

Digital Transformation Accelerator Programme 2024

Specification and Guideline Document

JETRO Kuala Lumpur

1. The Objective

The “Digital Transformation Accelerator Programme 2024” project aims to provide support towards upcoming Japanese companies on their Malaysian business development expansion. Through local ecosystem briefings, mentoring services, and business matching meetings, Japanese startup companies are provided the opportunity to collaborate with local ecosystem players and gain potential investments in Malaysia.

2. Contract Term

A 3-month programme shall be executed. Therefore, the term of service shall commence 3 months from the date of agreement of the start of the programme.

3. Proposed Programme Budget

- RM120,000.00

4. Programme Language

- English

5. Focus Sectors

- Digital (with primary focus on Healthtech, Deeptech, and Mobility sectors.)

6. Target Companies

- Japanese companies that take on the challenge of developing innovative products, services, and business models, and aim for rapid growth through innovative technologies.
- Japanese startups or small medium enterprises headquartered in Japan. Participants with subsidiaries in foreign countries are applicable.
- Minimum cohort size of 5 companies.

7. Service Description and Scope

- a. Pre-programme Information Session
 - To hold an information session of minimum 1 hour to cover on, not limited to, the overview of the accelerator programme.
- b. Ecosystem Workshop
 - To provide group workshop sessions covering topics relevant to the

objective of the programme.

- c. Individual Mentoring Service
 - Includes exploring business opportunities in the local economy, brushing up and localizing company business models, optimizing fundraising strategies appropriate towards the Malaysian ecosystem.
 - Mentoring services shall be carried out at a minimum of 3 sessions per company, at a minimum of 30mins each session.
- d. On-site Immersion Experience
 - To organize a local immersion experience for the participants to understand the on the ground opportunities of the Malaysian ecosystem.
 - To provide the opportunity for participants to meet potential business partners, have productive business discussions for collaborations.
 - To organize on-site workshops and programmes to encourage engagements and interactions with the local ecosystem players and experience the Malaysian culture.
 - The flight costs, lodging, certain travel expenses, food and beverages, and any personal consumption costs beyond the arranged program shall be borne by the participants.
- e. Pitch Session
 - To hold a pitch session in conjunction to the on-site immersion experience for the participants to present their business outline to local players in the ecosystem relevant to their industries.
- f. Programme Operations
 - To assist JETRO in recruitment of participants into the programme.
 - To assist JETRO in shortlisting interviews of the participants into the programme.
- g. Other Requirements
 - Must be able to maintain close communication with JETRO.
 - Must be able to hold meetings via online conferencing call at the request of JETRO.
 - Must be in compliance with the laws and regulations of the local government.

8. Applicant Eligibility:

- To be an established entity in Malaysia with representative staff members located within Malaysia.
- To have the basic skills and expertise required to execute the tasks and achieve targets set.
- The business and/or the representative staff to possess experience in the accelerator programme field for a minimum of three years.

- The applicant must have approval from their employer to work with JETRO.

9. Application Process & Deadline

- a. Please submit your proposal and other supporting documents to the following contact email address by **8 November 2024**:
- b. Note that all applicable taxes and surcharges are to be included.

To: Digital Transformation Team, JETRO Kuala Lumpur
Email: MAK@jetro.go.jp
Title: "Application for JETRO DXA Programme Coordinator"

10. Screening Process

- a. All applications and supporting documents will be subjected to review by the JETRO team.
- b. JETRO Kuala Lumpur will notify applicants who have been shortlisted for an interview.
- c. During the interview, all shortlisted applicants should demonstrate the following aspects:
 - (1) The expertise and understanding of the scope and objectives of the programme.
 - (2) The business network connections to provide potential business opportunities for the programme participants.
 - (3) The capability to curate and coordinate a well-structured on-site immersion experience for the programme participants.
 - (4) The willingness to maintain high quality support to achieve successful outcomes for programme.
 - (5) Past experience of similar work (either domestically or internationally).
- d. Note: Upon the completion of the interview process, JETRO reserves the right to not provide reasons of decisions regardless of success or failure throughout the application and screening process.
- e. If the applicant is successful, they shall fulfill the responsibilities of this contract with JETRO alongside any other arrangements and obligations, business or otherwise.

11. Privacy Policy

The information collected through the application will solely be used for the purpose of selecting a coordinator for this programme. It shall not be disclosed to any third parties and/or used for any purpose.

11 October, 2024

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12. Additional Notice

- a. The coordinator shall execute the commission in compliance with JETRO's information security rules.
- b. The coordinator shall not subcontract all or part of the commission to a third party without prior notice to JETRO. The subcontracting of third parties shall be subject to the approval from JETRO.
- c. JETRO shall own all the intellectual property rights of the materials prepared by the coordinator.
- d. All necessary expenses (including travel and transportation expenses) incurred in the execution of this commission shall be included under the general administrative expenses or operational expenses in the commission fee, and no separate settlement shall be made.

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