

Application Guideline for “Programs for Events & Coaching support to Create a Nexus of the Startup Ecosystem in JIC”

1. Description

Ministry of Economy, Trade, and Industry of Japan (hereinafter “**METI**”) opened the Japan Innovation Campus (hereinafter “**JIC**”) in Palo Alto as a nexus of the startup ecosystem in Japan and the U.S. to support the overseas expansion of Japanese startups. Currently, JIC has approximately a hundred startups as its members, which may increase in the near future.

The Japan External Trade Organization (hereinafter “**JETRO**”) aims to make a center where not only Japanese startup companies can gather, but also local startups, investors, mentors, and others. The overall goal is to make JIC a place for exchanging ideas and information among Japanese startups and local Silicon Valley ecosystem players, allowing them gain insights of the latest cutting-edge technologies from Japan. This will create a stronger connection between the Japanese innovation ecosystem and Silicon Valley.

This Program (hereinafter “**Program**”) will consist of holding events at JIC and coaching and customer development support for startups for JIC member startups. Events may be open public events or private workshops for JIC members with invited special guests or speakers. Coaching support may include coaching sessions for CEOs as well as office hours for mentoring.

2. Program outline

This program will last for the duration of the fiscal year starting April 1st, 2026 through the contract end date in March 19th 2027. Throughout the year events, workshops, seminars, and other events will occur on average quarterly. Coaching and mentoring support for JIC member startups will occur throughout the year.

3. Program Content

A. Events

Program should include seminars, workshops, networking events with investors, etc. These events should productively contribute toward creating a nexus of startup ecosystem based in JIC involving local prominent individuals and entities. It can be

large events or small events, while a certain percentage of the events should be public to attract local community's attention and involvement in JIC. Some of the events should focus on specific sectors to create sector-specific networks. Events may be hybrid to allow participation online for non-local attendees. Maximum 5 events throughout the year. Apart from this program, other events will be held at JIC occasionally by other public and private entities.

*Large events should be over 100 participants. Small events should be approximately 40-70 participants.

B. Intensive Coaching Support for JIC Member Startups

Program will include personalized individual coaching and mentoring for JIC member startups. The coaching and mentoring should be based on professional expertise on startup ecosystem and industries of each startup respectively. Expected workload is around 120 (240 hours) for intensive coaching sessions. Minimum hours provided to each company will be expected.

C. Investor Related Program/ Session

The program should include closed sessions for JIC member startups to receive feedback from multiple knowledgeable venture investors on their business and funding strategies. These feedback sessions should be structured to enable more direct and honest feedback from VCs rather than an ordinary pitch session. This is also expected to be an opportunity to connect VCs with JIC member startups aiming to fundraise from US VCs.

4. Program Details

A. Location:

Most of the events are expected to be held at the Japan Innovation Campus, with a hybrid streaming option available for public events. It is also possible to hold part of the events at non-JIC venues to reach a wider audience.

Japan Innovation Campus
212 Homer Ave. Palo Alto, CA 94301

B. Language

English.

5. Budget

Max \$382,857

- ① Coaching Support US\$---
- ② Large Events (3 events) US\$---
- ③ Small Events (2 events) US\$---
- ④ Investor Advisory Boards (2 times) US\$---

6. 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 solid and credible network, and knowledge necessary for the implementation of the project.
- B.** Has broad and effective experience of implementation of similar programs in the U.S. especially in Silicon Valley.
- C.** Has close connections with top tier venture investors in the U.S. Having investment function for startups is preferable, while not necessary.
- D.** 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.
- E.** Has knowledge and systems/tools for handling confidential and/or personal information accordingly.
- F.** Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws.

7. Term of contract

The term of the contract is from the contract start date through 19th March 2027.

8. Payment

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

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

Coaching sessions: JETRO will pay the amount based on the actual number of sessions that occur, calculated by number of meeting hours. However, a non-refundable fee (minimum payment from JETRO to the contractor) will be applied, if any, according to the proposal. The cost in the proposal will be used to calculate the amount.

Events: JETRO will pay the amount based on the actual number of events that occur. However, a non-refundable fee (minimum payment from JETRO to the contractor) or cancellation policy will be applied, if any, according to the proposal. The cost in the proposal will be used to calculate the amount.

<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.