

# Silicon Valley

# Extended

# Program

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# 01 OUTLINE | コース概要



## Objective

Build the mindset, knowledge, skills, and relationships required for global expansion, and develop fundraising strategies that attract global VCs.

## Program Outcomes

1	Understand mindset and fundamentals for global expansion
2	Validating Global Market Expansion through On-the-Ground Practice
3	Development of fundraising strategies to attract global VCs

## Destination

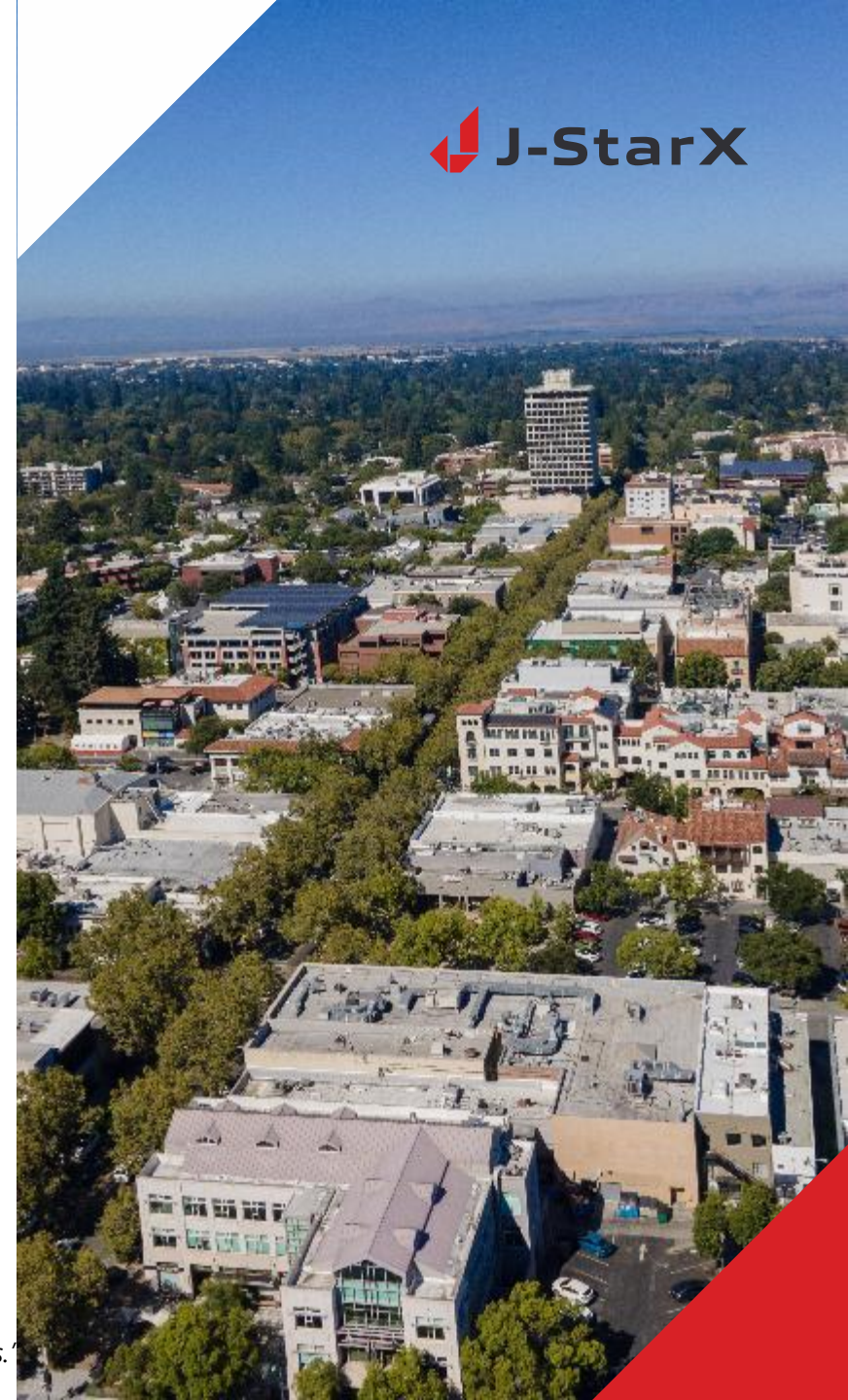
Silicon Valley, USA (San Francisco)

