

Application Guidelines for the Global Innovator Program “BEYOND JAPAN Los Angeles”

1. Subject:

Global Innovator Program “**BEYOND JAPAN Los Angeles**”

2. Description:

The purpose of the Global innovator Program “**BEYOND JAPAN Los Angeles 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 Los Angeles accelerators, angel networks, VCs, and other startup ecosystem builders (hereinafter “**Accelerator(s)**”) in Los Angeles and Planning and Operation Companies (hereinafter “**Partner(s)**”), by selecting [10-15] persons/startups 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 will pay basic accommodation (hotel) fees for the program participants.

3. Program outline:

JETRO will provide the program in cooperation with **Accelerator(s)** and **Partner(s)** as stated below. The program structure and schedule may be adjusted accordingly after discussions between JETRO and **Partner(s)** based on the request of **Accelerator(s)** in Los Angeles, California.

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 followed by an interview period. During the selection phase, JETRO, **Partner(s)**, and **Accelerator(s)** will screen applications and choose [20- 40] persons/startups to conduct interviews with them individually,, then select [10 - 15] **Tier 1 persons/startups** in total that can participant in the **Program provided by Accelerator(s)** and [5] **Tier 2 persons/startups** in total which will be **trained mainly by Partner(s)** based on their motivation, commitment, preparedness, etc.

The selected startups and entities 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 for Tier 1 will be held mainly in Los Angeles, and partially in Silicon Valley area, California, which will last for 2 to 4 weeks. The Tier 1 participants for the Local Program 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. Tier 2 participants will stay in Los Angeles for 1 week.

[BEYOND JAPAN Los Angeles]

Phase	Period	Location	# of ppl
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

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

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 US. **Accelerator(s)** will be involved in selecting suitable participants for the **Programs** together with **JETRO** and **Partner(s)**. The participants' verticals are primarily media entertainment, consumer tech, and manufacturing/environment, Mobility, Sports tech, Commerce tech. **Accelerator(s)** will be required to customize the **Program** based on the qualified startups' products, services, and needs.

d. Budget

Maximum Price: \$400,000 (This includes the interviewing of [maximum of 30] companies in the Screening phase, [10-15] companies for the Virtual Program, Local Program, and Follow up phases.

Accelerator(s) should propose the base price, which is the price for [10] companies for the Virtual program, Local Program and Follow-up phase, then state how much the increase will be by adding one additional company count to the **Program**. The maximum price is when there are [20] companies in the Virtual Program, Local Program and Follow-up phase. This price should not exceed the maximum price of \$400,000.

(1) Selection Program ([15-30] companies) US\$---

*Plus US\$--- per each additional company, up to [30] companies in total.

(2) Virtual Program ([10-15] companies) US\$---

*Plus US\$--- per each additional company, up to [15] companies in total.

(3) Local Program ([10-15] companies) US\$---

*Plus US\$--- per each additional company, up to [15] companies in total.

Base price: US\$----

* Total price of [15] companies for the interview, [10] companies for the Virtual Program, Local Program and Follow-up phase.

Maximum Price: US\$----

* Total price of [30] companies for the interview, [15] companies for the Virtual Program, Local Program and Follow-up phase. Price should not exceed \$400,000.

4. **Scope of Work:**

Accelerator(s) will provide the following contents:

a. **Application Phase**

*Note: JETRO will open participation for this program with **Partner(s)** and share the applicants' information with **Accelerator(s)***

- i. **Recruiting** - Work closely with **Partner(s)** for a media / marketing schedule and plan to get the largest reach of applicants

b. **Selection Phase**

- i. **Screening** - Select prospective participants of the **Program** with JETRO and **Partner(s)** and support **Partner(s)** to select the applicants that will advance to the interview process
- ii. **Interview** – Conduct interviews with approximately double the number of expected dispatches to the Virtual/Local Program
- iii. **Tier Evaluation** – Categorize selected startups into 2 Tiers based on their current abilities and company stage of growth

c. **Virtual Program Phase (On-boarding)**

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

- i. **Seminars/Sessions**
Provide at least 2-3 industry/area specific training sessions and record those for archive purposes.
- ii. **One-on-one mentoring sessions**
Provide at least 2 one-on-one mentoring sessions (1 hour) per startup

d. **Local Program Phase (Group A & B of Tier 1: 1st – 2nd week, Tier 2: 2nd week only)**

Note:

- **Partner(s)** will provide additional one-on-one mentoring if requested by Tier 1 participants
- **Partner(s)** will arrange the program for and supervise Tier 2 participants. **Accelerator(s)** will collaborate with **Partner(s)** on the programs for Tier 1 and Tier 2 if necessary

i. **Venue with Supervision**

Accelerator(s) will provide and set up meeting space for training / networking / demo-day sessions for Tier 1 and Tier 2 with in-person supervision available to assist startups when in need

ii. **Seminar and Interactive Group Coaching Session (optional)**

May provide seminars or supplementary video training

iii. **One-on-one Mentoring Session**

Provide one-on-one mentoring sessions (1-hour, at least twice a week) with industry experts per startup. Additional mentoring should be provided to companies per request or seemingly need it.

iv. Networking sessions

Provide 3-4 opportunities for participating startups to network with industry experts, VCs, serial entrepreneurs etc. in the form of group events or individually curated meeting(s).

e. Local Program (Additional to Group B of Tier 1: 3rd-4th week)

*Note: **Partner(s)** will provide additional one-on-one mentoring if requested by participants during local program phase*

i. Venue with Supervision

Accelerator(s) will provide and set up meeting space for training / networking / demo-day sessions with in-person supervision available to assist startups when in need

ii. One-on-one Mentoring Session

Provide one-on-one mentoring sessions (1-hour, at least once a week) with industry experts per startup. Additional mentoring should be provided to companies per request or seemingly need it.

iii. Business Meeting Arrangement

Business meetings to be arranged with potential investors including angel investors, VCs, CVCs and/or potential partners/clients. At least 3 valuable introductions per startup should be delivered during the **Program**.

iv. Direct Networking Events

Accelerator(s) may include optional networking opportunities, including business matching events, VC speed dating or additional pitch events or any other ecosystem events in the region to maximize the outcome of the **Program**.

f. Follow-up Phase

The follow-up phase may include additional mentoring, business matching arrangement or any other events such as VC speed dating.

g. PR

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

5. Conditions for the Contractor(s) Engaged in the Project

- a. 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)
- b. 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.
- c. Has broad and effective experience of implementation of acceleration programs in the world. Has experience of building up unicorns in the past five years (desirable).
- d. Has investment arms and has close connections with top tier global VCs.
- e. 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.
- f. Has knowledge and systems/tools for handling confidential and/or personal information accordingly.

- g. Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws.
- h. 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, various, open mentor network which matches this program
- Strong connection to Angels, VCs and CVCs, 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 **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 and will be half the amount of the maximum possible value of the contract. The second half of the payment will be made by JETRO to **Accelerator(s)** upon the completion of the **Program** and will be the actual value minus the first amount JETRO paid to **Accelerator(s)**.

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(s) in charge / responsibilities of each personnel(s))
- Operating procedure, method and 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(s)

- Mentor network list with mentor profiles
- Profiles of each project personnel(s)
- Sector experience
- Strong connection to VCs, accelerators, corporates, universities

*List of the Angeles/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.