

## Application Guidelines for the Global Innovator Program “BEYOND JAPAN San Diego”

1. **Subject:**

Global Innovator Program “**BEYOND JAPAN San Diego**”

2. **Description:**

The purpose of the Global innovator Program “BEYOND JAPAN San Diego Program” (hereinafter “**Program**”) is to foster global human resources innovation and help build a strong global network for future Japanese innovators in collaboration with top-level San Diego accelerators, angel networks, venture capitalists, and other startup ecosystem builders (hereinafter “**Accelerator(s)**”) in San Diego and Planning and Operation Company (hereinafter “**Partner**”), by sending [10 to 15] persons, after domestic training program for [20 to 30] persons.

The Japan External Trade Organization (hereinafter “**JETRO**”) will sponsor the program to be provided by **Accelerator(s)** and **Partner** and will pay roundtrip airfare and basic accommodation (hotel) fees for the program participants.

3. **Program outline:**

JETRO will provide the program in cooperation with **Accelerator(s)** and **Partner** as below. The program structure and schedule may be flexibly adjusted after discussions between the **Partner** and JETRO based on the request of **Accelerator(s)** in San Diego.

a. **Schedule / Location**

The **Program** starts with a 2 month preparation phase, including a maximum 4 week application period and the 1<sup>st</sup> selection period of 2 weeks. During the 1<sup>st</sup> selection period, JETRO and **Partner** will select the [20-30] candidates, a minimum of [10 to 15] different startups and entities in total, that will advance to the domestic program phase based on their motivation, commitment, preparedness, etc. The domestic program will be provided mainly online, partially in person during the domestic program phase, which includes the information sessions provided by JETRO as well as the 2<sup>nd</sup> selection where JETRO and our previously appointed **Partner** will work with **Accelerator(s)** to reduce this group to [10 to 15] persons, and a minimum of [5 to 7] startups and entities, that will advance to the acceleration program phase based on stage of idea / product, business stage, commitment and team set-up. The acceleration program phase will last for 2 weeks. **Accelerator(s)** and JETRO with **Partner** will select [5 to 7] potential persons, a minimum of [2 to 3] different startups or entities (3<sup>rd</sup> selection) that will complete the final 2 phases which is 2-6 weeks.

**[BEYOND JAPAN San Diego]**

Phase	Period	Location	# of ppl
Preparation phase	8 weeks (June ~July)	Mainly Online /in Japan	N/A
Domestic program phase	4 weeks (Aug ~ Sep)	Mainly Online /in Japan	20-30

Acceleration program phase	2 weeks (Sep)	In-person in the US (mainly LA)	10-15
Acceleration program Phase 2	2 weeks (Oct)	In-person in the US (mainly LA)	5-7
Follow-up phase	until the end of Mar 2024	Online	10-15

\*Final schedule will be determined after the discussion between **Partner** and JETRO based on the request of **Accelerator(s)** in San Diego.

**b. Language**

Preparation phase	Mainly Japanese, partially English
Domestic program phase	Mainly Japanese, partially English
Acceleration Program Phase 2	Mainly English
Final Phase	Mainly English
Follow-up phase	Mainly English

**c. Participants**

**JETRO** will open participation for this program and will accept applications from entrepreneurs or key members mainly from startup companies that are planning to launch or expand their business in the US. **Partners** will be involved in selecting suitable participants for the programs together with **JETRO** and **Accelerators**. The participants' verticals are primarily life science, medical devices, therapeutics/diagnostics, and bio technology. **Accelerator** will be required to customize the **Program** based on the qualified startups' products, services, and needs.

**d. Budget**

Maximum Price: \$370,000 (This includes [30] companies in the domestic program, [15] companies for the acceleration program and follow-up program, and [7] companies for the acceleration program 2)

Accelerator should propose the base price, which is the price for [15] companies for the domestic program, [7] companies for the in-person acceleration program and follow-up program, and [3] companies for the extension program. Then state how much it will increase by adding one additional company for the domestic program and in-person program each. The maximum price is when there are [30] companies in the domestic program, [15] companies in the acceleration and [7] for the acceleration program 2. This price should not exceed the maximum price of \$370,000.

(1) The domestic program ([15] companies) US\$---

\*Plus US\$--- per each additional company, up to [30] companies in total.

(2) The acceleration program in San Diego and follow-up program online ([7] companies) US\$---

\*Plus US\$--- per each additional company, up to [15] companies in total.

(3) The extension program in San Diego ([3] companies) US\$---

\*Plus US\$--- per each additional company, up to [7] companies in total.

Base price: US\$----

\* Total price of [15] companies for the domestic program, [7] companies for the acceleration program and follow-up program, and [3] companies for the extension program.

Maximum Price: US\$----

\* Total price of [30] companies for the domestic program, [15] companies for the acceleration program and follow-up program, and [7] companies for the extension program. Price should not exceed \$370,000.

