

# Application Guidelines for the J-StarX

## “Beyond JAPAN: Life Science x San Diego”

1. **Subject:**

J-StarX “Beyond JAPAN: Life Science x San Diego”

2. **Description:**

The purpose of the J-StarX “Beyond JAPAN: Life Science x San Diego Program” (hereinafter “**Program**”) is to foster global human resources innovation and help build a strong global network for future Japanese innovators in collaboration with top-level San Diego accelerators, angel networks, VCs, and other startup ecosystem builders (hereinafter “**Accelerator(s)**”) in San Diego and Planning and Operation Companies (hereinafter “**Partner(s)**”), by selecting [5 to 7] persons to participate in the Program including facilitating connections with local KOLs, university researchers, and other industry-related companies.

The Japan External Trade Organization (hereinafter “**JETRO**”) will sponsor the **Program** to be provided by **Accelerator(s)** and the program participants will pay basic accommodation (hotel) fee.

3. **Program outline:**

JETRO will provide the program in cooperation with **Accelerator(s)** as stated below. The program structure and schedule may be adjusted accordingly after discussions between JETRO based on the request of **Accelerator(s)** in San Diego, California.

a. **Schedule / Location**

The **Program** starts with a 4-week application phase, which then moves on to a 4-week selection phase consisting of a screening period followed by an interview period. During the selection phase, JETRO and **Accelerator(s)** will screen applications and choose [10-12] startups, and then conduct interviews with them individually then select [5-7] startups in total, that can participate in the Virtual **Program**, based on their motivation, commitment, preparedness, etc. The Virtual program will be provided mainly online which includes the information sessions provided by JETRO as well as **Accelerator(s)** and conduct a final pitch session to decide the [5-7] startups and entities, that will advance to the Local program based on the level of idea / product, business stage, commitment and team set-up.

The Local Program will be held in San Diego, California, which will last for 2 to 3weeks.

[BEYOND JAPAN :Life Science x San Diego]

Phase	Period	Location	# of ppl
Application phase Including recruiting	4 weeks (May)	Primarily online /in Japan	N/A
Selection phase Screening period Interview period	4 weeks (May~June)	Online	10 - 12
Virtual Program phase	6 weeks (Late June - Early Aug)	Online	5 - 7
Local Program phase	2-3weeks (Sep)	In-person in the U.S. (mainly SD)	5 - 7
Follow-up phase	Until the end of January, 2027	Online	5 - 7

\*Final schedule will be determined after discussion between JETRO based on the request of **Accelerator(s)** in San Diego.

**b. Language**

The **Program** will be held primarily in English with supplemental Japanese on an as-needed basis.

**c. Participants**

**JETRO** will accept applications from seed to Series B **stage startups** that are planning to launch or expand their business in the U.S. **Accelerator(s)** will be involved in selecting suitable participants for the **Program** together with **JETRO**. The participants' verticals are primarily life science, medical devices, therapeutics/diagnostics, and biotechnology. **Accelerator(s)** will be required to customize the **Program** based on the qualified startups' products, services, and

needs.

#### 4. Budget

Maximum Price: \$370,000 (This includes interviewing of [maximum of 10] companies in the selection phase, [5-7] companies for the Virtual Program, [5-7] companies for the Local Program, and Follow up phases.

**Accelerator(s)** should propose the base price, which is the price for [5] companies for the Virtual Program, Local Program and Follow-up phase, then state how much the increase will be by adding one additional company count to the **Program**. The maximum price is when there are [7] companies in the Virtual Program, Local Program and Follow-up phases. This price should not exceed the maximum price of \$370,000.

Maximum Price:

\* Total price of [12] companies for the interview, [10] companies for the Virtual Program, [7] companies for the Local Program, and Follow-up phase. Price should not exceed \$370,000.

#### 5. Scope of Work:

**Accelerator(s)** will provide the following contents:

##### a. Application Phase

*NOTE: JETRO will open participation for this program and share the applicants' information with Accelerator(s)*

- i. Recruiting* - Work closely with JETRO for a media / marketing schedule and plan to get the largest reach of applicants

##### b. Selection Phase

- i. Screening*

Select the participants of the **Program** with JETRO that will advance to the interview process

- ii. Interview*

Conduct interviews with approximately double the number of expected dispatches to the Virtual Program

**c. Virtual Program Phase**

*NOTE: Each session shall focus on defining each startup's objectives and identifying the resources required to achieve them, in order to maximize outcomes during their stay in San Diego.*

**i. Seminars/Sessions**

Provide at least 1-2 industry/area specific training sessions and record those for archive purposes.

