



Sustainability

Application Deadline:

~~May 11 (Sun), 2025, 23:59 (JST)~~

May 20 (Tue), 2025, 23:59 (JST)

THIRD ^Δ
DERIVATIVE™

NEW
ENERGY
NEXUS

RM
ENERGY TRANSFORMED

JETRO
Japan External Trade Organization



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Objective

To support Japanese startups in the sustainability sector in enhancing growth and global competitiveness in preparation for future international markets.

- 1 Establish a solid business foundation
- 2 Refine your pitch materials and storytelling
- 3 Build strong partnerships and networks both in Japan and overseas

Destination

San Jose, California, USA

Target Participants & Support Structure

Sustainability-focused Japanese startups from Pre-seed to Series B stage, working to address climate and environmental challenges. To provide tailored support on company maturity, the program offers two distinct tracks.

Sectors

Renewable & clean energy, Carbon credit & carbon management, Logistics and supply chain decarbonization, Heavy Industry (e.g., steel, cement), Sustainable construction & architecture, Climate data/ analytics/ forecasting

Stage

Launch : Pre-seed to Seed
Scale Up : Late seed to Series A/B TRL4-7*

*Please refer the next page.



To provide support tailored to company growth stages, the course offers two tracks: GROW and COMPETE.

1

Launch

**Target:**

Pre-seed to Seed stage

Support:

Business model development, team strengthening, investor network building

2

Scale Up

**Target:**

Late Seed to Series A/B, TRL 4–7*

Support: Pitching to overseas investors, building partnerships, international expansion

*TRL (Technology Readiness Level) is a scale from 1 to 9 measuring technology maturity. TRL 4–7 refers to the stage from initial validation in a lab (TRL 4) to demonstration in a real-world environment (TRL 7).

1 Orientation**Bootcamp in Tokyo**

Short-term intensive training including orientation and 1-on-1 meetings with mentors.

2 Acceleration**Group Sessions & 1-on-1 Mentoring**

14 group sessions covering business modeling, customer discovery, go-to-market (GTM) strategies, pitching, etc., and 14 personalized mentoring sessions.

3 In-Market Program**In-Market Program in USA**

Business meetings, VC speed-dating, participation in the "VERGE" conference, pitch events, and networking opportunities.

4 Follow-up Support**Mentoring**

Continued mentoring including follow-up meetings with U.S. contacts, social media branding, and PR activities.

Note: Program details are subject to change.

1

Orientation

Intensive Bootcamp in Tokyo. Through orientation and 1on1 meetings with mentors, participants will deepen their understanding of the course and build mutual understanding with the accelerator.

Capacity 10 companies

Date June 18 – 20 * in Tokyo

Contents

Kick-off/Introduction

Program Orientation

Group Coaching Sessions

- Lectures on pitching and funding strategies
- Lectures on building appropriate partnerships

One-on-one Meetings with Mentors

Office Hours

Cohort Networking Dinner

2

Acceleration

Through group sessions and individual mentoring, participants will work on refining their business models, customer discovery, business development, GTM strategies, pitching, and solving individual challenges.

Capacity

10 companies

Date

July 4 – September 30 *Online

Contents**Mentor Matching****Online Sessions**

- 14 group sessions covering business model refinement, customer discovery, business development, GTM strategy, pitching, etc.

One-on-one Mentoring

- 14 times one-on-one mentoring sessions focused on individual challenges
- Mentors include serial entrepreneurs, industry experts, investors, and finance specialists

GROW: Guidance on organization building, growth strategies, pitch refinement, etc.

COMPETE: Mentoring tailored to company and business situations

3

In-Market Program

Business meetings and VC speed dating will be held, and through conference participation, participants will aim to establish networking with local investors and partners.

Contents**One-on-one Business Meetings**

- Individual business negotiations based on target investor/partner lists

Conference Participation

- Setting up a booth at the climate tech event VERGE in San Jose and hosting a side demo day event
- GROW: Building connections and networking with American investors
- COMPETE: Participation in official VERGE events, plus opportunities to pitch to American investors and intensive business meeting opportunities at side events

Capacity

10 companies

Date

Oct 27 - 31 *San Jose in the U.S.

