



Global Growth for Web3

Web3 Course

Duration : Aug 20th – Oct 17th

1st Deadline: July 27st (JST)

2nd Deadline: July 31st (JST)



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02 PROGRAM STRUCTURE | プログラム構成

Purpose

Collaborate with Web3 investors, regulatory authorities, and ecosystem partners in the Middle East (UAE, Saudi Arabia, and Qatar) to enable business expansion, fundraising, and local partnership development in the region.

1	Developing a market entry strategy for the Middle Eastern Web3 sector
2	Participation in Web3-focused exhibitions such as WebX (Tokyo) and GITEX (Dubai)
3	Understanding Web3 regulations and entity incorporation in the Middle East

Dispatch Destination

Middle East (Dubai, Abu Dhabi)

主な対象

Target	Japanese Web3 startup aiming to expand into the Middle East market
Stage	Early (seed to Series A)
Vertical	Web3 (DeFI, GameFI, infrastructure, DAO, RWA, NFT, etc.)
Others	<ul style="list-style-type: none">• Ability to participate in the program and make decisions regarding overseas expansion (CXO level preferred)• Possession of a prototype and intention to expand overseas or raise funds

*For detailed application requirements for eligible travelers, please refer to "04|Eligible Participants and Application Requirements."





Elixir Capital

URL: <https://www.elixircapital.xyz/>

Program Partner Information



Elixir Capital is a UK-based venture capital firm and accelerator specializing in Web3 technologies. The company focuses on supporting early-stage startups with global expansion, particularly in Middle Eastern markets, and has been operating an acceleration program since 2023 as an official partner of Hub71, Abu Dhabi's government-backed innovation hub. Through close collaboration with major Web3 ecosystems and technology protocols, the firm leverages a network of over 20 industry expert venture partners to solve complex challenges. To date, Elixir Capital has supported more than 250 startups, achieving notable results including efficient product launches, improved market penetration, and higher valuations in subsequent funding rounds.

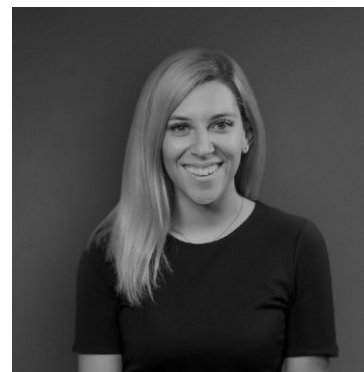
★Mentors



Maddy Bergen

Program Manager

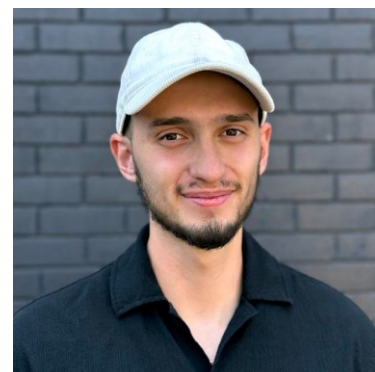
Expert in scaling and community building for Web3 ventures. Former COO of boutique marketing agency Zephyr, where he led new market development, and co-founder of Web3 growth company Jelly Labs.



Rachel Herauf

Program Director

Platform Manager with over 20 accelerator programs under his belt at Outlier Ventures. Specializes in mentoring Web3 startups, and oversees program progress management, reporting, and regional collaboration at Hub71.



Bruno D.

Startup Selection Manager

A Web3 entrepreneur specializing in business strategy, fundraising, and strategic partnerships. After serving as the head of the Web3 division at marketing agency Zephyr, he co-founded Elektra, a talent development platform. At Hub71, he leads entrepreneur selection, evaluation, and network building, identifying teams with high adaptability to the Middle East market.



Scott Collen

Co-Founder

Has experience designing and launching accelerators for major blockchain ecosystems such as Filecoin, Polkadot, and Polygon. As a former partner at venture capital firm Outlier Ventures, led over 25 accelerators and executed more than 180 early-stage investments. At Hub71, responsible for stakeholder management and technical mentorship.

02 PROGRAM STRUCTURE | プログラム構成



1 Onsite Bootcamp and WebX 2025 Participation @ Tokyo



(10 companies)
(August 20th-26th)

Introduction to mentors (such as Elixir Capital and other overseas investors), various workshops on Middle East regulations and market strategies, participation in WebX 2025 in Tokyo, and an interim demo day (where the number of companies will be narrowed down from 10 to 7).

2 Online Mentoring



(7 companies)
(September)

Up to 25 hours of one-on-one support from a Middle East expert mentor, development of regulatory compliance strategies, improvement of pitch decks for investors, mapping of potential local partners, and weekly progress reports to prepare for travel to the Middle East.

