

Europe & Asia Cross-Border Growth Program

Fintech, Web3 & Emerging

Technologies Course

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01 OUTLINE | コース概要

Purpose

This customized acceleration program is designed to support startups in advanced technology sectors, including Fintech and Web3, with a particular focus on facilitating cross-border expansion. This initiative provides tailored support to each selected company, offering approximately eight weeks of hands-on mentorship and strategic guidance aligned with its specific business needs and growth objectives.

1	Connections with overseas financial institutions, customers, and ecosystem partners
2	Expert mentorship on global expansion and fundraising
3	Customer and PoC opportunities in Europe and Asia

Target

Europe, and Asia (optional; see Slide 7)

Target

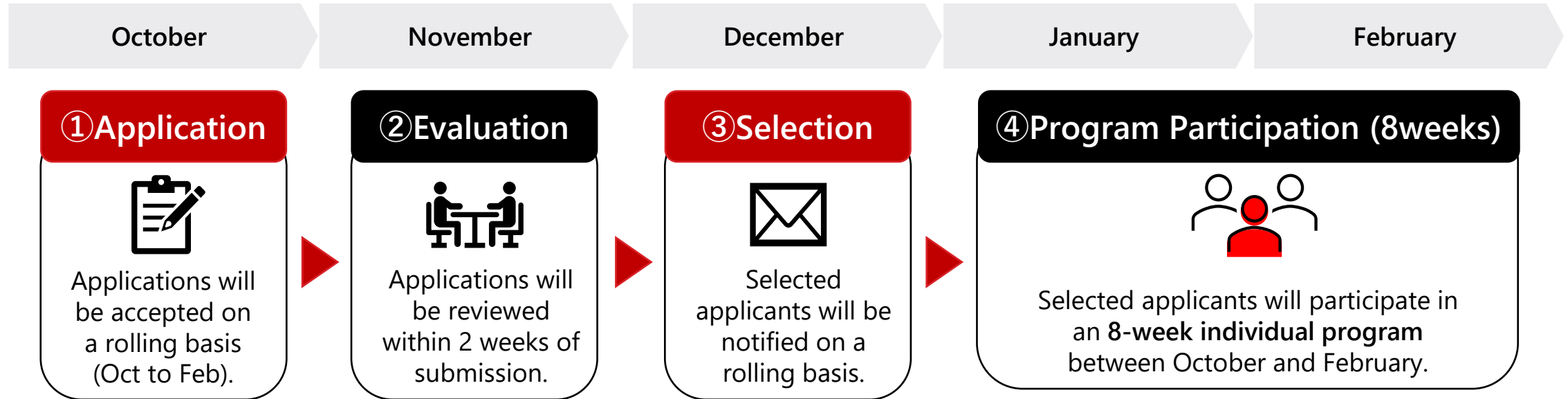
Startup	Japanese Startups seeking to expand overseas*
Stage	Pre-Seed〜Late-Stage
Milestone	Explorer / Validator / Scaler / Connector
Vertical	Focus areas: Fintech / Web3
Requirements	• Foreign founders based in Japan are also eligible • Business-level or higher English proficiency required

3 *Japanese-founded startups seeking global expansion, including those founded by Japanese entrepreneurs overseas and foreign entrepreneurs residing in Japan.

02 PROGRAM STRUCTURE | プログラム構成 – 全体像



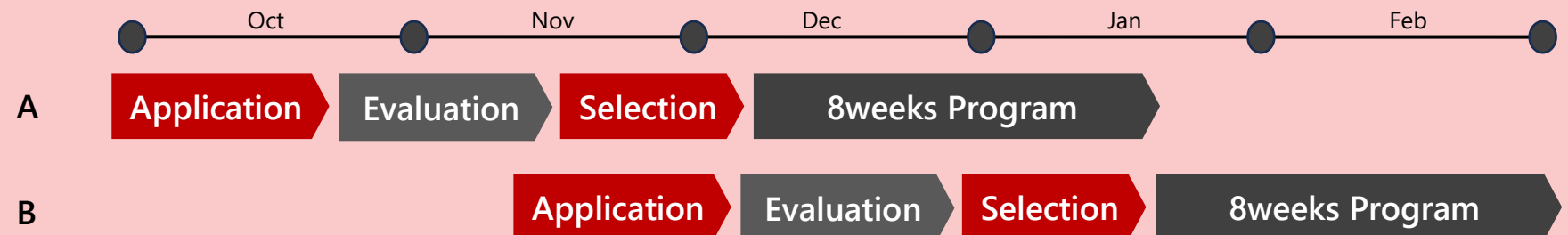
※Program details and format are subject to change.
※All sessions will be conducted in English.



