



Global Growth for AI

AI Course | No.C211

Application Guidelines

Application Deadline: Friday, September 6, 2024 23:59
(JST)



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02 PROGRAM STRUCTURE | プログラム構成

Objective

Partnering with U.S. investors who are actively investing in AI, to raise funds and expand business in the U.S. market.

| | |
|---|--|
| 1 | Finding U.S. /global partners for business development |
| 2 | - Mapping key players in the business area - Identifying strategic partners |
| 3 | Participating in fundraising and demonstration events in the U.S. with the mentors |

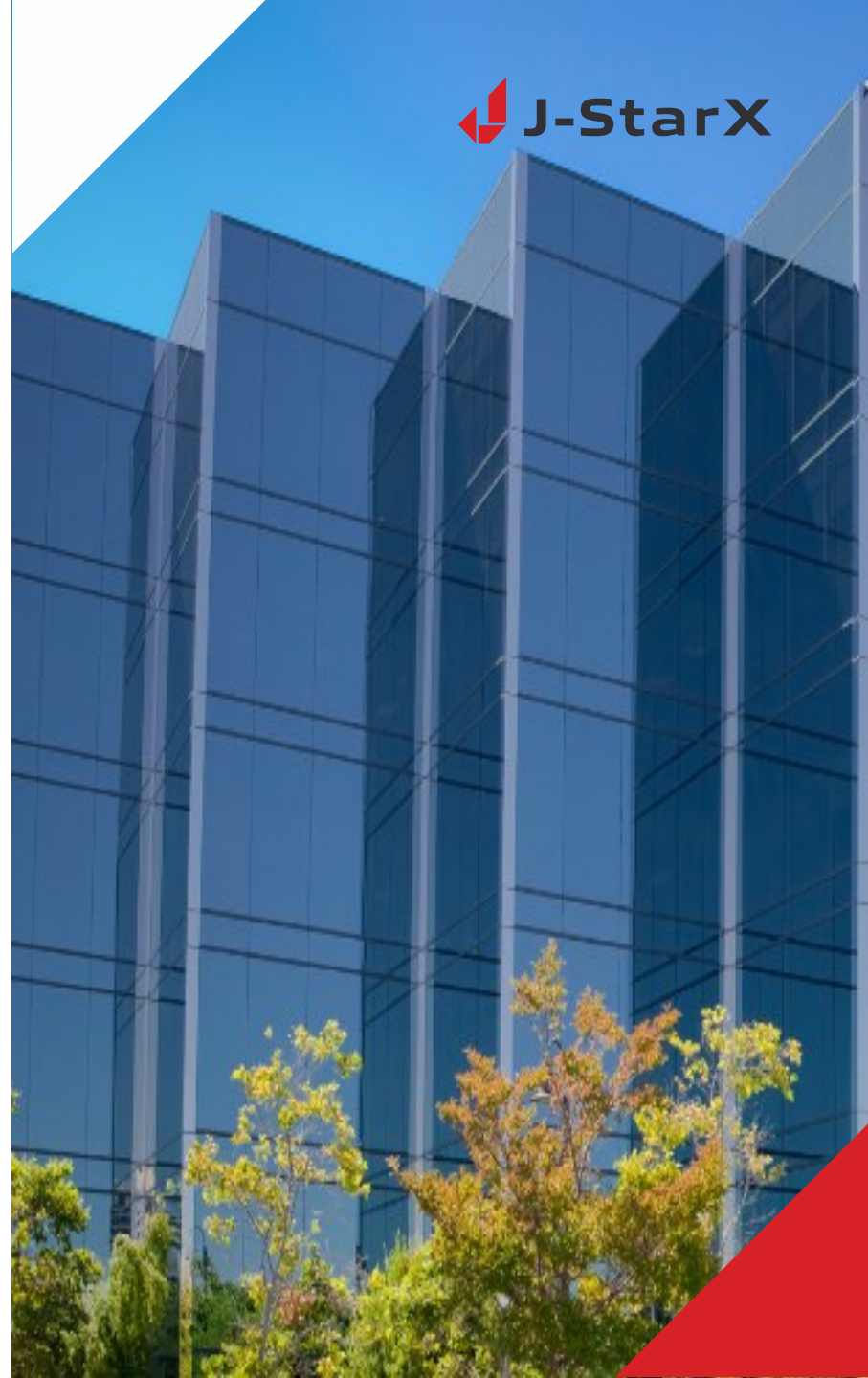
Dispatch Destination

Silicon Valley, U.S.

Intended Targets

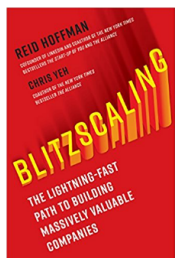
| | |
|--------------------|--|
| Eligible companies | Japanese startups interested in expanding into the U.S. market |
| Stage | Early |
| Field | AI |
| Other | <ul style="list-style-type: none">Those who can make decisions on overseas expansion (CXO class recommended) must be able to participate in the program.Has a prototype and an intention to expand your business overseas or raise funds. |

※For details on the application conditions for travel eligibility, refer to "04| Application Requirements"





