JETRO

Apr 14th, 2025

JETRO

J-StarX Malaysia Deeptech Programme
Specification Document JETRO Kuala Lumpur

1. **The Objective**
   The "J-StarX Malaysia Deeptech Programme " project aims to provide support towards Japanese deeptech companies on market access into the Malaysian and/or ASEAN ecosystem. Through local ecosystem briefings, mentoring services, and business matching, applicant startup companies are given the opportunity to collaborate with local ecosystem players, seek product validation and commercialisation, investment and/or pilot opportunities.

2. **Contract Term**
   The term of service shall commence from the date of agreement of the start of the programme until 28th December 2025.

3. **Proposed Programme Budget**
   - RM320,000.00

4. **Focus Sectors**
   Deeptech startups related to the following industries:
   - Advanced Manufacturing
   - Artificial Intelligence (AI)
   - Health & Wellness
   - Semiconductors & Datacenters

5. **Target Companies**
   - Japanese deeptech startups that are seeking to scale into the Malaysia and/or ASEAN region.
   - Japanese startups and scaleups. Preferably seed stage and above.
     * Applicants with subsidiaries in foreign countries are applicable.
   - Minimum cohort size of 5 companies.

6. **Programme Format**
   - Hybrid
     - Up to 2 months online session (business mentoring, workshops, business matching, pitch brush up, and more)
     - Up to 2 weeks physical session (engagements with local players, workshops, mentoring, business matching, pitch event, and more)

7. **Service Description and Scope**
   a. Applicant Screening
      - To hold an applicant screening session alongside JETRO members to shortlist suitable startups for the programme.
      - Screening is to be held online or physically subjected to availability of the applicants, co-organisers and venue.

   b. Information Session on the Programme

- To hold an information session (minimum 1 hour) to promote the programme and present the details on the contents to potential participating Japanese companies.

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. Pitch Event
   - To hold a pitch event for the participants to present their business outline to local players in the ecosystem relevant to their industries.

e. On-site Immersion Experience
   - To organize a local immersion experience up to 2 weeks in Malaysia 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.

f. Programme Operations
   - To design and edit promotional materials for the programme.
   - To assist JETRO in recruitment of applicants into the programme.
   - To assist JETRO in shortlisting interviews of the applicants into the programme.

g. Other Requirements
   - All arranged online sessions to be held on Microsoft Teams or ZOOM video conferencing platforms.
   - Must be able to maintain close communication with JETRO.
   - Must be able to hold meetings via online conferencing call at the request of JETRO.
   - The main staff should have experience in similar programmes in the past or have expertise and knowledge in open innovation.
   - There should be one contact person to liaise with JETRO.

8. Applicant Eligibility:

a. To be an established entity in Malaysia with representative staff members located within Malaysia.
b. To have the basic skills and expertise required to execute the tasks and achieve targets set.
c. The business and/or the representative staff to possess experience in the accelerator programme field for a minimum of three years.
d. The applicant must have approval from their employer to work with JETRO.

9. Application Process & Deadline

a. Please submit your quotation and other supporting documents to the following contact email address by **28 April 2025**:
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 J-StarX MYTech 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:
    - The expertise and understanding of the scope and objectives of the programme.
    - The business network connections to provide potential business opportunities for the programme participants.
    - The capability to curate and coordinate a well-structured on-site immersion experience for the programme participants.
    - The willingness to maintain high quality support to achieve successful outcomes for programme.
    - 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.

12. Additional Notice

a. The outsourcing provider shall execute the commission in compliance with JETRO's information security rules.

b. The outsourcing provider 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 outsourcing provider.
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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