## Requirements

Target	Japanese startups aiming for global expansion
Stage	Pre-seed to Series A
Milestone Category	Validator
Industry	All industries
Other Requirements	<ul style="list-style-type: none"><li>• Must be able to make decisions regarding overseas expansion (CXO or Head of Global Business)</li><li>• Must be able to stay in the USA for approximately one month</li><li>• Must have sufficient English proficiency for mentoring, pitch events, and business meetings</li></ul>

※For details on eligibility requirements, please refer to "04 Eligibility & Application Requirements."

※For details on milestone categories, please refer to "06 Selection Process & Criteria."



## 02 PROGRAM STRUCTURE | プログラム構成 – 全体像



※Program content may change.

※All sessions will be conducted in English.

### 1 Tokyo Bootcamp



#### Bootcamp & Pitch Screening (up to 30 companies)

To help participants gain a basic understanding of global expansion and develop the right mindset, we will hold lectures by mentors from 500 Global, as well as conduct pitch evaluations to select participants for individual mentoring sessions.

### 2 Individual Mentoring



#### Pre-Departure Intensive Mentoring (8–12 companies)

In-depth exploration of the requirements for startups that have passed the screening stage (including intensive mentoring aimed at setting KPIs and achieving PMF).

### 3 On-Site Program



#### Session, Mentoring & Networking (8-12 Companies)

To evaluate global market expansion, we will conduct sessions, mentoring, and networking activities, while staying in Silicon Valley for 1 month. We will also coordinate and film a virtual demo day aimed at reaching global investors.

### 4 Follow-Up Program



#### Follow-Up Support (8–12 companies)

After returning to Japan, we will continue to develop a roadmap for global expansion and track progress.

### 1 Tokyo Bootcamp & Pitch Screening

To develop a fundamental understanding and mindset for global expansion, lectures by 500 Global mentors will be provided. Afterwards we will conduct pitch evaluations to select participants for the next phase.

**定員** Maximum 30 companies (Up to 2 participants per company)

**日程  
場所**

Week 1 : August 17 - August 21, 2026

Week 2 : August 24 - August 28, 2026

Tokyo

**概要**

**Bootcamp (Week 1 / 5 days, in-person)**

- Introduction & Program overview
- Lectures by 500 Global mentors on fundamental knowledge aiming for global expansion (including overseas PMF and GTM etc.)
- Developing a global mindset

**Pitch Mentoring & Pitch Evaluation (Week 2 / 5 days, in-person)**

- Preparation for pitch evaluation
- 1-on-1 and group mentoring for pitch preparation
- Pitch evaluation  
(Judges: 500 Global team, JETRO, and guest judges)

*In principle, all sessions will be conducted in person.*

## 2 Individual Mentoring | Pre-Departure Intensive Mentoring

Conduct intensive mentoring to identify the needs of startups that have passed the screening process, including setting key KPIs and formulating strategic goals.

**Capacity** 8–12 companies (up to 2 participants per company)

**Schedule** September 7, 2026 (Mon) – September 25, 2026 (Fri)  
Hybrid (On-site: Tokyo / Online)

### Overview

- **Intensive one-on-one mentoring by 500 Global mentors (Hybrid: Tokyo / Online)**
  - A structured program to prepare for global expansion (e.g., sales & marketing, product development)
  - Mentoring by experienced mentors specializing in growth, aligned with the overseas program (1-on-1)
  - Clarification of plans and goals for the program
  - Development of a global mindset

### 3 On-site Program | Sessions, Mentoring & Networking

To explore global market opportunities, participants will stay on-site for an extended period and engage in sessions, mentoring, and networking activities.

