

**[Appendix A]**  
**FY2024 “Business Development Representative”**  
**Specification Document**

JETRO Chicago

1. Project Purpose

This project aims to accelerate innovation and to improve productivity in Japan by promoting Foreign Direct Investment (FDI) of U.S.-based innovative companies.

2. Contractor’s Title

Contractor’s title is “Business Development Representative”.

3. Contract Period

The contract date to March 31, 2025

4. Project Description

a) Information Gathering Services

The Representative shall create a long list of innovative startups in the Midwest, contact decision-makers to collect the following information, and shall generate meetings with 22 innovative startup companies that are interested in expanding to the Japanese market. The Representative shall share the long list with JETRO in order to avoid contacting the existing client of JETRO.

	Item	Notes
1	Company Name	Full legal name
2	Address	Company headquarters must be located in the following states; Illinois, Michigan, Ohio, Indiana, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas (hereafter, the Midwest)
3	CEO Name	
4	Founded Year	
5	Last Funding Status	Pre-Seed, Series A-F, IPO

	Item	Notes
6	Number of Employees	
7	URL	
8	Interest in Japanese Market	The lead must have interests in expanding business in Japan/Asian market in their mid to long term strategy.
9	Industry Keywords	The lead must fit into at least one of listed industry keywords that JETRO provides.
10	Products/Service Description	<p>The lead shall not engage or plan to engage in illegal business activities which may corrupt public morality, business activities which may threaten public order and safety, or business activities considered inappropriate for JETRO to provide support.</p> <p>e.g.) Bribery, fraud, tax evasion, breach of intellectual property rights, casinos, affiliations to organized crime, gross negligence, hostile takeovers, Weapons manufacturing, only acquiring real estate / water sources, pyramid schemes etc.</p>

	Item	Notes
11	Competitive Advantage	<p>The lead must fit into at least one of three categories below. Please mark one and describe the advantage.</p> <p>1) There is no competitor (domestic or overseas) or there is novelty and advantage over competitors.</p> <p>2) The technology must be "advanced" and "innovative", and the product, service, or business model must have "novelty".</p> <p>3) The project must contribute to the improvement of productivity in Japan.</p>
12	Funding from VC	if any
13	Support from accelerator	if any
14	Innovation Awards	if any
15	U.S. Patent	if any
16	International Business Strategy	Subsidiary model or Distributor model (Export from the U.S.). The lead can't be solely Distributor model.
17	Contact Person's Name	
18	Contact Person's Title	
19	Contact Person's Email	
20	Contact Person's Phone	
21	Business experience with Japan	Any corporate or personal relationship, if any.
22	Requested Support from JETRO	<p>Information they are seeking for their business development plan in Japan. For example:</p> <p>a) Market overview of the targeted industry</p> <p>b) List of competitors/partners</p> <p>c) Networking opportunities with Japanese Enterprises</p>

b) Meetings with 22 innovative companies.

JETRO has a clear target for this project:

- 14 of 22 companies shall be looking for the business opportunity in Japan and have a solid possibility to set up the business entity in Japan within 3-5 years.
- 8 of 22 companies shall be looking for a specific partnership or joint collaboration with Japanese companies and have a solid possibility to set up any facilities in Japan in the future.

c) Kick-off Meeting Arrangement Services

The Representative shall schedule kick-off meetings with JETRO and all the listed innovative companies described in Section 4.a). The Representative is also responsible for rescheduling the meetings when needed.

d) Follow-Up Questionnaire

To maintain and improve communication strategy with company prospects following their initial meeting with JETRO, the Representative will complete 10 follow-up surveys to evaluate the prospect's level of satisfaction with the JETRO meeting and to obtain feedback for future follow-up communication.

e) Promotion of JETRO Success Stories

The Representative will create content and design work to demonstrate the impact of JETRO's successful support with previous company prospects and highlight the benefits of JETRO's programs and activities. The Representative will identify the appropriate contact within 50 prospective companies and send outreach emails with JETRO Success Story content to the prospective companies.

5. Deliverables

The Representative shall submit to JETRO the deliverables ("Deliverables") listed below, which shall be completed to JETRO's satisfaction (as determined in its sole discretion) and in accordance with JETRO's standards pursuant to Section 6 of the Agreement, by the due dates listed below.

Deliverables	Due Date
1) List of the first 7 leads and 7 meeting arrangements (1Q)	July 26th, 2024
2) List of additional 8 leads and 8 meeting arrangements (2Q)	October 31st, 2024
3) List of additional 8 leads and 8 meeting arrangements (3Q)	January 31st, 2025
4) Monthly Reports	End of every month
5) Completion Report	March 31st, 2025

6. Fee

- a) JETRO will make the initial payment of \$25,000 upon contract signing for the Information Gathering Services described in Section 4.a), Kick-off Meeting Arrangement Services described in Section 4.b), and submission of the Deliverables 1) to 5) described in Section 5 above (the “Base Service Fee”); for the Follow-up Questionnaire services described in Section 4.d); and for the Promotion of JETRO Success Stories described in Section 4.e). The remaining \$25,000 fee shall be paid after receipt of each Deliverable 1) to 5) which shall be completed to JETRO’s satisfaction (as determined in its sole discretion) and in accordance with JETRO’s standards by each due date described above, and upon receipt of an invoice issued by the Representative which is satisfactory to JETRO (as determined in its sole discretion).
- b) Activity fees such as tax, phone/copy, domain name, mail service, transportation fee, and any event registration fee are included in the commission stated in 6a), except those JETRO specifically asked to attend in writing.

7. Others

- a) JETRO will NOT provide JETRO’s official business cards to the Representative.
- b) The Representative uses his/her own email address. JETRO does not provide a JETRO domain email address for this project. Free email accounts without an original domain are not acceptable for this project. (e.g. @gmail.com, @yahoo.com, etc.)
- c) The Representative shall not disclose any information collected through this project to any third party (whether it is an individual, corporation, or other entity) without prior written consent from JETRO.
- d) The Representative is required to take on-demand information security courses.
- e) The Representative is always required to keep a balance between “quality and volume” (achievement of the target number(s) and new business cases that can make an impact on the Japanese economy), and perform activities.
- f) The Representative shall distinguish and separate this project from his/her private work. The Representative should not try hard sell his/her own fee-based services on client companies during any JETRO-related activities.