

Attachment 1

Application Guidelines for the “Global Startup Acceleration Program” Global Preparation – General Cohort

1. **Description**

The purpose of the Global Startup Acceleration Program (hereinafter “**Program**”) is to accelerate the globalization of Japanese local startups with the goal of; learning basic knowledge of global expansion, increasing their motivation to expand 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 12 weeks of the Main Program to be provided by Accelerators..

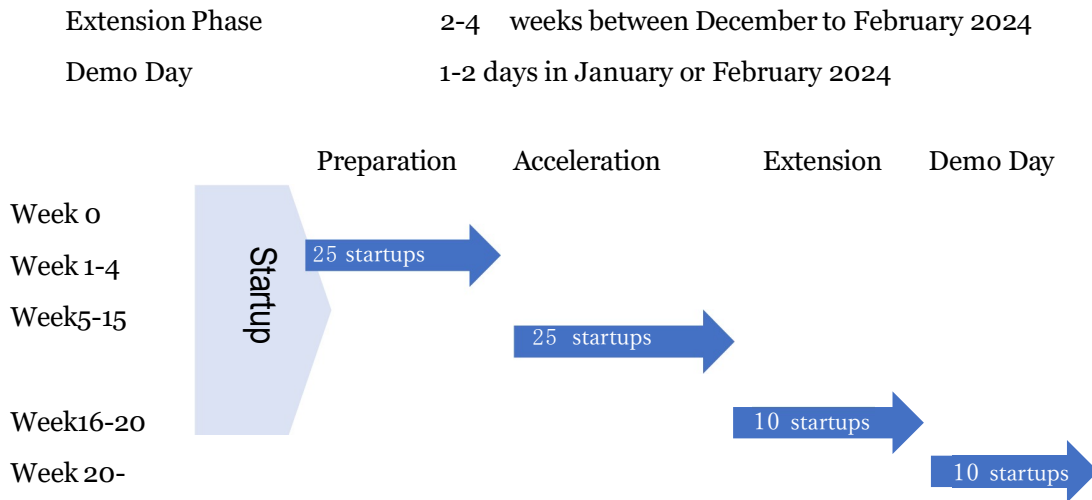
2. **Program outline**

JETRO will provide at least 20 weeks acceleration Program to 25 startups in cooperation with Accelerator (s). The program must be done by the end of January 2024. The program structure and schedule may be flexibly adjusted based on the wishes of the contractor.

a. Schedule

The Program starts with 2-3 weeks preparation phase. After finishing the Acceleration phase, Accelerator and JETRO will select potential 15 startups that will join the Extension phase and Demo Day based on their motivation.

Preparation phase	2-4 weeks in September
Acceleration phase	11-16 weeks between September to January 2024



***Note: Final Schedule will be determined after the discussion between Accelerator(s) and JETRO**

b. Location

Online (Networking may be held offline, depending on Covid-19 situation in Japan)

c. Language

English and Japanese sessions. In the English sessions, accelerator should prepare a simultaneous interpreter.

d. Participants

JETRO will make an open call for this program and will accept applications from startup companies. **Accelerator** will be involved in selecting suitable startups to participate in the program with **JETRO**. The participants' verticals are expected to be various as this cohort will be sector agnostic. **Accelerator** will be required to customize the **Program** based on the qualified startups products, services and needs. The stage of eligible companies will be Pre-Seed* to Series B. The majority of participating startups may be

engaging in acceleration programs for the first time, or may be just beginning to think about global expansion and market testing outside of Japan.

*Note: pre-seed to Series B is based on funding received in Japan by mostly Japanese investors. As such, these rounds tend to be much less than Silicon Valley startups.

e. Budget

- Preparation and Acceleration phase (minimum 20 startups) US\$---
- *Plus US\$--- per each additional startup, up to 25 startups in total.
- Extension and Demo day (minimum 10 startups) US\$---
- *Plus US\$--- per each additional startup, up to 15 startups in total.

* If the number of companies attending Extension phase becomes less than 10, at no fault of Accelerator's, JETRO will pay for 10 companies.

