

Application Guidelines for Planning and Operation of The Global Innovator program “BEYOND JAPAN”

1. **Subject:**

Planning and Operation of the Global innovator program “BEYOND JAPAN”

2. **Description:**

The purpose of the global innovator program “BEYOND JAPAN Program” (hereinafter “**Program**”) is to foster global human resources innovation and build a strong global network for Japanese future innovators in collaboration with top-level overseas accelerators, angel networks, venture capitalists, and other startup ecosystem builders (hereinafter “**Accelerator(s)**”) mainly in Los Angeles, San Diego and Texas, sending [60] persons in total, after domestic training program for [120] persons.

The Japan External Trade Organization (hereinafter “**JETRO**”) will sponsor the program to be provided by **Accelerator** as well as pay the basic hotel accommodation fees and roundtrip airfare for the program participants.

3. **Outline:**

JETRO will provide the program in cooperation with **Accelerator(s)** and Planning and Operation Company (hereinafter “**Partner**”) as below. The program structure and schedule may be flexibly adjusted after the discussion between **Partner** and JETRO based on the request of **Accelerator(s)** of each area.

a. **Schedule / Location**

The **Program** starts with a 2 month preparation phase, including a maximum 4 week application period and then the 1st selection period (2 weeks). During the 1st selection period, JETRO and **Partner** will select the [120] persons, a minimum of [60] different startups and entities in total, that will advance to the domestic program phase based on their motivation, commitment, preparedness, etc. The domestic program will be provided mainly online, partially in person during the domestic program phase, which includes the information sessions provided by JETRO as well as the 2nd selection where JETRO and **Partner** will work with **Accelerator(s)** in each area that JETRO has previously appointed to decide the [60] persons, and a minimum of [30] startups and entities, that will advance to the acceleration program phase based on the level of idea / product, business stage, commitment and team set-up. The acceleration program phase will be 2 weeks. **Accelerator** of each area and JETRO with **Partner** will select [30] potential persons, a minimum of [15] different startups or entities (3rd selection) that will join the final 2 phases which is 2-6 weeks.

[BEYOND JAPAN Los Angeles]

Phase	Period	Location	# of ppl
Preparation phase	8 weeks (June ~July)	Mainly Online /in Japan	N/A

Domestic program phase	4 weeks (Aug ~ Sep)	Mainly Online /in Japan	40-60
Acceleration program phase	2 weeks (Sep)	In-person in the US (mainly LA)	20-30
Acceleration program Phase 2	2 weeks (Oct)	In-person in the US (mainly LA)	10-15
Final Phase	4 weeks (Oct ~ Nov)	In-person in the US (mainly LA)	4-6
Follow-up phase	until the end of Mar 2024	Online	20-30

[BEYOND JAPAN San Diego]

Phase	Period	Location	# of ppl
Preparation phase	8 weeks (June ~July)	Mainly Online /in Japan	N/A
Domestic program phase	4 weeks (Aug ~ Sep)	Mainly Online /in Japan	20-30
Acceleration program phase	2 weeks (Sep)	In-person in the US (mainly LA)	10-15
Acceleration program Phase 2	2 weeks (Oct)	In-person in the US (mainly LA)	5-7
Follow-up phase	until the end of Mar 2024	Online	10-15

[BEYOND JAPAN Austin-Texas]

Phase	Period	Location	# of ppl
Preparation phase	8 weeks (June ~July)	Mainly Online /in Japan	N/A
Domestic program phase	4 weeks (Nov ~ Dec)	Mainly Online /in Japan	30-60
Acceleration program phase	2 weeks (Jan)	In-person in the US (mainly LA)	15-30
Acceleration program Phase 2	2 weeks (Feb)	In-person in the US (mainly LA)	7-15
Final Phase	4 weeks (Mar)	In-person in the US (mainly LA)	4-6
Follow-up phase	until the end of Mar 2024	Online	15-30

*Final schedule will be determined after the discussion between **Partner** and JETRO

b. Scope of Work:

There are two roles as **Partner** and **Accelerator**.

As Partner

1) Basic Services

- a) **Consulting** - Breakdown / assignment of duties, programs, schedule and resources. Providing feedback and recommendations on how to work seamlessly with all parties and most importantly maximizing value for the participants.
- b) **Planning** - Build the most efficient workflow, structure and process between JETRO, **Partner** and **Accelerators**.
- c) **Strategy** - One year success plan, sustainable foundation for the program, Long term sustainability and success (Long-term 5 year plan)
- d) **Execution** - Working closely with JETRO to execute the plan while being flexible in making changes on the fly in order for both JETRO and Partner to successfully launch this new program
- e) **Management and refinement** - Major portion of services is overseeing all aspects of the entire program from the teaser, selection criteria and selection process.

- f) **Coordination** - Guide, work and coordinate with all **Accelerators** to ensure that everyone is performing their role and duties successfully. Facilitate any negotiations or misunderstandings in English and Japanese for all **Accelerators, Partner** and JETRO
- g) **Project Management** - Ensure that the overall structure, roles, schedule and vision is executed effectively and accurately
- h) **Language support** - English / Japanese content, translation & negotiation
- i) **Documentation Review** - Checking, modifying and refining official documents, training curriculum and playbook to be used in the next 5 years

2) Preparation Phase

- a) **Branding** - Propose and create a brand name and logo for the Global Innovator program.
- b) **Recruiting** - Propose websites to efficiently & effectively recruit candidates. Coordinate, plan and strategize closely with **Accelerators** for a media / marketing schedule and plan to get the largest reach of applicants
- c) **Selection** - Plan the selection criteria and process, and select the participants of the Domestic Program (i.e. execute the 1st selection process) Be the bridge for all **Accelerators** to share the applicants and correctly divide them into correct programs
- d) **Participant Communication / Announcements** - Manage all communication to all candidates who are accepted or rejected for the programs for Los Angeles, Austin and San Diego
- e) **Managing all stakeholders** - Ensuring that all parties work seamlessly together and work towards the same goal. Support with any questions, misunderstandings or differences in opinions.

