JETRO Industry Event & Network Access Program

Program Specifications

1. Purpose

The “JETRO Industry Event & Network Access Program” aims to accelerate the growth of startups founded by Japanese entrepreneurs operating in the United States. Rather than broad trade show participation, this program focuses on targeted engagement with niche industry gatherings where high-value connections with domain experts, advisors, and ideal customer profile (ICP) prospects can be established. Through dedicated Anchor Mentors with deep industry networks, participating startups will gain access to the right communities, build meaningful relationships, and accelerate their path to product-market fit and customer discovery.

2. Target Participants

The program is open to Japanese entrepreneurs who are currently founding or co-founding startups in the United States, at the seed or early stage. The program is industry-agnostic and accepts startups across sectors. A minimum of two (2) and a maximum of five (5) Startups will be selected per Program cohort.

3. Contract Term

The program’s service term will begin upon execution of contract and end on March 19, 2027.

4. Service Description

a. Kickoff & Mentor Matching (Online / In-person)

- The contractor shall provide a roster of Anchor Mentor candidates with relevant domain expertise and US-based networks. Together with JETRO, five Anchor Mentors will be selected — one assigned per participating startup.
- The contractor shall organize and facilitate an online / in-person kickoff session for all participating startups and their assigned Anchor Mentors. The session shall include introductions, goal-setting, and an initial assessment of each startup’s target market, ICP, and networking priorities.
- The proposed agenda for the kickoff session shall be submitted to JETRO for review prior to the session.
- Where appropriate, additional specialist mentors may be introduced by the Anchor Mentor to complement specific startup needs upon request from JETRO.

b. Individualized Mentoring & Event Strategy Planning (Online / In-person)

- Based on the kickoff outcomes and startup preferences, individualized mentoring shall be provided to each of the up to five selected startups.
- The Anchor Mentor shall work with each startup to identify the most relevant industry events and gatherings aligned with the startup’s sector, ICP, and growth objectives.

- For each startup, the Anchor Mentor and the startup shall co-develop an event participation plan, including:
  - Selection of 2 to 3 target industry events taking place during the program period
  - Individual KPI targets per startup (e.g., number of Key Appointments, target personas to meet)
  - An event and outreach schedule through March 19, 2027
- Mentoring sessions may be conducted in person or online and shall be charged on a per-unit basis, with up to 60 hours of mentoring per startup in total, regardless of the number of mentors engaged.
- Multiple mentors may be engaged per startup, coordinated by the Anchor Mentor, to address different business areas and objectives.

c. Industry Event Participation Support

- The Anchor Mentor shall support each startup's participation in the agreed industry events, including co-attendance where appropriate, pre-event outreach, and post-event follow-up facilitation.
- As a general rule, each Startup shall be entitled to one (1) Event exhibition and one (1) Event participation. Where a Startup declines, or is otherwise unable, to exhibit at, or participate in, an Event, the resulting unused slot may be reallocated to another Startup, and such Startup may accordingly exhibit at, or participate in, more than one (1) Event.
- Support activities include:
  - Pre-event: identifying target attendees, facilitating pre-event appointment setting, advising on pitch and approach
  - During event: co-attendance and introductions where possible; leveraging the Anchor Mentor's network to facilitate warm introductions to domain experts, advisors, and ICP prospects
  - Post-event: supporting follow-up actions including scheduling follow-up meetings with contacts made at the event
- The target for each startup is a minimum of ten (10) qualified Key Appointments over the course of the program. A Key Appointment is defined as one of the following:
  - A meeting arranged in advance with a target contact, conducted at or in conjunction with an industry event; or
  - An initial contact made at an industry event, followed by a confirmed and scheduled follow-up meeting.
- Casual introductions or networking exchanges are encouraged; however, they shall not be counted as Key Appointments unless they result in a subsequent scheduled meeting.
- Online meetings may supplement in-person event participation and are encouraged to be provided prior and post event period, not being limited to the event period.
- JETRO may attend meetings between the startup and its mentor and participate in events in which the startup takes part.
- The contractor shall bear the following costs:
  1. Registration and participation fees for industry events incurred by contractors and mentors in providing networking and business development support, including travel expenses and other related costs.
  2. Registration and participation fees for industry events for up to two (2) representatives per startup.

3. Event booth and exhibition-related costs for participating startups, including booth setup costs.

5. Language

All services shall be conducted in English.

6. Program Schedule

All dates and timings set out in this specification are tentative and are subject to significant change. In the proposal, the contractor shall propose a tentative program schedule aligned with the service description above. Upon execution of contract, the contractor shall work with JETRO to finalize the schedule. Each startup's event participation plan and KPI targets will be established during the mentoring phase (Section 4b) and form part of the agreed program schedule.

7. Performance Reporting

The contractor must provide a mechanism to track mentoring hours, event participation, and Key Appointments with startups' confirmation, allowing JETRO to monitor progress in real time as well. A final performance report must be submitted to the JETRO office by March 19, 2027. The report format will be provided by JETRO.

8. Compensation

Maximum: US$342,500

Payment shall be made in accordance with Attachment 3 (Price List). The final contract amount shall be calculated by applying the agreed unit prices to the actual Units delivered. The payment schedule and payment milestones shall be as set forth in Attachment 3 and the resulting agreement. JETRO shall pay the invoiced amount within forty (40) days after receipt of the billing statement.