

Enterprise BtoB

Enterprise BtoB Course

Application Guidelines

Application deadline: ~~May 11, 2025, 23:59(JST)~~

May 18(Sun), 2025, 23:59(JST)



ALCHEMISTX

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

3

Business and customer expansion, local networking (including investors)

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 three programs (Phase 1~3).

You can apply from any of Phase 1, 2, or 3. For details, please refer to "05 |Entry - Selection Process" on P.12-13.

1

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



Lecture Workshop※²
(Up to 30 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

Travel and Online Program ①. (Phase 2) - PoC/business validation※¹



PoC implementation and initial customer acquisition
(Up to 15 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

3

Travel and Online Program (2) (Phase 3) - Business and customer expansion※¹



Local business expansion
(Up to 10 companies)

Networking with investors and initial customers to achieve Go-to-Market in the U.S. and to continue to make sales in the U.S. Presentations to over 100 potential investors and customers during the final week of the program.

*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 in the final week of the program.

1

Bootcamp Online Program (Phase 1) Understanding the U.S. Market (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	20~30 companies
Dates & Location	10 weeks from June 23 rd to End of August 2025, Tokyo and online
Overview	<p>Bootcamp (3 days, Tokyo) June23-25</p> <ul style="list-style-type: none">– Program orientation, understanding U.S. clients, workshop for developing U.S. clients <p>Online Program (2-9 weeks, online)</p> <ul style="list-style-type: none">– One hour online sessions/coaching each week over 8 weeks– Total of 2 workshops for Go-to-Market planning <p>Final presentation (Week 10, online)</p> <ul style="list-style-type: none">– Go-to-Market 10-minute presentations

*Those who want to attend Phase 2 will have a screening interview with JETRO and AlchemistX representatives. Only startups that pass the screening will be allowed to proceed to the next phase.

1

Bootcamp Online Program (Phase 1) Understanding the U.S. Market (2)

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	LinkedIn Automation Course
Week3		LinkedIn Messages and Utilization
Week4		Understanding U.S. Business
Week5		Research and Interpretation
Week6		Strategies for achieving PSF and PMF
Week7		Understanding the U.S. competition
Week8		Partner Identification
Week9		Developing a Go-to-Market Strategy for the U.S.
Week10	Final Presentation	Presentation of U.S. Go-to-Market Strategy



Schedule	Tokyo Bootcamp Overview (partial excerpts)
Day1	<ul style="list-style-type: none"> Understanding the fundamentals of product strategy First Client Hypothesis and Development How to leverage your LinkedIn profile in the U.S. Networking with AlchemistX Alumni (optional)
Day2	<ul style="list-style-type: none"> Market segment understanding and client list development Basic understanding of product strategy Session with Alchemist mentors Networking session with other participants (optional)
Day3	<ul style="list-style-type: none"> Creation of a strategy for expansion into global markets GTM strategy development Role-playing session

2

Travel and Online Program 1 (Phase 2) PoC and business validation

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 2025 Online Silicon Valley

Overview

Online Program (Weeks 1-4, Weeks 6-7, Online)

- Workshops on customer discovery (PoC development, data-driven decision-making methods, etc.) and sales and marketing related topics
- Online coaching (7 sessions, 1 hour per session) to help companies achieve their goals and introduce them to local networks

Travel program (6 weeks, Silicon Valley) The week of Nov 3rd

- Workshops on sales and marketing, networking methods in Silicon Valley, pitch practice, etc.
- Face-to-face coaching sessions
- Speed Dating with investors

Final presentation (Week 8, online)

- 10-minute presentations by startups

*Those who want to attend Phase 2 will have a screening interview with JETRO and AlchemistX representatives. Only startups that pass the screening will be allowed to proceed to the next phase.

3

Travel and Online Program 2 (Phase 3) Business and Customer Expansion

Networking with investors and initial customers to achieve Go-to-Market in the U.S. and to make sales on an ongoing basis in the U.S.

