



# Sustainability

Application Guideline

Deadline : **2026 05/24**(Fri) **23:59** (JST)

THIRD   
DERIVATIVE®

**JETRO**  
Japan External Trade Organization



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## Objective

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To support Japanese startups in the sustainability sector in enhancing growth and global competitiveness in preparation for the 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

## Milestone Classification

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Validator

## Location

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Japan(Tokyo), United States (New York), and Online

## Target Applicants

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- |                    |   |
|--------------------|---|
| Eligible Companies | Startups based in Japan                                     |
| Stage              | Seed – Series B   |
| Sector             | Sustainability-related fields (Cleantech, Climatetech etc.) |



# 2 PROGRAM STRUCTURE | Program Overview

## 1 Orientation



### Bootcamp @ Tokyo

Short-term intensive in-person training including orientation, workshops, presentations and guest speaker lectures.

## 2 Acceleration



### Online Group Sessions & 1-on-1 Mentoring

Weekly 1on1 mentoring with Account manager, group sessions covering customer discovery, GTM strategy, pitching, etc.

## 3 Onsite Program



### US Immersion Week @ NY

Dedicated 1on1 conversation, planning and strategy meeting with an account manager. Attend climate-tech events in New York to network with stakeholders and investors.

## 4 Follow-up Support



### Mentoring sessions & Showcase @ Tokyo/online

Specialized partnership building mentorships for each startup. 10-15 mentoring sessions online as well as in-person presentations for final hybrid pitch presentation.

## 1

## Orientation| Bootcamp @Tokyo

Intensive Bootcamp in Tokyo. Through orientation and 1-on-1 meetings with account managers, participants will deepen their understanding of the course and build mutual understanding with the accelerator.

## Capacity

Up to 15 companies

## Dates

Jul 13 – Jul 15 ※Schedule is subject to change

## Contents

- Preparation for international markets, mentor connections, workshops.
  - Group sessions – Market entry & customer discovery, business model & commercial strategy etc.
  - Guest speaker session
  - 1-on-1 meetings with account managers or mentors
  - Site visit / Networking event



## 2

## Acceleration | Online Group Sessions &amp; 1-on-1 Mentoring

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** Up to 15 companies

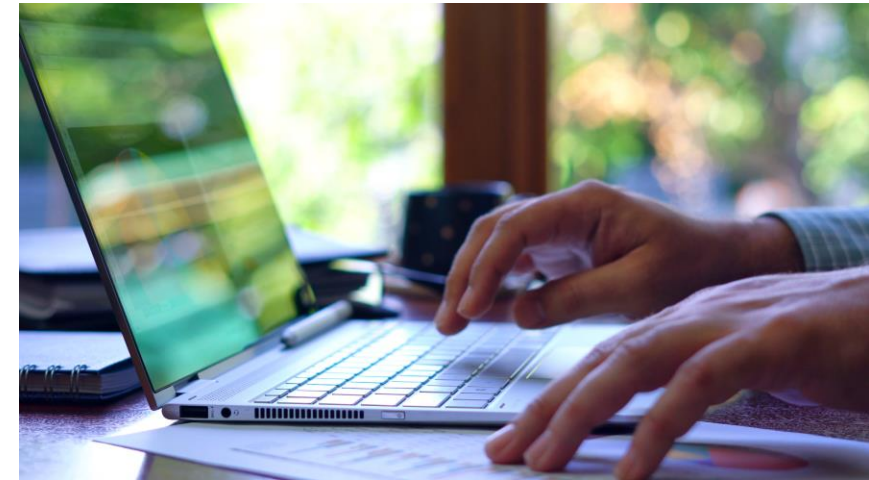
**Dates** July – September

**Contents****Online sessions**

- Group coaching sessions – Go-To-Market & Partnerships, Fundraising & Investor Readiness etc.

**One-on-one mentoring**

- 1-on-1 meeting with account managers
- The sessions can also involve a specific mentor from the D3 network



## 3

## Onsite Program | US Immersion Week @ New York

Roadshow planning with account manager will be held and throughout climate-tech events participation, happening 300+ during the week in New York, participants will aim to establish network with stakeholders and investors

Capacity Up to 15 companies

Details Sep 20 –Sep 27

## Contents

**Roadshow planning**

- Weekly agenda tailored meeting with account manager
- Kick-off breakfast & agenda review
- Expert coaching

**US immersion events participation**

- each startup will have their own agenda, targeted by their Account Manager
- Pitch event
- Mentor office hour
- Climate-tech site visit



## 4

## Follow-up Support | Mentoring, Sessions and Showcase @ Tokyo/Online

Partnership-focused coaching: specialized mentorship and group workshop for showcase

## Capacity

Up to 15 companies

## Dates

October – March

\*In person workshop #2 Nov 2 – Nov 6 / #3 Feb 8 – Feb 12 @Tokyo

## Contents

**All-group session**

- 10 all-group sessions – technology & scale-up, founder development & communication etc.