Program Flow (Example)

• Applications, screening, and selection will be conducted on a rolling basis.

• The program will be conducted over an 8-week period following selection.



1 Online Tailored Support Program Details

Each selected startup will receive approximately **8 weeks of tailored support**. Following an initial assessment of market opportunities and international expansion potential, **participants will receive guidance in developing market entry and business growth strategies for Europe and Asia**. In addition, through 3 to 4 one-on-one mentoring sessions with industry experts, startups will refine their business plans and pitch materials while receiving practical advice to support their global expansion efforts.

Capacity 10 companies Maximum *Applications will close once 10 companies have been selected

Schedule October, 2026~February, 2027

Overview

- **International Business Expansion and Fundraising Support Tailored to Each Startup's Stage (see Slide 6 for details)**

Based on each startup's needs, participants will be assigned to one of two tracks: **(1) Market Discovery** or **(2) Investment Readiness**. The **Market Discovery** track supports local market research, identification of potential business partners, and connections with experts in legal, tax, and talent acquisition matters. The **Investment Readiness** track focuses on refining investor pitches, preparing fundraising materials and data rooms, and developing fundraising strategies for international investors.

- **Global Network Access and Business Matching Support**

Leveraging Tenity's extensive network across the UK, Europe, and Singapore, participants will gain opportunities to connect with local companies, potential partners, VC/CVC investors, and other key ecosystem stakeholders. Each startup will receive **at least 3–5 targeted introductions**, creating opportunities for strategic partnerships, customer acquisition, and fundraising discussions.

- **Strategic Deep-Dive Sessions and Market Entry/Fundraising Strategy Development**

- **Hands-On Mentorship from Experts Selected from a Network of Over 500 Specialists**

1-1

Online Tailored Support Program Details - International Business Expansion and Fundraising Support Tailored to Each Startup's Stage

In this program, participants can receive support through one of two tracks, selected based on their stage of business development and strategic objectives.

*** Please note that the assigned track may be adjusted based on the results of the evaluation process.**

Track 1: Market Discovery

► Develop Your Market Entry Strategy and Build Networks in Europe and Singapore

- Analyze target markets and customer segments
- Develop a Go-to-Market (GTM) strategy
- Identify and connect with potential local partners
- Gain access to local experts (legal, tax, HR, etc.)
- Create an actionable roadmap for market entry

► Recommended for Startups That:

- Are considering international expansion
- Want to identify potential customers or business partners overseas
- Seek a deeper understanding of their target markets

Track 2: Investment Readiness

► Strengthen Your Readiness for Fundraising and Investor Engagement

- Develop a fundraising strategy
- Craft a compelling investor narrative
- Refine pitch decks and investor materials
- Receive support in preparing a data room
- Access meeting opportunities with VCs and CVCs

► Recommended for Startups That:

- Aim to raise capital from international investors
- Want to improve their pitch materials
- Seek opportunities to engage with potential investors and secure fundraising meetings

3 OnSite Visit - Global Network & Market Access (Optional)

For companies planning business meetings or participation in overseas events, we provide support by leveraging local networks. **On-Site Visit is not mandatory.** For companies planning to travel, we provide on-the-ground support tailored to their individual needs and objectives.

Capacity 10 companies Maximum

Schedule October, 2026~February, 2027

*The timing and destination of overseas travel will be determined in consultation with JETRO and the program operator. Support is primarily expected to be provided in locations where Tenity has hubs, including Zurich, London, Madrid, Istanbul, Singapore, and Hong Kong.