***Blitzscaling means
prioritizing speed over
efficiency in spite of
uncertainty***



Blitzscaling Ventures

URL: <https://www.blitzscalingvc.com/>

Organization Information

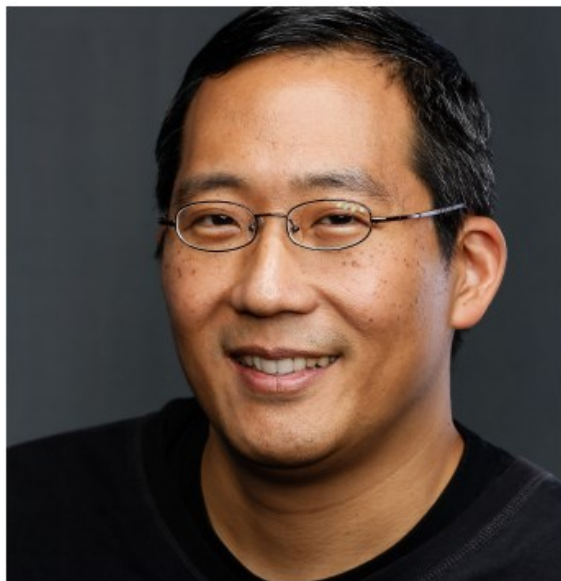
Blitzscaling refers to a strategic approach for fast-growing startups, a concept proposed by LinkedIn co-founder Reid Hoffman and prominent investor Chris Yeh. Blitzscaling ventures is a Palo Alto-headquartered VC founded in 2018 by Chris Yeh along with other investors. Manages a Growth-stage fund for Series B and beyond, and an AI fund (\$50M USD) that invests specifically in AI before Series A.

★Main Mentors (Lead Mentors)

Chris Yeh

Author, Investor, Entrepreneur, Advisor

- Co-author, Blitzscaling
- Partner, Blitzscaling Academy
- Founding Partner, Blitzscaling Ventures
- Former CEO, Ustream
- Role in Program: Co-leader and Chief Mentor



Jeff Abbott

Investor, Community Builder, Entrepreneur

- CEO, Blitzscaling Academy
- Founding Partner, Blitzscaling Ventures
- Founder, AI Salon
- Former Director of Venture Acceleration, Arizona State University
- Role: Program Leader, Program Designer, Program Manager and Administrator, Mentor



★Other Mentors (Mainly AI investors from the U.S.. AI researchers and entrepreneurs from outside the list will also be assigned.)

