

Deeptech Commercial & Government Advanced Program (USA)

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01 OUTLINE | コース概要

Objective

Enable Japanese deep-tech startups seeking entry into the U.S. market to build relationships with U.S. government agencies, critical infrastructure operators, corporates, and investors, leading to PoCs, pilot projects, strategic partnerships, SBIR/STTR applications, and fundraising opportunities.

| | |
|---|---|
| 1 | Develop U.S. government market entry strategy |
| 2 | Build networks with local end users, government stakeholders, and industry partners |
| 3 | Create opportunities for PoCs, pilot projects, and fundraising |

On-Site

U.S., Austin and the broader Texas

Target companies

| | | | |
|------------------|---|--|--------|
| Target company | Japanese startups in the deeptech sector | | |
| Stage | Series A onwards (Seed-stage may also be considered) | Milestone | Scaler |
| Technology Areas | <ul style="list-style-type: none">• Advanced Manufacturing• Robotics/Autonomous Systems• Cybersecurity• Critical infrastructure | <ul style="list-style-type: none">• Sensing/Edge Computing• Advanced materials/Industrial software• Quantum, semiconductors, aerospace, etc. | |
| Notes | <ul style="list-style-type: none">• Individuals capable of making decisions regarding overseas expansion (CXO class or overseas business managers) must be able to participate through the program.• Available to stay on-site | | |



* For detailed application requirements for travel eligibility, please refer to "04 | Eligibility and Application Requirements"

02 PROGRAM STRUCTURE | プログラム構成 – 全体像

* The program content and format are subject to change
*All dates will be conducted in English.

1 Online Program



July 15th ~ July 24th
(JST)

- Sessions will cover U.S. market dynamics, government procurement processes, strategies for leveraging SBIR/STTR programs, and the development of effective go-to-market strategies.
- Through one-on-one mentoring, participants will receive support in identifying potential partners, refining investor and customer-facing pitch materials, and planning their on-site activities to maximize outcomes during their time in the United States.

2 On-Site Program (Austin, Texas)



August 17 ~ August 21
* Extension of on-site stay for up to
2 weeks is possible

- Participants will have opportunities to generate new business partnerships and fundraising prospects through attendance at **Fed Supernova**, Demo Day, and other ecosystem events.
- For participants that choose to extend their stay in Texas after the program, additional meeting opportunities will be arranged in other key innovation hubs across the state, including Dallas, Houston, and San Antonio, to gain a deeper understanding of each ecosystem, validate real market demand, and identify concrete business and commercialization opportunities.

3 Related Event : [FED SUPERNOVA](#)



August 18 ~ August 20

- Designed to connect government and industry stakeholders to accelerate innovation through the adoption of commercial technologies in the public sector. The event brings together startups, government agencies, prime contractors, corporations, and investors to foster collaboration and advance the commercialization and deployment of deep-tech solutions.

1 Online Program (Preparation Program)

Conduct basic knowledge lectures aimed at entering the U.S. market. Support strategy formulation and connection formation to achieve objectives during on-site travel.

Capacity Up to 10 companies (1 participant per company)

Schedule July 15, 2026 ~ July 24, 2026 (Japan Time: Online)

Overview

Online Sessions

Through an intensive, short-term program, participants will systematically refine their product-market fit and messaging for the U.S. commercial and government market, to help build an actionable go-to-market strategy and a clear pathway for entering government procurement channels.

- Workshops and lectures on U.S. government and commercial market opportunities, procurement processes, and go-to-market strategies
- Tailored one-on-one mentoring based on each company's technology, target customers, and business objectives
- Development of a U.S. go-to-market strategy and government market entry plan, including opportunities to leverage programs such as SBIR/STTR
- Creation of an execution roadmap for pursuing PoCs, pilot projects, and proposal opportunities
- Identification and priority key stakeholders, including systems integrators, prime contractors, end users, strategic partners, and investors

Note: Participation in the on-site program is contingent upon engagement in the online sessions and pitch performance. Participants who do not meet these requirements may not be eligible to join the on-site portion of the program.

