

Application Guidelines for the “Global Startup Acceleration Program”

Enterprise B2B Program

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.

This “**Enterprise B2B Program**” aims to support Japanese startups in entering new markets. Participants will receive resources and guidance necessary for market entry, including access to specific markets, building local networks, and understanding regulatory environments. This leads 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 goal is to mainly aim customer discovery, POCs/ LOIs, and fundraising.

The Japan External Trade Organization (hereinafter “**JETRO**”) will sponsor totally 28 weeks provided by Accelerators.

2. Program outline

JETRO will provide totally 28 weeks of acceleration program in cooperation with the Accelerator partner(s). The program structure and schedule may be flexibly adjusted based on discussion with Accelerator and JETRO, depending on the possibilities and desires of the participating companies.

a. Period

Phase1(Market Evaluation/Market Discovery)

Main Program (Minimum 20 Maximum 30): 10 weeks from around June

- Orientation/Bootcamp: 2-3 days with proposes for a full arrangement to visit Japan is welcomed. 2-3 mentors will be expected.

* Selection process: Candidates are required to have an interview.

Phase2(Market Entry/Commercial Traction)

Main Program (Minimum 10 Maximum 15): 8 weeks from around September

In-person Immersion Program: 5-10 business day (1-2 free days* may be included)

Including...

* Note on Free Days: * "Free days" are not designated leisure days but are intended as flexible time to encourage participating startups to pursue their business developments.

* Selection process: Candidates are required to have an interview.

Phase3(Market Entry/Commercial Traction)

Main Program (Minimum 5 Maximum 10): 10 weeks from around January

In-person Immersion Program: 5-10 business day (1-2 free days* may be included)

Including...

- Demo Day: 1-2 days

* Note on Free Days: * "Free days" are not designated leisure days but are intended as flexible time to encourage participating startups to pursue their business developments.

b. Location

Mainly online. In-person program is expected to be in the Bay Area or the location the applicant proposes. Provide necessary support and business arrangements in-person if Japanese startups physically come to the Bay Area or the location the applicant proposes. 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. In case of online participation, the schedule will consider the time difference with Japan. The workspace for the participants will be secured so that they can continue their business operations effectively during the period.

c. Language

English.

d. 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. During the selection process, time for interviews with applicants (optional) will be scheduled. The participants' verticals are primarily decided before the applications, discussed formally with JETRO. 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.

e. Budget

Maximum US\$2,338,810

Please specify the pricing for each program in the proposal.

Phase1

①Main Program minimum 20 startups US\$---

*Plus US\$---per each additional startup, up to 30 startups in total. (Including the cost of the selection process.)

②Bootcamp in Japan US\$---

Phase2

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

* Plus US\$---per each additional startup, up to 15 startups in total. (Including the cost of the selection process.)

② 5-10 day in-person immersion program in Bay Area or the location the applicant proposes

US\$--- (Minimum 10 startups, up to 15 startups)

Phase3

① Main Program minimum 5 startups US\$---

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

② 5-10 day in-person immersion program in Bay Area or the location the applicant proposes

US\$--- (Minimum 5 startups, up to 10 startups)

3. **Program Contents**

Program should include the following contents:

i. **Seminar and interactive group coaching sessions**

1-2 seminars or interactive group coaching sessions should be included each week.

The session length is about 60 to 120 minutes including discussions.

ii. **One-to-one mentoring session**

One-to-one mentoring (45-60 minutes) 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.

It is preferred that each startup is assigned one key mentor who is knowledgeable in their respective fields and business needs to provide necessary advisory and

report each track to the Accelerator.

* 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 / VC speed dating**

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. The proposal should include specific methods on how such business arrangements will be conducted. All startups have ongoing discussions with potential clients after the end of the program.

Towards the end of the program, it is desirable to encourage and support participants for on-site conferences, events, and key meetings based on the startup's needs, with a target of average 10 key appointments per startup. This should maximize their engagement with potential partners and stakeholders.

iv. **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.

v. 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.** Can promptly share any changes or updates that might impact the arrangement process.
- c.** Will conduct regular internal meetings with JETRO to report on the business progress of each participating company.
- d.** 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).
- e.** Has investment arms and has close connections with world top tier VCs.
- f.** 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.
- g.** Has knowledge and systems/tools for handling confidential and/or personal information accordingly.
- h.** Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws.

- i. 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 19, 2026. The Accelerator(s) is required to regularly report on each company's business progress to JETRO. JETRO demands the submission of two official reports aimed at facilitating payments—one interim and one final. These reports must include detailed descriptions of the program structure, evaluations, delivery specifics, achievements and feedback from the participating companies, the impact of Demo Day, and promotional activities. The format will be provided by JETRO.

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.

Necessary adjustments will be made according to the number of participants.

<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.