[List of Candidate Mentors](#)

02 PROGRAM STRUCTURE | プログラム構成



1

Domestic Matching
Workshop
9/17-9/19 @Tokyo



(12 startups)

Introducing mentors (Blitzscaling Venture, AI investors, AI experts, etc.), various workshops such as business growth and fundraising, business model and team analysis of participating companies, matching with mentors, 1:1 interviews, etc.

2

Online Mentoring
September - November



(12 startups)

Up to 25 hours of mentoring (about 3-4 hours per week), GTM review for global market entry, counseling for overseas fundraising, listing and introducing potential customers, brushing up on pitches and business models, introducing more mentors and experts, etc.

2

Domestic Demo Day
Mid-November @ Tokyo



(12 startups)

Prepare your pitch based on your pitch preparation, business model, and GTM strategy analysis. A domestic demo day was held in mid-November, inviting VCs specializing in AI from North America and Japan. At this Demo Day, we will narrow down the top three companies and select the companies that are expanding into the U.S. expansion program.

4

Travel Program
December - early March



(3 startups)

Traveled to Silicon Valley and participated in various AI conferences and closed meetings with AI investors. By participating in networking with AI investors hosted by mentors, etc., we aim to raise funds in North America.

※All programs will be conducted in English.

1 Domestic Matching · Workshops @Tokyo (3 days)

Six well-known AI investors and AI experts from the U.S. will be invited to participate in various workshops, 1:1 mentoring, overseas fundraising, and the creation of KPI goals for expansion.

Capacity 12 startups (up to 2 people per startup)

Schedule Tuesday, September 17 - Thursday, September 19, 2024

Overview

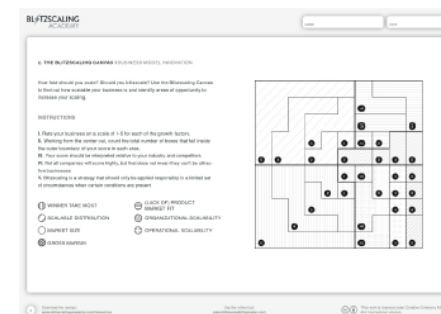
Day 1 (venue in Tokyo / TBD)

- Introduction to the Blitz-scaling method, introduction of mentors, various workshops for growth and fundraising, etc.
- Networking with mentors

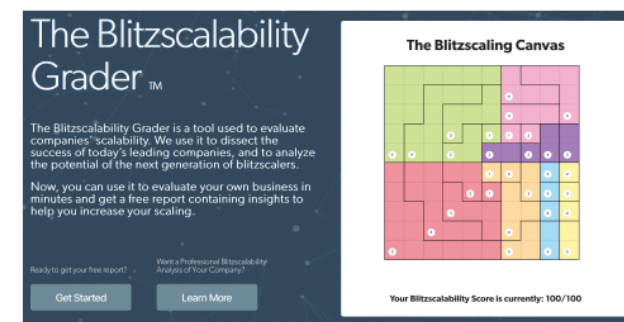
Day 2 & 3 (JETRO Tokyo Headquarters)

- Activities with participating startups and mentors to expand into the U.S.
- Identification of issues, setting KPIs and targets, formulation of U.S. expansion roadmaps, etc. (customized according to the stage of the participants)
- 1:1 meeting with mentors

Blitzscaling Toolkit



Blitzscalability Grader



2 Individual Mentoring

Up to 25 hours of mentoring opportunities from AI experts and master mentors. Various counseling for raising funds in the U.S., identification of potential customers and investors, warm introduction, etc.

Capacity 12 startups (up to 2 people per startup)

Schedule Mid-September 2024 - Mid-November 2024

Overview

- Setting up an interview with the lead mentor, based on each startup's goals and strategy formulation book created in the domestic program
- Create a Whatsapp group and set up meetings with 6 mentors who will be in Japan for about 3-4 hours a week, as well as other mentors, AI experts, investors, etc., to formulate U.S. and global market strategies, introduction to potential partners, and other customers.
- Making appropriate changes to GTM required for entry into the U.S. and global markets, marketing, and brushing up the pitch deck in anticipation of funding from U.S. VCs.

