



# X-HUB TOKYO

GLOBAL STARTUP ACCELERATOR

## INBOUND PROGRAM

### Application Guideline

Organizer :  東京都

Administrator : **Deloitte.**  
デロイト トーマツ



# **X-HUB TOKYO INBOUND PROGRAM**

## **Application guideline**

### **Table of Contents**

- ▶ About X-hub Tokyo
- ▶ Program Contents
- ▶ Application Requirements
- ▶ Application Method
- ▶ Selection
- ▶ Precautions
- ▶ Contact Information



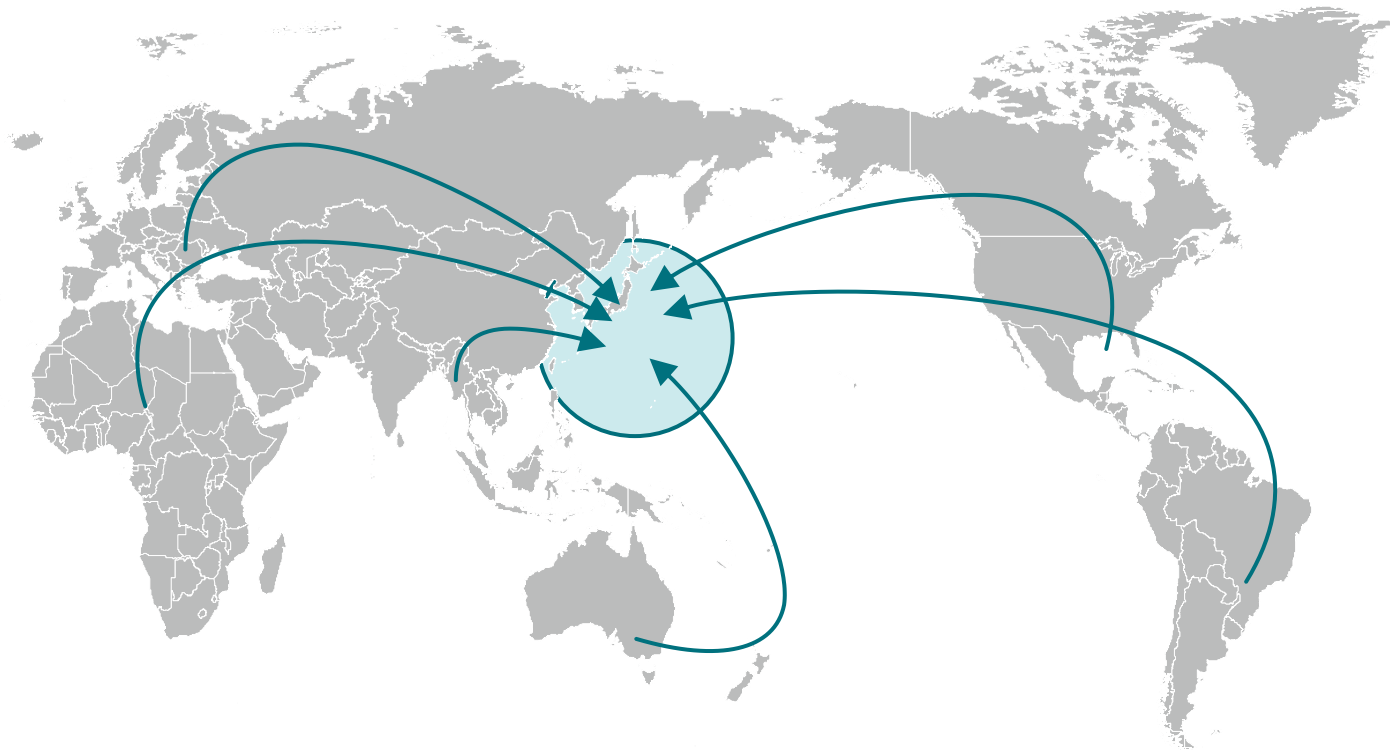
X-HUB TOKYO  
GLOBAL STARTUP ACCELERATOR

## About X-HUB TOKYO

X-HUB TOKYO is a platform that connects Tokyo and the world's innovation ecosystems and accelerates startups that are pioneering a new era.

X-HUB TOKYO offers two programs: the **OUTBOUND PROGRAM**, which supports overseas expansion of startups from Tokyo, and the **INBOUND PROGRAM**, which aims to foster a startup ecosystem in Tokyo through expansion of overseas startups into Tokyo.

