

Attachment 1

Aug 18, 2025
JETRO Singapore

Application Guidelines for the Local to Global Success Program (AI & Deeptech)

1. Description

The purpose of the Local to Global Success Program (hereinafter “Program”) is to accelerate the globalization of Japanese local startups (i.e. startups from outside of the Tokyo Metropolitan area) with the goal of equipping the startups with the basic knowledge and skills of global expansion, increasing their motivation to expand to overseas markets refining value propositions, and building strong global ecosystems in Japan with top tier international accelerators, angel networks, venture capitals or any other startup ecosystem builders (hereinafter “Accelerator”). The Japan External Trade Organization (hereinafter “JETRO”) will sponsor about 14 weeks of the Program to be provided by the Accelerator.

2. Program outline

JETRO will provide an acceleration Program over the course of about 14 weeks to minimum of 100 entrepreneurs in total in cooperation with the Accelerator. The program must be completed by March 2026. The program structure and schedule may be flexibly adjusted based on the wishes of the contractor.

a. Schedule

The Program starts with a 3–4-week Preparation phase. After the completion of the Preparation phase, the Accelerator and JETRO will select 30 entrepreneurs that will join the Acceleration phase, which includes the overseas program. The 30 entrepreneurs will be chosen based on their performance during the Preparation phase and through the examination of their pitch deck, etc. After the completion of the Acceleration phase, the

Accelerator and JETRO will provide a follow-up program to the 30 entrepreneurs. The program is to be completed with a Demo Day at the end.

(Application Period)	3-5 weeks between September - October
Preparation Phase (Domestic program)	3-4 weeks between November - December
Acceleration Phase (Overseas program)	4-5 weeks between December to February (Plus about 1-2 weeks overseas)
Follow-up Phase; Demo Day	About 4 weeks in January to February 2025 (from after the overseas program); 1-2 days in late-February or early-March 2025

*Exact timing, duration of each phase, and the final schedule will be determined upon discussion between JETRO and the Accelerator.

b. Location

Preparation Phase in Japan: Hybrid style (in-person and online); in-person sessions to be held in multiple locations in Japan (at least in Tokyo and Osaka, with a few other locations decided between JETRO and the Accelerator)

*Note: About 4 in-person/hybrid sessions should be held

Acceleration Phase: In-person in 3 overseas locations (one of which will be Singapore; other two locations will be decided between JETRO and the Accelerator based on the proposal)

Follow-up Phase: online for one-to-one mentoring; in-person/hybrid for Demo Day

c. Language

Program should be conducted mainly in English for both the Preparation and Acceleration Phases. Japanese-speaking member on the Accelerator team is desired but not required.

The Accelerator should provide English-language assistance to participants as needed.

d. Participants

JETRO will make an open call for the program and will accept applications from entrepreneurs and individuals hoping to start their business. The Accelerator will also actively reach out to possible candidates through their network. The Accelerator will take part in the selection process to assess suitable entrepreneurs and candidates to participate in the program with JETRO.

The participants' verticals are expected to be in the AI and/or deeptech field. The Accelerator will be required to customize the Program based on the participating startups' products, services, and needs. Eligible startups/individuals will be those with little to no overseas traction and/or have not started their overseas expansion. It should be expected that it is the first time for majority of the participants to be engaging in acceleration programs, and that they are in very early stages of considering global expansion and market testing outside of Japan.

e. Budget

Maximum SGD 1,487,447 in total (inclusive of GST)

- ① Preparation Phase (minimum 100 entrepreneurs)
- ② Acceleration Phase (minimum 30, maximum 40 entrepreneurs)
- ③ Follow-up Phase/1-2 Days Demo Day (minimum 30, maximum 40 entrepreneurs)

3. Program Contents

Submit a report at the conclusion of each phase. Program should include the following content:

a. Preparation phase 3-4 weeks: Minimum of 100 entrepreneurs

- i. Seminar and interactive group coaching sessions (details of the contents to be decided upon discussion with JETRO and the Accelerator)**

At least 1 seminar and/or session should be included in each week at the Preparation Phase. Each session is up to 120 minutes including discussions. Participants should have the choice of attending in-person or online for all sessions.

*Example topics of seminars and interactive group coaching sessions: Building a diverse team and co-founder matching; Differences in business culture and business practices; PMF for overseas markets; Optimizing the use of AI; Channel distribution; Pitch how-to; Finding effective & scalable sales, marketing and branding tactics; Financing and fundraising; Business expansion in the global market; Fireside chat with global founders, etc.

In addition, the Accelerator should host networking events to connect participants to the international founders based in Japan.

b. Acceleration phase 4-5 weeks (overseas component: 1-2 weeks): 30 entrepreneurs

The Accelerator will divide the cohort into 3 groups of 10 and each group will be dispatched to 3 different locations (one of which will be Singapore) for the Acceleration Phase.