2 On-Site Program

In addition to individual mentoring and various sessions, we aim to create business opportunities that serve as a gateway to market entry through pitching at events and ecosystem visits.

Capacity

Up to 10 companies (1 participant per company)

Schedule

August 17, 2026 ~ August 21, 2026 (local dates)
* Extension of on-site stay for up to 2 weeks is possible

Overview

Network Building Support

- Strategic matchmaking tailored to each company's stage of growth, technology focus, and business objectives.
- Facilitated high-value engagements with key stakeholders through curated one-on-one meetings, technology demonstrations, and pitch opportunities.
- Meetings with operators, end users, and other relevant stakeholders to deepen participants' understanding of real-world operational needs and market requirements.
- Connections to field evaluators and prospective users to gather operational feedback and explore pilot project opportunities and implementation requirements.

Fed Supernova

- Through collaboration with **Fed Supernova**, provide efficient and impactful networking opportunities with government agencies, industry leaders, investors, and other key players in the U.S. innovation ecosystem.



Q-BRANCH

Q-Branch is not simply an accelerator, but a global innovation integrator. Through personalized and purpose-driven support, it helps companies achieve successful market entry, soft landings, and participation in bilateral innovation programs. Beyond traditional accelerator activities, Q-Branch provides practical, hands-on support designed to drive sustainable growth and commercial success.

THE TEAM



Marcos Cervantes
CEO
Founder

- 23yrs Army Officer/SOCCOM
- Government R&D Procurement
- Government Venture Capital
- Managing Partner | Venture Firm



Josh Zelman
VP Operations & Media

- 25yrs Media Alumni
 - CNN/Tech Desk
- Start up Media Relations Expert
 - Major event lead



Masey Williams
Director Strategic Programs
Partnerships

- International Accelerator
Program Manager
- Dual-use Program Manager



Brandon Schreiner
Director of Federal

- Army Acquisitions Contracting
Officer
- Contracting Program Manager
 - Software Interoperability
Program Manager



Ph.D Rachel Cervantes
Chief of Staff

- Executive leadership in Education
 - 40+ Years Education
- English as a second language
program design expert
- Executive Leadership Ph.D.





U.S. Government + Commercial Expertise



Rajat Agarwal
Security Innovation Advisor

- Trusted advisor to Fortune-scale retailers and technology leaders
- Amazon, H-E-B, Whole Foods Market, Oracle



Ligeia Zeruto
Army Intelligence Officer

- Retired Intelligence Officer
- DCO Lead Author
- USAR
- AWS Gov Executive Cyber Security Expert



Michael Flemming
Army Program Manager +

- -28+ yrs Active Duty Army Officer
- DEVCOM Director
- Director of International Technology Center Mediterranean
- Representing CCDC, AFC, OSD



Aaron Stetson
Lieutenant Col Army

- 20+ Years
- Industry x defense partnerships
- Former AAL



Glenn Banton Sr.
Startup Advisor

- 20yrs Operations Executive
- Chief Strategy Officer
- Advisor
- Systems Integrator



Jessica Stienhoff
Air Force

- 20+ years Air Force
- Contracting Officer
- Contracting Executive
- SBIR/STTR
- Government Financial Operator



Brandon Schreiner
Army Program Manager

- Army Acquisitions Contracting Officer
- Contracting Program Manager
- Software Interoperability
- Program Manager



Rich Julien
Partner, BOKA Capital

- AUKUS Dual-Use Investor
- Global Head, National Security & Space Start-Ups for AWS
- Senior operator for commercial entities and government organizations



Victor Montellano
Active Duty Officer (Army)

- Active Duty Army Contracting Officer
- MBA from University of Tennessee
- Contracting Executive



