

The background of the slide is a photograph of a business meeting. A man in a dark suit and white shirt stands in the center, holding a tablet that displays a pie chart and a bar chart. He is looking towards a group of people seated around a table. The table has several laptops and documents on it. The setting appears to be a modern office or meeting room with warm lighting and a red wall in the background.

Student entrepreneurship course (Founded)

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01 OUTLINE | コース概要

Objective

Help young founders acquire necessary skills to play an active role on a global scale, and to network with key players in the Silicon Valley ecosystem

1	Learn to expand your business at a top-level US university
2	Understand the mindset of overseas startups
3	Network within the Silicon Valley ecosystem

派遣先

Berkeley, CA, the U.S.A.

Eligible Applicants

対象企業	<ul style="list-style-type: none"> • Young entrepreneurs (including students) *over 18 years old • Startup Founders living in Japan • Startups around the seed funding stage (before and after)
ステージ	Seed to Early
レベル	Explorer
分野	Sector agnostic
その他	<ul style="list-style-type: none"> • Has a prototype/service prototype • Must be incorporated

※渡航対象者等の応募条件の詳細は「04|対象者・応募要件」をご確認ください



02 PROGRAM STRUCTURE | プログラム構成 – 全体像

Please note that the program content and format are subject to change.
For all sessions, the language used will be English.

1 Japan Program (Pre-Core)



Preparation Lectures (Around 30 founders)

Pre-lectures on the Lean Startup method, to prepare for the On-Site Program.

2 On-Site Program (Core Program)



Lectures/exercises and site visits (Around 20 founders*)

Lectures and workshops led by renowned accelerator experts, participation in pitch events, and visits to key stakeholders in the Silicon Valley startup ecosystem

*Eligibility: Those who have passed the screening in the Japan Program (There is a selection process for the On-Site Program)

3 Follow-up



Mentoring (Around 20 founders **)

Follow-up on results after participation in the program and advice from mentors

**Eligibility: On-Site Program participants

1 Japan Program (Pre-Core) @ JETRO Innovation Garden, Tokyo

Lectures on discovery interviewing process for customer analysis/discovery, by mentors.

定員 Around 30 founders

日程 Confirmed schedule will be announced after the participants of the Japan Program are decided.

概要

■ Schedule

Scheduled for the evening of Wednesday, June 23

Scheduled for the evening of Friday, June 26

Scheduled to be held all day of Saturday, June 27

■ Program Content:

A welcome session, followed by sessions and workshops designed to deepen participants' understanding of the Lean Startup concept.

- Notes : Language English
- After completion of the domestic program, 20 participants will be selected through a screening process to participate in the overseas (travel) program.
- Please note that program details are subject to change.
- In-person attendance is required for all sessions.

2 On-Site Program | Lectures/exercises and site visits

Learn to identify and create new market opportunities and business models with mentors.
Three-week on-site program to visit startup ecosystem stakeholders in Silicon Valley.

定員

Around 20 founders

日程

August 3 (Mon) ~ August 21 (Fri)

※ Scheduled to depart from Japan on 8/1 (Sat) and arrive in Japan on 8/23 (Sun), but there is a possibility of change. Please secure the schedule before and after in advance.

概要

- **Lectures to promote understanding of the Silicon Valley ecosystem**
 - – Lectures/discussions/exercises on Lean Startup Methodology, design thinking, leadership, and business expansion.
 - – Pitch event (demo-day).
- **Visits to Silicon Valley ecosystem players (VCs, entrepreneurs, companies, etc.)**

3 Follow-up | Mentoring

Follow-up mentoring after participating in the On-Site Program.

定員 Participants of the On-Site Program

日程 Up to 3 hours, between September to December

概要

- **Group Session (1 hour) ※Scheduled for September**
 - Group discussion and follow-up with mentors.
- **1-on-1 Session (1 hour x2) ※Between September to December (to be scheduled independently)**
 - 1-on-1 follow-up with mentors, to check progress and suggest next actions.



Institute for Business Innovation

University of California, Berkeley

URL: <https://haas.berkeley.edu/ibi/>

支援機関情報

The Institute of Business Innovation (IBI) at UC Berkeley is a research organization established to promote innovation and entrepreneurship. Through academic research, industry collaboration, and educational programs, IBI provides a wide range of resources related to business leadership, technological innovation, and the creation of new ventures. It supports students, researchers, and entrepreneurs in bringing new business ideas to life. Additionally, IBI works closely with the Silicon Valley ecosystem to stay aligned with the latest business trends and technological advancements.