**INBOUND PROGRAM** provides overseas startups with knowledge necessary for entering the Tokyo market, human networks with major companies and VCs, the opportunities for mentoring, pitches and communications between overseas startups and Tokyo-based startups.





## Program Overview

INBOUND PROGRAM is an online startup acceleration program aiming to help international entrepreneurs expand their business into Tokyo by providing networking opportunities with Tokyo-based companies including startups.



## Program Participation Fee

Free (Communication expenses are to be borne by each companies).



## Courses by business domains

We have set up 2 courses for each business domains. This year we will support overseas startups with Clean Tech and Mobility-related products and services.

### Clean Tech Course

This course is open to overseas startups that develop product and service businesses that reduce or eliminate negative impacts on the environment and contribute to the effective use of natural resources.

#### Business domains (examples)

Energy/electric power, resources/environment, agriculture/food/waste, materials/chemicals, realization technology, etc.

### Mobility Course

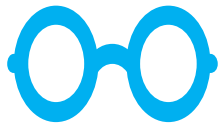
This course is open to overseas startups that develop products and service businesses related to the movement of people and goods.

#### Business domains(examples)

Vehicle dispatch services, semiconductors, AV sensors and driver assistance systems, EV, batteries, AV software, mapping, telematics, transportation systems, Maas, logistics, drones, etc.



## Program Contents



### Lecture

Lecture sessions about necessary knowledge for expansion into Tokyo from experts.



### Event

Pitch events for Tokyo-based companies and Networking Events with Tokyo-based start-ups.



### Mentoring

#### Business Matching

Mentoring by experienced business professionals and business matching between major companies and VC in Tokyo as potential collaborators and funding sources .



## Program Contents



### Lecture

Lecture sessions about necessary knowledge for expansion into Tokyo from experts.

## Lecture Topics (Example)

### Legal

- Lectures on IP rights, regulatory landscapes and various methods of creating an entity in Tokyo

### HR

- Lectures on hiring talent as an international startup within the Tokyo market and managing talent

### Pitch Brush-up

- Brush-up lectures on pitch deck and pitch contents for Japanese companies

### Market Overview

- Lectures on the trends and characteristics of the Tokyo market for each business domain

### Key talk by Senior Entrepreneur

- Talk session from a senior entrepreneur with an international startup who have entered the Tokyo market to speak on their experience

### Incubation Facility Introduction

- Introduction of incubation facilities in Tokyo where international startups are able to conduct PoC or have temporary coworking spaces

### Comments from last year's participants

We learned about the various legal requirements to enter the Japanese market.

It turns out that in order to do business in Japan, the team needs someone who can speak Japanese.



## Program Contents




### Event


Pitch events for Tokyo-based companies and Networking Events with Tokyo-based start-ups.

## Events (examples)

### Pitch Event

- Hold by each business domains, inviting potential matching partners including major companies, VCs, etc.
- Click here for an overview of last year's event  [Pitch Event](#)

### Networking Event

- Fireside talk session with Tokyo-based startups to provide an idea of the realities of being a startup in Japan.
- Click here for an overview of last year's event  [Networking Event](#)

### Comments from last year's participants

We were able to get practical tips and advice for understanding the Japanese market.

Taking the stage at a pitch event led to matching with a Japanese company.



## Program Contents



### Mentoring

### Business Matching

Mentoring by experienced business professionals and business matching between major companies and VC in Tokyo as potential collaborators and funding sources

## Mentoring

- Mentor from Deloitte will provide several mentoring sessions to discuss each startup's strategies and potential partners throughout the program.

## Business Matching

- Matching with major companies and research institutes as well as with partners to support your business expansion into Tokyo.

### Comments from last year's participants

Our mentor set up several meetings with Japanese companies, some of which may lead to contracts.

It led to the connects with law firms and accelerators that we could consult with when entering the Japanese market.





# Program Contents



## Program Schedule

Year	2023			2024		
Month	October	November	December	January	February	March
<b>1. Lecture</b>						
Lecture		Lecture				
<b>2. Event</b>						
2.1. Pitch Event			★			
2.2. Networking Event with SU in Tokyo				★		
2.3. Wrap up Event						★
<b>3. Mentoring &amp; Business Matching</b>						
Mentoring & Business Matching		Mentoring with mentor & business matching arrangements with companies in Tokyo				

\*1. The schedule is subject to change.

\*2. In principle, participants are requested to attend all programs.

\*3. Programs will be held online.

\*4. In principle, participants are also required to attend the Wrap up Event (scheduled for March), at which the selected companies will report on their achievements.



