

Specifications for the “JETRO X-HUB OUTBOUND 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. Project Purpose

The JETRO X-HUB OUTBOUND PROGRAM aims to support Japanese companies, predominantly tech startups, to compete in the global markets, taking advantage of the ecosystem of Austin in Texas. Those companies must have an office in Tokyo and ideally have already expanded business in North America or plan to do so. The program will heavily focus on 1-on-1 meetings with potential partners or investors.

The contractor will develop the program and hold a boot camp (hereafter Boot Camp) for the companies. The contractor will also create and deliver the acceleration program.

Task 1: Preparatory Tasks

The contractor will develop the JETRO X-HUB OUTBOUND 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.

Task 2: Main Program: Austin Acceleration Program

Boot Camp Phase: Up to 10 Startups (3 days) / In-person (Japan) or Online

The contractor will hold around three-day Boot Camp.-The Boot Camp will include:

- ✓ Providing up to 10 startups with an overview of fundamental entrepreneurial issues dedicated to each company.
- ✓ Offering the companies customized support for better learning about the content of Boot Camp.
- ✓ Supporting them to prepare for Austin Acceleration Program to each company.

Acceleration Phase: Up to 10 Startups (1-2 weeks)

The contractor will provide participating companies to develop and deliver a program to get access to the Ecosystem in Austin. The duration of the Austin Acceleration Program will be around 1-2 weeks. The program will include:

- ✓ Offering 1-on-1 online mentoring to each participating company by the contractor. (1 hour/ 1time, at least 2 times)
- ✓ Offering 1-on-1 online mentoring to each participating company by guest experts. (1 hour/ 1time, at least 3 times)
- ✓ Following up with each company via email or other tools. 1hour per each participating company. (At least 1hour / each company)
- ✓ Preparing and Arranging meetings with potential partners, investors, etc. (Minimum 3 meetings for each of 10 companies)

The contractor can add preparatory or follow-up processes for startups or the discussion session with JETRO before and after the Austin Acceleration Program. This stage includes an in-person event in Austin that participants must attend. During this in-person event, companies can use the co-working space that the contractor provides. There will be a networking event provided during this period as well.

Networking event

Holding a networking event. the contractor will include the information below in the proposal.

- ✓ Number of participants
- ✓ Invited at least 3 VIPs including top-tier VCs, key opinion leaders, influencers, medias.
- ✓ Promotion to increase attendance
- ✓ Private (invitation only) or public
- ✓ In-person

2. Schedule

The JETRO X-HUB OUTBOUND PROGRAM starts with a 3-day Bootcamp happening in Japan or online. The Acceleration Phase will last 1-2 weeks and expected to finish-by the end of 2026.

* The schedule can be changed upon request and subsequent discussion.

3. Language

English

4. Budget

USD 218,000

5. Term of contract

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

6. Conditions for the contractor engaged in the project

- (1) Has an established organizational structure and capabilities to manage and complete the project properly.
- (2) Is able to adhere to JETRO's directions, as well as report to, communicate with, and consult with JETRO in an adequate manner.
- (3) Has knowledge of handling confidential and/or personal information accordingly.
- (4) Has broad and effective experience, network, and knowledge necessary for the implementation of the project.
- (5) Can give appropriate advice and communicate smoothly with startup companies and global companies in both Japan and Austin.
- (6) Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws.
- (7) Must inform JETRO if the contractor is involved in a similar project funded by the Japanese government.

7. 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.