

Public Offering for
JETRO Global Acceleration Hub Berlin
(Health/Bio, Service, Others)

15 March 2024
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Director General
JETRO Berlin

The “JETRO Global Acceleration Hub” project aims to support the overseas expansion of Japanese startups and to foster startup ecosystem in Japan. “JETRO Global Acceleration Hub” are established in more than 25 world leading startup ecosystems. They provide the latest information of their regions and support individually Japanese startups to expand on-site.

JETRO is looking for Applicant who can provide support services to Japanese startups entering the Berlin/German and European market.

General

- **Subject:** JETRO Global Acceleration Hub in Berlin (Health/Bio, Service, Others)
- **Term of contract:** the contract day to 31 March, 2025
- **Closing date for Application:** **26 March, 2024 10:00 am (German Time)**
- **Contents of Contract:** As indicated in the following APPENDIX: SPECIFICATIONS

How to Apply

1. Application documents

1. Signed Application Form (format PDF)

2. Supplementary materials showing the following. (Any Format is fine)

A. Applicant’s company overview, previous Business performance such as company brochure, experience in holding pitch /matching event of Startups in related industry etc.

B. Project implementation information

-Project implementation structure for appropriate operation and management of the project.

(Please clarify the personnel and responsibilities)

-Operation procedure and method to provide mentoring and matching services in appropriate and flexible manner.

-List of mentors including specialized fields and industries, human networks and networks to companies to be introduced to for matching.

*The contractor is prohibited from subcontracting all or part of the project to a third party. However, partial subcontracting is possible only with the prior written approval of JETRO. (If you are planning to subcontract the work to a third party, please also provide information on the party to which you plan to subcontract the work.

2. Language of Application

English and/or Japanese

3. Application Deadline

By 26 March 2024 10:00 am (German Time)

4. Documents are to be submitted to

JETRO Berlin (Attn: Ms. Yoko Nakamura)

Email: Yoko_Nakamura(at)jetro.go.jp

-Required to submit by email

-Application documents will not be returned.

5. Selection Method:

Through document screening and interviews (if necessary), JETRO will make a comprehensive judgment on the following items and select candidates who have obtained high scores as contractors.

6. Qualification requirements and Evaluation points by JETRO

<Qualification Requirements>

- (A) The Contractor has company/organization in Germany and mentors reside in Germany or Europe.
- (B) The Contractor has adequate professional experience in required field and industry.
- (C) The Contractor has sufficient work experience in the relevant specialized field. In addition, the applicant must have the local network necessary to effectively carry out this project.
- (D) The Contractor is not subject to criminal penalties (including pending).
- (E) The Contractor has no serious problems in the project with administrative procedures or reporting during the contract period with JETRO before.
- (F) The Contractor an established organizational structure and capabilities to manage and complete the project properly, be available to respond to service requests from JETRO in a timely manner.
- (G) Shall make his/her best effort to be available to go on business trips if requested.
- (H) Persons who are scheduled to engage in work must be in good health.

<Evaluation points by JETRO>

- (1) Project Implementation structure for appropriate operation and management of the Project.
- (2) Have wide range of specialized fields and industries, human network, and network to companies to be introduced to for matching.
- (3) Operation procedure and method to provide mentoring and matching services.
- (4) Adequate Experience in supporting Japanese and/or foreign start-ups in their market development in Germany (mainly mentoring and matching)
- (5) Applicant is highly motivated to provide services to JETRO and JETRO Clients.
- (6) Good language skills to provide services in English and/or Japanese.

6. Announcement of the selection

Notification of the selection will be announced by email. JETRO will refrain from providing feedback on the results.

7. Notice

- Contractor will perform business and projects in compliance with JETRO's information security regulations.
- Contractor is prohibited from re-entrusting all or part of the project to a third party. If necessary, Contractor must have a pre-approval from JETRO to use a third-party contractor. JETRO needs to protect the information of JETRO Clients to share with the third party.
- Contractor shall submit business reports and/or deliverables at the request of JETRO. Intellectual property rights and business outcome of such business reports and/or deliverables belong to JETRO in principle.

8. Other

<Disclosure of information related to contracts with corporations that have a certain level of relationship with incorporate administrative agencies>

With respect to contracts executed by independent administrative agencies, the “Basic Policy on Reviewing Affairs and Businesses of Independent Administrative Agencies” (Cabinet decision, December 7, 2010) sets forth measures for independent administrative agencies that execute contracts with corporations that have a certain level of relationship with the agencies, e.g., requiring the agencies to disclose information on re-employment of their former employees by such corporations and the status of the business transaction with such corporations.

Based on this, JETRO will disclose information on the relationship Contractor has with JETRO on the JETRO website as follows. Applicant is to provide their consent to provide necessary information to JETRO and for JETRO to publish such information before applying for this project. Thank you for your understanding and cooperation.

Please note that by applying for the project, Applicant is deemed to have given their consent.

(1) Contractor subject to disclosure of information

Contractor that falls under both of the following criteria.

