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.

Task 2: 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 (maximum) startups with an overview of fundamental entrepreneurial issues for up to 1-2 hours dedicated to each company.
- ✓ Offering the companies customized support for better learning about the content of Boot Camp includes 1-on-1 online talks, guidance via emails.
  Each company will receive up to 1 hour of support, at least 3 times.
- ✓ Supporting them to prepare for the Silicon Valley Program with at least 2 hours to each company.

Acceleration Phase: 10-12 Startups (12 weeks) / Online + about 8 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 by the contractor. (1 hour/ 1time, at least 2 times)
- ✓ Offering 1-on-1 online mentoring to each participating company by guest experts. (1 hour/ 1time, at least 3 times)
- ✓ Following up with each company via email or other tools. 1hour per each participating company. (At least 1hour / each company)
- ✓ Preparing and Arranging meetings with potential partners, investors, etc. (Minimum 3 meetings for each of 10 companies)

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 10 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.

Networking event

Holding a networking event. the contractor will include the information below in the proposal.

- ✓ Number of participants
- ✓ Invited at least 3 VIPs including top-tier VCs, key opinion leaders, influencers, medias.
- ✓ Promotion to increase attendance
- ✓ Private (invitation only) or public
- ✓ In-person

TechCrunch Disrupt Exhibition: 10 startups (3 days)

Contractor will collaborate with JETRO to arrange for participants to exhibit at a shared

pavilion at the TechCrunch Disrupt conference in San Francisco October 27-29 2025.
The contractor will be the MC of the Disrupt event.

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

The contractor will provide participating companies private 1-on-1 mentoring sessions. The duration of this phase will be around 12 weeks and each company receive at least 1 hour's support.

- ✓ 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 apply it to 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 August. The Acceleration Phase will last 12 weeks, and expected to finish by the end of October.

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

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

Around end of August (25-29), 2025– In-person

Acceleration Program Phase: 12 weeks (including about 8 days in the Bay Area – 10 startups)

Network event: 1 (10 startups).

TechCrunch Disrupt Exhibition: <u>10 startups (3 days)</u>

October 27-29, 2025

Follow-up Phase: 12 weeks

Starting from around November

(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**

   Maximum USD 229,100

6. **Term of contract**

   The term of the contract is from the contract start date to March 19, 2026.

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.