Joseph Yaker
GP - Caveret Ventures

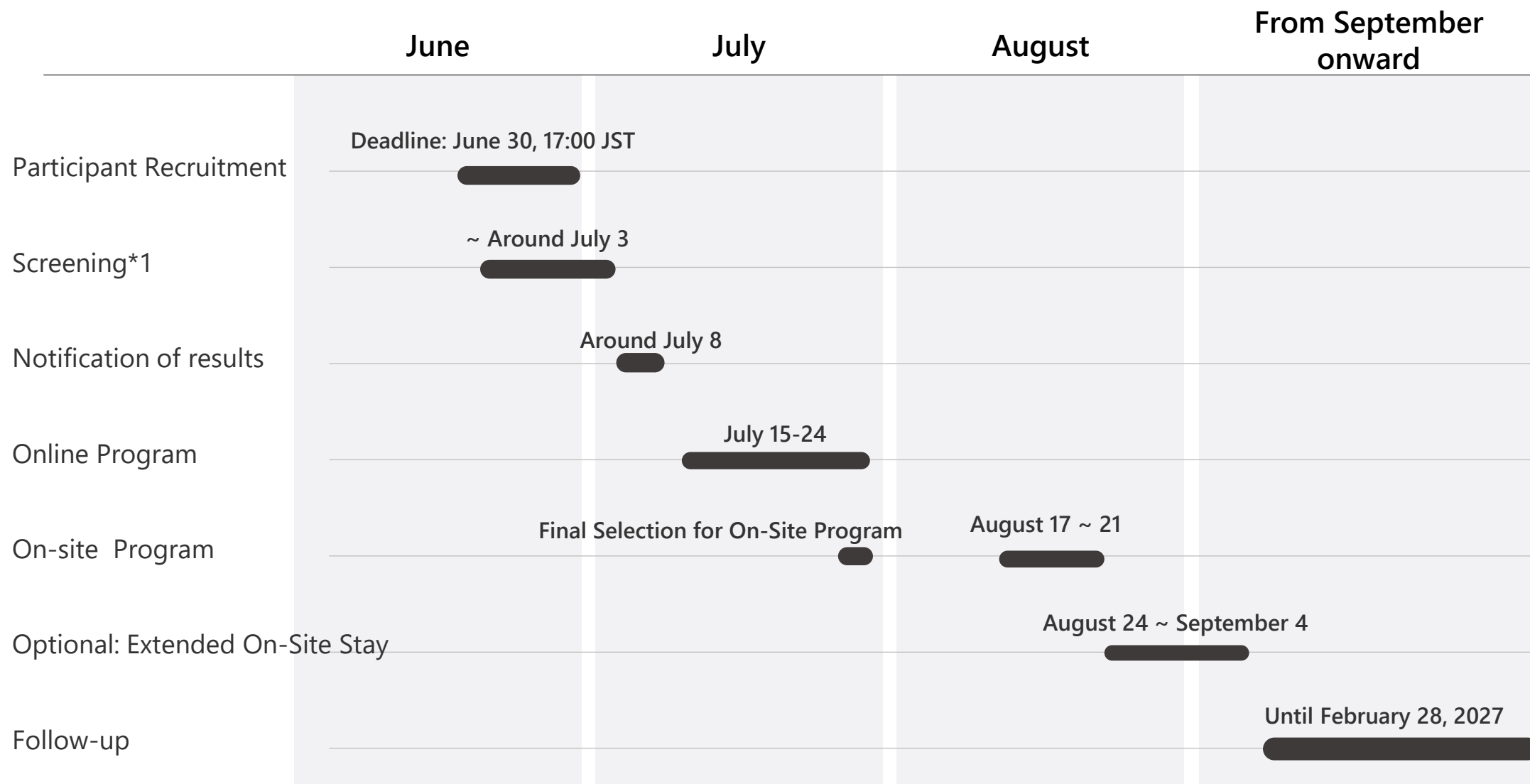
- 27+ Years in-Public Private
- Partnerships for Innovation
- Senior Executive Officer IIC
- Global Business Leader



Nicole Tripputi
Client Lead
Gallium Solutions

- 22 yrs U.S. Air Force Officer
- Retired Contracting Officer
- Expert/Trainer for proposal evaluation and requirements development

03 SCHEDULE | スケジュール



*1 Interviews will be conducted as needed. Interview schedules and other details will be communicated later

Capacity

- 5-10 companies (up to 1 person per company in principle)
 * Depending on the online program participation, pitch performance, and preparation status, participation in the on-site program may be denied.