Overview

- **Support to expand business development and fundraising opportunities through overseas business trips and participation in local events**
 - Introductions to local companies and potential business partners
 - Support in arranging meetings with VCs, CVCs, and other investors
 - Support in arranging business meetings and other meetings
 - Support in building connections with key stakeholders in the local ecosystem
 - Strategic consultations and follow-up support before and after travel

*Please note that introductions or business matching cannot be guaranteed in all cases, depending on each company's business, stage of development, specific needs, and the networks available through the program operator and its partners.



Tenity

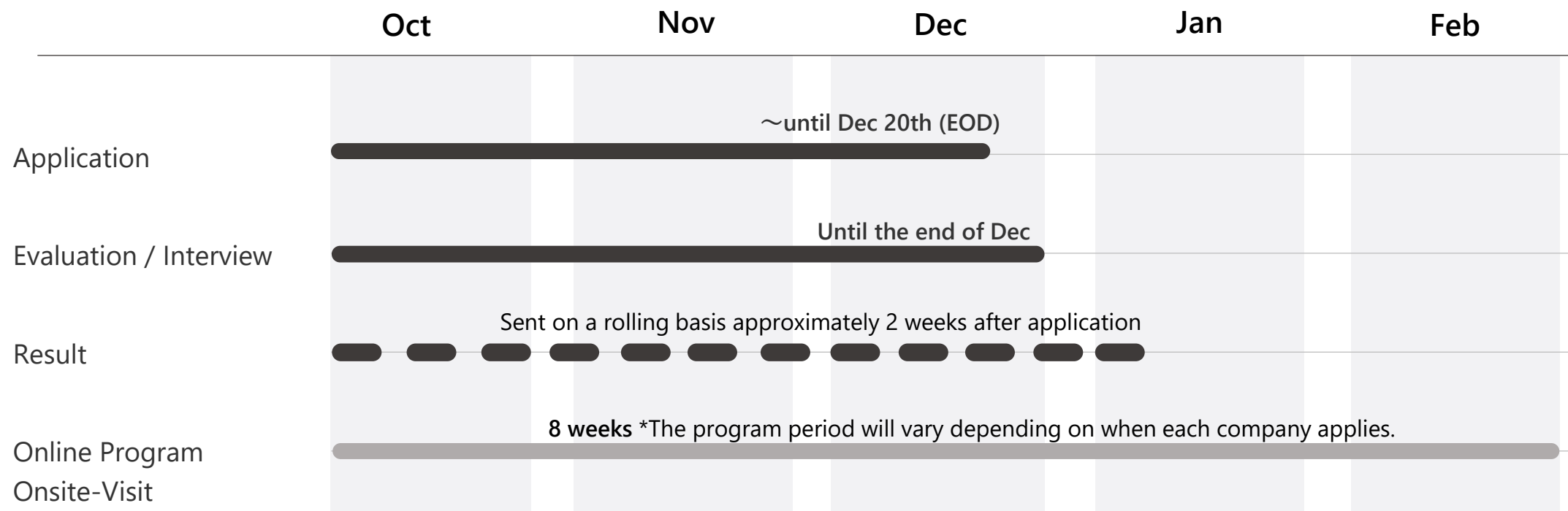
URL : <https://www.tenity.com/>

Tenity is a global accelerator and venture capital firm specializing in **fintech, AI, and digital assets**. With multiple hubs across Europe and Asia, including **Zurich, London, Madrid, and Singapore**, Tenity provides access to a broad network of companies, financial institutions, and investors across these markets.

To date, Tenity has supported **more than 250 startups** and delivered **over 100 innovation programs**, providing end-to-end support ranging from market entry and business development to strategic partnerships and fundraising.

