

# StartX Flagship accelerator program

Flagship Support Program

## Application Guideline

Deadline : Batch① **2025/5/21** (Wed) **am 11:59 (JST)**  
Batch② **2025/8/31** (Sun) **23:59 (JST)**  
Batch③ **2025/12/17** (Wed) **23:59 (JST)**

**StartX**

**JETRO**  
Japan External Trade Organization



## INDEX

- 01 | **Course Outline**
- 02 | **Program Structure**
- 03 | **Schedule**
- 04 | **About StartX accelerator**
- 05 | **How to apply**
- 06 | **Contacts**

## Objective

Objective is to create a pathway for startups from Japan, who have finished a JETRO immersion program, to access StartX flagship program (Stanford university's premier accelerator)

- 1 Understanding the StartX's Flagship Program selection
- 2 Preparation and polishing of submission materials aligned with evaluation criteria
- 3 (Only for selectees) Participates in StartX Flagship Program

## Location

- Online preparation program
- Travel to Palo Alto will be required if selected for the Flagship Program. Attendance at three designated events is mandatory. For optimal program benefits, in-person participation is strongly recommended.

## Target Applicants

Eligible Companies	Startups based in Japan (who have completed one JETRO program)
Stage	Pre-seed to Series A
Sector	Companies from all sectors can apply to this program





## 2 PROGRAM STRUCTURE | Program Overview

### 1 Materials Preparation



#### Workshop & Mentoring (7 companies/each batch)

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 (7 companies/each batch)

After applying to StartX's Flagship Program, companies are trained through StartX's proprietary process.

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



#### StartX Flagship Program

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.

## 1

**Materials Preparation**

After the shortlisting process. The shortlisted companies will be provided support to the StartX flagship program application process. We will help you understand the evaluation criteria for StartX Flagship Program selection and prepare materials so you can successfully pass through the evaluation phases.

**Capacity**

5~7 comapnies × 3Batch

**Dates**

Batch ① (Fall Cohort): May 15 – July 7 2025  
Batch ② (Spring Cohort): Sep 13 - Oct 12, 2025  
Batch ③ (Summer Cohort): Jan 6 - Feb 8, 2026

**Contents****StartX Admission Preparation**

- 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

We will conduct training including interviews and discussions tailored to the Flagship selection judging phase.

