

Application Guidelines for the “Global Startup Acceleration Program”
“Enterprise Business Cohort”

1. Description

The purpose of the Global Startup Acceleration Program (hereinafter “**Program**”) is to accelerate the globalization of Japanese startups to formulate strategies for overseas expansion (Go-to-Market Strategy), overseas market development, and fundraising from overseas investors. In addition, the program aims to build a strong global ecosystem in Japan with top-level overseas accelerators, angel networks, venture capitalists, and other startup ecosystem builders (hereinafter “**Accelerator(s)**”).

The Japan External Trade Organization (hereinafter “**JETRO**”) will sponsor 12 weeks of the Main Program to be provided by Accelerators.

2. Program outline

JETRO will provide 12 weeks of acceleration Program to 15 startups in cooperation with the Accelerator partner(s) The program structure and schedule may be flexibly adjusted based on the wishes of the Accelerator(s). Followed by 8 weeks of the Follow-up program (Phase 2) for 10 startups.

Main Program (Phase 1): 12 weeks in September, October, November, December 2023, and January 2024.

Demo Day: 1-2 days in January 2024

Follow-up program (Phase 2): 8 weeks in January, February and March 2024 *Whether or not to have this program will be determined after discussion with JETRO, depending on the possibilities and desires of the participating companies. Mainly aiming customer discovery and POC.

a. Location

Main Program: Mainly online. About 7-14 day in-person program in Bay Area or the

location the applicant proposes (1-2 free days may be included). The schedule will be determined by the Accelerator. However, note that not all Japanese companies participating in the program will be able to travel. Whenever possible, the content of the program should be provided to online participants.

Follow-up Program: Mainly online *Provide necessary support and business arrangements in-person if Japanese startups physically come to the Bay Area or the location the applicant proposes.

b. Language

English.

c. Participants

JETRO will make an open call for this program and will accept applications from startup companies. Accelerator(s) will be involved in selecting suitable startups to participate in the program together with JETRO. The participants' verticals are primarily B2B, B2B2C, and SaaS. Accelerator will be required to customize the Program based on the qualified startups' products, services, and needs. The eligible companies will be Pre-Seed to Series B*.

*Note: Pre-Seed to Series B is based on funding received in Japan by mostly Japanese investors. As such, these rounds tend to be much less than Silicon Valley startups.

d. Budget

① Main Program (minimum 10 startups) US\$---

*Plus US\$--- per each additional startup, up to 15 startups in total.

②About 7-14 day in-person program in Bay Area or the location the applicant proposes
US\$---

(minimum 10 startups, up to 15 startups)

③Follow up program (minimum 3 startups) US\$----

*Plus US\$---- per each additional startup, up to 10 startups in total.

3. Program Contents

Submit a report at the conclusion of each program. Program should include the following contents:

a. Main Program<12-16 weeks > :15 startups

- i. Seminar and interactive group coaching sessions
1-2 seminars or interactive group coaching sessions should be included each week at the Acceleration phase. The session length is about 120 minutes including discussions.
- ii. One-to-one mentoring session
One-to-one mentoring sessions (1-hour) with industry experts should be provided to each startup individually, at least once a week. More mentoring should be provided to startups who request it or seemingly need it.

* i and ii may cover the following items:

Assessment & Business Model refinement, Value Proposition refinement, Customer Discovery & Development, Building Go-To-Market Strategy, Business Development & Pipeline Development, Enterprise Tech Growth Strategy.

- iii. Business meetings

Meetings which provide access to potential investors and partners. Arranging business meetings with potential investors including angel investors, venture capitalists, corporate venture capitalists and/or potential partners/clients such as Fortune 500 companies. At least 3 valuable introductions per startup should be delivered during the program.

b. Demo Day

An online / hybrid Demo Day at the final stage of the acceleration program. Accelerator will include the information below in the proposal:

- Expected Number of participants
- Invited VIP including top-tier VCs, key opinion leaders, influencers, media
- Private (invitation only) or public
- With judges or without judges
- Pre-recorded or Live
- Online or hybrid (online/offline)

All startup pitches should be recorded and archived with their pitch deck after the event. The archived link should be distributed to Accelerator's investor network after the event if the startups opt in to share their pitch videos.

c. Follow-up Program <8 weeks> :3-10 startup

The follow-up phase includes the budget estimate to maximize the outcome of the program. The following two conditions should be met for extension of the program.

- Overall excellent feedback from participating startups
- 3-10 startups having ongoing discussions with potential clients after the end of December.

The follow-up program may include additional mentoring, business matching arrangement or any other events such as VC speed dating.

d. PR & Marketing

Building a PR brand for the program and participating companies and developing communications that resonate across investors, potential customers and business partners. (Ex. Perfecting pitch deck, marketing materials for global audiences, advertising materials). Materials to be distributed to Accelerator(s) networks via newsletter, social media, etc.

4. Conditions for the Contractor(s) engaged in the project

- a.** Has an established organizational structure and capabilities to manage and complete the project properly. Has a global network, and knowledge necessary for the implementation of the project.
- b.** Has broad and effective experience of implementation of acceleration programs in the world. Has experience of building up unicorns in the past five years(desirable).
- c.** Has investment arms and has close connections with world top tier VCs.
- d.** Can adhere to JETRO's requests, as well as report to, communicate with, and consult with JETRO in an adequate manner. Can present efficient data for the program evaluation.
- e.** Has knowledge and systems/tools for handling confidential and/or personal information accordingly.
- f.** Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws.
- g.** Is willing to invest in Japan and establish an entity in Japan(desirable). * Contact JETRO SF, if considering investing in Japan, forming a fund, or partnering with a Japanese company. JETRO is considering Equity Model acceleration programs.

5. Term of contract

The term of the contract is from the contract start date through March 22, 2024.

6. Payment

In compensation for the services to be provided by Accelerator(s) to JETRO, JETRO shall pay a total amount to Accelerator(s) in two payments.

The first half payment will be made by JETRO to Accelerator(s) upon execution of this agreement. This will be half the amount of the maximum possible value of the contract.

The second half payment will be made by JETRO to Accelerator(s) upon the completion of program and receipt of final report and invoice from Accelerator(s), and will be the actual value minus the first amount JETRO paid to Accelerator(s). Payment will be made by wire transfer to Accelerator(s) bank account designated by Accelerator(s) in writing.

<For reference>

About the Cabinet Office, Government of Japan

The Cabinet Office is enhancing Japan's Innovation and formulated "Beyond Limits. Unlock Our Potential. -Strategies for creation of startup ecosystem to compete with the world top ecosystems-" (<https://www8.cao.go.jp/cstp/openinnovation/ecosystem/>).

In line with this strategy, the cabinet office has selected eight areas (Hokkaido, Sendai, Tokyo region, Nagoya region, Kansai region, Hiroshima, and Fukuoka), as Startup cities and providing startup support the programs vigorously. (<https://www.j-startup-city.go.jp/>)

About JETRO

JETRO is a government organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping Japanese startups and scaleups maximize their global potential.