Target Companies

| | | | |
|-------------------------|---|------------------|--------|
| Target Companies | Japanese startups in the deeptech sector | | |
| Stage | Series A onwards (Seed-stage may also be considered) | Milestone | Scaler |
| Technology Areas | <ul style="list-style-type: none"> • Advanced Manufacturing • Robotics/Autonomous Systems • Cybersecurity • Critical infrastructure • Sensing/Edge Computing • Advanced materials/Industrial software • Quantum, semiconductors, aerospace, etc. | | |
| Notes | <ul style="list-style-type: none"> • Individuals capable of making decisions regarding overseas expansion (CXO class or overseas business managers) must be able to participate through the program. • Available to stay on-site | | |

Application Requirements

Program participants must meet all of the following conditions:

- Decision-making CXO class belonging to Japanese startups with a base of operation in Japan (founders strongly encouraged)
 (Applicants of any nationality are eligible)
- Must be able to prepare the facilities and environment necessary to participate in services provided by this program (such as online seminars).
- Cooperate with post-participation surveys and other related matters
- Proven technology or early products are present
- Possess English skills suitable for business negotiations

※This program is a collaborative project between the Ministry of Economy, Trade and Industry and JETRO, and follow-up surveys and growth surveys will be conducted as needed.

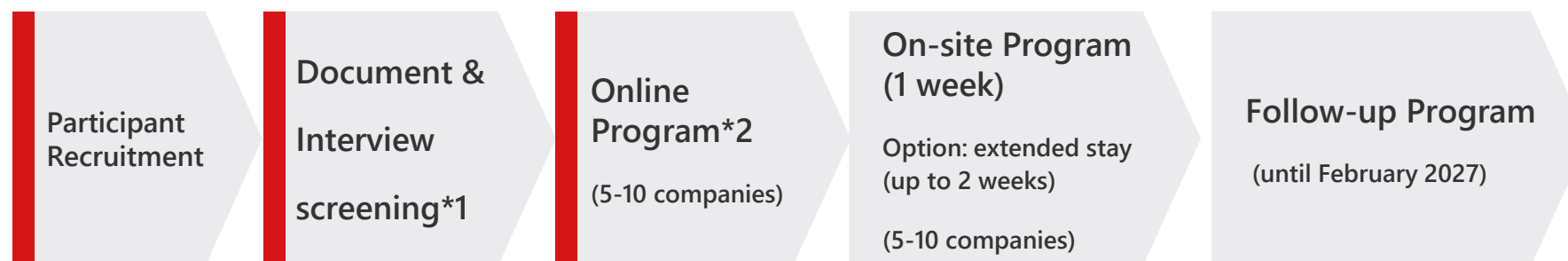
Costs borne by participants

- Domestic travel expenses
- U.S. Travel Costs (Airfare)
- Accommodation fees related to program participation
- Other expenses incurred overseas such as transportation, food and beverage, communication fees, visa fees, and overseas travel insurance
- All other costs except those covered by the organizer JETRO
- * Depending on your request, we will introduce you to a local travel agency (Japanese support available) that handles necessary arrangements for your travel.

Cost Coverage by JETRO (In-kind Payment)

- Various program fees for hosting mentoring workshops and events during online or on-site stays (including FED SUPERNOVA badge fees)

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



*1 The schedule for the online interview screening will be communicated to applicants later if necessary.

*2 Depending on online program participation, pitch performance, and preparation status, participation in the on-site program may be denied.

Selection Criteria

- The significance of participation must be recognized based on participation status, application details, and the purpose and status of overseas expansion in other programs conducted by JETRO. *Details on the next page.
- Mentors and JETRO are available to support
- Participating in this program is expected to lead to scaling up.
- Technology-driven, with novelty and competitive advantage in product, technology, or service ideas
- Clear value proposition
- The business model must be highly profitable and have the potential for sustainable growth.
- There is traction that demonstrates market demand.
- The team composition must be suitable for overseas expansion.
- Clear methods and conditions for collaborating and cooperating with partners

Appropriate Course Selection for Applicants

To ensure participating companies achieve maximum results, we prioritize appropriate course selection and purposeful program participation. There have been cases where startups taking multiple acceleration programs continuously without purpose did not necessarily contribute to the scale of the business, leading to the spread of valuable time and resources. Recognizing that time is the most important resource for startups, please consider applying with the following points in mind.

