

Application Guideline for “Flagship Accelerator Entry Program”

1. Description

The Japan External Trade Organization (hereinafter “**JETRO**”) aims to make Japan a more cohesive and robust innovation ecosystem by partnering with world-class venture capitalists, accelerators, and other startup ecosystem players.

The purpose of the Flagship Accelerator Entry Program (hereinafter “**Program**”) is to educate and prepare Japanese startups for the application and interview process of top tier flagship accelerator programs. In order to be competitive and have a greater chance of entering these programs, startups will need to be at or near the level of Silicon Valley born startups.

2. Program outline

- Programming will consist of education, training, and mentoring of startups to get them ready to compete with other accelerator applicants for entry into a prestigious flagship program. Since most of these programs take equity and may operate like investors, the goal should also be for companies to present as investors ready. Extensive revisions of pitch decks and pitch training should be provided.
- While the purpose of the program is to get startups ready to be competitive in the application process for flagship accelerator program batches, it is understood that there can be no guarantees of the company being admitted into the program, nor can they be promised any special treatment or priority. Accelerator admissions committees should evaluate the company as with any other applicants.

3. Program Content

A. **Flagship Admission Training Process**

Phase I. Application Preparation (5 weeks)

The Contractor shall provide support for application preparation, including the following:

- At least 5 seminars or interactive group sessions. Each session shall be approximately 60 to 90 minutes in length, including discussions.
- At least 2 one-to-one coaching sessions for each startup, including provision of feedback on written submissions prepared by participating startups. Each session shall be

approximately 45 to 60 minutes in length.

- The Contractor shall provide follow-up support, including feedback and assistance, as appropriate in response to the needs and requests of participating startups, and conduct follow-up meetings with startups that are not selected, providing feedback and guidance as appropriate.
- All selected startups, up to a maximum of 21, are eligible

Phase II. Semi-Final Round Interview Preparation (1-2 weeks)

The Contractor shall provide preparation support for the first-round interviews, including:

- At least 1 seminar or interactive group session. Each session shall be approximately 60 to 90 minutes in length, including discussions.
- At least 2 one-to-one mentoring or interview sessions for each startup. Each session shall be approximately 45 to 60 minutes in length and conducted by mentors or designated check-in leads.
- The Contractor shall provide follow-up support, including feedback and assistance, as appropriate in response to the needs and requests of participating startups, and conduct follow-up meetings with startups that are not selected, providing feedback and guidance as appropriate.
- All Startups pass Phase1 are eligible.

Phase III. Final Round Interview Preparation (1-2 weeks)

The Contractor shall provide preparation support for the final-round interviews, including:

- At least 2 one-to-one mentoring or interview sessions for each startup. Each session shall be approximately 45 to 60 minutes in length and conducted by mentors or designated check-in leads.
- The Contractor shall provide follow-up support, including feedback and assistance, as appropriate in response to the needs and requests of participating startups, and conduct follow-up meetings with startups that are not selected, providing feedback and guidance as appropriate.
- All Startups pass Phase2 are eligible.

B. Topics to be included

Program may include the following types of training or masterclasses, among others:

- **Pitching Refinement:** Learn how to refine pitches to effectively attract top-tier accelerators, including advanced storytelling techniques and how to clearly communicate value propositions.
- **Fundraising:** Learn how startup fundraising is commonly structured, as well as how to negotiate term sheets and learn about the instruments used to raise capital.
- **Mentoring:** participating companies should be provided with one-on-one mentoring either with an assigned mentor or via open office hours.
- **Admissions Preparation:** Familiarize teams with the admission structure and support them in strengthening their application to the flagship accelerator.

C. Schedule (weekly)

Sessions including the above topics in the form of lectures, guest speakers, individual mentoring sessions, etc. should be provided at an average pace

4. Program Details

A. Location:

Predominantly Online

B. Language

English.

C. Participants

Startups will be admitted to the program in batches of maximum 7 companies. Up to 3 batches may be conducted, with a total of up to 21 companies participating in the admissions training process (Phase I-III) . Participation in subsequent phases will be limited to those companies that successfully pass each preceding phase. Each batch will progress through all three phases of the program. Following completion of Phase III, up to 7 companies will be selected as participants in the flagship accelerator programs. Selected companies will be chosen from a pool of applicants. Previous unselected companies from earlier batches may be reconsidered.

D. Budget

Total Budget US\$ 508,419.00

The training program will be conducted in batches of up to 7 startups. The total budget shall be allocated across batches and phases as follows:

Batch 1 (Up to 7 startups) Total US\$ -----

Admission Fee (UP to 20% of Budget)

Admission Training Process Fee

- Phase 1: Application Preparation
(All selected startups, up to a maximum of 21, are eligible.)
US\$--- per startup (Maximum 30% of total Budget)
- Phase 2: Semi-Final Interview Support (All Startups pass Phase1 are eligible)
US\$--- per startup (Maximum 30% of total Budget)
- Phase 3: Final Interview Support (All Startups pass Phase2 are eligible)
US\$--- per startup (Maximum 20% of total Budget)

Batch 2 (Up to 7 startups) Total US\$ -----

Admission Fee (UP to 20% of Budget)

- Phase 1: Application Preparation
(All selected startups, up to a maximum of 21, are eligible.)
US\$--- per startup (Maximum 30% of total Budget)
- Phase 2: Semi-Final Interview Support (All Startups pass Phase1 are eligible)
US\$--- per startup (Maximum 30% of total Budget)
- Phase 3: Final Interview Support (All Startups pass Phase2 are eligible)
US\$--- per startup (Maximum 20% of total Budget)

Batch 3 (Up to 7 startups) Total US\$ -----

Admission Fee (UP to 20% of Budget)

- Phase 1: Application Preparation
(All selected startups, up to a maximum of 21, are eligible.)
US\$--- per startup (Maximum 30% of total Budget)
- Phase 2: Semi-Final Interview Support (All Startups pass Phase1 are eligible)
US\$--- per startup (Maximum 30% of total Budget)
- Phase 3: Final Interview Support (All Startups pass Phase2 are eligible)

US\$--- per startup (Maximum 20% of total Budget)

5. 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 global network, and knowledge necessary for the implementation of the project.
- B.** Has broad and effective experience of implementation of similar programs in the world. Experience of building up unicorns in the past five years is desirable.
- C.** Has investment arms and has close connections with world top tier VCs.
- 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.
- G.** 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.

6. Term of contract

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

7. 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.

Payment amount will be based on the total number of participants as well as the total number of batches.

<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.