Tenity has particular strengths in facilitating collaboration between startups and **corporates and financial institutions**, as well as supporting international market expansion. Its practical programs help startups create concrete business opportunities and build connections with potential inv

03 SCHEDULE | スケジュール



02 PROGRAM STRUCTURE | プログラム構成 – 支援機関の紹介



★ Tenity has a global network of over 500 mentors. Through this program, each participating company will be matched with mentors based on its specific needs, including expertise in overseas expansion, business development, fundraising, regulatory compliance, and product development.



Kaan Akin

Managing Partner - Commercial Lead

Leading all relationships and commercial agenda for Tenity UK.



Sabina Babayeva

Head of Hub

Programme operations and partner coordination across the team.



Eda Taşkın

Head of UK - Programme Lead

JETRO relationship and startup-facing delivery; UK ecosystem introductions.



Elif Şahin

Marketing Manager

Programme communications and showcasing participating startups.



Hilal Gerçek

Programme Manager - Eastern Europe

Application intake, screening coordination and JETRO reporting cadence.



Jamal Aghaev

Venture Partner - Central Asia

Central Asia coverage; investor introductions and fundraising mentoring for Track B.



Laura Lindström

Programme Manager - Nordics & Baltics

Mentoring coordination and Nordics & Baltics investor network.



Paolo Ottaviani

Programme Manager - Southern Europe

Southern Europe network and corporate introductions.

Capacity

- 10 companies Maximum

Main Target Audience

Eligible Companies	Japanese Startups seeking to expand overseas
Stage	Pre-Seed～Late-Stage
Milestone Categories	Explorer / Validator / Scaler / Connector
Vertical	Focus Area : Fintech / Web3
Notes	• Foreign founders based in Japan are also eligible • Business-level or higher English proficiency required

Application Requirements

Program participants must meet all of the following conditions

- CXO-level executives at Japanese startups based in Japan or those responsible for overseas operations
Nationality is not a factor as long as the applicant is affiliated with a Japanese startup
 - Must possess English proficiency sufficient to present proposals and conduct business negotiations
 - Must have a prototype to present to potential partners
 - Must have responded to interviews and surveys during and after previous program periods. Must also be willing to cooperate in the future.
 - You must be able to prepare the necessary facilities and environment
You must be able to prepare the necessary equipment and environment
- ※ This program is a joint project between the Ministry of Economy, Trade and Industry (METI) and JETRO.
and we will conduct follow-up surveys and interviews throughout the implementation process

Expenses to be borne by participants

- **If opting for Onsite-Visit Support:**
 - Travel expenses (airfare), accommodation, local transportation expenses overseas, meals, communication expenses, visa fees, travel insurance, and any other expenses incurred in connection with the overseas trip
- **Any other costs not covered by JETRO as the program organizer**

Expenses Covered by JETRO (Provided in Kind)

- Fees for various programs, such as online and on-site mentoring and workshops.

Selection Criteria

- The significance of participation must be recognized based on the applicant's participation in other JETRO programs, application details, and the objectives and status of their overseas expansion. *See next page for details
- The mentor and JETRO must be able to provide support
- Participation in this program is expected to lead to scaling up
- The business must be technology-driven, and the product, technology, or service idea must demonstrate novelty and competitive advantage
- The value proposition must be clear
- The business model is highly profitable and sustainable growth is expected
- There is traction demonstrating market demand
- The team composition is suitable for overseas expansion
- Methods and conditions for collaboration and cooperation with partners must be clearly defined

■ Approach to Program Selection

For each program, one of the selection criteria is ensuring that participating companies **choose the appropriate course based on their business stage and objectives**, so they can achieve maximum results.

Since the challenges and needs related to overseas expansion vary by company, we recommend selecting a course **by working backward from what your company “wants to achieve right now.”**

Examples of Primary Participation Objectives

- Validating Product-Market Fit (PMF) in overseas markets
- Refining Go-to-Market Strategy
- Gaining initial traction
- Building an overseas network

Participating in multiple programs without a clear objective can lead to a dispersion of time and resources. To make the most effective use of “time”—the most critical resource for startups—please ensure you understand the purpose of the program before applying.

■ We recommend consulting with us before applying

The JETRO Startup Team offers consultations to help you select the optimal course based on your business stage and strategic direction.

to help you select the most suitable course.

