

StartX Flagship Preparation course

Flagship Support Program

Application Guideline

The Fall 2025 Course Deadline:

2025/8/24 (Sun), 11:59 PM (JST)

Recruitment for the Spring 2026 course will be announced separately.

StartX

JETRO

Japan External Trade Organization



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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 |



1 Materials Preparation & Application



Workshop & Mentoring (5 companies)

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 (5 companies)

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 (For Selected Candidates Only) Participation in Flagship Program



StartX Flagship Program (Only selected startups)

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.

These two modules are covered by this JETRO StartX flagship prep 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

5 companies

Dates

Sep 13 - Oct 12, 2025

※Deadline for the next Flagship course (Spring 2026) is **Oct 12** — prepare accordingly by then.

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)

StartX flagship application link → https://startx.com/application_spots/new

※The actual above application must be **submitted by the participating company.**

2

Interviews & Individual Training

Companies that pass the document screening will receive training (e.g. mock interviews) tailored to each interview phase. Round 1 includes one interview; Only for startups who passed round 1, Round 2 includes 2–4 interviews.

Capacity

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

Dates

Oct 13 - Dec 8, 2025
(Interview schedules vary by company; final Flagship selections are expected on December 8.)

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 Cohort): Feb 5, - April 10, 2026

Contents**Flagship Program <https://web.startx.com/>**

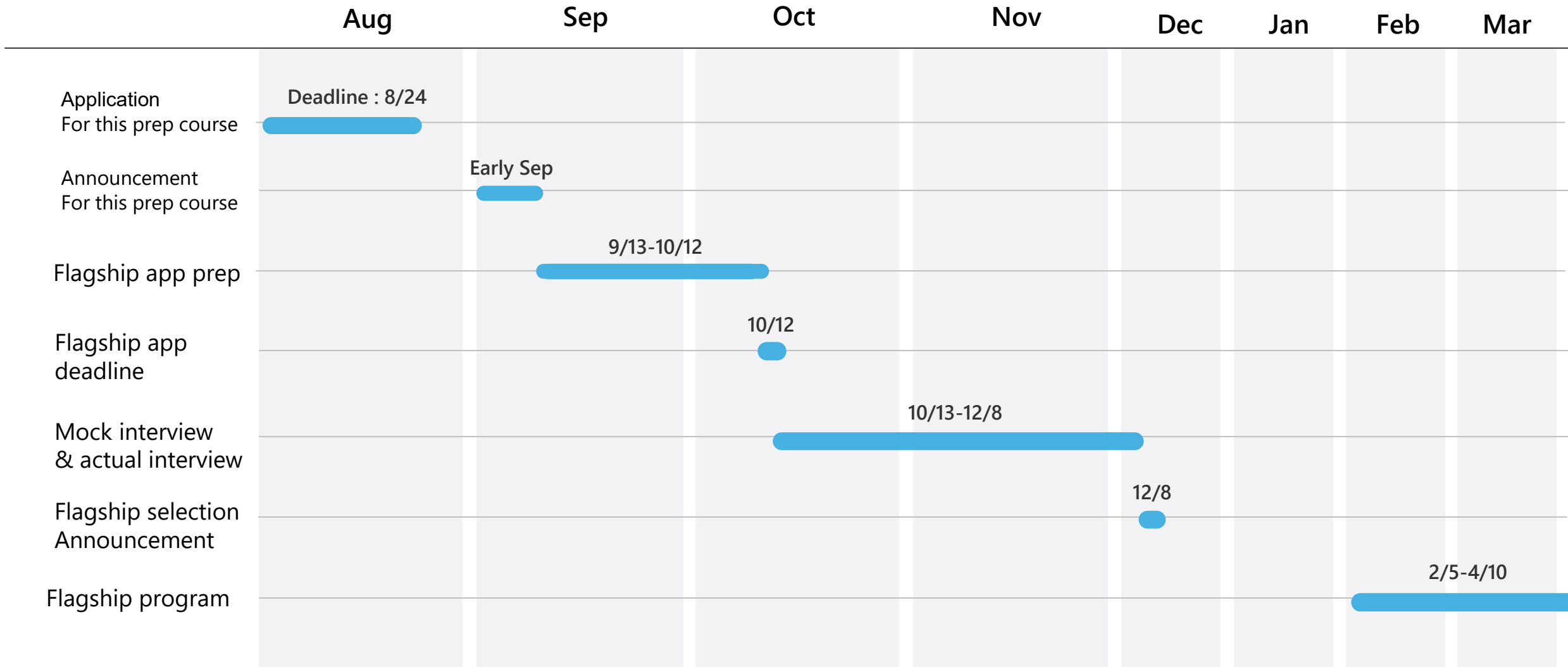
- Seminars, group coaching, access to stanford's entrepreneur community
- Demo Day
- 1-on-1 mentoring
- Participation in StartX's core community, resource utilization (free use of StartX's Working Space, access to a broad mentor network)

Note: The Flagship Program is an independent StartX program and is not affiliated with JETRO.

3 SCHEDULE |



Please note that the schedule is subject to change.



Companies will be gradually shortlisted through each stage of the process.



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

- ◆ JETRO covers
 - Program fees
 - Flagship program Tuition (only for selectees)

- ◆ Participant covers
 - Program-related communication fees
 - All other non-JETRO-covered expenses
 - Flagship program travel and accommodation at Palo Alto if you decide to stay in SF
 - U.S. entry costs (ESTA/VISA/insurance etc...)

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

Company	JETRO startup support div
Contact	Kaga, Ibaraki
Email	su-support@jetro.go.jp
Location	〒107-6006 Tokyo, Minato, Akasaka, 1-12-32 Ark Mori Building 7 th floor