4

Follow-up

Participants will conduct follow-up meetings with new US contacts and continue mentoring including social media branding and PR activities.

Capacity 10 companies

Date November – March *Online

Contents**Mentoring**

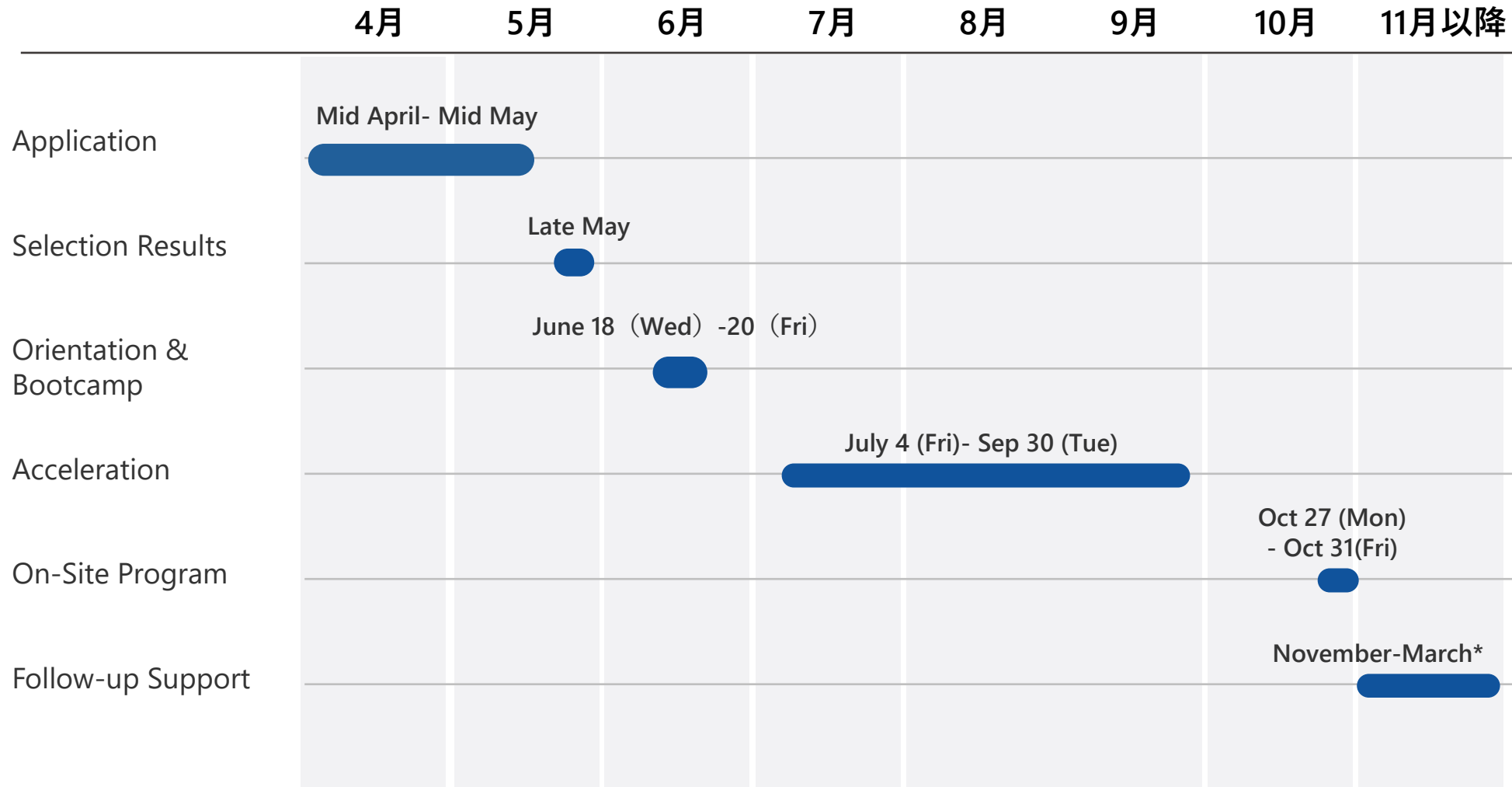
- Guidance on follow-up communications and negotiations

Branding/PR

Creation of Growth Strategy Roadmap (optional)

Program Wrap-up

Note: Group coaching and individual mentoring continue until December. January to March will be a follow-up period for those who wish to establish ongoing relationships with accelerators, including signing MOUs.



