

Attachment 1

Application Guidelines for the “Global Startup Acceleration Program” – “Equity Based Program (Ecosystem Building Program)”

1. Description

The purpose of the Global Startup Acceleration Program “Equity-Based Program (Ecosystem Building Program)” (hereinafter “**Program**”) is to build strong global ecosystems by accelerating the globalization of Japanese startups and by attracting overseas startups to Japanese ecosystems with top-tier accelerators and/or venture capital firms (hereinafter “**Accelerator**”).

The Japan External Trade Organization (hereinafter “**JETRO**”) will sponsor 3 months of the main program to be provided by the accelerator. The first cohort must receive seed funding as a general rule as well as opportunities to achieve product-market fit and develop a go-to-market plan. The program may include classes, mentoring, introduction to investors and potential customers, demo day etc.

2. Program outline:

The accelerator will provide 3 months acceleration program to 12 startups in cooperation with JETRO and other partners in Japan and worldwide. The program structure and schedule may be flexibly adjusted based on the requests of the accelerator.

First Step

Program Development: 2-3 months

JETRO and other Japanese government bodies will work with accelerator (including Limited partners or other partners) to develop programs for strengthening Japanese Ecosystems. During the period, Key Performance Indicators (KPIs) will be determined, as well as general strategy including the target sectors.

The accelerator will provide a program overview report, including details of startup recruitment.

Second Step

Sourcing and Selection: 2-5 months

The Accelerator will source startups from the global market and Japanese market. The accelerators will choose 12 startups, with at least 50% being Japanese related startups (one of the programs KPI). JETRO and other Japanese government entities and private partners may be involved in the selection process based on the requests of the accelerator.

Third Step; Main Program

Acceleration Program: 3 months

The accelerator will provide 3 months in-person acceleration program in Japan. Over 3 months, the Managing Director and the accelerator team will guide the 12 startups to utilize the accelerator's global mentor networks.

The acceleration program should include mentorship programming, classes, introduction to mentors/investors/ecosystem players, as well as demo days, etc.

Some virtual programming is also possible. Overseas mentors and guest speakers may take part in the program virtually and networking opportunities with overseas investors/customers may be provided virtually.

Fourth Step

Post Program: 1 month

The accelerator will provide a final report detailing the result of the program, including the progress of each participating startup, as well as potential next milestones.

The accelerator will review KPIs and will prepare and discuss the improvement for the program in the subsequent year(s).

3. Condition for the Program

a. Location

Main Program: Japan / partially online

*Program development, sourcing and selection, post program may be provided virtually from global resources by the accelerator with support from Japanese

Managing Director and teams.

b. Language

English

c. Participants

The accelerator will make an open call for this program and will accept applications from startup companies globally.

Verticals

The participants' vertical is expected to be various as this cohort will be sector agnostic. However, the accelerator must suggest priority sector(s) and may include them in the application to achieve the KPI of at least 50% "Japanese" startups in the cohort. The accelerator will be required to customize the program based on the qualified startups' products, services, and needs.

d. Budget

Maximum price; \$1,610,000 –

*Maximum price should not exceed US\$1,610,000 -

e. Investment

All startups in the cohort must receive the seed funding from the accelerator as a general rule. JETRO itself will not invest in participating startups, nor in accelerator's fund as a limited partner or otherwise.

4. Program Contents

The program structure and schedule may be flexibly adjusted based on the requests of the accelerator. The following contents may be included in the program:

- ✓ Classes, seminars, and interactive group coaching sessions
- ✓ One to one mentoring sessions
- ✓ Access to industry experts
- ✓ Meeting arrangements with potential investors and customers
- ✓ Networking opportunities
- ✓ Demo Day(s)

The accelerator will build a PR brand for the program and participating companies

and develop communications that may attract investors, potential customers, and business partners. Materials will be distributed to accelerator networks via newsletters, social media, etc.

Demo Day

An in-person/ hybrid Demo Day at the end of the acceleration program. Accelerator will include the information below in the proposal:

- Expected Number of participants
- Invited VIP including top-tier VCs, key opinion leaders, influencers, Media
- Private (invitation only) or public
- With judges or without judges
- Offline or hybrid (online/offline)

5. Operation team

The accelerator must hire at least 3 or more staff members and establish operation team in Japan. The expected job positions and numbers to be employed are as follows:

- Managing Director: 1 person
- Program Manager: 1 person
- Program Associates: 1 person

6. 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 globally. Preferably has experience of building up unicorn companies in the past.
- c. Is able to invest in startups from the acceleration fund. Preferably has additional funding for follow up investments. Has close connections with top-tier VC firms for later stage investments.
- 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 the

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. Preferably first time in-person acceleration program in Japan. Is willing to continue to invest in Japan for the future after the program is finished.

7. Term of Contract

The effective term of the contract is from the contract start date through March 29, 2024.

*If, in view of the investment preparation, sourcing, and acceleration program, it is not possible to meet all requirements by the March 29th deadline, the proposal shall state so. In that case, the contract shall be for one year from the date of the contract.

*While three-year contracts are common for most accelerators, this contract is subject to the approval of the Japanese government's yearly fiscal budget and other conditions. The contract may be extended to a maximum of three years by mutual agreement, subject to the approval of the Japanese government's budget and other conditions. Proposals may include a three-year plan.

8. 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 of the Program will be made by JETRO to Accelerator(s) upon execution of this agreement. The second half payment of the Program will be made by JETRO to Accelerator(s) upon the completion of the Program and receipt of final

report and invoice from Accelerator(s).

If accelerator(s) require any advance payments in order to adequately execute the program, due consideration and adjustments shall be made accordingly.

Accelerator(s) should note any such requests in writing.

<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 the 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.