#### Capacity

8–12 companies (up to 2 participants per company)

*Note: JETRO will cover accommodation expenses for one participant per company. Any additional expenses will be borne by the participating company.*

#### Schedule

October 5 (Mon) – October 30 (Fri), 2026

San Francisco, Silicon Valley

The above dates indicate the on-site program period only and do not include travel days.

#### Overview

- **Participatory Sessions & Networking (In-person)**

- Learn about global fundraising strategies and refine investor-facing pitch presentations
- Build a global network, gather feedback from potential customers, and participate in mock investor interviews with Q&A sessions

- **Individual Mentoring (In-person)**

- Mentoring by dedicated mentors specializing strategy growth, covering pre-meeting goal setting, post-meeting feedback, and next steps
- Refinement of global sales processes

- **Networking**

- In-person networking events to connect with ecosystem stakeholders and generate traction

- **Other**

- Pre-recording virtual Demo Day presentations for global stakeholders (e.g., top-tier VCs and media)

*Public release will take place after returning from the on-site program.*

## 4 Follow-up Program | Post-Program Support

Continue developing global expansion roadmaps and tracking progress after heading back to Japan.

**Capacity** Approximately 8–12 companies

**Schedule  
Location** Mid-November 2026  
Hybrid (Tokyo / Online)

### Overview

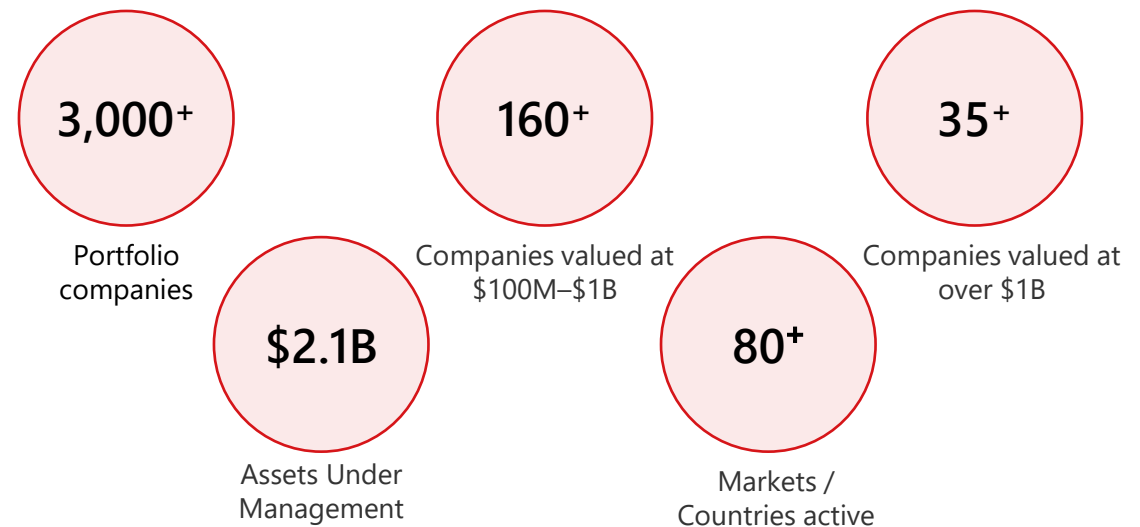
- **Individual mentoring by the 500 Global team**
  - Reflect on the program’s achievements and key challenges
  - Develop a roadmap for the next phase
  - Follow up with each startup on the progress of their roadmap
  - Review the outcomes of the virtual Demo Day and align on next steps



(Prospective program contractor) **500 Global**

URL: <https://500.co/>

Founded in 2010 and headquartered in Silicon Valley, this venture capital firm invests in growing technology companies around the world. It leads investments from the seed round and supports promising entrepreneurs globally across all stages, from early to later growth.





