Specification for the "JETRO Global Acceleration Hub Project"

The Japan External Trade Organization (hereafter, 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 small to medium size Japanese firms maximize their global export potential.

1. Project Purpose

The aim at **JETRO Global Acceleration Hub Project** is to promote business collaboration between Japanese companies and companies in the Bay Area including San Francisco and Silicon Valley (hereafter Silicon Valley). JETRO will provide the following services in cooperation with startup accelerators, venture capitalists, incubators, or any other startup support organizations.

A. Supporting Japanese companies, predominantly startups, to enter the local startup ecosystem. Company sectors are categorized as follows:
- Internet, software, Computer Hardware (including semiconductors), Mobile & Telecommunications (Including AI, IoT, SaaS)
- Bio & Healthcare (Including Digital Health)

B. Supporting US companies, predominantly startups, to expand their business in Japan (referral basis)

C. Collecting and dispatching the latest information related to the industry trends of Silicon Valley Ecosystems.

At over 28 cities that have leading ecosystems in the world, JETRO will assign startup accelerators or any other related organizations that have networks with startup companies, global and local companies, mentors, venture capitalists, angel investors, state governments, universities, and research institutions, etc.

A. Supporting Japanese companies to enter the local startup ecosystem

The Contractor(s) will provide JETRO and participating companies to develop and deliver three stages of mentoring program including introductions of mentors to each participating company, as well as introductions to potential partners, customers, or investors.

The contractor(s) will select a sector to apply to from the categories listed in the Project Purpose above (Internet, Bio/healthcare) based on their strengths and expertise, including consideration of the contractor's network.

The expected participating companies are as follows for each sector:
Internet/IT – 150. Bio/Health – 35.

Introduction Phase:

The contractor will provide JETRO and participating companies with one (1) hour to two (2) hours for an introductory meeting. This meeting may be in person or virtual. The participating companies may want to get feedback on their business plan and may want to know the latest trends in their industry.

Phase 1 (Preparation):

The contractor will provide JETRO and participating companies with up to ten (10) hours of 1-to-1 mentoring service, as well as business meetings. This includes currently existing (alumni) as well as newly applied companies. After 10 hours of introductory mentoring, the mentor will provide a 1-page summary report to JETRO. Before proceeding to the next phase with a company, the contractor and mentor will discuss with JETRO for approval.

- ✓ Arranging up to three (3) business meetings with potential partners, including venture capitalists, angel investors, accelerators, agencies, media, board members, co-founders, etc. to Japanese companies.

Phase 2 (Acceleration):

The contractor will provide JETRO and participating companies to develop and deliver the acceleration program to get access to the Silicon Valley Ecosystem. This acceleration phase will include:

- ✓ Arranging up to three (3) business meetings with potential partners, including venture capitalists, angel investors, accelerators, agencies, media, board members, co-founders, etc. to Japanese companies.
- ✓ Helping Japanese companies to find opportunities to network including conferences, meet-up events, etc.

Phase 3 (Expansion):

For companies who exhibit exceptional potential and progress, they will be able to proceed to the Expansion Phase. The contractor will discuss with JETRO for

approval before proceeding to this phase:

- ✓ Arranging up to three (3) business meetings with potential partners, including venture capitalists, angel investors, accelerators, agencies, media, board members, co-founders, etc. to Japanese companies.

The contractor(s) and mentors will make every reasonable effort to complete at least three (3) business meetings in each Phase. However, depending on the stage, sector, or nature of the client company, if this does not seem feasible to accomplish in a productive way, the client company may move onto the next Phase after consultation and agreement between the contractor(s), client, mentor(s), and JETRO.

During the mentoring program if a participating company has acquired an agreement for Proof of Concept, Paid Pilot, or likewise with potential partners, customers, investors, and/or service provider partners, the contractor will provide additional meeting arrangements or supports for up to 10 companies for Internet/IT sector and 5 companies for Bio/healthcare sector expected; including but not limited to Investment meetings with venture capital firms and cooperate investors, with the goal of Limited Partnerships and/or Investment, notable revenue, and Contracts.

In addition to mentoring program, the contractor will lease co-working desks at San Francisco and/or Silicon Valley for the participating companies above on behalf of JETRO's Global Acceleration Hub Project.

B.   Supporting local startups to expand their business in Japan

The Contractor(s) will refer to JETRO companies which are interested in expanding their business to Japan, whether they be startups or larger corporations. This will be done on a referral and voluntary basis.

C.   Seminar/Workshop

The Contractor(s) will suggest and arrange events for GAH Startup clients such as webinars, Group mentoring, Speed Dating, Pitch Training, Pitch Sessions, Open Innovation Matching etc. Events may be held online or eventually in person depending on the ongoing pandemic situation. Estimated for a couple events during the program course depending on the sector.

D.   Research and Marketing activity

The Contractor(s) will write short articles and/or reports to inform Japanese companies about the latest information in Silicon Valley, which will be also sent to JETRO Tokyo to post on JETRO's Facebook and website.

E.   System for logging and managing hours

The Contractor(s) will utilize a system or platform for tracking mentoring hours and business appointments. This system may be internal, or an outside App, SaaS, or other type of communication suggested. JETRO may be granted user access and included in communications within. Examples include - E-mentor, Mighty Network, Slack, Accelerator App., etc.

2. Region

Bay Area (including San Francisco and Silicon Valley)

3.   Term of contract

The term of the contract is from the contract start date to March 31, 2025.

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

(1) Has an established organizational structure and capabilities to manage and complete the project properly

(2) Is able to adhere to JETRO's directions, as well as report to communicate with, and consult with JETRO in an adequate manner

(3) Has knowledge of handling confidential and/or personal information accordingly

(4) Has broad and effective experience, network, and knowledge necessary for the implementation of the project

(5) Is able to give appropriate advice and communicate smoothly with startup companies and global companies in both Japan and Silicon Valley

(6) Is able to comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws

(7) Must inform JETRO if the Contractor is involved in a similar project funded by the Japanese government

5. Payment

Upon the completion of each task described in Section 1 by the respective due dates, payment may be requested by submitting a billing statement to JETRO. JETRO will then pay the requested payment amount within 40 days after receiving the billing statement.