Rhonda Shrader

Haas School of Business, University of California,
Berkeley **Executive Director**

He serves as the Executive Director and Lead Instructor of NSF I-Corps Bay Area, as well as a National Instructor for NSF I-Corps. At the Haas School of Business at the University of California, Berkeley, he is responsible for entrepreneurship education programs.

As an entrepreneur, he was an early team member of Organogenesis, a company spun out from the Massachusetts Institute of Technology (MIT). He has also founded or served as an early-stage team member in startups across biotechnology, behavioral health, nonprofit organizations, retail, and AI.

In addition, he has served as an advisor to BrainAid, a NASA spin-off company, and has led winning teams in both the Health Tech Forum Codeathon and the San Francisco MedHack 2.0 Hackathon.



Clark Kellogg

UC Berkley Haasビジネススクール講師

He has an enduring passion for creativity in the practice of design thinking and currently teaches courses on creativity, design thinking, and applied innovation at the Haas School of Business.

He brings over 30 years of experience in architecture, product design, and strategic planning. As a co-founder of the Berkeley Innovation Group, he has led consulting projects with corporations, nonprofit organizations, governments, and universities across North America, Latin America, Asia, and Europe.

He holds a degree from the College of Environmental Design at the University of California, Berkeley.



Chris Bush

Lecturer, Haas School of Business, University of California, Berkeley

He serves as the Executive Director of the Institute of Business Innovation (IBI) at the Haas School of Business, University of California, Berkeley. He is also an industry mentor for the National NSF I-Corps program and an instructor for the Bay Area node.

Previously, he served as CEO and CFO of Monarch Media, an education technology startup, for five years before leading the company to a successful exit at the end of 2016. Prior to that, he led digital marketing teams at Saba Software and Sybase in Silicon Valley, and has built a diverse career as a technical project manager, consultant, and business journalist.

He holds an MBA from the UC Davis Graduate School of Management and a Bachelor of Science degree from the University of Wisconsin.



Jon Metzler

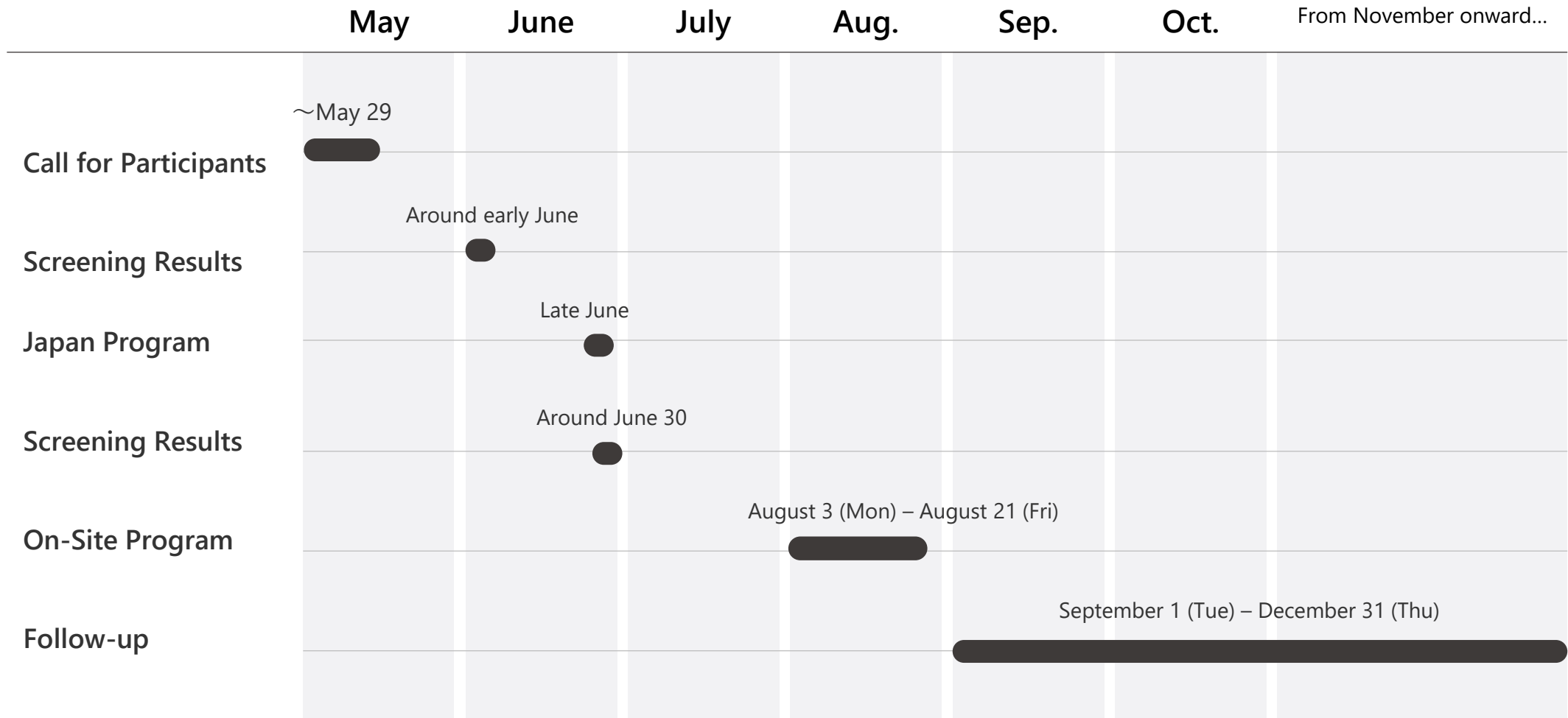
Lecturer, Haas School of Business, University of California, Berkeley