3) Domestic Program Phase

- a) **Informational Sessions** - Provide informational sessions with JETRO for all participants.
- b) **Selection** - Plan the selection criteria and process, and select the participants of the Acceleration Program (i.e. execute the 2nd selection process)
 - i) Be the bridge for all **Accelerators** by sharing the applicant list and correctly separating them into correct programs
 - ii) Assess each start-up's maturity and English level
 - iii) Assess business model, team capability & experience, and value propositions
 - iv) Group start-ups to smoothly assign them to specific Acceleration Programs and Phases
 - v) Internally decide the potential participants that will join Acceleration Program Phase 2 and Final Phase of the program
 - vi) During the selection process - manage, coordinate and execute 1:1 interviews and funnel them to the relevant **Accelerators**
 - vii) A pitch session would be included in this phase as a part of the selection process
- c) **Managing all stakeholders** - Ensuring that all parties work seamlessly together and work towards the same goal. Support with any questions, misunderstandings or differences in opinions.

4) Acceleration Program Phase / Acceleration Program Phase 2 / Final Phase

- a) Provide the services written under 1) **Basic Services** above.

5) Follow Up Phase

- a) Create alumni network in Los Angeles, Austin and San Diego
- b) Provide follow up sessions with start-ups through 1:1 mentoring where needed or requested by the participants of **Acceleration Program**

6) PR

- a) Reach out to media / networks in Japan for recruiting participants and sharing the program
- b) Coordinate and work with **Accelerator(s)** to have uniform messaging, scheduled articles and leverage **Accelerator(s)** networks and connections.
- c) Coordinate media day and media events with JETRO and **Accelerator(s)**

As Accelerator

1) Preparation Phase

- a) Covered by the **Partner** duties

2) Domestic Program Phase

- a) Covered by the **Partner** duties

3) Acceleration Program Phase (all regions)/ Acceleration Program Phase 2 / Final Phase (Los Angeles and San Diego)

- a) Provide in-person, virtual sessions, practical training and coaching for all participants including but not limited to:
 - i) Initial Assessment for language and start-up stage
 - ii) General & Foundational Training Sessions
 - iii) Tailored Trainings/Coaching
- b) Provide weekly check-up meetings through these phases in Japanese (and English where needed)

4) Follow Up Phase

- a) Covered by the **Partner** duties

c. Language

Preparation phase	Mainly Japanese, partially English
Domestic program phase	Mainly Japanese, partially English
Acceleration Program Phase 2	Mainly English, partially Japanese
Final Phase	Mainly English, partially Japanese
Follow-up phase	Mainly English and Japanese

d. Participants

JETRO will open participation for this program and will accept applications from entrepreneurs or key members mainly from startup companies that are planning to launch or expand their business in the US. **Partners** will be involved in selecting suitable participants for the programs together with **JETRO** and **Accelerators** that JETRO has

selected in advance.

e. Budget

\$950,000_

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

1. Not under the circumstances of being denied participation due to unethical and/or unlawful activities by either JETRO or Ministry of Economy, Trade and Industry (METI)
2. 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.
3. Has broad and effective experience of implementation of acceleration programs globally. Has experience in building and scaling unicorns in the past five years (desirable).
4. Has investment arms and close connections with top tier global VCs.
5. 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.
6. Has knowledge and systems/tools for handling confidential and/or personal information accordingly.
7. Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws.
8. Is willing to invest in Japan and establish an entity in Japan (desirable).

In addition, prospective contractor(s) will be evaluated by the following preferred specifications:

- Project implementation skill
- Wide, varied, open mentor network which matches this program
- Strong connection to Angels, VC and CVC, including list of contacts in each selected sector
- Experience supporting companies in each selected sector
- Ability to support alumni companies through follow-ups and checking in
- Experience working with government agencies or any other economic organizations to build local ecosystem all over the world

5. Term of contract

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

6. Payment

In compensation for the services to be provided by **Partner** to JETRO, JETRO shall pay a total amount to **Partner** in two payments. The first half payment of the Program will be made by JETRO to **Partner** upon execution of this agreement. The second half payment of the Program will be made by JETRO to **Partner** upon the completion of each Program in each city. The first payment, which will be made upon execution of this agreement, will be half the amount of the maximum possible value of the contract. The second payment, which will occur at the end of the program, will be the actual value minus the first amount JETRO paid to **Partner**.

7. Preparation of Application

Non oral, telephone, or facsimile will be accepted. All costs of preparation shall be borne by the Applicants.

The proposal document or presentation submitted by the applicant should include the following:

- a. Project implementation
 - Project details about each phase

- Implementation structure (arrangement of personnel in charge / each responsibility)
 - Operating procedure, Method, Proposal on how to complete all the tasks of the project in an effective manner and enhance project outcome
 - Ability to conduct online *Description of online tools to be used
 - Frequent communication *Description of digital communication tools with companies and JETRO to be used
- b.** Experience and Capabilities of the Organization
- Experience with similar projects
 - Networking and information gathering skills to enhance project outcome
 - System to manage personal/confidential information
 - Include 2 or 3 notable recent successful case studies of international alumni going global from their local market
- c.** Project implementation skills of assigned personnel
- Mentor network list with mentor profiles
 - Profiles of each project personnel
 - Sector experience
 - Strong connection to venture capital, accelerators, corporates, universities
- *List of the angles/VC/CVC/ connections or partners should be included (They should be invited to the pitch/networking events)

<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.