3 Immersion Program @Dubai, Abu Dhabi



(7 companies)
(Early October)

Visits to the ecosystem centered on Dubai and Abu Dhabi (including regulatory authorities (ADGM, VARA) and incubators (Hub 71, DIFC), etc.), one-on-one meetings with Middle Eastern venture capitalists, etc.

4 Demo Day(GITEX) @Dubai



(7 companies)
(October 13th-17th)

Through participation in GITEX Global (Dubai), we will approach web3 investors and others, and also hold a demo day for the entire program during GITEX.

1 Onsite Bootcamp and WebX 2025 Participation in Tokyo

We invited several Web3 investors and experts in regulation, blockchain, and other related fields from overseas to conduct various workshops and one-on-one mentoring sessions. Additionally, we participated in WebX, Japan's largest Web3 exhibition, and held a domestic demo day within WebX to select seven companies to advance to the next phase.

Company Capacity

10 companies (2 members per a company)

Dates

August 20th, 2025 - August 26th

Details

August 20–22 (Fri) (JETRO Tokyo Headquarters, etc.)

- Introduction of mentors from Elixir Capital, etc., and a workshop on the Middle East Web3 market overview, investment trends, etc.
- Networking session with mentors

August 25–26 (The Prince Park Tower Tokyo @ WebX 2025)

- Participation in WebX 2025 (participation fees covered by JETRO)
- Domestic demo day within WebX (**7 companies selected** based on suitability for Middle East expansion)



2 Online Mentoring and Workshop

Up to 25 hours of mentoring opportunities provided by Web3 experts and master mentors. Various counseling services for regulatory compliance and fundraising in the Middle East, as well as identification of potential customers and investors, and warm introductions.

Company Capacity

7 companies (2 members per a company)

Dates

September 2025

Details

- Pitch Improvement
 - Redesign of pitch structure tailored for Middle East investors (clarification of revenue model and market adaptability)
 - Guidance on storytelling techniques reflecting local culture (e.g., Islamic finance compliance)
- Strategic Partner Development
 - Matchmaking coordination with Hub71 partner companies (technology integration, sales channel expansion projects)
- Fundraising Preparation
 - Target list creation based on analysis of investment trends of Middle Eastern VCs and sovereign wealth funds
 - Priority introductions via mentor network

3 Middle East Travel Program @Abu Dhabi and Dubai

Traveled to Dubai and Abu Dhabi in the Middle East, visited local regulatory authorities and various incubators and free zones, and conducted meetings with various web3 investors centered in the Middle East.

Company Capacity

7 Companies

Dates

October 6th, 2025 - October 10th, 2025 (TBD)

Details

•Abu Dhabi (October 6 (Mon) to 7 (Tue), TBD)

- Regulatory framework workshop at ADGM, blockchain technology mentoring sessions
- Facility tours of Hub71 and other venues, and networking events with local startups
- Dinner with Abu Dhabi-based VCs

•Dubai (October 8 (Wed) to 10 (Fri), TBD)

- Strategic consultation at VARA (Financial Authority), visit RAK-DAO, VARA, DIFC etc..
- One-on-one meetings with overseas VCs, pitch camp
- VC dinner events



4

Participation in GITEX, the Middle East's largest startup exhibition, and Demo Day in Dubai

Through participation in GITEX Global, the largest startup exhibition in the Middle East held in Dubai, we will connect with potential overseas customers and investors, participate in side events, and hold a demo day.

