JETRO begins XHUB New York Outbound Program organized by ERA

The XHUB Tokyo Program funded by the Tokyo Metropolitan Government and organized by JETRO and ERA Global, a global accelerator program under the ERA brand. The New York course, which began in September and officially ends in January 2024, had ten startups hand selected by ERA. The program familiarized the participants with the US startup ecosystem, prepared them to engage in sales processes with US customers, and supported them in their US and global expansion plans. Throughout the main program, startups met with mentors and guests to better understand the US market and their product market fit, and on how to improve their sales strategies. During the post-program phase, the founders reported back on their progress and received further support during one-on-one and group sessions. The main objective of the program was to supply founders with tools, skills, and insights to best position them for the US market and US customers. The bootcamp and main programs challenged the participants to achieve product-market fit, explore their respective industries, and interact with and build their network in the US. During the post-program phase, the ERA Global team continued to support startups in executing their US go-to-market strategy and maintaining relationships with US contacts and networks.

Each phase of the program helped the participants focus on US go-to-market and adjust each aspect of their sales processes with additional sessions planned for the companies to meet more expert mentors for feedback on their pitch, go-to-market strategy, and product-market fit. Most companies already had strong traction in their home countries, and they were looking for US market insights and key connections to expand their business here. Through the program, they were able to validate the US market, build their networks, evaluate new customer segments, and acquire new customers and partnerships.

For more information on the companies, you can find them here.

JETRO New York