3. Program Contents

Submit a report at the conclusion of each program. Program should include the following contents;

a. Preparation phase 2-4 weeks: 25 startups

- i. Seminar and interactive group coaching session

At least 3 seminars or interactive group coaching sessions should be included in each week at the preparation phase (2weeks). The session length is up to 120 minutes including discussions.

*Seminar and interactive group coaching sessions may cover the following items; Building diversity team, Differences in business culture and business practices, Adapting your product to fit the market, Channel Distribution, Finding effective &

scalable Sales & Marketing tactics, Business expansion in global market, Fireside chat with global founders, etc.

ii. One-to-one mentoring Session <2-3 weeks>

One-to-one mentoring (1-hour) should be provided to each startup individually, at least 2 times in this phase. Method of mentoring delivery may be pre-arranged or startups may choose their preferred mentors and timing, or a mix of both.

b. Acceleration phase 12-16 weeks: 25 startups

i. Seminar and interactive group coaching session

1-2 seminars or interactive group coaching sessions should be included in each week at the Acceleration phase (12-16 weeks). The session length is up to 120 minutes including discussions.

*Seminar and interactive group coaching sessions may cover the following items; Assessment & Business Model refinement Value Proposition refinement, customer Discovery & Development, Building GTM Strategy, Business Development & Pipeline Development, Validating Hypothesis, etc.

ii. One-to-one mentoring session

One-to-one mentoring session (1-hour) should be provided to each startup individually, 1-2 4 a week. Method of mentoring delivery may be pre-arranged or startups may choose their preferred mentors and timing, or a mix of both.

iii. Networking Session

Accelerator should also include opportunities for startups to network with industry experts, VCs, serial entrepreneurs etc. These opportunities may be in the form of group events or otherwise with options for one-to-one follow-ups. 3-4 events of this type would be ideal for this phase.

c. Extension Phase <2-4 weeks>:10-15 startups

i. One-to-one mentoring

One-to-one mentoring (1-hour) should be provided to each startup individually, at least 2 times a week. One-to-one mentoring may cover the following items; Assessment & Business Model refinement, Value Proposition refinement, Customer Discovery & Development, Building GTM Strategy, Business Development & Pipeline Development, Validating Hypothesis etc.

ii. Business meeting arrangement

Providing access to potential investors and partners. Arranging business meetings with potential investors including angel investors, venture capitals, corporate venture capitals and/or potential partners such as fortune 500 companies. At least 3-5 valuable introductions per startup should be delivered during the program.

iii. Networking opportunity ***Optional***

Accelerator may include the optional networking opportunities including 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 in US or any other ecosystem regions.

d. Demo Day :10 startups

i. Holding online / hybrid Demo Day at the final stage of the acceleration. Accelerator will include the information below in the proposal.

- Number of participants
- Invited VIP including top-tier VCs, key opinion leaders, influencers, medias
- 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 top tier VCs.
- d.** Can adhere to JETRO's requests, as well as report to, communicate with, and consult with JETRO in an adequate manner. Can present efficient data for program evaluation.
- e.** Has knowledge and systems/tools for handling confidential and/or personal information accordingly.
- f.** Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws.
- g.** Is willing to invest in Japan and establish an entity in Japan(desirable). Contact JETRO SF, 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 22, 2024.

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)'s bank account designated by Accelerator(s) in writing.

* If the number of companies attending Extension phase becomes less than 5, at no fault of Accelerator's, JETRO will pay for 5 companies.

<For reference>

About the Cabinet office, Government of Japan

The Cabinet office is enhancing Japan's Innovation and formulated "Beyond Limits. Unlock Our Potential.-Strategies for creation of startup ecosystem to compete with the world top ecosystems-" (<https://www8.cao.go.jp/cstp/openinnovation/ecosystem/>).

In line with this strategy, the cabinet office has selected eight areas (Hokkaido, Sendai, Tokyo region, Nagoya region, Kansai region, Hiroshima, and Fukuoka), as Startup cities and providing startup support programs vigorously. (<https://www.j-startup-city.go.jp/>)

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.