

## **Acceleration Programme for Japanese Students Programme Specifications**

### **1. Background**

JETRO is a Japanese governmental organisation that promote trade and investment between Japan and other countries. One of our core activities is to facilitate innovation between Japan and other countries, and as a part of this, JETRO support the global expansion of Japanese startups, and also creating born-global startups.

Based on this background, JETRO London will organise an acceleration programme for Japanese students to set their mindset to start their own businesses not only in Japan but also in the UK or other countries outside Japan.

### **2. Programme Outline**

This programme is designed to support Japanese students to set their mindset to start businesses properly with their ideas abroad. It is an approximately 3-month hybrid programme of online and face-to-face sessions, including lectures for the mindset, design thinking, customer interviews, etc. The face-to-face programme will take place in Japan (Tokyo) and the UK.

### **3. Programme Participants**

- Japanese students
  - who are undergraduate, in their master or PhD.
  - who are developing prototypes or have solid product/service concepts, stemming from research ripe for commercialization.
  - who have not yet established their own companies, or who have already done but not yet fund raised
- Number participants: Approximately 20

### **4. Goals of the programme**

Participants to achieve any or all of followings:

- (1) Understand the UK's business cultures and market
- (2) Make mindset to start businesses
- (3) Commercialise their ideas/prototypes
- (4) Improve their prototypes (PMF)
- (5) Opportunities to listen to and speak with startups which have founded by researchers and entrepreneurs together and successfully developed in the UK (Successful role model entrepreneurs)

## 5. Estimated Schedule

Mid-August 2025	Sign contract with a contractor
End-September – End-October	Application opens for the students
Early-November	Participants selection
Early-December – February 2026	Programme delivery
- Early-December - Mid-February	Preparation programme (Boot Camps, online sessions, etc.)
- Mid – End-February	Intensive Onsite programme (around 10 business days) Wrap up session
Mid-March	Final report submission
End-March	Completion of the contract

## 6. Outsourced Tasks

### (1) Providing marketing material for participants recruitment

The Contractor will provide JETRO with some slides for the promotional materials for participants recruitment, such as a brief introduction of the Contractor including its strength, values offered in the programme, candidate mentors, programme outline and so on.

### (2) Participants selection

All in conjunction with JETRO, the Contractor

- a. Shall determine the criteria for the participants selection.
- b. Will conduct screening to select approximately 20 participants with pitching videos.

### (3) Preparation Programme

The preparation programme will consist of the following contents. In addition, the Contractor may also propose some ideas on how to support the participants more effectively.

#### a. Kick-off Webinar (Online) (Optional)

The Contractor will run a kick-off Webinar to explain the details of the programme. The Kick-off Webinar should be recorded for participants who cannot make it due to unforeseen reasons.

#### b. Tokyo Boot Camp (Onsite)

The Contractor will deliver about 3 days face to face programme in Tokyo. The date and content of the programme will be determined after consultation with JETRO based on the status, maturity and needs of the participants. The

Contractor needs to include ice breaking session and 1-2-1 meeting session with the students to understand them.

It's ideal if the Contractor will bring some of the mentors and let them speak, individual advice to the students.

Note: All travel expenses of the Contractor's relating to the business trip to Japan, such as flight tickets and accommodation fees, must be included in the contract amount and should be covered by the Contractor. However, the cost of the venue for the workshop in Japan should be **excluded** from the contract amount as JETRO office may be used.

c. One-on-One Mentoring (Online)

The Contractor will arrange suitable mentors to each participant as best as it can.

The Contractor will arrange an initial introductory meeting with the mentor, followed by 2 sessions as the participants request during the preparation programme term. (Roughly once a month).

The Contractor will monitor the individual mentoring situation and replace the mentor promptly if it is not working well or if the participant wishes to change.

(4) Intensive UK onsite programme

The intensive UK onsite programme will be conducted in London, Oxford, or Cambridge for about 10 Business days. The programme will consist of the following contents. In addition, the Contractor may also propose some ideas on how to support the participants more effectively.

a. Workshop/Learning Session

Workshops and presentations will be held on topics of common interest to the participants, based on their needs for support to start businesses. Design thinking workshop needs to be included.

b. Market Research

The Contractor will make the participants conduct market research (which may include primary and secondary research) and make reports of it.

c. One-on-One Mentoring

The Contractor will arrange at least 1 mentoring session during the onsite programme. Face-to-face mentoring is preferred.

d. Pitch Coaching

The Contractor will provide pitch coaching to the participants with experienced coaches prepared.

- e. Networking with the students in the UK  
The Contractor will arrange networking opportunity with the undergraduate/MBA/PhD students in the UK (ideally from University of Oxford). The aim is for the participants to see the difference between themselves and the students in the UK, and motivate them to start their businesses abroad.
- f. Final Presentation Day  
The Contractor will make an opportunity for the participants to do presentations of their solutions and the programme activity reports.
- g. Wrap-up session (on the last day of the intensive UK onsite programme)  
The Contractor will run a wrap-up session as the final content of the programme where participants can be given feedback and confirm their next steps.

Note: Any expenses below should be **included** in the contract amount:

- ❖ Venue for all activities. However, if requested in advance, it may be possible to use JETRO London's meeting rooms (seminar style, capacity approximately 30 people) subject to coordination with other JETRO London activities.
- ❖ Travel expenses of the Contractor during the onsite programme
- ❖ **Accommodations for the students; however the quotation must be separately submitted from the quotation for the programme itself. Accommodations need to be arranged on or near the venues.**

## **7. Final Report submission**

- (1) The Contractor must submit a report to JETRO by 20 March, 2026, summarizing the results of all the activities for the outsourced related content.
- (2) The report should include suggestions to assist JETRO with hosting similar programmes in the future.

## **8. Term of contract**

The term of the contract is from the contract start date to March 31, 2026.

## **9. Payment Terms**

After the start of the contract, 50% of the total contract amount, including VAT and other taxes, shall be paid within 40 days of receipt of the invoice. The remaining amount shall be paid within 40 days of receipt of the invoice after confirming completion of the work.

The contractor shall issue the first invoice within 10 business days following the execution of the contract. The second invoice shall be issued as soon as possible upon completion of the work, and no later than March 31, 2026.

#### **10. Conditions for the Contractor(s) engaged in the programme**

- (1) Has an established organizational structure and capabilities to manage and complete the project properly. Has a global network, and knowledge necessary for implementing the project as an Accelerator, Venture Capital, or any other related organization.
- (2) Has effective experience of implementation of acceleration programs solely tailored and focusing on Scale-up in Europe.
- (3) Ideally has experience building up unicorns in the past years.
- (4) Has investment arms and has close connections with European top tier VCs.
- (5) Has proven track-record in various European countries and experience working with the European Union.
- (6) Can adhere to JETRO's requests, as well as report to communicate with, and consult with JETRO and outsourcing partner to support this programme in an adequate manner. Can present efficient data for programme evaluation.
- (7) Has knowledge and systems/tools for handling confidential and/or personal information accordingly.

#### **11. Other**

- (1) If any matter not described in this specification arises during the programme, it shall be discussed with a person in charge and a response shall be determined on a case-by-case basis.
- (2) Your proposal needs to include your mentor list who may be mentors for the programme participants, and industry (sector) list you can handle.
- (3) Personal information collected will only be used within the programme for the purposes defined prior and will be shared within JETRO.