

FY2026 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 and reverse pitches*. The project contributes to the creation of innovation and business productivity improvement in Japan.

* A “reverse pitch” refers to presentations by Japanese companies and CVCs introducing their needs and collaboration interests to U.S. startups.

2. Contract Period

From the contract date to March 31, 2027.

3. Scope of Work

(1) Organizer

- JETRO San Francisco
- Co-organizer: Selected contractor

(2) Target Fields

- The following are examples of target fields/industries that JETRO is actively seeking to bolster in Japan:
 - Life Sciences, including Pharmaceuticals and Medical Devices
 - AI
 - Semiconductors
 - Cleantech and Climate Tech
- For the webinar program, JETRO welcomes suggestions from the Applicant for which fields the webinars should focus on depending on which industries they have the strongest networks in

(3) Target Participants

I) Startup Pitch

- 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

II) Reverse Pitch

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

(4) Deliverables

a. Identification of U.S. Startups

- Propose a list of startup candidates within JETRO SF's territory (see 5d) 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 (at least 10 newly identified companies)
- In order to participate in the webinar, all presenting startups must sign JETRO's Terms of Service and be properly registered as JETRO client companies

b. Identification of Japanese Companies for Reverse Pitch

- Propose a list of Japanese companies seeking partnerships with U.S. startups that fit the agreed upon pitch event themes
- Secure their participation as webinar presenters

c. Webinar Planning and Execution

- Number of Sessions: 3 webinars, approx. 1 hour each
 - 2 startup pitches and 1 reverse pitch
- Timing: August, November, and February (tentative)
- Format: Online via Zoom
- Participants per session
 - Startup Pitch: 7–10 startups (total of 15–20 startups)
 - Reverse Pitch: 7-10 Japanese companies and CVCs
- Pitch Duration: 5 minutes per company
- Tasks Include:
 - Speaker communication and scheduling
 - Collection/preparation of pitch materials
 - Handling pre-recorded presentations from speakers unable to attend live
 - Zoom setup and technical operations
 - **Zoom Webinar** (not Zoom Meeting) is required for webinar operation

- The Contractor must have an active Zoom Webinar license in advance of and during the duration of the webinars
 - The cost of the Zoom Webinar license shall be borne by the Contractor
- Pre-event rehearsals, live moderation and facilitation
- Recording the webinar and submitting the recording to JETRO

d. Audience Outreach and Communication

- I) Japanese Audience for Startup Pitch
 - 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)
- II) Startup Audience for Reverse Pitch
 - Reach out to relevant Startup companies, especially:
 - Those exploring innovation collaboration with Japanese companies
 - Outreach efforts will be conducted in collaboration with JETRO's existing network of US startups.
 - Attract at least 20 participants per webinar (multiple attendees from the same company are allowed)
- III) Audience Communication
 - Audience communication leading up to the event should be handled by the Contractor
 - Audience communication includes, but is not limited to:
 - Website creation and management
 - Event registration
 - Attendees for all webinars must include their email address when registering
 - Direct e-mail correspondence and follow-up
 - Creation of a presenting company explanation guides for each pitch event in Japanese or English (preference for Japanese for the 2 Startup Pitch events)
 - However, JETRO will handle the post-event survey and the matching process afterward

e. Final Reporting

- Submit a comprehensive final report covering:
 - Startup identification process and results for speakers
 - Japanese companies and CVCs identification process and results for speakers
 - Webinar content and participation metrics

- Audience information, including participant attributes such as industry sector, job title, company name, and email address (as available *company name and email required)

4. Place of Delivery

JETRO San Francisco Office. All deliverables must be submitted electronically via email in English.

5. Miscellaneous

a. Budget

- \$27,000 USD

b. 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.

c. Language

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

d. 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.