- If you have been accepted into another acceleration program this fiscal year
- are unsure about which course to choose

In any of these cases, please feel free to consult with us before applying

Milestone Type	Purpose of Participation	Expected Eligibility
Track1: Market Discovery		
Explorer	Validating direction and understanding the market at the idea stage	Not yet at the MVP stage, but interested in expanding overseas
Validator	Market validation and user interviews at the PoC/MVP stage	Product exists; hypothesis validation stage
Scaler (Growth)	Acquiring customers and investors, executing international expansion	Product has reached a certain level of maturity; planning for international expansion
Connector (Specialization)	Focus on Investor and Partner Collaboration	Goal-oriented (fundraising, partnerships, etc.)
Track2: Investment Readiness		

Application Form

Deadline: December 20th, 2026 (Sun) 23:59 (JST)

■ Important Notes Regarding Applications

- Applications submitted after the deadline will not be accepted under any circumstances.
- Due to high traffic immediately before the deadline, you may be unable to apply, so please apply well in advance
- No revisions or replacements to the pitch content will be permitted after submission.

■ Application Process

- Separate submission of your company logo, pitch deck, and other materials (in English) is required (see the following pages for details on formats and submission methods).
- We will review the application materials and notify you of the selection results
- In addition to the document review, we will conduct an interview (online)
- Please note that we cannot respond to any inquiries regarding the screening results
- Please have a copy of your passport photo page and the signed declaration form ready, as these will be required. Details will be provided separately to selected applicants

Submission Process

Step1: Prepare your materials

• Pitch Deck

Please prepare your pitch deck.

After converting your materials into shareable URLs with viewing access enabled, such as Google Forms, Canva, or YouTube, **please submit the URLs through the application form on P15.**

*Please see the following page for details.

Step2: Apply

Register for the Program and Provide the Required Information

Please complete the required information and submit your application through the **application form on P15.**

■ If You Are Unable to Provide a URL

- If submitting your materials via URL is difficult, please submit them by email to j-starx@jetro.go.jp.
- Please use "Course Name_Company Name_Name" as the email subject.

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

Points to Consider When Creating an English Pitch Deck

Please note that if the following guidelines are not followed, your submission may be excluded from consideration

■ Key Considerations for Creating an English Pitch Deck

- Please create your materials to include the information listed in the right-hand column
- No cover page is required; please limit the document to a maximum of 6 pages
- As a general rule, create the file in PowerPoint and convert it to PDF format
(The deck file size must be 3MB or less)
- Please name the file "Course **Name_Company Name_Your Name**.pdf"
(Please enter your own name in the "Name" field)

■ Content to be included in the English pitch deck

Please include the following four mandatory items regarding your prototype on the slides. Also, please write your name in the upper-left corner of the first page

1. Social issue to be addressed and proposed solution
2. Overview and technology of the prototype (using photos, diagrams, and text)
3. Business expansion strategy
4. Key Selling Points and Strengths of the Prototype

*Please prepare your materials in **English**

*There are no restrictions on slide design or format

1. If necessary, mentors and JETRO staff may accompany participants to meetings with local partners. We also ask for your cooperation in assessing results and confirming progress after your return.
2. Please note that after being selected for this program, your company may be featured in public communications regarding JETRO projects and results reports. (We will review the content to be published in advance.)

Disclaimer

Please read [the J-StarX Terms of Use and Disclaimer](#) carefully before applying

Cancellation Policy

If a participant withdraws from the program after being selected due to circumstances on their side, **their participation in future J-StarX and other JETRO-organized or affiliated programs may be restricted. Depending on the timing and reason for withdrawal, participants may also be required to cover cancellation fees.** Please be aware of this in advance.

Course	J-StarX Europe & Asia Cross-Border Growth Program — Fintech, Web3 & Emerging Technologies
Team	JETRO Startup Div, JETRO London
PoC	Erika Suzuki, Kaede Doi, Kentaro Machii, Yusuke Nagao
Contact	Contact Form

