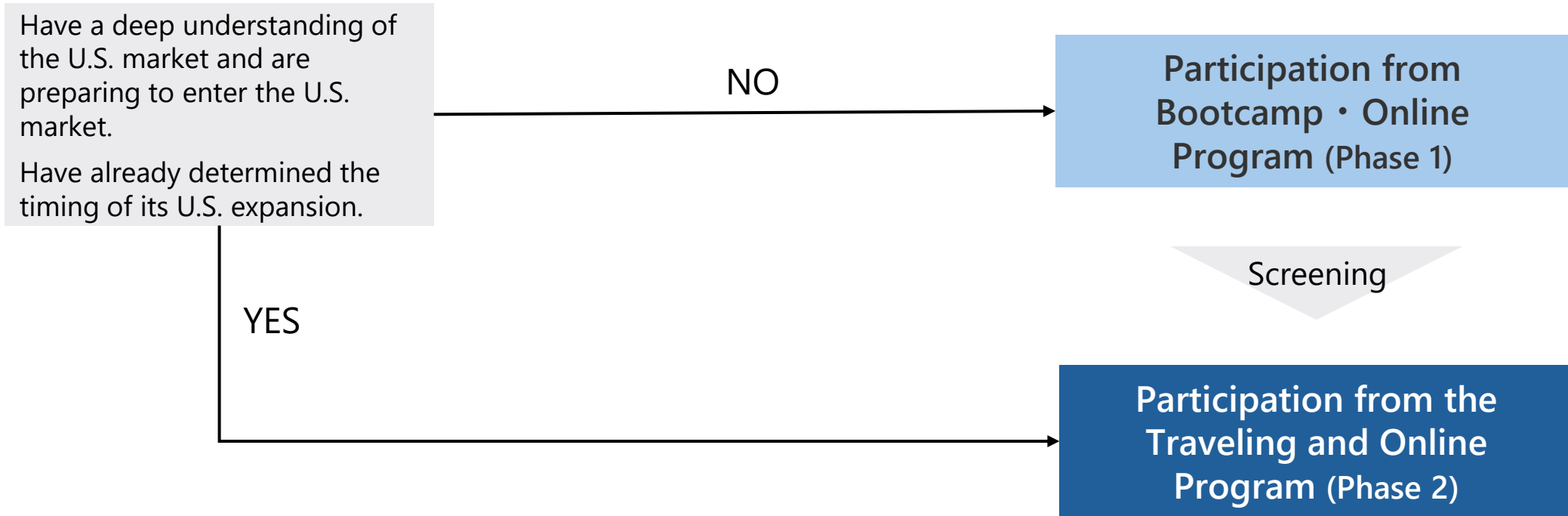


※1 : Applicants may apply to and participate in Phase 2 without applying to or participating in Phase 1.

※2 : If a company participating in Phase 1 wishes to join Phase 2, the screening will be conducted within the participating program.

Selection of Participating Programs

This course is divided into two programs (phases), and depending on the situation of the participating companies, it is possible to participate in the middle of the program. Please refer to the following questions and consider which phase your company is in and which phase works best for your company before applying.



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.

【In the case of participation from Phase 2】

7. Companies that meet the above criteria 1. through 6., **have a US market development strategy for their products, and are able to invest both resources and funds now.**

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.

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.

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」

Please submit Application Form for entry.



Application
Deadline

May 31st
23:59 (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)

✓ Past achievements and future prospects/business plan

✓ Business model/market size/competitive advantage

✓ 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.

For those who are unsure about course selection

**Meeting
Request Form**

JETRO will provide a 30-minute consultation service with a JETRO representative for those who are unsure about course selection. The use of this service is not related to the selection process in any way.

CONTACT

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