Prior to the overseas component, the Accelerator is to assign mentors to all 30 participants and provide 1-to-1 mentoring at least 3 times before the overseas program. The Accelerator will also host a preparation session in Tokyo prior to departure for the 30 participants.

The overseas component of the Acceleration Phase is to be conducted in various locations overseas including Singapore (location to be decided upon discussion between JETRO and the Accelerator). The Accelerator will propose at least 2 (or more) cities for the US and at least 2 (or more) cities for Europe (specifying the country and the city) for the remaining 2 locations. The Accelerator will also devise a 1 week-long schedule indicating the mentors/potential site-visit options/workshops etc. per location (including Singapore).

The program may cover the following contents: seminars by the local ecosystem player; mentoring sessions by assigned mentors; business meeting arrangement and networking opportunities with VCs, corporates, key opinion leaders, researchers and/or overseas MBA students who are candidates for global management; site-visits to mature startups; speed-dating; pitching opportunities, etc.

c. Follow-up phase about 4 weeks: 30 entrepreneurs

i. One-to-one mentoring

One-to-one mentoring (1-hour) should be provided to each participant individually, at least once a week (4 times in total). One-to-one mentoring may cover the following topics; Assessment & business model refinement; Value proposition refinement; Customer discovery & development; Building GTM Strategy; Business development & pipeline development; Validating hypothesis etc.

Participants selected by the Accelerator will have the option to participate in exclusive sessions aimed at preparing them for a Flagship acceleration program run by the Accelerator.

ii. Business meeting arrangement

Providing access to potential investors and partners based on the wishes of the participants. Arranging business meetings with potential investors (including angel investors, venture capitals, corporate venture capitals), potential partners (such as fortune 500 companies) and/or key opinion leaders and researchers etc. At least 3-5 valuable introductions per participant should be delivered during the program.

iii. Networking opportunity *Optional*

Accelerator may include optional networking opportunities (within the budget estimate) to maximize the outcome of the program. This optional program may include business matching events, VC speed dating or additional pitch events.

d. Demo Day 1-2 days: 30 entrepreneurs

i. In-person/online- hybrid style Demo Day at the final stage of the Program. The Accelerator will include the information below in the proposal.

- Number of participants
- Invited VIP including top-tier VCs, key opinion leaders, influencers, media
- Private (invitation only) or public
- With judges or without judges

- Pre-recorded or Live
- Online or hybrid (online/offline)

All startup pitches should be recorded and archived with their pitch deck after the event. The archived link should be distributed to Accelerator's investor network after the pitch event if the startups opt in to share their pitch videos.

e. PR & Marketing

Building a brand for the program and participating companies and developing communications that resonate across investors, potential customers and business partners. (Ex. Perfecting pitch deck, marketing materials for global audiences, advertising materials).

4. Conditions for the Contractor(s) engaged in the project

- a.** Has an established organizational structure and capabilities to manage and complete the project properly. Has a global network, and knowledge necessary for the implementation of the project.
- b.** Has broad and effective experience of implementation of acceleration programs in the world. Has experience of building up unicorns in the past five years (desirable).
- c.** Has investment arms and has close connections with world's top tier VCs. It is favorable that participating startups gain and become equipped with the knowledge and skillset necessary to join the Flagship program provided by the Accelerator.
- d.** Can promptly share any changes or updates that might impact the arrangement process.
- e.** Can adhere to JETRO's requests, as well as report to, communicate with, and consult with JETRO and JETRO's out-sourcing partner to support this program in an adequate manner. Can present efficient data for program evaluation.
- f.** Has knowledge and systems/tools for handling confidential and/or personal information accordingly.

- g.** Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws.
- h.** Is willing to invest in Japan and establish an entity in Japan(desirable). Contact JETRO Singapore, if considering investing in Japan, forming a fund, or partnering with a Japanese company. JETRO is considering Equity Model acceleration programs.

5. Term of contract

The term of the contract is from the contract start date through March 20, 2025. The Accelerator(s) is required to regularly report on each company's business progress to JETRO. JETRO demands the submission of two official reports aimed at facilitating payments—one interim and one final. These reports must include detailed descriptions of the program structure, evaluations, delivery specifics, achievements and feedback from the participating companies, the impact of Demo Day, and promotional activities. The format will be provided by JETRO.

6. Payment

In compensation for the services to be provided by Accelerator(s) to JETRO, JETRO shall pay a total amount to Accelerator(s) in two payments.

The first half payment will be made by JETRO to Accelerator(s) upon execution of this agreement. This will be half the amount of the maximum possible value of the contract.

The second half payment will be made by JETRO to Accelerator(s) upon the completion of program and receipt of final report and invoice from Accelerator(s) and will be the actual value minus the first amount JETRO paid to Accelerator(s). Payment will be made by wire transfer to Accelerator(s) bank account designated by Accelerator(s) in writing.

Necessary adjustments will be made according to the number of participants.

<For reference>

About JETRO

JETRO is a government organization that works to promote mutual trade and investment

between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping Japanese startups and scaleups maximize their global potential.