

## Attachment 1

May 10th, 2024  
JETRO San Francisco

### Application Guidelines for the " JETRO X-HUB OUTBOUND PROGRAM "

**The Japan External Trade Organization (hereafter, JETRO)** is a government-related organization that promotes mutual trade and investment between Japan and the rest of the world. Initially 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 small to medium-sized Japanese firms maximize their global export potential.

#### **1. Project Purpose**

The JETRO X-HUB OUTBOUND PROGRAM aims to support Japanese companies, predominantly tech startups, to compete in the global markets, taking advantage of the ecosystem of the Bay Area, including San Francisco and Silicon Valley (hereafter Silicon Valley). Those companies must have an office in Tokyo and ideally have already expanded business in North America or plan to do so. The program will heavily focus on 1-on-1 meetings with potential partners or investors.

The contractor will develop the program and hold a boot camp (hereafter Boot Camp) for the companies. The contractor will also create and deliver the acceleration program.

#### Task 1: Preparatory Tasks

The contractor will develop the JETRO X-HUB OUTBOUND PROGRAM by curriculum building, onboarding of mentors, etc. JETRO will also ask the contractor to help select startups that are allowed to attend the program.

#### Task2: Main Program: Silicon Valley Acceleration Program

#### Boot Camp Phase:10-12 Startups (2-3 days) / In-person (Japan)

The contractor will hold a two to three-day Boot Camp. The Boot Camp will include:

- ✓ Providing 10 (minimum) to 12 (maximum) startups with an overview of fundamental entrepreneurial issues.
- ✓ Offering the companies customized support for better learning about the content of Boot Camp
- ✓ Supporting them to prepare for the Silicon Valley Program.

Acceleration Phase: 10-12 Startups (12 weeks) / Online + about 7 days in-person

The contractor will provide participating companies to develop and deliver a program to get access to the Silicon Valley Ecosystem. The duration of the Silicon Valley Acceleration Program will be around twelve weeks. Only one participant is allowed to attend from each company. Participants are either founders or C-level. If there are more than the 10 minimum companies, supplemental mentoring hours may be allocated to additional companies (up to 2 additional companies). The program will include:

- ✓ Offering 1-on-1 online mentoring to each participating company. The contractor and guest experts will give the mentoring.
- ✓ Following up with each company via email or other tools.
- ✓ Preparing and Arranging meetings with potential partners, investors, etc.
- ✓ Virtual pitch day.

The contractor can add preparatory or follow-up processes for startups or the discussion session with JETRO before and after the Silicon Valley Acceleration Program. This stage includes an in-person event in the Bay Area (about 9 days including flights) that participants must attend. During this in-person event, companies can use the co-working space that the contractor provides. There will be a networking event provided during this period as well. \*Whether there will be an in-person event in the Bay Area will be determined about 3 months ahead by JETRO.

Demo Day: 10-12 startups (1-2 days)

Holding In-person Demo Day during the Acceleration Phase. Accelerator will include the information below in the proposal.

- ✓ Number of participants
- ✓ Invited VIP including top-tier VCs, key opinion leaders, influencers, medias
- ✓ Private (invitation only) or public
- ✓ With judges or without judges
- ✓ Pre-recorded or Live
- ✓ Online or In-person

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 pitch event.

Follow-up Phase: 10-12 Startups (12 weeks) / Online

The contractor will provide participating companies private 1-on-1 mentoring sessions. The duration of this phase will be around 12 weeks.

- ✓ Offering 1-on-1 online follow-up mentoring to each participating startup. The contractor and guest experts discuss their key learnings from the program and applying it towards their future activities.
- ✓ Up to 3 mentoring for each startup
- ✓ Following up with each company via email or other tools.

## **2. Schedule**

The JETRO X-HUB OUTBOUND PROGRAM starts with a 3-day Bootcamp happening in Japan at the end of July. The Acceleration Phase will last 12 weeks, and expected to finish by the end of September. Demo day will occur during the Acceleration phase.

\* The schedule can be changed upon request and subsequent discussion.

Boot Camp Phase: About 3 days of boot camp in Japan (10-12 startups)

Starting at the end of July – In-person

Acceleration Program Phase: 12 weeks (including about 7 days in the Bay Area – 10-12 startups)

Demo day: 1-2 days (10-12 startups) in mid-September (In-person)

Follow-up Phase: 12 weeks

Starting in October – Online

## **3. Language**

English

## **4. Region**

Online/ Onsite

Mainly online and about 5 days of in-person program in the Bay Area. (About 7 days including flights.) During this in-person event, the contractor should provide co-working space for the companies that visit the Bay Area. There will be a networking event provided during this period as well.

\* Whether there will be an in-person event in the Bay Area will be determined about 3 months ahead by JETRO.

\* Applied companies must attend this in-person event.

## **5. Budget**

USD 227,850.00

**6. Term of contract**

The term of the contract is from the contract start date to December 31, 2024.

**7. Conditions for the contractor engaged in the project**

- (1) Has an established organizational structure and capabilities to manage and complete the project properly
- (2) Is able to adhere to JETRO's directions, as well as report to, communicate with, and consult with JETRO in an adequate manner
- (3) Has knowledge of handling confidential and/or personal information accordingly
- (4) Has broad and effective experience, network, and knowledge necessary for the implementation of the project
- (5) Can give appropriate advice and communicate smoothly with startup companies and global companies in both Japan and Silicon Valley
- (6) Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws.
- (7) Must inform JETRO if the contractor is involved in a similar project funded by the Japanese government

**8. Payment**

Upon the completion of each task described in Section 1 by the respective due dates, payment may be requested by submitting a billing statement to JETRO. JETRO will then pay the requested payment amount within 40 days after receiving the billing statement. Necessary adjustments will be made according to the number of participants.