

FY2025 JETRO Webinar Program Specification Document

Organizer: Japan External Trade Organization (JETRO) San Francisco

1. Project Purpose

This project aims to identify promising U.S.-based startups interested in expanding into the Japanese market and to facilitate their connection with Japanese companies—particularly those engaged in open innovation and Corporate Venture Capital (CVC) activities. This will be achieved through a series of online webinars featuring startup pitches. The project contributes to the creation of innovation and business productivity improvement in Japan.

2. Contract Period

From the contract date to December 31, 2025.

3. Details of Work

(1) Organizer

- JETRO San Francisco
- Co-organizer: Selected contractor

(2) Target Fields

- Pharmaceuticals/medical devices and AI

(3) Service Users

- Speaker: U.S.-based startups interested in entering the Japanese market - JETRO-supported companies and newly identified candidates
- Audience: Japanese companies and CVCs seeking partnerships with U.S. startups

(4) Deliverables

a. Identification of U.S. Startups

- Propose a list of startup candidates (within JETRO SF's territory and aligned with the webinar themes)
- Coordinate meetings between JETRO and the shortlisted startups
- JETRO will confirm in advance whether the newly identified candidate companies are existing JETRO clients.
- For those approved as JETRO clients, secure their participation as webinar presenters (5 new companies minimum)

b. Webinar Planning and Execution

- Sessions: 2 webinars (approx. 1 hour each)
- Format: Online via Zoom
- Participants per session: 7–10 startups (total of 15–20 startups)
- Pitch Duration: 5 minutes per company
- Tasks Include:
 - Speaker communication and scheduling
 - Collection/preparation of pitch materials
 - Handling pre-recorded submissions for absent presenters
 - Zoom setup and technical operations
 - Pre-event rehearsals, live moderation and facilitation
 - Recording the webinar and submitting the recording to JETRO

c. Japanese Audience Outreach

- Reach out to relevant Japanese companies, especially:
 - Corporations engaged in CVC activities
 - Those exploring overseas innovation collaboration
- Outreach efforts will be conducted in collaboration with JETRO's existing network of Japanese companies.
- Attract at least 20 participants per webinar (multiple attendees from the same company are allowed)

d. Final Reporting

- Submit a comprehensive final report covering:
 - Startup identification process and results
 - Webinar content and participation metrics
 - Audience information, including participant attributes such as industry sector, job title, company name, and email address (as available)

4. Place of Delivery

JETRO San Francisco Office (virtual operations permitted). All deliverables must be submitted via email and shared digitally in English.

5. Miscellaneous

a. Payment

- Contractor shall submit:
 - One invoice upon submission and acceptance of the final report
- JETRO shall make the payment within 30 days from receipt of invoice.

b. Language

- All documentation, communication, and reporting shall be conducted in English.

c. Points to Note

- Targeted startups must be headquartered within JETRO San Francisco's jurisdiction. The jurisdiction of JETRO San Francisco covers Northern California, Alaska, Oregon, Northern Nevada, Idaho, Wyoming, and Montana.
- Preference will be given to startups that have not previously worked with JETRO.
- JETRO San Francisco will send a survey to Japanese companies that participated in the webinar and, based on the responses, facilitate matchmaking with the presenters.