He is a Professor at the Haas School of Business, University of California, Berkeley. His areas of expertise include competitive strategy, strategy in networked economies, international business (including business in Japan), opportunity recognition, and clusters. He also serves as a professor at the Center for Japanese Studies at UC Berkeley.

Prior to his current role, he founded a consulting firm and has experience supporting innovation initiatives at major corporations, as well as launching new ventures in both Japan and the United States. In addition, he serves as a faculty mentor at Berkeley SkyDeck, UC Berkeley's startup accelerator.

He earned his MBA and MA in Asian Studies from the University of California, Berkeley, where he published research comparing innovation ecosystems and new venture creation in Silicon Valley and Japan. He is also a board member and former chair of the Japan Society of Northern California.

03 SCHEDULE | スケジュール



Capacity

- Japan Program : Around 30 founders
- On-Site Program : Around 20 founders

Eligible Applicants

Person	Student entrepreneur (must have already started a business)
Milestone	Explorer
Stage	Seed to Early
Field	Sector agnostic
Other	<ul style="list-style-type: none"> • Has a product/service prototype • Must be incorporated

Application Requirements

Program participants must meet all of the following conditions:

- Be able to participate in **all sessions** of this program.
- As of **June 2026**, be **18 years of age or older**, a student enrolled in a **technical college, undergraduate, master’s, or doctoral program**, and a **founder of a registered Japanese startup**.
- Possess **sufficient English proficiency** to prepare proposal materials and conduct business discussions in English.
- Have a **prototype** that can be presented to potential partners.
- Have responded to interviews, surveys, and questionnaires **during and after previous program periods**, and be willing to **continue cooperating fully in the future**.
- Be able to prepare the **necessary equipment and environment** to participate in the services provided by this program (e.g., online mentoring).
- This program is a **joint project conducted by the Ministry of Economy, Trade and Industry (METI) and JETRO**.
Participants will be asked to cooperate with **follow-up surveys and interviews conducted throughout the implementation process**.