Janko  
Milunovic

An entrepreneur and business growth specialist with extensive experience at global technology companies and financial institutions. Milunovic has led digital initiatives at Sony and Sberbank, and served as COO of Startupbootcamp Berlin, where he supported more than 25 startups. He also co-founded Bstorm, driving the company's growth and leading it to an M&A exit. He is currently the Founder of Hatchers AI, an Entrepreneur-in-Residence at OneDay.org, and a mentor at 500 Global, where he supports entrepreneurs around the world.



George  
Ishii

Ishii began his career as an engineer at Adobe Systems in 1995, and in 2000 joined PayPal as its 30th employee. During his six years at PayPal, he worked on product and UX, helping design many of the core product experiences that became the foundation of PayPal. After leaving PayPal, he co-founded Geni.com, and later co-founded BetterWorks and Comparably, serving as Head of Product/UX. He is currently also active as an advisor and investor for various early-stage startups.



Graham  
Kennedy

An experienced Chief Product Officer with 18 years of experience leading product, innovation, growth strategy, engineering, and data teams across North America and Asia. Kennedy advises growth-stage B2B SaaS companies on PLG (Product-Led Growth), leadership, product, innovation, growth strategy, and related areas.



Robert  
Neivert

A serial entrepreneur who has founded and managed eight companies to date, achieving four exits. Neivert has served twice as CEO, and has also led the growth of multiple startups as COO and Head of Sales and Marketing.

He is currently building a startup in the EV battery sector, developing a business in next-generation mobility. He has served for many years as a mentor at 500 Global, supporting entrepreneurs around the world.

Neivert has deep expertise across fundraising, growth, product, marketing, and operations, with extensive experience in building and scaling startups.



Michelle  
Kim

With over 20 years of experience in the SaaS industry, Kim has led a wide range of functions including Sales, Marketing, Customer Success, and Revenue Strategy / Operations at global companies such as Zendesk, LinkedIn, Seagate, and Culture Amp.

She has extensive experience in everything from business growth strategy to organizational development, and is recognized for her practical expertise in revenue-related areas. She also serves as a board member of Women in Revenue and is active as the creator and host of her own podcast.



Daniel  
Idzkowski

Idzkowski has a proven track record of more than 10 years in founding companies, fundraising, and advising startups. As an entrepreneur, he has founded three companies that either raised millions of dollars in venture funding or achieved scale and profitability.

As an advisor, he has supported more than 350 companies in raising over \$150 million in growth capital in total.



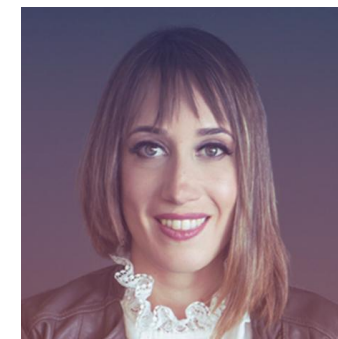
**Frank  
Mastronuzzi**

Mastronuzzi serves as Managing Partner at Punch Financial, a boutique firm that provides CFO support, fundraising strategy, and fundraising support for VC funds. He has been involved in more than 30 M&A transactions and has led finance and operations functions at high-growth companies for over 15 years. He supports companies across a wide range of stages, from startups to growth-stage businesses. He is also currently active as Managing General Partner at Fabrik VC, where he supports startups as an investor.