Group coaching and individual mentoring will be available until December. January through March will be a follow-up period for those who wish to participate, including an MOU to build an ongoing relationship with the accelerator.

NEW ENERGY NEXUS



Supported over **8,800** entrepreneurs



\$94M in catalytic capital

New Energy Nexus (NEX)

<https://www.newenergynexus.com/>

A global nonprofit supporting clean energy entrepreneurs in 15 countries including the U.S. Offers funding, acceleration, training, and networks.

THIRD ³ DERIVATIVE™



800+ in-house mentors & **200+** external mentors



15 partner companies with a combined valuation of over **\$4 trillion**

Third Derivative (D3)

<https://www.third-derivative.org/>

Run by Rocky Mountain Institute (RMI), D3 supports global climate tech startups with mentorship and networking, aiming to accelerate clean innovation

< Operational Partner >



Japan Energy Fund ventures (JEF)

<https://www.japanenergyfund-ventures.com/>

An independent VC investing in decarbonization and climate resilience startups. Supports market entry to Japan and global expansion for Japanese companies.



Roy Torbert

Head of Programs

Led RMI programs in SE Asia for 12 years, served as renewables executive at Google, and was an energy expert at Booz Allen and G.E.



Pilar Carvajo Lucena

Principal, Investments

Leads climate tech investments at Silence VC; previously managed climate funds at IDB and advised at Deloitte.



Chetan Krishna

Head of Research & Diligence

Co-founded India's 3i Partners tech VC fund with World Bank and IFC experience; educated at IIT, MIT and research at Harvard.



Emily Rogers

Manager, First Gigaton Captured

Leads CDR cohort in San Francisco after roles at BCG and Ebb Carbon, with degrees from Dartmouth and Stanford.



Ella Warshauer

Sr. Associate, Business Development

Manages investments for clean energy fund, with experience in startup operations and product strategy at BlackRock.



Tomohito Shibata

Partner, Japan Energy Fund

After serving as a manager at Bain, currently partners at a fund while also holding an executive position at ENECHANGE.



Satowa Kinoshita

Investor, Japan Energy Fund

Leads US investments after Oliver Wyman consulting, holding Cambridge University degree in Natural Sciences.



Michael McDonnell

Business Analyst, Japan Energy Fund Heads business development for Japan Climate Connect accelerator, with MSc from Imperial College.

Requirements

Applicants must meet all the following:

1. Japan-based startup
2. Actively planning global expansion or fundraising
3. Business-level English proficiency
4. Decision-making authority on overseas expansion (e.g., executive or lead)
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 may be shared with Cabinet Office, METI, and partner accelerators.

Selection Criteria

Applications reviewed by NEX, D3, JEF and JETRO based on submitted materials. Finalists may be invited for interviews. No status inquiries accepted.

- Team expertise, network, and language skills.
- Product/service growth potential and market fit.
- Alignment between course content and business goals.
- Bonus points for Ecosystem Hub City-based startups.

Costs

- | | |
|---|--|
| ◆ Covered by JETRO | ◆ Covered by participating startup: |
| <ul style="list-style-type: none">• Program fee | <ul style="list-style-type: none">• 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 |

Please submit both ①Application Form ②English Pitch Deck to apply



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

✓ Product/Service (Problem + solution)

✓ Business model, market size, competitive advantage

✓ Past achievements and future plans

✓ Team background (include founders' LinkedIn profiles)

* Data may 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	Toyama, Ibaraki
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Location	〒107-6006 Tokyo, Minato, Akasaka, 1-12-32 Ark Mori Building 7 th floor