- ① An individual who served as an officer at JETRO is employed, or an individual who served in a position equivalent of a section head or higher at JETRO is employed as an officer or advisor.
- ② Contractor's transaction volume for JETRO accounts for one-third or more of Contractor's gross sales or business income (based on the figures of Contractor's most recent financial statements as of the execution date of the contract.)

*Contracts related to utility, fuel, communication expenses are excluded. Local public entities and individuals are not subject to this rule.

(2) Information to be disclosed.

For Contractor that falls under the criteria describe above, JETRO will disclose the following information in addition to the name and volume of goods and services, the contract execution date, the name of Contractor, and the contract amount for each contract.

- ① The number of individuals who served as an officer or in a position equivalent of a section head or higher of JETRO (Former Employees of JETRO) and their job titles at Contractor, as well as their last job titles at JETRO.
- ② Transaction volume for JETRO
- ③ The fact that the ratio of Contractor's transactions volume for JETRO to its gross sales or business income fall under any of the following. One-third or more but less than one-half, one-half or more but less than two-thirds, or one-third or more
- ④ If Contractor is the sole bidder or the sole applicant, information to that effect

(3) Information to be provided by Contractor to JETRO

- ① Information on Former Employees of JETRO who are employed by Contractor as of the contract execution date (the number, their current job titles, and last job titles at JETRO)
- ② Contractor's gross sales or business income, and the transaction volume for JETRO for the most current business year.

* If JETRO can confirm the above information using information held by JETRO or information that is publicly available (such as corporate website), Contractor does not need to submit the information.

(4) Disclosure date

Information will be disclosed within 72 days from the day following the contract execution date in principle (For contracts executed in April, within 93 days in principle).

9. Contact

JETRO Berlin (Ms. Yoko Nakamura)

Address: Friedrichstrasse 70, 10117 Berlin, Germany

Email: Yoko_Nakamura(at)jetro.go.jp

TEL: 030 2094 5567 or 5560

APPENDIX
SPECIFICATIONS

JETRO Global Acceleration Hub Business in Berlin
(Health/Bio, Service, Others)

1. The Purpose

The “JETRO Global Acceleration Hub” project aims to support the overseas expansion of Japanese startups and to foster startup ecosystem in Japan. “JETRO Global Acceleration Hub” are established in more than 25 world leading startup ecosystems. They provide the latest information of their regions and support individually Japanese startups to expand on-site.

The following services are outsourced to the accelerator who are rooted firmly in the ecosystem on-site so that the project will effectively be conducted.

<Located cities and areas>

Europe: Berlin, Düsseldorf, Munich, Paris, London, Helsinki, Madrid

North America: Silicon Valley, Boston, New York, Los Angeles, San Diego, Austin, Chicago, Toronto

South America: Sao Paulo

Middle East and Africa: Dubai, Riyadh, Tel Aviv, Nairobi

China: Shenzhen, Shanghai, Hong Kong

Asia: India, Singapore, Bangkok, Kuala Lumpur, Jakarta, Manila

Oceania: Sydney

2. The Objective of the Hub in Berlin

To support the entry of Japanese startups into the German/Berlin market or their business development in Germany/Berlin by providing them with information and individualized advice and by facilitating connections with potential partners. The objective of the mission is to achieve at least one success stories of Japanese startups in Germany/Berlin by the end of March 2024. According to JETRO's definition, a success story involves:

- Financing in Germany
- Establishment of an entity in Germany
- Deployment of sales channels (license agreements, sales contracts, commercial agent contracts, etc.)
- Obtaining grants in Germany
- Joint R&D with German companies
- Equity participation with German companies
- Recruitment of human resources (local representatives, boards of directors, etc.)
- Valuation of industrial property (patents, utility models)

3. General:

- Target areas: Germany (Berlin)
- Language used : English or Japanese
- Contract Period : From the day of sign of the contract to 31 March 2025.
- All Services listed in 4. are arranged by JETRO

4. Details of Outsourcing Individual support for Japanese start-ups

(1) Local Ecosystem Briefing Service

- To be used by Japanese start-ups only.
- Provide a one-hour overview of the local ecosystems and industry trends.
- To take place at JETRO office, offices of outsourcing partners, or is done with video calling.
- Create regularly updated presentation materials using JETRO template, to use during the briefing sessions and provide these materials to the users.
- Share these presentation materials with JETRO.
- As a general rule, briefings given to groups consisting of multiple companies and/or multiple Japanese startups, or JETRO organized seminars or webinars will be charged the same price. In cases where there the fee is changed, a written quote must be provided.

(2) Mentoring

- To be used by Japanese start-ups only.
- Includes finding business opportunities in the local economy, formulating business models, creating fundraising strategies for users looking to expand their global business in the local ecosystem.
- Outsourcing partners have to have more than one of mentors to accommodate with the business fields and purposes according to users.
- As a general rule, advance reservations are required through JETRO.