3 Program Demo Day @Tokyo

A demo day will be held in Japan inviting VCs investing in AI from the U.S. and Japan. Prior to that, the lead mentors will come to Japan to brush up on the pitch.

Capacity 12 startups

Schedule Mid-November 2024

Overview

- **Pitch Preparation**
 - Pitch mentoring by Blitzscaling mentors
- **Demo Day**
 - A demo day will be held in Tokyo (location TBD), inviting U.S. and Japanese VCs (those with AI funds).
 - Top three startups will be selected, who will then be connected to the next Silicon Valley dispatch course.



4 Silicon Valley Travel Program (2 weeks)

The top three companies selected at the Demo Day will travel to Silicon Valley for two weeks by February 2025, to participate in AI tech conferences and conduct interviews with VCs

Capacity 3 startups

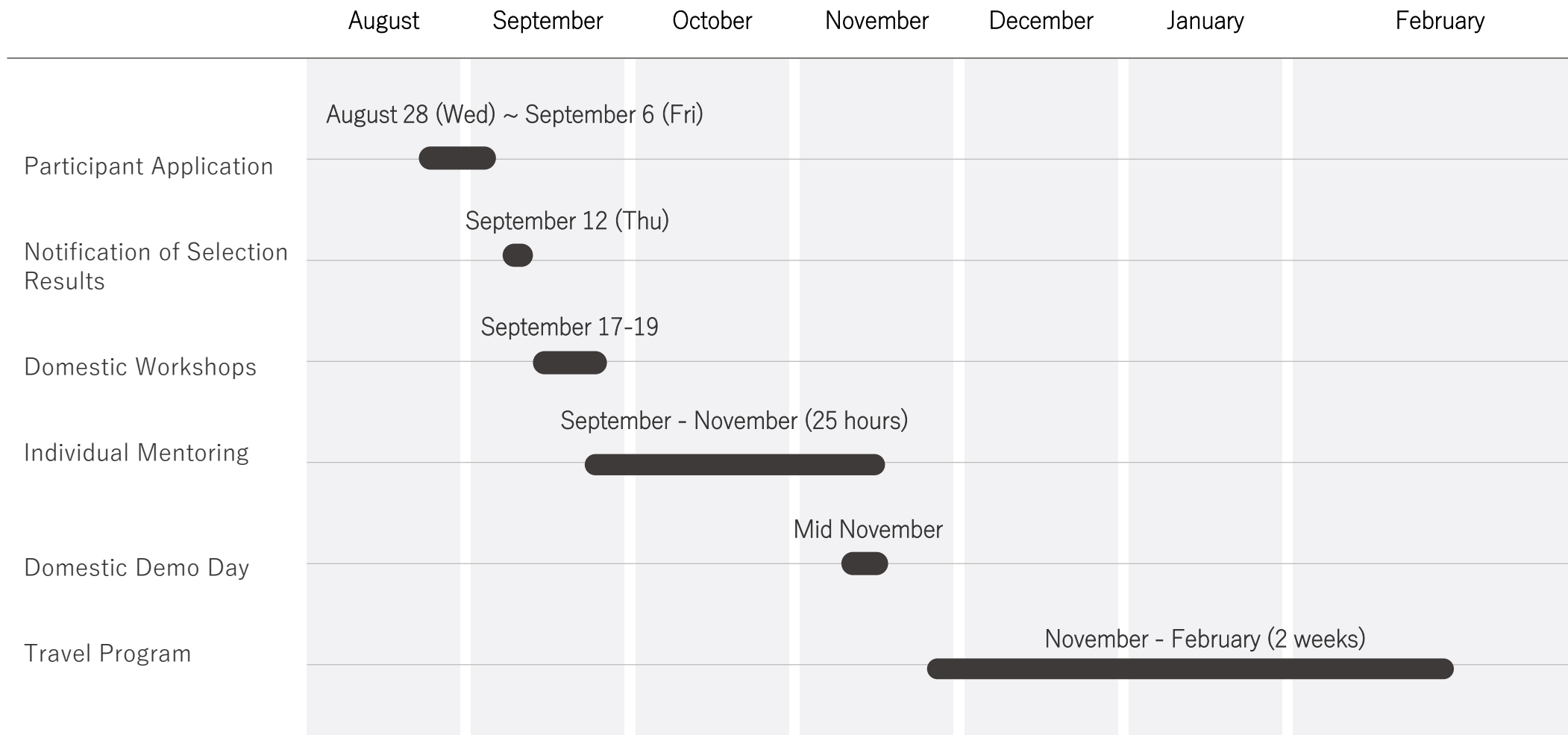
Schedule Late November-February 2024 (TBD; decided by the schedule of the traveling startup)