Expenses borne by participants

- Overseas transportation, food and beverage expenses, communication expenses, VISA fees, insurance costs, etc.
- All other expenses other than those covered by the organizer (JETRO)

Expenses covered by JETRO (provided in kind) *(for one participant per company)*

- **Program fees**, including mentoring, workshops, and events conducted **online and during the on-site stay**.
- **(For in-person programs only)** Domestic transportation and accommodation expenses incurred during the domestic program and follow-up activities.
- **International airfare**.
- **Accommodation costs during the overseas stay**.
 - For participants residing in Japan who live in areas where **air travel or Shinkansen transportation to Narita or Haneda Airport is required**, JETRO will **cover and arrange the transportation costs**.
The participant's current address will be confirmed, and further details will be provided separately.
- **All of the above arrangements will be made directly by JETRO. The above expenses will not be paid to participants in cash or reimbursed.**
- Airfare will be **arranged and covered by JETRO only when using flights designated by JETRO**.
 - Participants who wish to use non-designated flights must **make their own arrangements at their own expense**.
- When staying at **hotels designated by JETRO**, accommodation arrangements will be made by JETRO, and **no accommodation costs will be borne by participants**.
- Please note that **cancellation or changes** to JETRO-designated hotels or flights **may incur cancellation or change fees**.
- Participants may choose to stay at **alternative accommodations at their own expense**.
 - In such cases, participants are responsible for making their own arrangements and should carefully confirm the program venue and schedule.
- **Accommodation costs will be borne by the participant.**



Selection Criteria

- The mentors to be appointed and **JETRO are able to provide appropriate support.**
- Participation in this program is expected to **lead to business scale-up.**
- The product, technology, or service idea demonstrates **novelty and a competitive advantage.**
- The **value proposition is clearly defined.**
- The business model shows **high profitability and potential for sustainable growth.**
- The applicant demonstrates **traction that proves market demand.**
- The team composition is **well-suited for global expansion.**
- Based on participation status and application details for other programs implemented by JETRO, as well as the purpose and current status of overseas expansion, the applicant is deemed to have **clear value in participating in this program.**
See the next page for details.
- The **methods and conditions for collaboration and cooperation with partners are clearly defined.**

Appropriate course selection as a selection criterion

In order to ensure that participating companies achieve the maximum possible outcomes, we place strong emphasis on **selecting an appropriate course and having a clear purpose for participating in the program.**

There have been cases where startups participated consecutively in multiple acceleration programs without a clear objective, which did not necessarily lead to business scale-up and instead resulted in the dispersion of valuable time and resources.

Given that **time is the most critical resource for startups**, we ask that applicants carefully review and understand the following points before applying.

We strongly recommend selecting a program by **working backward from the objectives your company aims to achieve at this stage.**

Needs related to overseas expansion vary by company. Depending on your goals, the most suitable program may differ significantly, such as:

- **Validation of product-market fit (PMF) overseas**
- **Refinement of a Go-To-Market strategy**
- **Early traction acquisition in international markets**
- **Building an overseas network**

Applicants are encouraged to carefully consider their objectives and select the program that best aligns with their current growth stage and overseas expansion needs.

The **JETRO Startup Team** supports applicants in selecting the most appropriate program based on their **business stage and future direction.**

Applicants who have **already been selected for other acceleration programs during the current fiscal year** are requested to **consult with a member of the JETRO Startup Team (Startup Division) prior to applying.**

Even if you have not yet been selected for another program, please **feel free to contact us** if you are unsure which course would be the most suitable for your company.

Apply

~~2026年5月18日(月) 15:00 (JST) 締切~~

Deadline: 17:00 (JST), Friday, May 29, 2026

-
- Applications will be reviewed, and applicants will be notified of the selection results.
 - Applications submitted after the deadline will not be accepted under any circumstances.
 - Please apply well in advance, as access congestion near the deadline may prevent successful submission.
 - No revisions or replacements of pitch content will be accepted after submission.
 - Only companies that pass the first round of screening (document review) conducted by JETRO will proceed to individual interviews with the accelerator.
 - Please note that we are unable to respond to any inquiries regarding the screening results.
 - Please be aware that submission of a pitch deck (in English) is required separately.
(Please refer to the following pages for format and submission details.)
 - You will need to prepare a signed pledge form and a copy of the passport page containing your photo. Further details are provided in the application form.

Submission Method and Process for Company Logos and English Pitch Decks

Step 1

Register for participation in this program

Please submit your application using the **application form on the previous page**.

Step 2

Upload the English Pitch Deck

Please submit the English pitch deck you have prepared to the **designated upload location** (as indicated on the right-hand side).

