

Specifications for “General Partner Education Program”

1. Description

The Japan External Trade Organization (hereinafter “JETRO”) aims to internationalize the domestic startup ecosystem by partnering with world-class venture capitalists (hereafter VCs), Educators, and inviting mentors, investors, and ecosystem stakeholders from around the world.

The General Partner Education Program (hereinafter “Program”) aims to elevate emerging and prospective venture capital fund managers in Japan, who is raising Fund I to III to a globally competitive level (hereafter GPs). To achieve this, JETRO provides GPs with education and networking opportunities by top-tier Silicon Valley venture investment professionals in order to enhance their ability to raise capital from institutional investors thus globalize capital supply side in Japan.

JETRO will partner with a contractor, who will provide the GPs with lectures, workshops, and mentoring, as well as networking opportunities with key persons from global investor communities (hereinafter “Educator”).

2. Program Outline and Content

JETRO will provide the following education program to Japanese GPs in cooperation with the Educator. The program structure and schedule may be flexibly adjusted based on the wishes of the Educator and JETRO. The program structure is as follows:

A. In-person and/or virtual sessions (22 sessions):

The Educator will provide at least 22 in-person and/or virtual sessions during the program. 1~2 days will be in-person orientation and workshop in Tokyo, providing a program overview and objectives and facilitating communication within participants. The Educator will also provide sessions explaining how to build strategies on networking and portfolio construction, developing fund brand identity and investment thesis, data room setup, understanding LP archetypes.

B. Mentoring (10 sessions):

The Educator will provide 1-on-1 mentoring for each participant at least 10 times. The participants will have the opportunity to get individual mentoring through industry experts including global LP/GPs and coaches from the in-person and/or virtual sessions stated above.

C. GSE 2026 Session (1 session):

At the request of JETRO, the Contractor shall support the planning, coordination, and on-site execution of a session at the Global Startup Ecosystem (GSE), a global deep-tech conference held in early October in Osaka.

The session is expected to take the form of a panel discussion consisting of a total of four participants: two overseas investors, one JETRO representative serving as moderator, and one representative of the Contractor - although the composition and number of participants may be subject to change.

The scope of work may include, but is not limited to, program design, speaker selection and invitation, and travel and logistical arrangements related to the participation of overseas speakers.

The overseas investors are expected to be top-tier global venture capital investors who meet at least one of the following criteria:

- Have the capability or track record to invest in Japanese startups;
- Have an interest in establishing a Japan-focused fund; or
- Are affiliated with a Tier 1 venture capital firm outside Japan.

In all cases, it is preferable that the overseas investors be at the partner level or general partner level.

D. Showcase/ Demo day in the US (1 day):

One (1) day of in-person Showcase/ Demo day in the US with feedback from institutional LPs connecting GPs with potential limited partners, investors, experts and influential individuals. Attendance for participants is optional, but for those attending, every participant will have the chance to pitch.

E. Debrief & Next Steps

Participants will have a debrief session and receive guidance on next steps from a VC expert to help institutionalize emerging and aspiring top-tier GPs to a globally competitive level.

*The Educator will conduct a post-program survey with the participants and provide the results to JETRO. Furthermore, a program debrief meeting will be held with JETRO to review the program.

3. Program details

A. Method of delivery: Combination of online and in-person (Tokyo, Japan and US)

B. Language: English.

C. Participants:

JETRO will make an open call for this program and will accept applications from Japanese GPs. Educator will evaluate the applicants with JETRO. The selected participants will be officially confirmed upon the issuance of acceptance notifications by JETRO.

The program targets emerging venture capital general partners (GPs) who are:

- First-time fund managers looking to raise institutional capital
- Established VC professionals launching new independent funds
- Corporate venture capitalists seeking to spin out independent vehicles
- Angel investors transitioning to formal fund structures
- Investment professionals with domain expertise looking to establish thematic funds

D. Number of participants:

10 -15 funds

*Each fund manager may include up to 2 team members in the program.

E. Goal:

- For participants to acquire the skills necessary to become globally competitive emerging capitalists and build institutional-quality funds. The Educator should actively facilitate connections with potential LP candidates through events such as Demo Day, enabling participants to attract foreign LPs and launch or raise new funds.
- To contribute to the overall development of Japan's venture capital ecosystem by increasing the number of professional fund managers and improving access to institutional capital. The Educator should make every effort to connect participants with key global ecosystem players through its extensive network.

4. Budget

Maximum budget will be \$974,195 (USD). Please specify the pricing for each program in the proposal.

A. GP Education Program (except the Demo Day in the US) \$----

B. GP Education Program (Demo Day in the US) \$---

C. GSE 2026 Session (optional, depends on JETRO's request) \$---

Total: \$---

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.
- B. Has a global network, and knowledge necessary for the implementation of the project.
- C. Has broad and effective experience of implementation of education 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 world top tier 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.
- H. Practices Act and state unfair competition laws.
- I. 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 13th March 2027.

7. Payment

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

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

<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.