**Brandon  
Middleton**

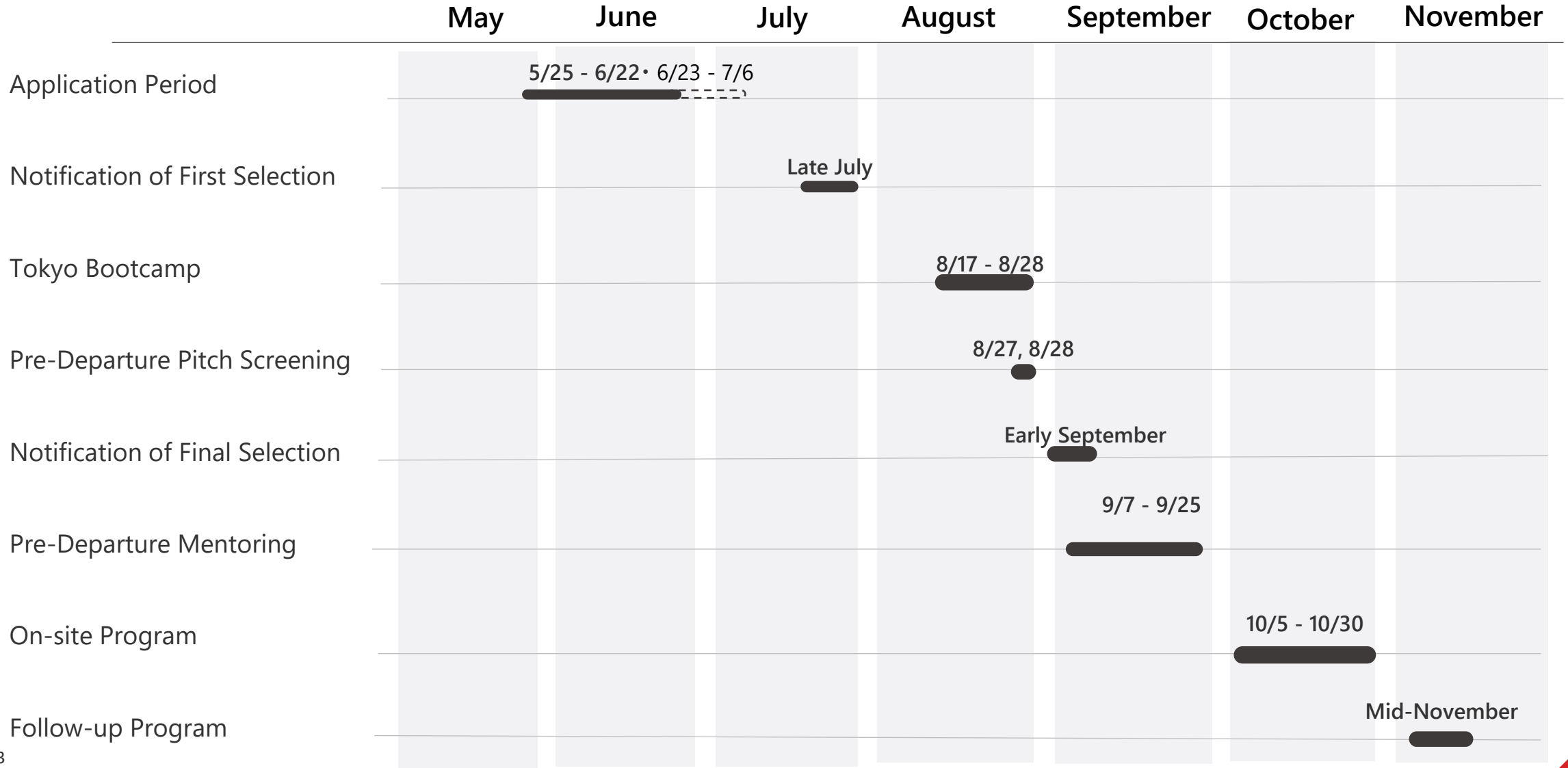
Based in Silicon Valley, Middleton has worked over the past 15 years at organizations including Amazon, Microsoft, Cisco Systems, Wounded Warrior Project, and Stanford University. Originally from the South Side of Chicago, he moved to the West Coast in 2005. Middleton is a technology and business leader who leverages AI/ML, mobile, and cloud computing technologies to help customers and clients drive digital transformation. He holds an MBA from the University of California, Berkeley, and a B.S. in Electrical Engineering from the University of Illinois Urbana-Champaign.



