JETRO
Japan External Trade Organization

Web3 Global Growth Program

1. Purpose

The "Web3 Global Growth Program" aims to foster the growth of Web3-based startups in Japan and facilitate their expansion into international markets, with a special focus on the Middle East. This program will provide specialized Web3 mentors to support selected startups. The startups will participate in a structured program that includes mentoring and travel to Tokyo and the Middle East for key Web3 conferences and events, facilitating connections with potential partners, investors, advisory boards, customers, and joint venture partners (hereafter referred to as Partners) to establish a strong foundation for product-market fit and customer discovery.

2. Target Participants

The program is open to entrepreneurs from seed to early-stage Web3-based startups in Japan.

3. Contract Term

The program's service term will begin upon execution of the contract and end on November 30, 2025.

4. Service Description

(a) Initial Startup Selection (Document Screening)
- JETRO will organize and collect pitch decks from Web3 startups interested in joining the program.
- The contractor/JETRO will conduct a document screening process to select 10 Web3 startups to participate in the program.
- The screening process will involve:
  1. Reviewing the pitch decks provided by JETRO
  2. Evaluating startups based on criteria such as:
     - Innovation and uniqueness of Web3 technology
     - Market potential and scalability
     - Team capabilities and experience
     - Alignment with program goals
  3. Collaborating with JETRO to finalize the selection
- This screening process should be completed by the end of July 2025.

(b) Promotion Event & Side Event such as IVS Kyoto (Early July 2025)

- JETRO will organize a Web3-specific promotion event aligned with the IVS Kyoto startup event. (Early July 2025)
- JETRO will organize a side event to promote the Web3 Global Growth Program.
- The contractor will be responsible for inviting and securing participation from international Web3 VCs such as Outlier Ventures, Coinbase Ventures, Animoca Brands, gumi cryptos, and Binance Labs as potential mentors for the program.
- The contractor will manage any costs associated with bringing these international VCs to Japan for the event.
- The contractor will support JETRO in promoting the Web3 Global Growth Program during these events.
- The goal is to attract high-quality applications from promising Web3 startups.

(c) Web3 Mentor/Investor Meetup in Tokyo (Late August 2025) For 10 startups

- JETRO will organize a Web3-specific event in Tokyo in late August, including a 3-day Accelerator Workshop.
- The contractor will provide a list of potential Web3 experts, mentors, and investors, and together with JETRO, select six experts to participate in the event (4 Web3 tech experts and 2 general venture experts).
- The contractor will organize workshops/sessions on Web3 startup scaling in global markets with emphasis on Middle East opportunities.
- These experts (mentors) will conduct 1:1 mentoring sessions (speed-dating) with participating Web3 startups (10 startups) to evaluate their potential for the program.
- A Custom Playbook will be developed for each startup.
- The program will align with the WebX Conference (August 25-26) where startups will pitch in a JETRO-secured event space.
- Participating experts/JETRO will select 5 startups for further support based on their interactions during the meetup, workshop, speed-dating, and pitch sessions.
- The contractor will organize travel arrangements for themselves and mentors, including accommodation, travel, and event attendance in Tokyo.

(d) Individualized Mentoring (September-October 2025) For 7 startups

- Based on the Tokyo meetup selection, individualized online mentoring will be provided to selected startups from September to October.
- The contractor will assign a lead mentor for each startup with up to 25 hours of mentoring per startup during this period.
- Mentoring will emphasize connecting startups with suitable Partners, defining Partner criteria, selecting relevant Web3 events and conferences, and arranging the

travel schedule to the Middle East.

- Mentors will advise startups on refining their approaches, pitch decks, and messaging for effective communication with potential partners.
- Mentoring will be conducted online to prepare startups for the Middle East program.

(e) **In-Person Middle East Program (Early October 2025) For 7 startups**
- In early October, the selected startups and their mentors will travel to Dubai and Abu Dhabi for a 1-week immersion program.
- The program will include two half-day workshops with the contractor.
- The contractor will organize 2 informal VC dinners for startups with at least 6 VCs from the Middle East.
- Mentors will facilitate schedule arrangements during this period, including site visits to prominent Web3 and startup ecosystem locations, with a target of 10 to 15 key appointments per startup.
- Six Web3 Tech experts in the Middle East will provide additional mentoring to startups.
- The purpose is to optimize networking opportunities and engagement with potential partners and stakeholders in the Middle East Web3 ecosystem.

(f) **GITEX Final Demo Day (October 13-17, 2025) For 7 startups**
- The program will culminate with a Demo Day at GITEX (October 13-17, 2025).
- JETRO is negotiating with GITEX to secure a venue for the Demo Day.
- The contractor will organize a one-day Demo Day preparation session prior to the event.
- Additional Web3 tech investors will be invited to participate in the Demo Day.
- The contractor will support startups by maximizing their exposure at one of the world's largest technology exhibitions.
- The contractor will organize travel arrangements for themselves and investors, including accommodation, travel, and event attendance in Dubai.