Step 3

英語動画格納

作成した英語ピッチ動画を前項の応募フォーム内にご提出ください。

Please submit your materials using the [URL form provided here](#). If you experience difficulty submitting via the attached URL form, please submit your materials **by email to:**

📧 IVD@jetro.go.jp

When submitting by email, please follow the instructions below:

- **Email subject line:**
Student Entrepreneur Course (Post-Startup)_ Company Name_ Your Name
(Please include your own name in the "Your Name" section.)
- In the **email body**, please include:
 - Program name
 - Company name
 - Your name
- The pitch deck should be **created in PowerPoint format and converted to PDF** before submission.

■ Step 3: Submit Your English Video via the Application Form

If you have difficulty submitting through the application form, please send your submission by email to IVD@jetro.go.jp.

The subject line of the email should be:

"Student Entrepreneur Course (Post-Startup) _ Company Name _ Your Name"

In the body of the email, please include the program name, company name, and your name.

(Please write your own name in the "Your Name" section.)

Please submit Step 1, Step 2, and Step 3 by 17:00 (JST) on Friday, May 29, 2026.

Key Points to Consider When Preparing the Pitch Deck

Please note that failure to comply with the following guidelines may result in disqualification from the review process.

- Please prepare the pitch deck **including the items listed in the right-hand column.**
- **A cover page is not required.**
Please limit the pitch deck to **approximately 10 pages.**
- The file should be **prepared in PowerPoint format and converted to PDF** prior to submission.
(Maximum file size: 10 MB)
- Please name the file as follows:
CompanyName_YourName.pdf
(Please use your own name for the "YourName" portion.)
- Please submit the pitch deck **by 17:00 (JST) on Friday, May 29, 2026.**

Please ensure that your slide deck **includes the following four required items related to your prototype.**

In addition, please **include your name in the upper-left corner of the first slide.**

- **The problem you aim to solve**
- **Overview of the prototype, product, or service**
(using photos, diagrams, and/or text as appropriate)
- **Business scaling and growth strategy**
- **Key strengths and differentiating features of the prototype**

Notes:

- The materials **must be prepared in English.**
- There are **no restrictions on slide design or format.**

Step 3: Points to Consider When Creating and Submitting Your Video

Please note that if these guidelines are not followed, your submission may be excluded from the evaluation.

Points to Consider When Creating an English Video

- **Length:** Approximately 60–90 seconds
 - **Video Content:**
 - Name
 - Company name
 - Problem you want to solve
 - Why you are addressing this problem
 - **Language:** English
 - **Video Format:** Record your pitch yourself (e.g., using Zoom) → convert it into a [link](#)
 - **Submission Method:** Paste the link in the designated submission field on the application form
 - **Submission Deadline:** Friday, May 29, 2026, 17:00 (JST)
- If you find it difficult to submit via the application form, please send your submission by email to IVD@jetro.go.jp.
 - Please use the subject line:
“**Student Entrepreneur Course (Post-Startup) _ Company Name _ Your Name**”
 - In the body of the email, include the **program name, company name, and your name** before submitting.
(Please make sure to enter your own name in the “Your Name” section.)

• **Financial support for participation in this program is limited, in principle, to one individual per company.**

(Additional accompanying participants at the company's own expense are permitted.)

• As necessary, **mentors and JETRO staff may accompany participants** to meetings with local partners or prospective counterparts overseas.

Participants are also requested to **cooperate with post-program outcome assessment and progress follow-up** after returning to Japan.

• After selection for this program, there may be cases where **information about the JETRO initiative and program outcomes is disclosed publicly** for reporting and promotional purposes.

(Any content to be made public will be reviewed and confirmed with participants in advance.)

• Applicants who **plan to participate in or apply for other JETRO programs during FY2026** are requested to **consult with the JETRO representative in advance**.

Disclaimer

Please ensure that you carefully read the [J-StarX Terms of Use](#) and Disclaimer before submitting your application.

Cancellation Policy

- **Cancellations will not be accepted under any circumstances once the travel itinerary has been finalized.**
- If **cancellation or change fees** related to accommodation or airfare are incurred by JETRO, **the participating company may be required to bear such costs.**
- The **date on which cancellation fees will apply** will be announced to participants at a later date.

09 CONTACT | お問い合わせ



Course Title 学生起業家コース（起業後）

Name JETRO Innovation Department, Startup Division

**Contact
Person** Ota, Kanie

Contact [お問い合わせフォーム](#)

