

Attachment 1

July 28, 2025
JETRO San Francisco

Application Guidelines for the " J-StarX 2025_Women Entrepreneur 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. Description

The purpose of the "Women Entrepreneur Program" (hereinafter "**Program**") is to nurture and develop the international competitiveness of Women entrepreneurs who have the potential to become the leaders of the future.

This Program aims to support and provide opportunity to Women entrepreneurs based in Japan to grow as an international leader. The participants of this Program will receive mentoring and training on their business ideas, pitch, and on entrepreneurship in Japan and in the US. Growth in the number and quality of Women entrepreneurs as well as the building of a strong sense of community and membership is expected through this Program, which will contribute to the further development of the Japanese startup ecosystem.

2. Program outline

The Japan External Trade Organization (hereinafter "**JETRO**") will provide an acceleration Program about 24 weeks. For the U.S. Program, a maximum of 20 entrepreneurs in total in cooperation with Accelerator(s). The program must be completed by March 2026. The program structure and schedule may be flexibly adjusted based on the wishes of the contractor.

a. Schedule

- Japan Program (in-person and/or online): 12 weeks starting around October
- U.S. Program (in-person): at least 2 weeks from January to February

b. Language

English (with Japanese included, if necessary)

c. Participant

JETRO will issue an open call for applications to this program. It will target women entrepreneurs who have already established their own businesses or who plan to do so soon. Accelerator(s) will manage the application review process, including conducting individual interviews.

3. Program contents

Program should include the following:

i. Program design & Recruiting Program Selection

The contractor will develop the JETRO Women Entrepreneur 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.

The selection process is (1) document screening, (2) 2 Interview processes to narrow down candidates to finalize 20 entrepreneurs. The selection process is planned to include four rounds of interviews, with an estimated total of a total of approximately 80 interviews

ii. Domestic Entrepreneur Bootcamp: 20 Startups (4 days) / In-person (Japan)

4 days Bootcamp in Japan should be held in October, to develop personal leadership, mentorship and business skills. This bootcamp covers the opportunities to connect with VCs, advisors, experienced entrepreneurs and other ecosystem members.

iii. Pre Departure Online Training (12 weeks/12 group sessions (60-120 minutes per session)/6 mentoring sessions (1 to 1, 45-60 minutes per session)

Each week, approximately 12 weeks before the U.S. program, should include 1 Seminar and/or interactive group coaching sessions. Each session should last up to 60-120 minutes, including discussions. Also, for 12 weeks 1 to 1 mentoring sessions will be scheduled. The mentoring sessions should be scheduled bi-weekly total 6

times and 45-60 minutes for 1 session.

The sessions to include:

- 1on1 advising
- LinkedIn coaching
- Pitch Deck coaching
- Pitch coaching
- Email outreach coaching
- American conversation coaching
- Featured speaker series with VCs, experienced entrepreneurs and other ecosystem experts
- Mentorship from program graduates

* ii and iii 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.

iv. Silicon Valley Program 1 (20 companies for at least 2 weeks mandatory)

The accelerator(s) will send the participants to Silicon Valley for two weeks.

The program includes

- 1:1 mentoring and advising with local investors, VCs and CVCs
- Group sessions with VCs and advisors
- Pitch Training
- Live pitch to local investors, VCs and CVCs
- Site visits
- Meetings with experts in key disciplines such as legal, finance, design thinking and marketing
- Hosted events by industry and ecosystem influencers
- Specifically tailored women entrepreneur experiences
- Uniquely designed pitch events to local investors, VCs and CVCs

4. 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.

1. Region

Online/ Onsite

4 days of in-person program in Japan and at least 2 weeks in person program in the Bay Area. 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.

*Applied companies must attend this in-person event.

6. Budget

Maximum 1,039,523 USD in Total.

- Program design & Recruiting Program Selection -----USD
- Domestic Entrepreneur Bootcamp -----USD
- Pre Departure Online Training -----USD
- Silicon Valley Program -----USD

7. Term of contract

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

8. Conditions for the contractor engaged in the project

- a. Has an established organizational structure and capabilities to manage and complete the project properly
- b. Is able to adhere to JETRO's directions, as well as report to, communicate with, and consult with JETRO in an adequate manner
- c. Has know Has knowledge of handling confidential and/or personal information accordingly

- d. Has broad and effective experience, network, and knowledge necessary for the implementation of the project
- e. Can give appropriate advice and communicate smoothly with startup companies and global companies in both Japan and Silicon Valley
- f. Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws.
- g. Must inform JETRO if the contractor is involved in a similar project funded by the Japanese government

9. 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.