#### 4. **Scope of Work:**

**Accelerator** will provide the following contents:

##### a. **Preparation Phase**

*Note: JETRO will open participation for this program with **Partner** and share the final applicants' information with **Accelerator***

- i. **Recruiting** - Work closely with **Partner** for a media / marketing schedule and plan to get the largest reach of applicants
- ii. **Selection** - Help and support **Partner** to select the participants of the Domestic Program (i.e., execute the 1st selection process)

##### b. **Domestic Program Phase**

*Note: JETRO and **Partner** will provide 2-3 basic information sessions online or in-person.*

- i. **Seminar and One-on-one Mentoring Sessions**
  1. Provide 1-2 seminars and one-on-one mentoring sessions (1-hour) individually at least twice for each company
- ii. **Selection** - Help and support **Partner** to select the participants of the Acceleration Program (i.e., execute the 2nd selection process)
  1. A pitch session would be included in this phase as a part of the selection process

##### c. **Acceleration Program Phase**

*Note: **Partner** will provide **General & Foundational Training Sessions and Tailored Trainings/Coaching with weekly check-up meetings***

- i. **Venue**
  1. **Accelerator** will provide and set up meeting space for training / networking / demo day sessions in the local city.
- ii. **Seminar and Interactive Group Coaching Session (optional)**
  1. May provide supplementary video training or self-training to help reinforce the foundational training by the **Partner**
  2. **Accelerator** will work closely with **Partner** to ensure that there is no overlap in training content and that the entire acceleration phase is seamless
- iii. **One-on-one Mentoring Session**
  1. Provide one-on-one mentoring sessions (1-hour) with industry experts should be

provided to each company individually, at least twice a week. More mentoring should be provided to companies who request it or seemingly need it.

**iv. Networking sessions**

1. Provide opportunities for participating companies to network with industry experts, VCs, serial entrepreneurs etc. collaborating with **Partner**. These opportunities may be in the form of group events or otherwise with options for one-on-one meetings. 3-4 events of this type would be ideal for this phase.

**d. Acceleration Program Phase 2**

*Note: **Partner** will provide **General & Foundational Training Sessions and Tailored Trainings/Coaching with weekly check-up meetings***

**i. Venue**

**Accelerator** will provide and set up meeting space for training / networking / demo day sessions in the local city.

**ii. One-on-one Mentoring Session**

One-on-one mentoring sessions (1-hour) with industry experts should be provided to each company individually, at least once a week. More mentoring should be provided to companies who request it or seemingly need it.

**iii. Business meeting arrangement**

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. At least 3 valuable introductions **per company** should be delivered during the program.

**iv. Networking Opportunities**

**Accelerator** may include the optional networking opportunities, including business matching events, VC speed dating or additional pitch events in the US or any other ecosystem events in the region to maximize the outcome of the program, working with **Partner**.

**e. Follow Up Phase**

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

**f. PR**

- i.** Reach out to media / networks in Japan for recruiting participants and sharing the program
- ii.** Coordinate and work with **Partner** to have uniform messaging, scheduled articles and leverage **Accelerator(s)** networks and connections.
- iii.** Coordinate media day and media events with JETRO and **Partner**

**5. Conditions for the Contractor(s) engaged in the project**

- a.** Not under the circumstances of being denied participation due to unethical and/or unlawful activities by either JETRO or Ministry of Economy, Trade and Industry (METI)

- b. 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.
- c. 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).
- d. Has investment arms and has close connections with top tier global VCs.
- e. 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.
- f. Has knowledge and systems/tools for handling confidential and/or personal information accordingly.
- g. Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws.
- h. Is willing to invest in Japan and establish an entity in Japan (desirable).

In addition, prospective contractor(s) will be evaluated by the following preferred specifications:

- Project implementation skill
- Wide, various, open mentor network which matches this program
- Strong connection to Angels, VC and CVC, including list of contacts in each selected sector
- Experience supporting companies in each selected sector
- Ability to support alumni companies through follow-ups and checking in
- Experience working with government agencies or any other economic organizations to build local ecosystem all over the world

## 6. Term of contract

The term of the contract is from the contract start date through March 29, 2024.

## 7. Payment

In compensation for the services to be provided by **Accelerator** to JETRO, JETRO shall pay a total amount to **Accelerator** in Two payments. The first half payment of the Program will be made by JETRO to **Accelerator** upon execution of this agreement. The second half payment of the Program will be made by JETRO to **Accelerator** upon the completion of the Program. The first payment, which will be made upon execution of this agreement, will be half the amount of the maximum possible value of the contract. The second payment, which will occur at the end of the program, will be the actual value minus the first amount JETRO paid to **Accelerator**.

## 8. Preparation of Application

Non oral, telephone, or facsimile will be accepted. All costs of preparation shall be borne by the Applicants.

The proposal document or presentation submitted by the applicant should include the following:

- a. Project implementation
  - Project details about each phase
  - Implementation structure (arrangement of personnel in charge / responsibilities of each)
  - Operating procedure, Method, Proposal on how to complete all the tasks of the project in an effective manner and enhance project outcome
  - Ability to conduct online \*Description of online tools to be used
  - Frequent communication \*Description of digital communication tools with companies and JETRO to be used
- b. Experience and Capabilities of the Organization
  - Experience with similar projects
  - Networking and information gathering skills to enhance project outcome
  - System to manage personal/confidential information

- Include 2 or 3 notable recent successful case studies of international alumni going global from their local market
  - c. Project implementation skills of assigned personnel
    - Mentor network list with mentor profiles
    - Profiles of each project personnel
    - Sector experience
    - Strong connection to venture capital, accelerators, corporates, universities
- \*List of the Angeles/VC/CVC/ connections or partners should be included (They should be invited to the pitch/networking events)

**<For reference>**

**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.