■ Basic Approach to Program Selection

We strongly recommend selecting programs based on the goals your company currently wants to achieve.

Needs for overseas expansion vary by company,

- Verification of PMFs Overseas
- Refining the Go To Market Strategy
- Early Overseas Attraction Acquisition
- Building Overseas Networks

The optimal program varies greatly depending on the purpose.

■ Recommended consultation before applying

The JETRO Startup team will support you in selecting the best program according to your business stage and desired direction.

If you have already been selected for other acceleration programs this fiscal year, please consult with a JETRO Startup member (Startup Division: j-starx@jetro.go.jp) before applying.

Even if you have not yet been selected, please feel free to consult us if you are unsure which course is appropriate.

Submit both the ① Application Form and ② English Pitch Deck to enter



◆ English Pitch Materials *Please submit about 10 PPT/PDF slides including the following items

(1) Unmet needs (2) Solutions & technologies (3) Value proposition (4) Business model (5) Competitive advantage (6) Market size (7) Team (8) Achievements (9) Roadmap and Fundraising Strategy

• Please note that we cannot respond to any inquiries regarding the screening results.

Points to note when creating and submitting pitch materials and videos

Please note that if the following points are not observed, you may be excluded from the review.

Pitch Deck

- Format example :
 - Problem
 - Solution/Product
 - Target Market & Customers
 - Traction
 - Business Model
 - Team
 - Ask (Program participation objectives and milestones, etc.)
- Quantity: About 10 slides
- Language: English
- Submission method: Upload to the [pitch materials collection form](#)
- Submission deadline: **Tuesday, June 30, 2026, 17:00 (JST)**

Pitch Video

- Video content : Pitch based on pitch materials
- Length : about 5 minutes
- Language : English
- Video format : Record the pitch yourself via Zoom or other platforms → link it
- Submission method: Attach the link to the designated submission location on the application form
- Submission deadline : **Tuesday, June 30, 2026, 17:00 (JST)**

※If you are unable to submit pitch materials or videos via the application form, please submit them to the address below.

Email subject line: "USCG_ pitch submission_Company Name"
Also, please include your name in the main text.

j-starx@jetro.go.jp

Process for Submitting English Pitch Materials and Pitch Decks

Step 1

Registration for this program

Please apply using the application form

Step 2

English Pitch Deck submission

Submit the English pitch materials

Step 3

English Pitch Video submission

Submit the English Pitch Video URL

■ English Pitch Deck : [Submit here](#)

■ Pitch Video URL : [Submit here](#)

※ If you find it difficult to submit using the above form, please send it by email to j-starx@jetro.go.jp

※ Please use the email subject as "USCG_ PitchSubmission_ Company Name"

and include the program name and the applicant's name in the body before submission

※ Please submit your pitch materials in PDF or PPT format.

1. In principle, support for participation costs for this program is limited to one company name (accompaniment at your own expense is not a problem).
2. We ask that CXO-class personnel with decision-making authority participate in the program.
3. If necessary, mentors and JETRO staff will accompany you to meetings with local negotiation partners to assist in assessing results and checking progress after the program.
4. Please note that, upon selection for this program, your company information and program outcomes may be publicly disclosed by JETRO for promotional and reporting purposes. Any content intended for publication will be shared with you for review in advance.
5. If you plan to participate in or apply for other JETRO programs (2026), please consult with your JETRO representative in advance.

Disclaimer

Please review and agree to the [J-StarX Terms of Use and Disclaimer](#) before applying.

Cancellation Policy

Cancellations after submitting the consent form are not permitted for any reason

If cancellation or change fees are incurred, the participating company/team will bear the costs

J-StarX Deeptech Commercial and Government
Advanced Program (USA)

JETRO Startup Division
JETRO Los Angeles

[Inquiries](#)