**Megan  
Groves**

A serial entrepreneur with two successful exits, Groves is currently the Founder and CEO of Population. She develops and deploys physical AI solutions for Fortune 500 companies, enabling pandemic response and workplace intelligence. Leveraging proprietary research and patented technologies, she supports the future of work. Groves has helped grow more than 20 technology companies, supporting scale-up, fundraising, and exits across stages from Seed to Series D. She is also currently active as an angel investor.

### 03 SCHEDULE | スケジュール



**Capacity**

- Tokyo Bootcamp: Up to approximately 30 companies  
(Up to 2 participants per company)
- Individual Mentoring/On-site Program: Approximately 8-12 companies

**Target**

<b>Target</b>	Japanese startups aiming for global expansion
<b>Stage</b>	Pre-Seed to Series A
<b>Sector</b>	All Sectors
<b>Other</b>	<ul style="list-style-type: none"> <li>• Participants must be decision-makers for overseas expansion, preferably CXO-level, and be able to participate throughout the program.</li> <li>• Companies aiming to enter the North American market and able to stay for around one month</li> </ul>

**Application Requirements**

Program participants must meet all of the following requirements:

- Be a CXO-class member or equivalent decision-maker of a Japanese startup with a base of operations in Japan  
*(There are no restrictions on nationality, as long as the applicant belongs to a Japanese startup.)*
- Be able to conduct business presentations and negotiations in English
- Be able to travel to and stay in the Silicon Valley area
- **Be able to respond to follow-up interviews, surveys, etc. during and after the program period, or otherwise provide cooperation**
- Be able to prepare the necessary equipment and environment to participate in the program online, including online mentoring

※ *This program is conducted as a joint project between the Ministry of Economy, Trade and Industry and JETRO. Interviews, follow-up surveys, and impact assessments will be conducted.*

### Financial Obligation

- Domestic transportation expenses
- Travel expenses to the U.S. (e.g. airfare)
- Local transportation, meals, internet fees, visa fees, overseas travel insurance, and other expenses necessary for overseas travel
- All other expenses not covered by the organizer/JETRO

### Costs Covered by the Organizer (In-kind Support)

- Program participation fees, including mentoring
  - Accommodation expenses for one participant per company during the on-site program period (October 5/ October 30: check-in/check-out)
- ※ *The above costs will be arranged and paid directly by JETRO; no payments will be made to participants for these expenses.*
- ※ *Participants staying at JETRO-designated hotels will not be responsible for accommodation expenses, except for personal expenses during the stay.*
- ※ *If participants cancel a JETRO-designated hotel reservation, a cancellation fee may apply.*
- ※ *Participants may also stay at a hotel of their own choice at their own expense. In such cases, participants must confirm the program location and schedule in advance and make their own arrangements. Accommodation costs will be borne by the participants.*



\*1 Interview Screening (Online): The schedule will be communicated to applicants at a later date, if necessary.

### Selection Criteria

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- Mentors and JETRO must be able to provide support.
- Participation in this program is expected to contribute to scaling up the business.
- Technology-driven, with novelty or competitive advantage in the product, technology, or service idea
- Clear value proposition.
- Business model demonstrates profitability and is expected to achieve sustainable growth.
- Demonstrated market demand through established traction.
- Team composition is suitable for overseas expansion.
- Methods and conditions for collaboration and partnership are clearly defined.

## Selection Criteria: Appropriate Course Selection

### ■ Approach to Program Selection

In this program, appropriate course selection is based on each company's business stage and objectives. Together these are considered as one of the selection criteria, so that participating companies can achieve their desired outcomes from the program.

Since the challenges and needs related to overseas expansion differ by company, we recommend selecting the course based on what your company wants to achieve in the short-term.

Examples for main objectives:

- Validating PMF in overseas markets
- Clarifying go-to-market strategy
- Acquiring initial traction
- Building an overseas network

Participating in multiple programs may lead to a dispersed allocation of time and resources, and may not result in effective outcomes,

Please understand the purpose of course selection before applying, in order to make the most effective use of time.