Company Capacity

7 Companies

Dates

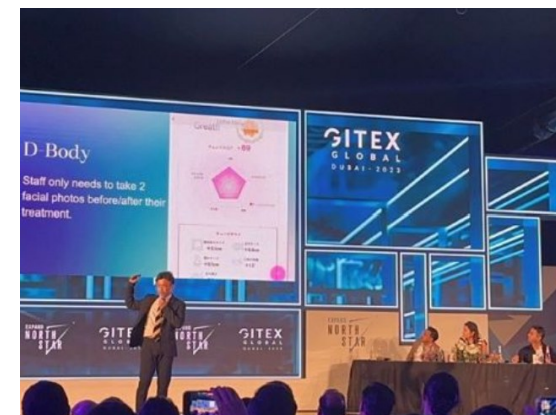
October 13 (Mon) to 17 (Fri), 2025

Details**•Participation in GITEX Global 2025**

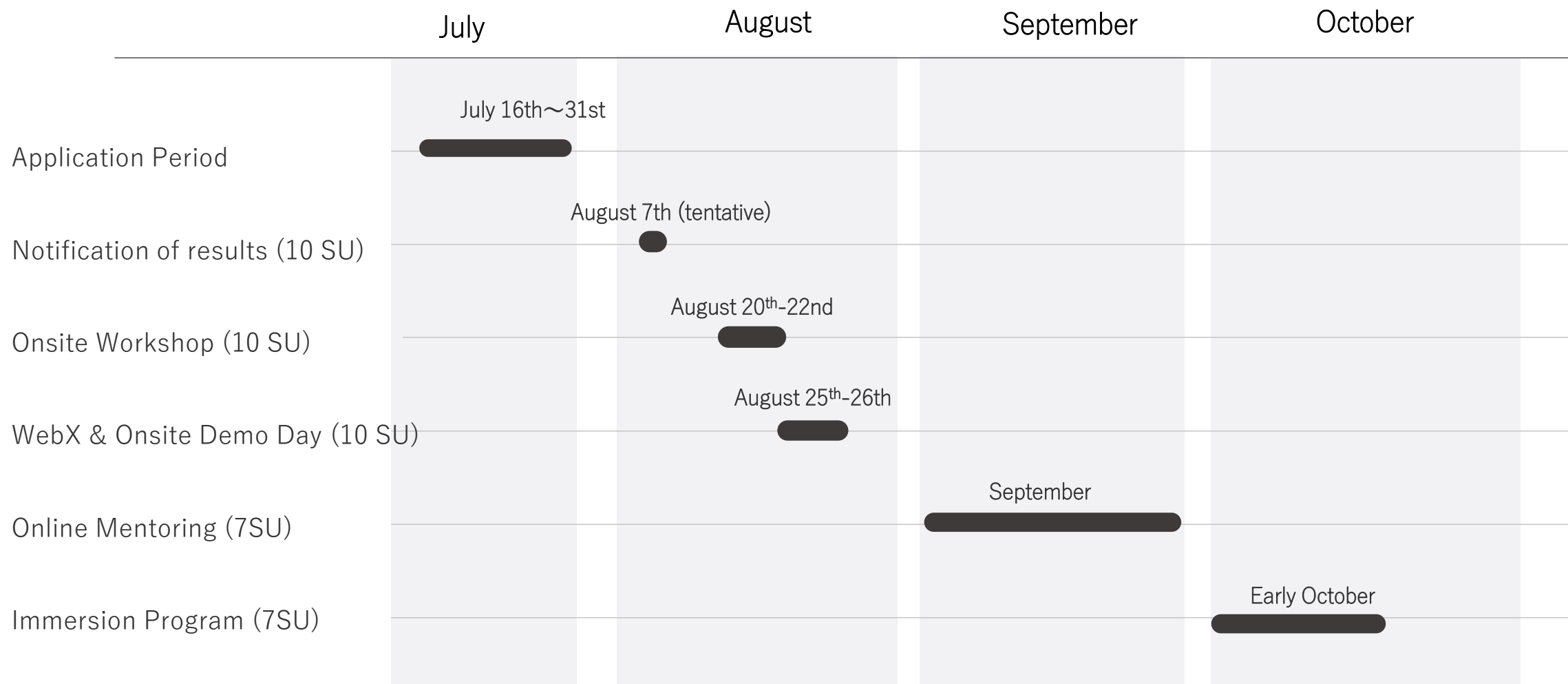
- Participation in workshops and other events related to regulatory trends and technological developments (no individual company booths will be set up)
- Arrangement of various one-on-one meetings with GITEX participants at the JETRO booth
- Participation in various side events related to Web3

•Demonstration Day (scheduled for October 15)

- Demonstration Day will be held with overseas investors and others in attendance, serving as a venue for presenting the results of this program and other initiatives.



03 SCHEDULE | スケジュール



We will select 7 startups to go to online mentoring and immersion program at the demoday on WebX 2025

Company Capacity

- Onsite program @Tokyo: Up to 10 companies
- Online program: Up to 7 companies
- Travel program: Up to 7 companies (up to 2 people per company)

Target

Target	Japanese startups
Stage	Early (seed to Series A)
Vertical	Web3 (DeFi, GameFi, infrastructure, DAO, RWA, NFT, etc.)
Others	<ul style="list-style-type: none">• Desire to expand business in the Middle East and overseas• Possession of products that can be launched and expanded in the market

Application Requirements

Program participants*1 must meet all of the following conditions

- Be a CXO-level executive or business manager at a Japanese startup (Nationality is not a factor as long as you are affiliated with a Japanese startup)
- Have business-level English communication skills
- Have a prototype to present to potential partners
- Be willing to cooperate with post-program surveys and other requests*2
- Be able to prepare the necessary equipment and environment to participate in the services provided by this program (online mentoring, etc.)

*1 Participation fees for WebX or GITEK are subsidized for up to two representatives per company (additional participants may accompany at their own expense). Program participants are required to participate in the online program and individual mentoring sessions.

*2 This program is a collaborative project between the Ministry of Economy, Trade and Industry (METI) and the Japan External Trade Organization (JETRO), and may include follow-up surveys or assessments of progress at any time.

