

**[Appendix A] FY2019 JETRO Chicago “Business Development Representative”  
Specification Document**

JETRO Chicago

1. Project Purpose

This project aims to accelerate innovation and to improve productivity in Japan by promoting Foreign Direct Investment (FDI) of U.S. based innovative companies.

2. Contractor’s Title

Contractor’s title is “Business Development Representative” (hereafter called “The Representative”)

3. Target Region

The main target region for this project will be greater Chicago area.

The Representative may target innovative companies in the below states other than the greater Chicago area:

Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri,  
Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

4. Target Companies

Target companies are companies that fulfill all of the following conditions.

- a) A company that meets JETRO’s pre-service checklist. (JETRO will share this checklist after the execution of agreements.)
- b) A company that falls into one or more categories of positive list. (JETRO will share this list after the execution of agreements.)
- c) An innovative company that meets at least one of conditions below.
  - 1) A company that has no competitors in Japan, or has a unique advantage compared to others in Japan.
  - 2) A company that has an advanced and emerging technology, or a new service/business model.
  - 3) A company that significantly improves productivity in Japan.

5. Project Description

a) Marketing of JETRO and JETRO Invest Japan Services

PR and introduce opportunities in Japan as well as JETRO Invest Japan Services among the Midwest Startup Ecosystem Players by actively attending startup events, trade shows, seminars and networking. JETRO expects The Representative to attend 5 to 10 innovation events and meet 20 to 30 new companies each month to achieve our goals.

b) Arrange meetings with target companies and JETRO

From the companies that The Representative meets, carefully select target companies and arrange meetings with JETRO. JETRO expects average of 3 meetings per month.

c) AFJS and CS support

Support JETRO to acquire “Application for JETRO Invest Japan Services (AFJS)” and “Customer Satisfaction Survey (CS)” from a target company that The Representative arranges meetings.

d) Introductory Consultation

Provide introductory consultation to target companies. This includes but not limited to presentation of JETRO Invest Japan Services, sharing business trends and regulation updates in Japan, and sharing market information that JETRO provides.

e) Cooperation with other JETRO offices

Mutually support JETRO North America offices by sharing information on lead generation strategy and case studies.

6. Deliverable Target

a) Meeting arrangements with target companies:

Average 3 meetings per month

b) Monthly Reports and Project Completion Report

7. Monthly activity report and project completion report

a) Submit a monthly activity report by the 5<sup>th</sup> date of each month in a specified format by email. The report shall include the followings items:

- A list of events attended
  - A list of notable startup ecosystem players that The Representative introduced JETRO Invest Japan Services.
  - A list of meetings arrangements
  - Activity plans for the following months.
- b) Submit a project completion report after successfully completing this project on the last day of February 2020.
- c) Upon the completion of each report and approval of all jobs described above by the respective due dates, JETRO will pay the requested payment amount within 40 days.

8. Others

- a) JETRO will provide business cards to The Representative.
- b) The Representative uses his/her own email address. JETRO does not provide a JETRO domain email address for this project. Free email account without original domain is not acceptable for this project.
- c) The Representative shall not disclose any information collected through this project to any third party (whether it is an individual, corporation, or other entity) without prior written consent from JETRO.
- d) The Representative is required to take on demand information security courses.
- e) The Representative is always required to keep a balance between “quality and volume” (achievement of the target number(s) and new business cases that can make an impact on the Japanese economy), and perform activities.
- f) The Representative shall distinguish and separate this project from his/her private work. The Representative should not try hard sell his/her own fee-based services on client companies during any JETRO-related activities.