Overview

- **Workshops by Blitzscaling Academy**
 - Implementation of customized workshops for each startup based on mentoring results, etc.
- **Closed interviews/dinners with VCs and potential customers**
 - Conduct group dinners, interviews, and visits with VCs and potential customers in U.S.
- **Participate in various AI conferences, demos, networking events, etc.**
 - Participate in various AI conferences, demos, and events with a mentor to expand networking in and secure funding in the U.S.



03 SCHEDULE | スケジュール



Capacity

- Domestic Program Mentoring: Up to 12 startups
- Travel program: Up to 3 startups (up to 2 people per startup)

Eligible startups

| | |
|--------------------|---|
| Eligible companies | Japanese startups based in Japan |
| Stage | Early |
| Field | AI |
| Other | •Willing to expand business in the U.S. •Has a product that can be deployed and expanded in the market |

Application Requirement

Program participants*1 must meet all of the following conditions:

- CXO class belonging to a startup headquartered in Japan or the person in charge of overseas business (Regardless of nationality)
- Ability to speak English for business negotiations
- Has a prototype to present to potential partners
- Participants must be able to cooperate with questionnaires after participation*2
- Those who can prepare the facilities and environment to participate in the services provided by this program (online mentoring, etc.)

*1 As a general rule, up to two people from one startup can participate in the U.S. conference, and those who are eligible for this program are required to participate in online programs and individual mentoring

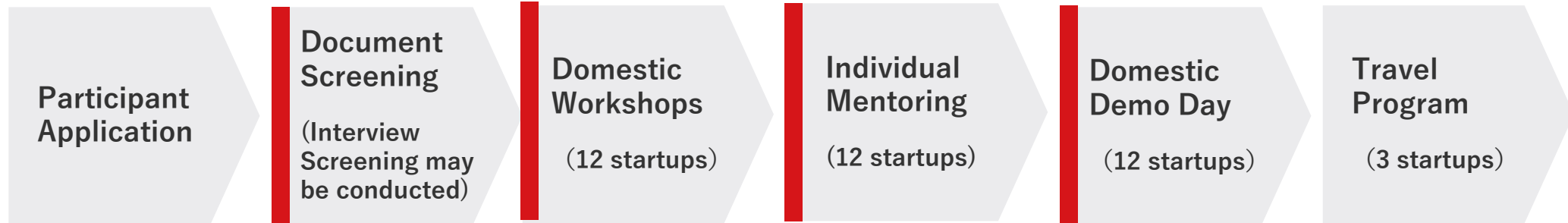
*2 This program is a collaborative project between the Ministry of Economy, Trade and Industry (METI) and JETRO, and follow-up questionnaires and surveys of the growth process will be conducted as needed.