2-a. Mentoring by meeting or video call

- To take place at JETRO office, offices of outsourcing partners, or is done with video calling.
- The maximum time per company is 10 hours. However, in cases where user companies are very likely to establish a local office or receive VC funding, the user company may request JETRO's approval to raise the cap to 30 hours.
- After mentoring by direct interview or video call, information provision and consultation response by e-mail etc. (Answering individual questions) may also be counted in the mentoring hours. In these cases, the provided materials and e-mails must be submitted to JETRO Berlin.

2-b. Advising by email

- Make market report (Approximately 2-3 pages with MS word or MS PowerPoint) and hand them to JETRO before the deadline agreed between contractors and JETRO.
- The content includes: advice on entering German market, product/service demand or acceptance,

list and analysis of potential business partner/potential customers/competitors etc.)

- JETRO might request additional information when JETRO thinks that the information is not enough.

(3) Business Matching

- To be used by Japanese start-ups only.
- Includes introduction to local companies that are possible candidates for partnerships, VC/investors, advisory board members, and new team members according to the needs of the user.
- Arranging meetings with mentor is not included in the business matching.

3-a. Asking potential partner for their opinion and making contact reports:

- The interest hearing will be held to ask local potential companies for their opinion and interest.
- Contractors are requested to make contact reports in details and will be reported to JETRO in the prescribed form, including cases when arranging a meeting is not succeeded.
- Count one company as one case.
- The maximum number of hearings per company is 5. However, in case users have the local offices or are in the process to do it, the maximum will be 10 by users' requests and approvals from JETRO.

3-b. Acquisition of business meeting appointment with local companies

- The maximum number of matchings per company is 3. However, if there is a high possibility that the user will reach a successful achievement due to the extension of support, the maximum number will be 9 accounts after obtaining the request of the user and the consent of JETRO.

3-c. Attend the business meeting with the local company point acquired at 3-b.:

- Based on JETRO's request, contractors are expected to attend the meetings you arranged.
- JETRO will pay according to the time you attend the meeting.

(4) Providing the latest trend articles on the local ecosystem distributed on JETRO Facebook accounts, websites, etc.

- 4 articles
- Delivery in English or Japanese
- English (400words or more) or Japanese (800 characters or more).
- The theme will be set in consultation with JETRO, except for those set by JETRO. The unit price will be settled per article.

(5) Business Performance Report

Submit a quarterly business performance report to JETRO Berlin. The format will be provided by JETRO.

5. Payment

- JETRO reviews and approves a quarterly report, Contractor shall send JETRO an invoice based on the service fees in the monthly report. JETRO shall pay the service fees accordingly. In principle, it is to be paid on semi-yearly billing.

6. Business Engagement Fee Details

Services 業務		Unit Price 単価		Estimated Annual Volume 想定業務量	Amount 小計
1. Local Ecosystem Briefing Service 現地エコシステムブリーフィング	Individual Mentoring by meeting or video call 直接、ビデオ通話	€240.00	/hour /時間	3	€720.00
	Creating briefing presentation(powerpoint) ブリーフィング用PPT作成	€240.00	/hour /時間	2	€480.00
2. Mentoring 個別メンタリング	2-a. Individual Mentoring by meeting or video call 直接、ビデオ通話、Email	€300.00	/hour /時間	10	€3,000.00
	2-b. Advising by email (entering German market, product/service demand or acceptance, list and analysis of potential business partner/potential customers/competitors etc.) Eメール (ドイツ・欧州市場参入アドバイス、顧客候補、競合、製品・サービス需要など)	€400.00	/Unit /件	5	€2,000.00
3. Business Matching ビジネスマッチング支援業務	3-a. Asking potential partner for their opinion and making contact reports 関心度ヒアリング	€100.00	/Unit /件	7	€700.00
	3-b. Acquisition of business meeting appointment with local companies 現地企業の紹介および商談アポイントメント取得 (*)	€200.00	/Unit /件	7	€1,400.00
	3-c. Attend the business meeting with the local company point acquired at 現地企業との商談同席 (*)	€300.00	/hour /時間	7	€2,100.00
4. Providing the latest trend articles on the local ecosystem 現地エコシステムの最新動向記事		€400.00	/articles /本	4	€1,600.00
				Total 合計	€12,000.00

- The annual amount shall not exceed EUR12,000.00.
- The estimated annual quantity is an estimated number and is not guaranteed.
- Payment is made by the unit-price based on actual performances.
- Actual performance of individual meeting means the actual time of the meeting itself. It is calculated in 15-minute increments based on the actual time of the meeting.
- Preparation and transfer cannot be included to the actual performance.
- Unit price shall include all local taxes such as value-added tax.
- Telephone, photocopying, insurance and other office expenses incidental to the work shall be included in the outsourcing fee and shall not be borne by JETRO.
- If the work is to be performed at the JETRO office of the contracting party, the cost of transportation to the office shall be included in the outsourcing fee.
- If Contractor travels to locations other than JETRO offices in Germany (or abroad) to provide services for Seminars, Briefing, Business Meetings, and other events, JETRO shall issue Travel Expenses based on the terms in the contract. JETRO must pre-approve the Travel Expenses.

End