

## 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 help build a strong global network for future Japanese innovators in collaboration with top-level overseas accelerators, angel networks, VCs, and other startup ecosystem builders (hereinafter “**Accelerator(s)**”) mainly in Los Angeles California, San Diego California and Austin Texas, Denver Colorado sending [60] persons in total to participate in the **Program**.

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

**Program Outline:**

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

**a. Schedule / Location**

The **Program** starts with a 6-week application phase, which then moves on to a 6-week selection phase consisting of a screening period and an interview period. During the

- b.** selection phase, JETRO, **Partner(s)**, and **Accelerator(s)** will screen applications to choose [100-120] persons, equaling to [100-120] different startups, conduct interviews with them individually to then select [maximum of 60] persons equaling to [50-60] different startups in total that can participant in the **Program**, based on their motivation, commitment, preparedness, etc.

The selected startups will participate in the Virtual Program and the Local Program. The Virtual Program will be provided primarily online, which will prepare startups for the Local Program. The Local Program will be held in their respective Program locations (San Diego, California; Los Angeles, California; Silicon Valley area, California; Austin, Texas; Denver, Colorado) and will last for 2 to 4 weeks. The participants for the Local Program in San Diego, Austin and Denver/Los Angeles will be divided into two groups: a group for the 2-week program and a group for the 4-week program, based on their preference. The Local Program for Tier 1 in Los Angeles will be held mainly in Los Angeles, and partially in the Silicon Valley area, California, which will last for 2 to 4 weeks. Tier 2 participants will stay in Los Angeles for 1 week.

**[BEYOND JAPAN San Diego]**

<b>Phase</b>	<b>Period</b>	<b>Location</b>	<b># of ppl</b>
Application phase Including recruiting	6 weeks (April~June)	Primarily online /in Japan	N/A

Selection phase Screening period Interview period	6 weeks (June~July)	Online	14 - 40
Virtual Program phase	2 weeks (Early Aug)	Online	7 - 15
Local Program phase	2 - 4 weeks (Sep)	In-person in the U.S. (mainly SD)	7 - 15
Follow-up phase	Until the end of January, 2025	Online	7 - 15

**[BEYOND JAPAN Los Angeles]**

<b>Phase</b>	<b>Period</b>	<b>Location</b>	<b># of ppl</b>
Application phase Including recruiting	6 weeks (April~June)	Primarily online /in Japan	N/A
Selection phase Screening period Interview period	6 weeks (June~July)	Online	20 - 40
Virtual Program phase	2 weeks (Late Aug)	Online	10 - 15 (Tier 2: 5ppl)
Local Program phase	2 - 4 weeks (Oct)	In-person in the U.S. (Mainly LA Partially SV)	10 - 15 (Tier 2: 5ppl)
Follow-up phase	Until the end of January, 2025	Online	10 - 15

**[BEYOND JAPAN Austin-Texas]**

<b>Phase</b>	<b>Period</b>	<b>Location</b>	<b># of ppl</b>
Application phase Including recruiting	6 weeks (April~June)	Primarily online /in Japan	N/A

Selection phase Screening period Interview period	6 weeks (June~July)	Online	20 - 30
Virtual Program phase	2 weeks (Late Aug)	Online	10 - 15
Local Program phase	2 - 4 weeks (Nov)	In-person in the U.S. (mainly AUS)	10 - 15
Follow-up phase	Until the end of January, 2025	Online	10 - 15

**[BEYOND JAPAN Aerospace Denver-Los Angeles]**

<b>Phase</b>	<b>Period</b>	<b>Location</b>	<b># of ppl</b>
Application phase Including recruiting	6 weeks (April~June)	Primarily online /in Japan	N/A
Selection phase Screening period Interview period	6 weeks (June~July)	Online	20 - 40
Virtual Program phase	2 weeks (Early Aug)	Online	10 - 15
Local Program phase	2 - 4 weeks (Oct)	In-person in the U.S. (Mainly LA And DEN)	10 - 15
Follow-up phase	Until the end of January, 2025	Online	10 - 15

\*Final schedule will be determined after the discussion between JETRO and **Partner(s)** based on the request of **Accelerator(s)** in each location.