(g) **Travel Arrangements**
- The contractor will coordinate logistics for accommodations, travel, and event attendance for the lead mentors providing in-person support to startups in Japan and the Middle East.
- The contractor will also coordinate logistics for mentors attending events and supporting startups during their travel periods in Japan and the Middle East.

5. Partner Accelerator Responsibilities

The selected partner accelerator will be responsible for:

(a) Program Development and Management
- Design a comprehensive curriculum tailored for Web3 startups
- Develop workshop content and materials
- Create selection criteria and evaluation methodologies
- Manage the overall program timeline and deliverables

(b) Mentor Network and Expertise
- Recruit qualified Web3 experts and mentors with relevant industry experience
- Coordinate mentor assignments and schedules
- Ensure quality and consistency of mentoring services
- Provide specialized Web3 domain expertise (blockchain, cryptocurrency, NFTs, DeFi, etc.)

(c) Event Organization and Venue Management
- Secure appropriate venues for in-person programs in the Middle East
- Support JETRO with venue requirements for Tokyo events as needed
- Design and manage workshop formats and agendas
- Coordinate demo day logistics and presentations

(d) Travel and Logistics Coordination
- Arrange travel and accommodations for mentors to Japan and the Middle East
- Coordinate local transportation for program participants
- Manage event-related logistics and scheduling
- Support startups with travel guidance and recommendations

(e) Networking and Partnership Development
- Facilitate connections between startups and potential partners/investors
- Organize networking events, including VC dinners
- Leverage existing relationships in the Web3 ecosystem
- Create opportunities for startups to showcase their solutions

(f) Program Documentation and Reporting
- Track mentoring hours and program metrics
- Document startup progress and milestones

- Provide regular updates to JETRO
- Prepare comprehensive final performance report

6. Language

All services will be conducted in English.

7. Program Schedule

The contractor will propose a tentative schedule for the above services. Upon contract execution, the contractor will work with JETRO to finalize the schedule leading up to the program starts.

8. Performance Reporting

The contractor must provide a mechanism to track mentoring hours and the number of appointments. The contractor will be responsible for managing mentors, tracking, time scheduling, and submitting the final report. A final performance report will be submitted to JETRO by November 15th, 2025. The report format will be provided by JETRO.

9. Compensation

JETRO will make payments based on the following 3- milestone structure:
  (a) First Milestone Payment: 40% of the proposed price
    - Payable upon contract execution
  (b) Second Milestone Payment: 30% of the proposed price
    - Payable after the completion of the Web3 Mentor/Investor Meetup in Tokyo and the start of individual mentoring
  (c) Final Milestone Payment: Up to 30% of the proposed price
    - Payable upon submission and approval of the final performance report

The final milestone payment will be calculated based on the actual services provided, taking into account any adjustments for unmet mentor appointments or changes in service delivery. The contractor will submit a detailed performance report with the final billing statement, outlining all services provided, mentors appointed, and any deviations from the original plan.

If there are significant deviations from the planned number of participants (startups or mentors) or service hours, the contractor and JETRO will discuss potential adjustments to the final payment. Any adjustments must be agreed upon by both parties in writing.

Payment Terms:

- The contractor will submit an invoice for each milestone payment.
- JETRO will pay the requested payment amount within 30 days after receiving and approving each billing statement.

This payment structure provides a balance between upfront funding for the contractor and protection for JETRO, while allowing for adjustments based on actual program delivery. It also aligns with key program milestones, ensuring that payments correspond with significant phases of the program.

Reference: Partnering Events Information

WebX Conference

WebX is Asia's leading Web3 conference hosted in Tokyo, focused on blockchain technology, cryptocurrency, NFTs, and decentralized applications. The event attracts Web3 developers, entrepreneurs, investors, and enthusiasts from across the region. WebX offers comprehensive coverage of emerging trends and innovations in the Web3 space through exhibitions, workshops, and speaker sessions. The conference provides an excellent opportunity for selected startups to showcase their solutions and connect with the broader Web3 community.

Website: https://webx-asia.com/

GITEX Expand North Star

GITEX (Gulf Information Technology Exhibition) is one of the world's largest and most influential technology events, held annually in Dubai, UAE. The exhibition attracts over 100,000 visitors from more than 170 countries and features thousands of exhibitors across various technology sectors. GITEX ENS has become a significant hub for Web3 and blockchain innovation in recent years, with dedicated pavilions and programming. The global scale and Middle Eastern location make GITEX ENS an ideal venue for the program's final Demo Day, providing startups with unparalleled exposure to international investors and partners, particularly those focused on the growing MENA (Middle East and North Africa) market.

Website: https://www.gitex.com/