

Application Guidelines
“General Partner Education Program”

1. Description

The Japan External Trade Organization (hereinafter “JETRO”) aims to internationalize the domestic startup ecosystem by partnering with world-class venture capitalists (hereafter VCs), Educators, and inviting mentors, investors, and ecosystem stakeholders from around the world.

The General Partner Education Program (hereinafter “Program”) aims to elevate emerging and prospective venture capital fund managers in Japan, who are raising Fund I to III to a globally competitive level (hereafter GPs). To achieve this, JETRO provides GPs with education and networking opportunities by top-tier Silicon Valley venture investment professionals in order to enhance their ability to raise capital from institutional investors thus globalize capital supply side in Japan.

JETRO will partner with a contractor, who will provide the GPs with lectures, workshops, and mentoring, as well as networking opportunities with key persons from global investor communities (hereinafter “Educator”).

2. Program Outline and Content

JETRO will provide the following education program to Japanese GPs in cooperation with the Educator. The program structure and schedule may be flexibly adjusted based on the wishes of the Educator and JETRO. The program structure is as follows:

A. In-person and/or virtual sessions (22 sessions):

The Educator will provide at least 22 in-person and/or virtual sessions during the program. 1~2 days will be in-person orientation and workshop in Tokyo, providing a program overview and objectives and facilitating communication within participants. The Educator will also provide sessions explaining how to build strategies on networking and portfolio construction, developing fund brand identity and investment thesis, data room setup, understanding LP archetypes, and also a debrief session to review the lessons learned in the sessions.

B. Mentoring (10 sessions):

The Educator will provide 1-on-1 mentoring for each participant once a month for 6 months. The Educator will also provide mentoring with experts once a month for 4 months.

C. Collaboration with Japanese Deep Tech focused conference (1 session):

To align with the Japanese Deep Tech conference called “Global Startup Expo 2025” being held in Osaka in mid- September, the Educator will invite and bring approximately three top-tier global venture capitalists and will organize 1 networking event in Osaka for the participants to make connections.

D. Demo day (1 day):

One (1) day of in-person pitch sessions with feedback from institutional LPs and event connecting GPs with potential limited partners, investors, experts and influential individuals.

E. Debrief & Next Steps

Participants will have a debrief session and receive guidance on next steps from a VC expert to help institutionalize emerging and aspiring top-tier GPs to a globally competitive level.

*The Educator will conduct a post-program survey with the participants and provide the results to JETRO. Furthermore, a program debrief meeting will be held with JETRO to review the program.

3. Program details

A. Method of delivery: Combination of online and in-person (Tokyo, Japan and Silicon Valley, USA)

B. Language: English.

C. Participants:

JETRO will make an open call for this program and will accept applications from Japanese GPs. Educator will evaluate the applicants with JETRO. The selected participants will be officially confirmed upon the issuance of acceptance notifications by JETRO.

The program targets emerging venture capital general partners (GPs) who are:

- First-time fund managers looking to raise institutional capital
- Established VC professionals launching new independent funds
- Corporate venture capitalists seeking to spin out independent vehicles
- Angel investors transitioning to formal fund structures

- Investment professionals with domain expertise looking to start thematic funds

D. Number of participants:

Workshop at Tokyo: 10 -15 funds

Demo Day at Silicon Valley; 10-15 funds

*Each fund manager may include up to 2 team members in the program.

E. Goal:

- For participants to acquire the skills necessary to become globally competitive emerging capitalists and build institutional-quality funds. The Educator should actively facilitate connections with potential LP candidates through events such as Demo Day, enabling participants to attract foreign LPs and launch or raise new funds.
- To contribute to the overall development of Japan's venture capital ecosystem by increasing the number of professional fund managers and improving access to institutional capital. The Educator should make every effort to connect participants with key global ecosystem players through its extensive network.

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

- 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.
- Has broad and effective experience of implementation of education programs in the world. Has experience of building up unicorns in the past five years(desirable).
- Has investment arms and has close connections with world top tier VCs.
- 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.
- Has knowledge and systems/tools for handling confidential and/or personal information accordingly.
- Can comply with applicable laws and regulations, especially the Foreign Corrupt.
- Practices Act and state unfair competition laws.
- 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.

5. Term of Contract

The term of the contract is from the contract start date through 13th March 2026.

6. Payment

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

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

<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.