**Capacity**

5-7 companies × 3 Batches

**Dates**

Batch ① (Fall Cohort): July 8 - Aug 3, 2025

Batch ② (Spring Cohort): Oct 13 - Dec 8, 2025

Batch ③ (Summer Cohort): Feb 9 - Mar 25, 2026

**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 × 3 Batches****Date**

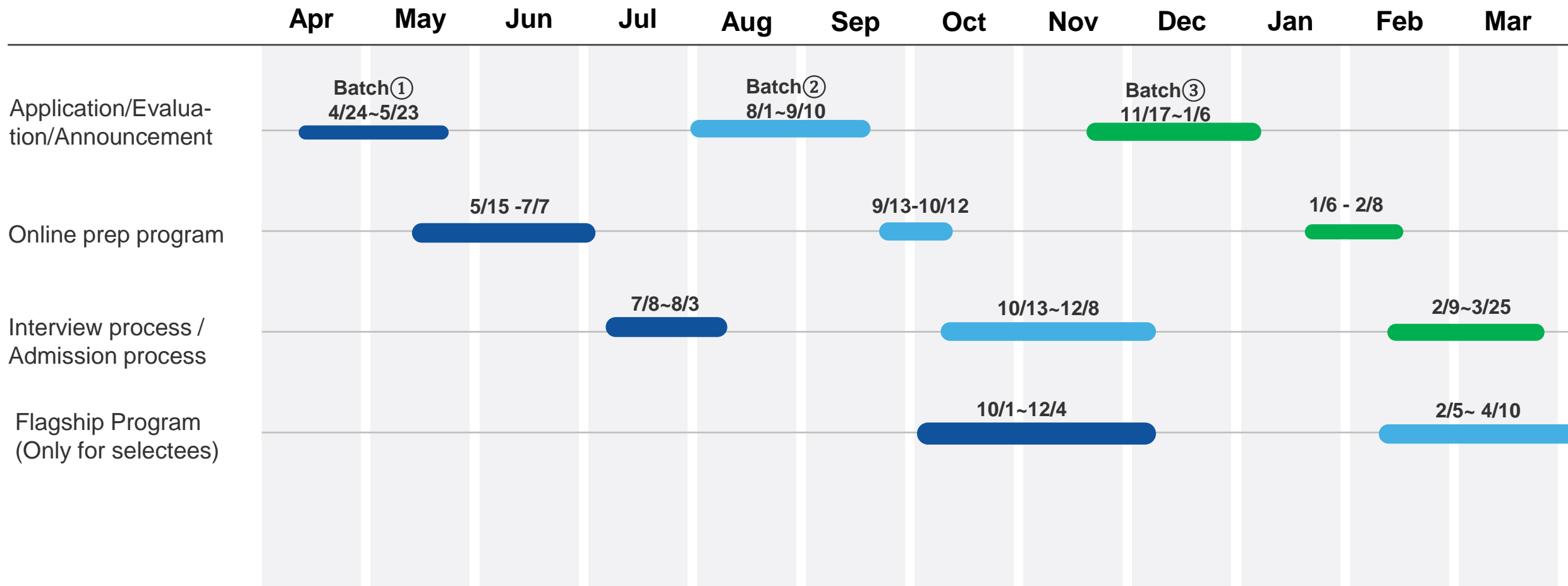
Batch ① (Fall Cohort): Oct 1 - December 4, 2025

Batch ② (Spring Cohort): Feb 5, - April 10, 2026

Batch ③ (Summer Cohort): Jun 4 - August 14, 2026

**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)



Batch ①



Batch ②



Batch ③



※ Batch ③ flagship program :2026/6/4~8/14

\*Schedule is 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.
- Portfolio valuations exceed \$60B total, with:
  - 165+ companies valued over \$100M.
  - 18 unicorns (e.g., Bolt, OpenSea, Playco).
  - Average fundraising of \$24M per startup.
  - 100+ exits (acquisitions/IPOs).
- 5x higher female founder representation than industry average.
- Network includes 75 Stanford professors and 1,600+ entrepreneurs.



**Shannon McCleannaghan**  
Key Personnel – CEO of StartX



**Darsh Singh Mann**  
Project Leader



**Sreejith Mohan**  
Program Manager



**Cameron Teitelman**  
Key Personnel – Founder and  
Chairman of StartX board



**Siddhartha Shekhar Singh**  
Key Personnel – Board of  
StartX



**Michael Carter**  
Key Personnel – Board of  
StartX

**Andrew Maas**

AI, NLP

**Andrew Maas**

Scaling/Fundrasing

**Andrew Vigneault**

Investment

**Anurag Wadhwa**

Go-to-Market

**Cyrille Najjar**

Scaling

**Fergus Chan**

Biotech

**Noah Kindler**

Teambuilding

**Otto Pohl**

Storytelling

## 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 (required for directors/global leads).
- 4. Only Founder can participate in all programs.**
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 and market fit.
3. Alignment between course content and business goals.

## Costs

- |   |   |
|---|---|
| <p>◆ JETRO covers</p> <ul style="list-style-type: none"> <li>• Program fees</li> <li>• Flagship program Tuition (only for selectees)</li> </ul> | <p>◆ Participant covers</p> <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> |
|---|---|

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



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

✓Product/service (problem solved + solution)

✓Past achievements and future plans

✓Business model, market size, competitive advantage

✓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 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

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Company	JETRO startup support div
Contact	Kaga, Ibaraki
Email	<a href="mailto:su-support@jetro.go.jp">su-support@jetro.go.jp</a>
Location	〒107-6006 Tokyo, Minato, Akasaka, 1-12-32 Ark Mori Building 7 <sup>th</sup> floor