Cost-bearing by participants

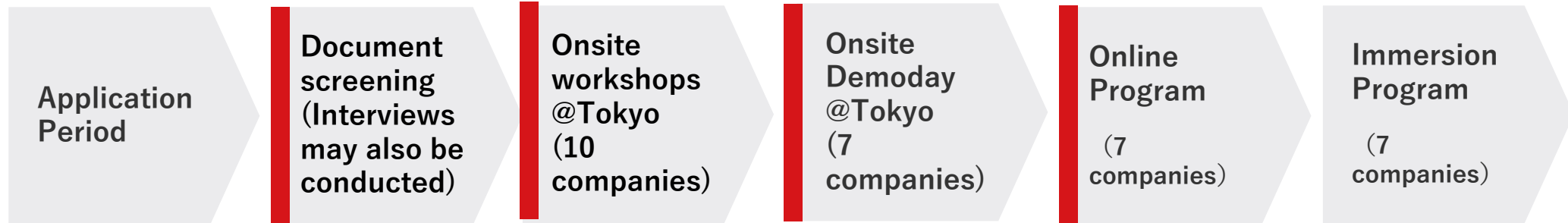
- Domestic transportation expenses
- Middle East travel expenses (airfare)
- Accommodation expenses during the local program period
- Other expenses incurred overseas, including transportation, meals, communications, visa fees, overseas travel insurance, etc.
- All expenses other than those covered by the organizer, JETRO

Costs covered by JETRO

- Program fees for various mentoring, workshops, events, etc.
- Tickets for WebX and GITEX (up to two participants per company)

*All of the above will be arranged directly by JETRO. Participants are not required to pay the above fees.

*Please note that JETRO may reduce or eliminate its coverage of the above expenses in future years due to circumstances such as a weak yen or inflation.



Selection Criteria

- Availability of mentors and support from JETRO
- Potential for scaling up through participation in this program
- Novelty and competitive advantage of products, technologies, or service ideas
- Clear value proposition
- The business model has high profitability and potential for sustainable growth
- There is traction demonstrating market demand
- The team composition is suitable for overseas expansion
- For companies that have previously participated in other J-starX programs, participation may be possible on a case-by-case basis, but the final decision will be made by JETRO.

Application Form

1st Deadline: Sunday, July 27, 2025, 23:59 (JST)

2nd Deadline: Thursday, July 31, 2025, 23:59 (JST)

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- We will review the application details and notify applicants of the selection results.
 - In addition to document review, we will also conduct interviews (online).
 - We will not respond to any inquiries regarding the review results.
 - A separate submission of a pitch deck (in English) is required.(Format and submission methods are detailed on the following pages)
 - A copy of the page containing your passport photo and a signed declaration form is required. Please have these documents ready. Details are specified in the application form.

Points to note when creating pitch deck materials

Please note that if the following points are not observed, your application may not be considered for review.

■ Points to note when creating pitch deck materials

- Please create your materials to include the information shown in the right column.
- No cover page is required; please create a maximum of 8 pages
- Files should be created in PowerPoint and converted to PDF format and submitted (file size must be 3MB or less)

• File name: **"Web3Course_Company Name_Name.pdf"**

Company name should be (Please include your name in the "Name" portion)

• **Submission deadline: July 31, 2025 (Thu) 23:59 (JST)**

■ Content to include in the pitch deck

The evaluation will be scored based on six criteria: ① Target Challenge, ② Innovation, ③ Team, ④ Market, ⑤ Velocity, and ⑥ Program Fit.

Please include the following 5 mandatory items in your slides, and add your name in the top-left corner of the first page:

- Description of the problem you want to solve
- Prototype overview
- Business expansion strategy and traction, etc.
- Founding team
- Target market and value proposition

Please prepare all materials **in English**

*Slide design and format are flexible

1. Participation fees for this program will be covered for up to two participants per company (companies may cover the expenses of additional participants).
2. Depending on the circumstances, mentors and JETRO staff may accompany participants to meetings with local partners. We also request your cooperation in reporting on the results and progress of the program after your return.
3. After being selected for this program, there may be opportunities for external public disclosure for the purpose of introducing JETRO programs and reporting on outcomes. Please note this in advance.(The content to be disclosed will be confirmed in advance.)
4. In principle, participants must not have previously participated in any other J-StarX program that includes a travel component.※The eligibility for participation in multiple programs will be determined by JETRO.

Disclaimer

Please read the [Disclaimer](#) carefully before applying.

Cancellation policy

Cancellations after travel dates have been confirmed will not be accepted for any reason.

09 CONTACT | お問い合わせ



Program	Global Growth for Web3
Implementing organization	JETRO startup division
Person in charge	Yusuke Kaga / Erika Suzuki
Contact	https://forms.office.com/r/RvHBLxG6BF

