

J-StarX Global Growth for Agri Tech Program Specifications

1. Purpose

The "J-StarX Global Growth for Agri Tech" program aims to foster the growth of Agriculture Tech Japanese startups, and facilitate their expansion into international markets. This program will provide specialized mentors to support selected startups. The startups will participate in a structured program that includes mentoring and a one to two weeks travel program, making connections with potential partners, investors, advisors, customers, and Joint Venture partners (hereafter Partners) to establish a strong foundation for Product-market-fit and customer discovery. The program is designed to provide individualized solutions to startups that have not yet successfully ventured into overseas markets.

2. Target Participants

The program is open to entrepreneurs from Agri Tech companies in the seed to the middle stages **possessing Technology Readiness Levels (TRL) approximately between 3 and 9 (preferable for Deeptech)**.

Target sectors include, but are not limited to:

- Smart agriculture and precision farming
- Agricultural robotics and automation
- Soil, crop, and farm data platforms
- Sustainable inputs (fertilizers, feed, bio-materials)
- Food supply chain optimization and traceability
- Climate-resilient and regenerative agriculture

3. Contract Term

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

4. Service Description (Global Growth Support)

a. Selection of startups

-The call for applications is conducted by JETRO, but a Contractor shall also cooperate in the startup recruitment process by leveraging its own network and actively reaching out to potential candidates.

-Together with JETRO, the contractor will select the startups to participate among a list of candidates provided by JETRO.

-**Up to ten startups should be selected for the Tokyo Bootcamp** (, but JETRO reserves the right to reduce this number if deemed necessary.

-Up to two participants per startup may join the program.

b. Tokyo Bootcamp For Up to ten startups (Mid-September : tentative)

- The contractor will provide a list of potential Agri Tech experts and, together with JETRO, select **approximately five mentors /experts** to participate in the sessions.

- The contractor will suggest a comprehensive agenda for the sessions, **with a recommended duration of approximately three days**.

- Recognizing the significance of providing the startups with fundamental knowledge on the target markets, the proposed agenda should strategically incorporate activities like self-introductions by the mentors / experts, pitches by the startups, feedback on the pitches, speed dating, and lectures focusing on local business opportunities, business model development, strategies etc. to facilitate local and global expansion. The contractor will work with JETRO to finalize the schedule.

- Participating mentors / experts will identify the top five startups eligible for further support based on their interactions during the bootcamp.

-The sessions may be held at JETRO's Innovation Garden if the venue is available.

-The contractor must maintain open and timely communication with JETRO to facilitate smooth coordination and ensure that all aspects of the in-person schedule arrangements are executed effectively. This includes promptly sharing any changes or updates that might impact the arrangement process.

-The contractor will be responsible for coordinating the logistics of accommodations, travel, event attendance, and event hosting for the mentors /experts as part of the Tokyo Bootcamp (see b).

c. Individualized Mentoring for Three to Five Startups (From around September 2026, after the Tokyo Bootcamp)

- The contractor shall assign mentors /experts for each startup based on the sessions and their preferences such as their target region. Mentoring will be provided three to five selected startups.

- The contractor will provide **kickoff meeting of 1.5 hours** with each startup.

- The contractor will charge on a per-unit basis, **with up to 15 hours of mentoring hours** with each startup from Agri tech experts.

- The contractor will assign a master mentor for each startup and charge on a per-unit basis, **with a minimum of 25 and up to 50 hours of mentoring hours**.

- The contractor will suggest milestones for how each company should utilize **up to 66.5 hours of mentoring time** provided by the mentor and expert during the kickoff meeting.
- The mentoring will place emphasis on the ecosystems, regulatory frameworks, requirements, and competitive environments specific to each country and region. Based on this understanding, mentors will support startups in identifying suitable Partners, defining Partner criteria, and selecting relevant events and conferences, as well as arranging travel schedules. Mentors will also advise startups on refining their approaches, pitch decks, and messaging to ensure effective communication with potential partners. In addition, through the mentoring process, mentors and startups will identify the regions where each company is most likely to achieve Product–Market Fit (PMF), and determine the target countries and cities for overseas travel accordingly.
- After finalizing the travel schedule and participation in conferences and meetings, the mentors will offer advice on refining approaches and pitch decks to ensure effective communication with potential partners.
- The mentors shall provide a feature for startups to suggest any other ways to make the travel experience more effective.
- It should be noted that arrangements for multiple mentors and experts are possible, catering to different business fields and objectives of the startups.
- The mentoring may be conducted in person or online.

d. In Person Schedule Arrangements

Overseas travel is a mandatory requirement of this program.

The overseas program shall be designed based on the needs of each startup. Each startup shall, in consultation with its assigned mentor, select the destination country or region, and the contractor shall accompany and support the startup accordingly.

The capability to support business expansion of the startups in the United States is priority. The specific locations shall be determined through consultation between JETRO and the contractor.

For locations outside the United States, the contractor shall propose candidate destinations from at least three or more regions among Canada, Australia and Europe, clearly specifying the country and city for each proposed location.

In addition, candidate conferences to attend or visit, and potential partner organizations for collaboration shall be proposed.

- Mentors will facilitate schedule arrangements during the startup's travel period, which will be from one week to two weeks.
- The schedule arrangements may include coordinating the startup's participation in on-site

conferences, events, and key meetings based on the startup's needs, **with a target of 10 key appointments (up to 20 allowed) per startup** during the startup's travel period.

- The purpose of the on-site schedule arrangements is to optimize the startup's networking opportunities and maximize their engagement with potential partners and stakeholders.
- If during the travel period arranging in-person meetings becomes challenging, the mentors may arrange online meetings as well.
- Online meetings can be scheduled at any time, and they are not limited to the travel period.
- Mentors will ensure that the online meetings are effectively organized to facilitate meaningful interactions and collaborations between the startup and potential partners.
- The contractor must maintain open and timely communication with JETRO to facilitate smooth coordination and ensure that all aspects of the in-person schedule arrangements are executed effectively. This includes promptly sharing any changes or updates that might impact on the arrangement process.

e. Travel Arrangements

- The contractor will take responsibility for coordinating the logistics of accommodation, travel, and conference attendance as part of the in-person schedule arrangements for the mentors providing in-person support to startups. (see d) The contractor also take responsibility for coordinating the conference attendance for each startups.

5. Language

All services will be conducted in English.

6. Program Schedule

In the proposal, the contractor will propose a tentative schedule for the above services. Upon execution of contract, the contractor will work with JETRO to finalize the schedule leading up to the start of the program.

7. Performance Reporting

The Accelerator(s) is required to regularly report on each company's business progress to JETRO. The contractor must provide a mechanism to track on-time mentoring hours and the number of appointments. The final performance report will be submitted to the JETRO Office by March 19th, 2027. The format will be provided by JETRO.

8. Budget

Maximum US\$555,037

Applicants must provide a detailed cost breakdown in the attachment 3 Cost Guide.

9. 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.

Necessary adjustments will be made according to the number of Units. The final payment amount will vary between the Minimum Payment and Maximum Payment based on the actual number of Units.

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.