Capacity 5~10 companies

Dates & Location 10 weeks from January to March 2026 Online Silicon Valley

Overview

Online Program (Weeks 1-8, Online)

- Workshops on prospective client pipeline review, team building and fundraising in the U.S., etc.
- Online coaching (9 sessions, 1 hour per session) to help companies achieve their goals and introduce them to local networks

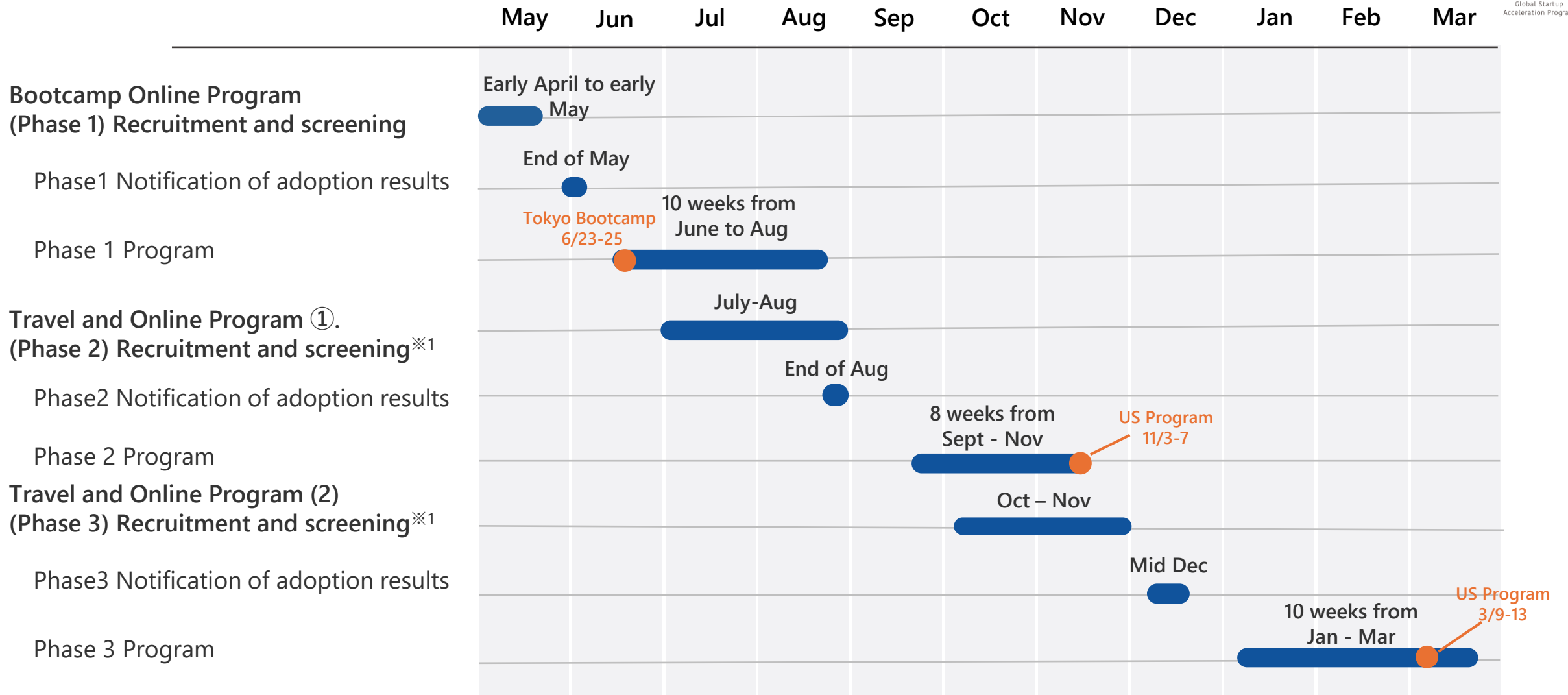
Travel program (9 weeks, Silicon Valley) The week of March 9th

- Workshops on sales and marketing (e.g., pricing in the U.S.) and pipeline review
- Roundtable discussion with CVC, networking with local entrepreneurs, etc.
- Pitching to 100+ potential investors and initial customers

Wrapup (Week 10, online)



DemoDay in the last fiscal year



※1 If a company participating in a program in the previous phase wishes to participate in the next phase, the screening will be conducted within the program.