**ii. One-on-one mentoring sessions**

Provide at least 3 one-on-one mentoring sessions (1 hour) per startup

**iii. Final Pitch**

Conduct a pitch session as part of the final selection process to conclude the Virtual Program

**d. Local Program Phase**

*NOTE : The Accelerator shall conduct regular check-ins between the Virtual Program and the Local Program and provide necessary support for participants' goal achievement.*

**i. Venue with Supervision**

Accelerator(s) will provide and set up meeting space for training / networking / demo day sessions with in-person supervision available to assist startups when in need

**ii. Seminar and Interactive Group Coaching Session (optional)**

May provide seminars or supplementary video training

**iii. One-on-one Mentoring Session**

Provide one-on-one mentoring sessions (1-hour, at least five times during the Local Program Phase) with industry experts per startup. Additional mentoring should be provided to companies per request or seemingly need it.

**iv. Business/Feedback Meeting Arrangement**

Business meetings to be arranged with potential investors including angel investors, VCs, CVCs and/or potential partners/clients. At least 3 valuable introductions per startup should be delivered during the Program.

v. ***Direct Networking Events***

**Accelerator(s)** may include 2-3 optional networking opportunities, including business matching events, VC speed dating or additional pitch events or any other ecosystem events in the region to maximize the outcome of the **Program**.

f. **Follow-up Phase**

The follow-up phase may include additional mentoring, business matching arrangement or any other events such as VC speed dating.

g. **PR**

- i. Reach out to media / networks in Japan for recruiting participants and sharing the program

6. **Conditions for the Contractor(s) Engaged in the Project**

- a. Not under the circumstances of being denied participation due to unethical and/or unlawful activities by either JETRO or Ministry of Economy, Trade and Industry (METI)
- b. 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.
- c. Has broad and effective experience of implementation of acceleration programs in the world. Has experience of building up unicorns in the past five years (desirable).
- d. Has investment arms and has close connections with top tier global VCs.
- e. 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.
- f. Has knowledge and systems/tools for handling confidential and/or personal information accordingly.
- g. Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws.
- h. Is willing to invest in Japan and establish an entity in Japan (desirable).

In addition, prospective contractor(s) will be evaluated by the following preferred specifications:

- Project implementation skill
- Wide, various, open mentor network which matches this program

- Strong connection to Angel Investors, VCs and CVCs, including list of contacts in each selected sector
- Experience supporting companies in each selected sector
- Ability to support alumni companies through follow-ups and checking in
- Experience working with government agencies or any other economic organizations to build local ecosystem all over the world

## 7. Term of Contract

The term of the contract is from the contract start date through January 31, 2027.

## 8. Payment

In compensation for the services to be provided by **Accelerator(s)** to JETRO, JETRO shall pay a total amount to **Accelerator(s)** in Two payments. The first half payment of the **Program** will be made by JETRO to **Accelerator(s)** upon execution of this agreement and will be half the amount of the maximum possible value of the contract. The second half of the payment will be made by JETRO to **Accelerator(s)** upon the completion of the **Program** and will be the actual value minus the first amount JETRO paid to **Accelerator(s)**.

## 9. Preparation of Application

Non-oral, telephone, or facsimile will be accepted. All costs of preparation shall be borne by the Applicants.

The proposal document or presentation submitted by the applicant should include the following:

### a. Project implementation

- Project details about each phase
- Implementation structure (arrangement of personnel(s) in charge / responsibilities of each personnel(s))
- Operating procedure, method and proposal on how to complete all the tasks of the project in an effective manner and enhance project outcome
- Ability to conduct online \*Description of online tools to be used
- Frequent communication \*Description of digital communication tools with companies and JETRO to be used

### b. Experience and Capabilities of the Organization

- Experience with similar projects
  - Networking and information gathering skills to enhance project outcome
  - System to manage personal/confidential information
  - Include 2 or 3 notable recent successful case studies of international alumni going global from their local market
- c. Project implementation skills of assigned personnel(s)
- Mentor network list with mentor profiles
  - Profiles of each project personnel(s)
  - Sector experience
  - Strong connection to VCs, accelerators, corporates, universities
- \*List of the Angeles/VC/CVC/ connections or partners should be included (They should be invited to the pitch/networking events)

<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.