**Individual session**

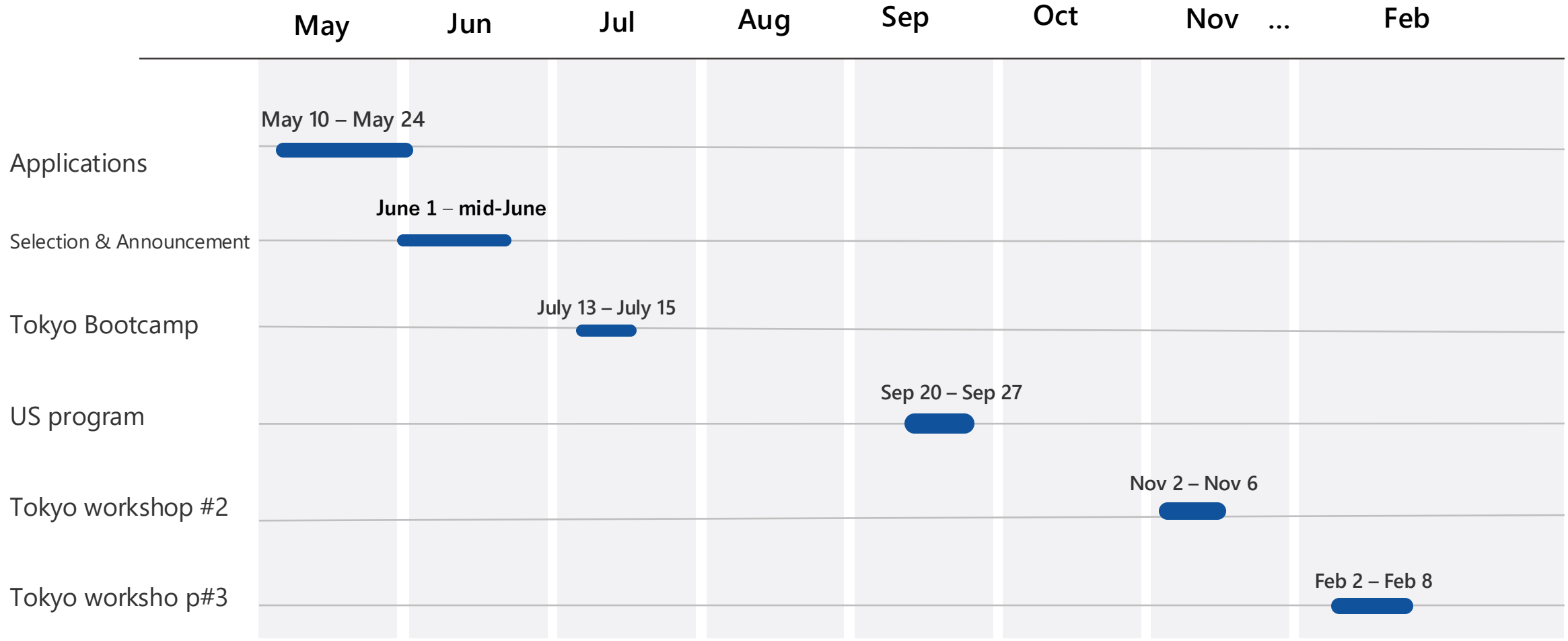
- 15 individual account manager sessions including commercial-focused mentorship sessions
- Specialized partnership building mentorships for each startup

**Showcase**

- Final pitch presentation in hybrid style (Q1 2027)



# 3 SCHEDULE |



※Schedule subject to change.

THIRD <sup>3</sup>  
DERIVATIVE®

## Third Derivative (D3)

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

Backed by RMI, Third Derivative (D3) is the world's leading climate and sustainability tech ecosystem with significant business scale-up capabilities.

- 650+ in-house experts in every relevant sustainability sector
- Portfolio startups raised over USD 4.2B
- Strong presence and track record across APAC



Helin Cox  
CTO, Climateworks



Clyde Hutchinson  
General Partner, Team ABC



Charithea Charalambous  
Senior Associate, Third Derivative



Bryan Guido Hassin  
CEO, DEXMAT



Benjamin Mousseau  
Group Manager, Global Supply  
Management, Tesla



Ben Margolis  
Director, Maryland Energy  
Innovation Accelerator



Alex Bell  
Co-Founder at Removr



Bruce Hilman  
Global Marketing Director, DuPont



Virginia Emery  
Partner, Gliding Ant Ventures



Glenville Lee  
VC & Growth Equity Investments,  
Shift4Good



Leo Chan  
Vice President, Audacy Ventures



Nitin Vaish  
BD, Ginkgo Bioworks

## Requirements

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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
4. **Technical founder or CTO must participate**
5. Agreement to [program terms](#), [online program conditions](#) and post-program surveys.
6. Applications may be submitted for up to two courses per company. Concurrent acceptance and participation in two courses are permitted only when one of the courses is the AI CTO Course. In such cases, one dedicated representative must be assigned to each course.

## 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

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

1. Strength of the team, including expertise, network, and English proficiency
2. Growth potential and market opportunity of the product, technology, or service
3. Alignment between the program and the applicant's product or business plan
4. Strategic relevance of participation, considering involvement in other JETRO programs, application details, and the company's overseas expansion goals and current status **\*See the next page for details.**

## 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

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- Program Participation Fee

### Cost borne by the company

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- 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]

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



Application  
Form

[Click to apply](#)

【Deadline】

May 24th

23:59 (JST)

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

✓ Product/service (problem solved + solution)

✓ Business model, market size, competitive advantage

✓ Past achievements and future plans

✓ 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  
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

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Company JETRO startup support div

Contact Nakanishi, Oda

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