

Specifications for “Program for Events & Coaching support to Create a Nexus of the Startup Ecosystem in Japan Innovation Campus.”

1. Description

Ministry of Economy, Trade, and Industry of Japan (hereinafter “**METI**”) opened the Japan Innovation Campus (hereinafter “**JIC**”) in Palo Alto as a nexus of the startup ecosystem in Japan and the U.S. to support the overseas expansion of Japanese startups. Currently, JIC has fifty-two startups as its members; five are Office Members and forty-seven are Co-Work Members.

The Japan External Trade Organization (hereinafter “**JETRO**”) aims to make a center for not only Japanese startup companies to gather, but also local startups, investors, mentors, etc. The overall goal is to make JIC a place to exchange ideas and information and for local Silicon Valley ecosystem players to gain insights of the latest cutting-edge technologies from Japan. This will create a stronger connection between the Japanese innovation ecosystem and Silicon Valley.

This Program (hereinafter “**Program**”) will consist of holding events at JIC and coaching and customer development support for startups, especially for Office Members at JIC. Events may be open public events or private workshops for JIC members with invited special guests or speakers. Coaching and customer development support may include coaching sessions for CEOs as well as office hours for mentoring.

*About JIC: <https://jp-innovation-campus.org>

2. Program outline

This program will last for the duration of the fiscal year starting April 1st, 2024. Throughout the year events, workshops, seminars, and other events will occur on average quarterly. Coaching and mentoring support for JIC Office Members will occur throughout the year.

3. Program Content

A. Events

The program should include seminars, workshops, networking events with investors, etc. These events should productively contribute toward creating a nexus of startup

ecosystem based in JIC involving local prominent individuals and entities. It can be public events or private events, while a certain percentage of the events should be public to attract local community's attention and involvement in JIC. Events may be hybrid to allow participation online for non-local attendees. Maximum 16 events throughout the year. Apart from this program, other events will be held at JIC irregularly by other public and private entities.

B. Intensive Coaching Support for JIC Office Members

The program will include personalized individual coaching and mentoring for JIC Office Members. The coaching and mentoring should be based on professional expertise on startup ecosystem and industries of each startup respectively. We expect both high-level coaching sessions for CEOs and more practical sessions for customer development in the U.S. markets each startup targeting. The expected workload is around 120 (240 hours) for "high-level coaching sessions (including warm introductions)" and 180 (180 hours) for "customer development coaching sessions" in total. Minimum hours provided to each company will be expected, however hours may be reallocated in some circumstances to the other startups (including the JIC Co-Work Members) if the Office Members in residence change or not willing to use the coaching support during the year, etc.

4. Program Details

A. Location:

In Person as well as hybrid streaming option for public events:

Japan Innovation Campus
212 Homer Ave. Palo Alto, CA 94301

B. Language

English.

5. Budget

Max \$ 653,000 -

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 solid and credible network, and knowledge necessary for the implementation of the project.

- B.** Has broad and effective experience of implementation of similar programs in the U.S. especially in Silicon Valley.
- C.** Has close connections with top tier venture investors in the U.S. Having investment function for startups is preferable, while not necessary.
- 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.

7. Term of contract

The term of the contract is from the contract start date through 18th March 2025.

8. Payment

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

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

Coaching sessions (including introductions): JETRO will pay the amount based on the actual number/hours of sessions and introductions that occur. "High-level coaching sessions (including warm introductions)" will be calculated by the number of sessions/introductions and the "customer development coaching sessions" will be calculated by hours. However, a non-refundable payment (minimum payment from JETRO to the contractor) will be applied, if any, according to the proposal. The cost in the proposal will be used to calculate the amount.

Events: JETRO will pay the amount based on the actual number of events that occur. However, a non-refundable payment (minimum payment from JETRO to the contractor) or cancellation policy will be applied, if any, according to the proposal. The cost in the proposal will be used to calculate the amount.

<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.