AlchemistX

<https://www.alchemistaccelerator.com/alchemistx>

<Overview>

AlchemistX is responsible for corporate and government services for Alchemist Accelerator, Silicon Valley's top-ranked accelerator for B-to-B startups. AlchemistX's coaches and mentors are drawn from Alchemist Accelerator's extensive network, and they provide cutting-edge content and support to companies with specific needs. They are drawn from AlchemistX's extensive network and can provide cutting-edge content tailored to a company's specific needs.

<Achievements>

- Rated No. 1 accelerator in the enterprise sector
- Supporting more than 600 startups
- 50% of startups successfully funded after Alchemist support





Ian Bergman

Partner and Managing Director

Partner and Managing Director with a wealth of entrepreneurial and investment experience and a global perspective.



Ido Sarig

Innovation Director

Investment and management professional with experience in both large companies and start-ups



Danielle Vivo

Program Manager

Acceleration Programs in Diverse Countries Around the World



Laurent Rains

Program Director

Supporting the growth of startups in Japan and abroad



Christy Canida

Mentor

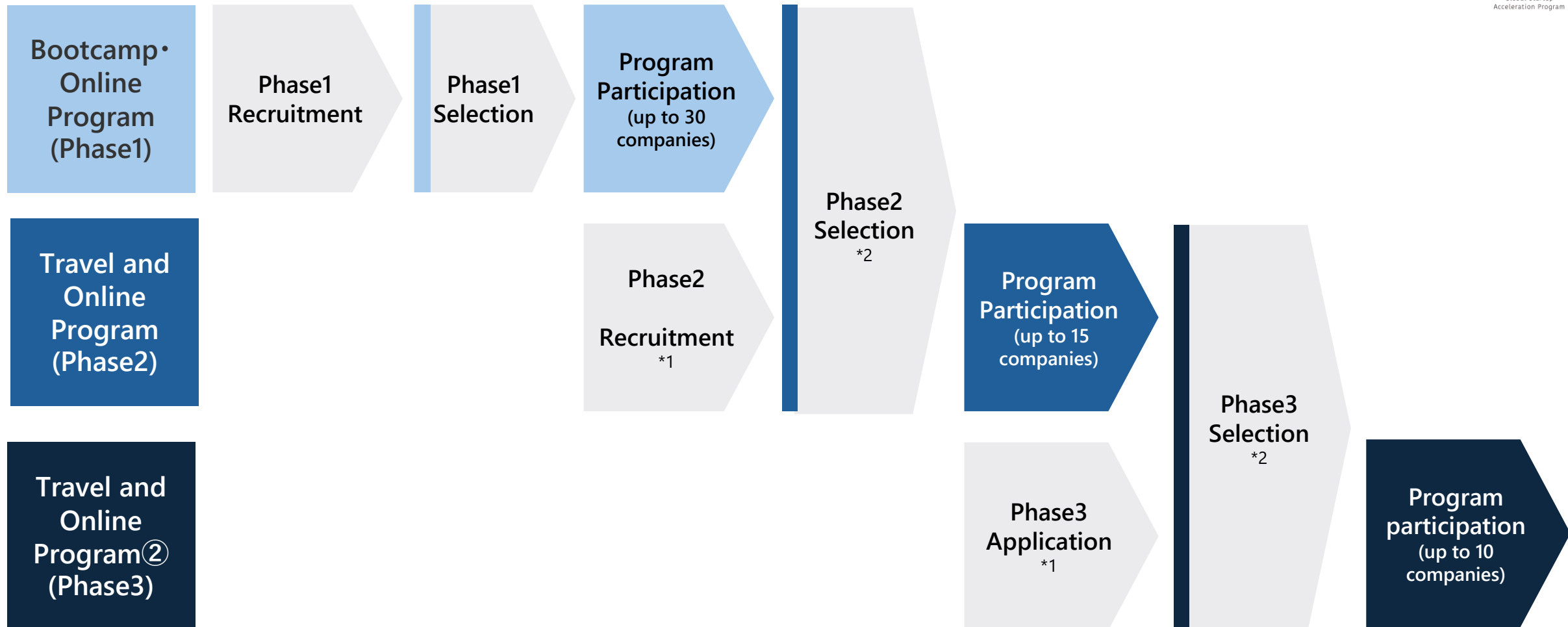
Graduated from MIT with a degree in Biotechnology.
Expert in business growth and integration