**b. Language**

The Program will be held primarily in English with supplemental Japanese on an as-needed basis.

**c. Participants**

JETRO will accept applications from seed, early and middle stage startups that are planning to launch or expand their business in the U.S. Accelerator(s) will be involved in selecting suitable participants for the Program together with JETRO and **Partner(s)**. The participants' verticals are primarily life science, medical devices, therapeutics/diagnostics, and bio

technology for San Diego Program; media entertainment, consumer tech, and manufacturing/environment for Los Angeles Program; Manufacturing/Robotics, Commercialized Space, Ag Tech, Cyber Security/IT, and Music Tech for Austin Program; Aerospace for Aero Space Program in Los Angeles/Denver Program. Accelerator(s) and Partner(s) will be required to customize the Program based on the qualified startups' products, services, and needs.

d. **Budget**

Maximum Price: \$970,000 (This includes interviewing of [maximum of 120] companies in the selection phase, [maximum of 60] companies for the Virtual Program, Local Program, and Follow up phases.

4. **Scope of Work:**

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) **Execution during Selection and Virtual Program Phase**- Working closely with JETRO to execute the plan (for selection phase and virtual program phase) while being flexible in making changes on the fly in order for both JETRO and Partners to successfully launch this program
- c) **Project Management during Selection and Virtual Program Phase** - Ensure that the overall structure, roles, schedule and vision is executed effectively and accurately in selection phase
- d) **Language support** - English / Japanese content, translation & negotiation
- e) **Documentation Review** - Checking, modifying and refining official documents, training curriculum and playbook to be used in the next 5 years

2) **Application Phase**

- a) **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

3) **Selection Phase**

- a) **Selection** - Plan the selection criteria and process, and select the participants of the **Program** with JETRO and **Accelerator(s)** and support **Accelerator(s)** to select the applicants that will advance to the interview process
- b) **Interview** – Coordinate interviews of approximately double the number of expected dispatches to the Virtual/Local Program with JETRO and **Accelerator(s)**
- c) **Tier Evaluation** – Categorize selected startups into 2 Tiers based on their current abilities and company stage of growth
- d) **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) **Virtual Program Phase (Pre-boarding)**

*Note: The Virtual Program phase will consist of Pre-boarding done by JETRO and Partner followed by On-boarding by the Accelerator(s).*

- a) **Informational Sessions** – Provide introductory informational sessions

- b) **One-on-one mentoring sessions** - Provide at least 1 one-on-one mentoring sessions (1 hour) per startup and share below information with **Accelerator(s)**.
        - i) Assessment and evaluation of each startup's maturity and English level
        - ii) Assessment and evaluation of business model, team capability & experience, and value propositions
- 5) **Local Program Phase** (all except Tier 2 participants of Los Angeles Program)
  - Note: Accelerator(s) will collaborate with Partner(s) on the programs if necessary*
  - a) Provide the services written under **1) Basic Services** above
- 6) **Local Program Phase** (1-week Acceleration Program for Tier 2 participants of Los Angeles Program)
  - a) Provide a customized, white-glove service for Tier 2 participants of Los Angeles Program
    - i) **Venue with Supervision**
      - (1) provide in-person supervision available to assist startups when in need
      - (2) Collaborate with Los Angeles Program Accelerator(s) on Venue for Tier 2 participants
    - ii) **Seminar and Interactive Group Coaching Session**
      - (1) Provide practical and real-life training daily for startups.
    - iii) **One-on-one Mentoring Session**
      - (1) Provide one-on-one mentoring sessions (1-hour) with local experts should be provided to each company individually, at least twice during this program. More mentoring should be provided to companies who request it or seemingly need it.
    - iv) **Networking Session / Fireside Chat**
      - (1) Provide at least 2 opportunities for participating companies 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-on-one meetings at least once during this program.
- 7) **Follow Up Phase**
  - a) Create alumni network and startup-related ecosystem in Los Angeles, Austin, San Diego and Denver. The details will be determined after the discussion with JETRO.
- 8) **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)**

**5. 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

## 6. Term of contract

The term of the contract is from the contract start date through January 31, 2025.

## 7. 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**.

## 8. 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.