### ■ Pre-Application Consultation Recommended

The JETRO Startup Team offers consultation on the most suitable course selection based on each company's business stage and target direction. This is open to:

- Those who have been selected for other acceleration programs this fiscal year
- Those who are unsure about selecting the appropriate course

In either case, please feel free to consult with us before submitting an application.

Milestone Type	Purpose of Participation	Assumed Participation Requirements
Explorer	Direction validation and market understanding at the idea stage	Pre-MVP, with interest in overseas expansion
Validator	Market validation and user interviews at the PoC/MVP stage	Has a product and is at the hypothesis validation stage
Scaler	Customer/investor acquisition and overseas expansion execution	Product is at a certain level of maturity, with plans for overseas expansion
Connector	Focus on investor/partner collaboration	Purpose-specific, such as fundraising or partnerships

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



- Applications will be reviewed, and applicants will be notified of the selection results.
- In addition to document screening, interviews (online) will be conducted.
- Please note that we are unable to respond to any inquiries regarding the screening results.
- Applicants are required to submit an English pitch deck separately (please refer to the following pages for details on format and submission methods).

- Applicants are also required to prepare a signed pledge form and a copy of their passport page containing a photograph. Further details will be provided to selected participants.
- A second application period may be held from June 23 to July 13.  
*\*However, if the required number of participants is reached during the first application period, the second application period will not be held.*

Submission Method and Process for 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).

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:**

[J-StarX@jetro.go.jp](mailto:J-StarX@jetro.go.jp)

When submitting by email, please follow the instructions below:

- **Email subject line:**  
*SVEP\_Company Name\_Full Name*  
(Please include your own name in the "Full Name" section.)
- The pitch deck should be **created in PowerPoint format and converted to PDF** before submission.

## Guidelines for Preparing the English Pitch Deck

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

### ■ Notes for Preparing the English Pitch Deck

- Please include the content indicated in the right-hand column.
- No cover page is required. Maximum of 10 pages.
- The file should be created in PowerPoint and submitted after converting it to PDF (file size must be under 3 MB).
- File name should be: **SVEP\_CompanyName\_YourName.pdf** (please replace "YourName" with your own name).
- Submission deadline: **Monday, June 22, 2026, 17:00 (JST).**

### ■ Content to Include in the English Pitch Deck

For your pitch deck, please include the following four mandatory items on the slides. Also, please write your name at the top left of the first page.

1. Social Issue You Aim to Solve & Your Proposed Solution
2. Overview and Technology of the Prototype (use photos, diagrams, and text)
3. Business Expansion Strategy
4. Key Selling Points / Strengths of the Prototype

*\*The materials should be prepared in English.*

*\*Slide design and format are flexible.*

1. Support for participation fees in this program is limited to one person per company (accompanying participants at the company's own expense is allowed).
2. If necessary, mentors and JETRO staff may accompany participants to meetings with local negotiation counterparts. We also ask for your cooperation in reporting outcomes and providing progress updates after returning to Japan.
3. Please note that, after passing the selection process for this program, information about your company may be shared externally to introduce JETRO projects or report program outcomes. (All content to be shared will be reviewed in advance.)
4. The applicant's participation in this program must be deemed appropriate and meaningful, taking into account their participation status in other JETRO programs, application details, and the purpose and current status of their overseas expansion. *\*See p. 17.*

### Disclaimer (Japanese)

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[Please read carefully before submitting your application](#)

### Cancellation Policy

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Under no circumstances will cancellations be accepted after travel dates have been finalized.

If JETRO incurs any cancellation or modification fees for accommodations, these costs must be borne by your company.

The exact date on which cancellation fees will apply will be announced to participants at a later time.

## 09 CONTACT | お問い合わせ



Course      Silicon Valley Extended Program

Organizing  
Institution      JETRO Startup Division

POC      Yamagishi, Kanie, Ota

Inquiry      [Please click here to make an inquiry](#)