Peach Nashed

Program Manager

Promoting Diversity and Inclusion in Diverse Industries

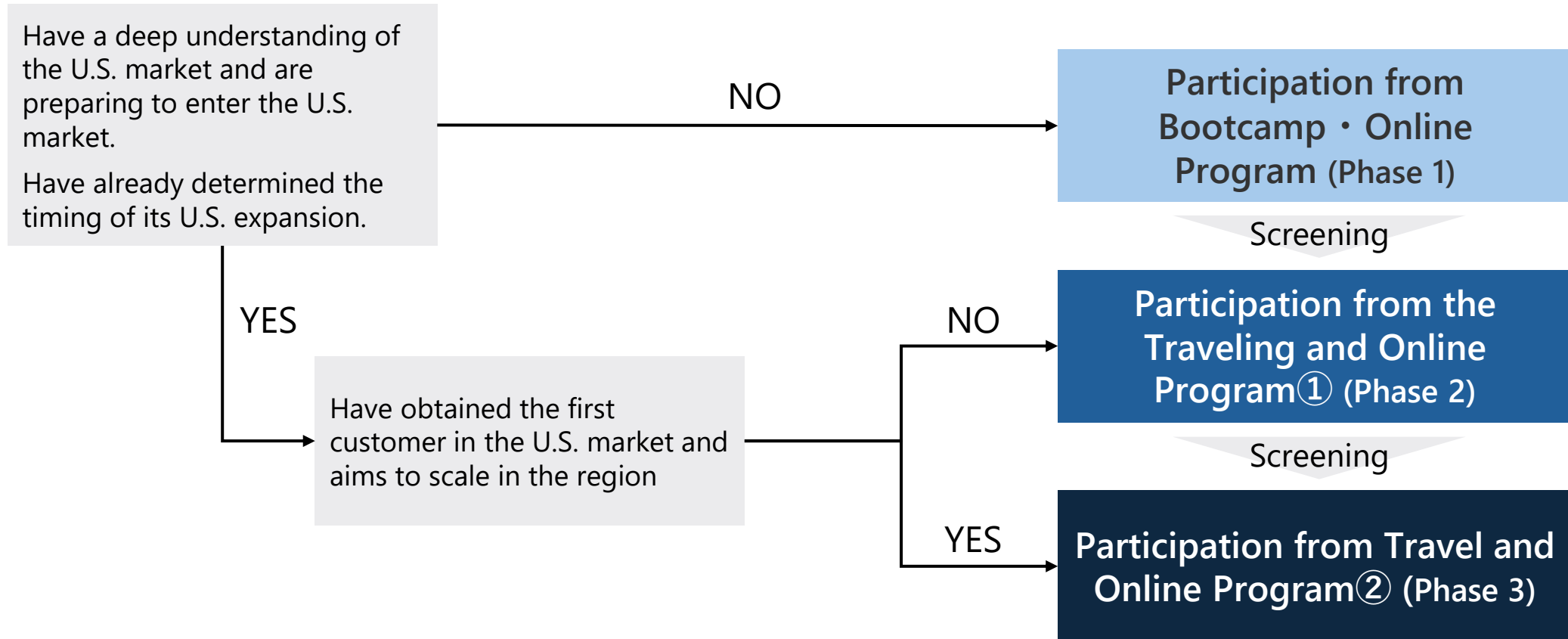


*1: It is possible to apply and participate in this phase without applying and participating in the previous phase.

*2: If a company participating in a program in the previous phase wishes to participate in the next phase, the screening will be conducted within the participating program.

Selection of Participating Programs

This course is divided into three 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.**

【In the case of participation from Phase 3】

8. Companies that meet conditions 1. through 7. above and **have acquired initial customers and attempting to scale in the U.S. market.**

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. Headquarter functions of companies are located in startup ecosystem cities (8 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.

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 both (1) Application Form and (2) English Pitch Deck for entry.

Entry for Phase 2 and 3 will be announced on JETRO's website as soon as the details are finalized.

If you would like to be notified of the start of the application process, please register [here](#).



◆ 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)
- ✓ 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.

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

Contact Us

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