Expenses borne by participants

- Domestic Transportation Expenses
- U.S. Travel Expenses (Airline Tickets)
- Overseas transportation, food and beverage expenses, communication expenses, VISA fees, overseas travel insurance costs, etc.
- All other expenses other than "expenses borne by the organizer JETRO"

Expenses borne by JETRO (in-kind payment)

- Program fees for participation in various mentoring, workshops, events, etc.
- Accommodation expenses during the duration of the travel program
- ※ All of the above will be arranged directly by JETRO. The above fees will not be paid to participants.
- ※ In accordance to the depreciation of the yen and inflation, the JETRO's cost burden may be reduced or abolished in the following fiscal year.



Selection Criteria

- Invited mentors and JETRO must be able to support
- Participation in this program is expected to increase scale-up
- Novelty or competitive advantage of product, technology, or service ideas
- Has a clear value proposition
- The business model must be highly profitable and expected to grow sustainably
- Has traction to prove market demand
- The team structure must be suitable for overseas expansion
- Startups that have participated in other J-StarX programs may participate in some cases (decided by the JETRO side)

Application Form

Deadline: September 6, 2024 (Fri) 23:59
(JST)

-
- The content of the application will be reviewed and the applicant will be notified on the selection.
 - In addition to the document screening, we will also conduct an interview screening (online).
 - Please note that we will not be able to respond to any inquiries regarding the results of the selection.
 - A separate pitch deck (in English) must be submitted
(Please refer to the next page for the format and method)
 - You will need a copy of the page with your pledge and passport photo.
Details are provided in the application form.

Pitch Deck Submission

Step 1

Register to the program

Please apply using the application form on the previous page

Step 2

Pitch deck upload

Due to the convenience of our system, the uploaded pitch deck materials will be stored in a file drive at a different URL.

■ Upload the pitch deck [here](#)

※If it is difficult to submit from the URL form, please submit through e-mail to JHUB@jetro.go.jp

※The subject line for the e-mail should be as follows;

"AICourse_ *name of company_your name*"

Please include the program name, company name, and your name in the body of the e-mail.

※The pitch deck must be created in PowerPoint and converted to PDF format.

Precautions for pitch deck materials

Please note that if the following precautions are not followed, you may not be eligible for review.

■ Precautions for preparing pitch deck materials

- Includes the contents shown in the right column
- No cover page required, maximum of 6 pages
- As a general rule, the file must be created in PowerPoint and converted to PDF format. (file size must be 3MB or less)
- The file name should be as follows;
「**AICourse_name of company_your name.pdf**」
- **Submit by 23:59 (JST) on Friday, September 6, 2024**

■ What to include in the pitch deck materials

Please include the following four items as mandatory items on the slide for the prototype. Also, please write your name in the upper left corner of the first page.

1. Problem you want to solve
2. Outline of the prototype (with photos, diagrams, and text)
3. Business Expansion Strategies
4. Appealing points and strengths of the prototypes

※Documents must be prepared in **English**.

※The format/design of the slides are not designated.

1. As a general rule, support for participation expenses in this program is limited to one person per company (there is no problem if you go with the company at your own expense).
2. If necessary, a mentor/JETRO staff may accompany you to meetings with local negotiators. In addition, we ask for your cooperation in grasping the results and checking the progress after returning to Japan.
3. Please note that after passing the selection process for this program, JETRO may be made available to the public for the purpose of introducing the project and reporting on the results.
(The contents of the publication will be confirmed in advance.)
4. As a general rule, you must not be participating in a travel program under any other J-StarX program.
* Acceptance of overlapping applications will be determined by JETRO.

Disclaimer

Please read the [disclaimer](#) carefully before applying.

Cancellation Policy

Cancellations will not be accepted for any reason after the travel date has been decided.

If a cancellation fee or change fee is incurred by JETRO, the accommodation fee will be borne by the company.

Date of Cancellation Fee: The exact deadline will be announced to participants at a later date.

09 CONTACT | お問い合わせ



Course Name Global Growth for AI

Implementing Institution JETRO Startup Division

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