## Application Requirements

- Must be an overseas startup (a startup without an office in Japan)
  - Must be an Unlisted company
  - Operating business in Clean Tech or Mobility
    - Clean Tech...Products and services that reduce or eliminate negative environmental impacts and contribute to the effective use of natural resources
      - Energy/electricity, resources/environment, agriculture/food/waste, materials/chemicals, realization technology, etc.
    - Mobility...Products and services related to the movement of people and goods
      - Dispatch services, semiconductors, AV sensors and driver assistance system (ADAS) components, EVs, batteries, AV software, mapping, telematics, transportation systems, MaaS, logistics, drones, etc.
- \*The above definitions and examples of business area are examples, and we are looking for applications from a variety of startups. If you are not sure about which course you should choose, please feel free to contact X-HUB TOKYO Administration Office.
- Have a specific business plan for expanding business into Tokyo
  - Have a business-level of English proficiency
  - Being able to attend ALL sessions throughout the program
  - Attendees must possess decision-making authority related to management or possess those in charge of overseas expansion.
  - Be able to participate in an Online Interview if the applicant passes the first screening
  - Please note that the following cases may not be subject to review in the following cases
    - When the applicant violates or is likely to violate laws and regulations or public order and morals.
    - When there is a defect in the information provided in the application.
    - When the applicant submits false information stated in the application forms or makes a false declaration to the administration office.
    - When an applicant is engaged or has been engaged with antisocial forces or any similar parties.



## Application Method

Please prepare the following documents, fill in the required items on the entry sheet from the X-HUB TOKYO website, and upload the documents.

All documents must be submitted **in English**.

### 【Required】

- Entry sheet: Please fill out the required information in the entry sheet posted on the X-HUB TOKYO website.
- Pitch Deck or Business overview materials: Please prepare materials including the following contents in PDF format and upload them to the page of entry sheet.
  - Company overview
  - Vision (problems to be solved)
  - Solutions (strengths, competitive analysis and superiority)
  - Business model
  - Traction
  - Founder and team



## Application Period

Mon. 3rd Jul. 2023~ Mon. 31<sup>st</sup> Jul. 2023 by 5:00 pm (JST)



## How to apply

① Click the “Entry sheet” button on X-HUB TOKYO's INBOUND PROGRAM website.

**X-HUB TOKYO**  
GLOBAL STARTUP ACCELERATOR

ホーム X-HUB TOKYOとは 採択企業 プログラム情報 イベント情報  
インタビュー&レポート 海外展開コラム 無料会員登録 JP

### Mobility Course

**Application period :**  
Jul 3rd 2023(Mon) – Jul 31st 2023 (Mon) 5:00pm (JST)

**Support period :**  
Mid – October 2023 ~ March 31st, 2024 (JST)

**Number of companies to be selected :**  
Approx. 8 companies

**Place :** Online

**Language :** English

**Fee :** Free

In the Mobility Course, we are looking for startups providing products or services related to the movement of people and such as e-hailing, semiconductors, AV sensors and advanced driver-assistance system (ADAS) components, batteries, AV

#### Application Requirements

01. Must be an overseas startup (a startup without an office in Japan)
02. Must be an unlisted company
03. Operating business in Mobility
04. Have a specific business plan for expanding business into Tokyo
05. Have a business level of English proficiency
06. Being able to attend ALL sessions throughout the program
07. Attendees must possess decision-making authority related to management or possess those in charge of overseas expansion.
08. Be able to participate in an Online Interview if the applicant passes the first screening.

#### Application guideline

Please click here to check.

[Application guideline](#)

#### How to apply

Please read the application guideline carefully and fill out the entry sheet, and upload pitch deck. Please note that all the materials must be submitted in English.

[Entry sheet](#)

② Please fill out the required information on the entry sheet.

### 2023 X-HUB TOKYO INBOUND PROGRAM Entry Sheet

ユーザー情報登録 > 申し込み内容確認 > 完了

以下の項目に必要事項をご記入後、「次へ」ボタンをクリックしてください。  
必須の項目は必ずご記入ください。

個人情報の取扱い	<a href="https://x-hub.tokyo/privacypolicy">https://x-hub.tokyo/privacypolicy</a>
Accept the privacy policy (above URL) 必須	<input type="radio"/> Agree
Confirmation 必須	<ul style="list-style-type: none"> <li>• The company is incorporated overseas and not incorporated in Japan.</li> <li>• Business area must be either Mobility or Clean Tech</li> <li>• The company has a specific business plan for expanding into Tokyo.</li> <li>• The company has enough capability to handle all program interactions in English.</li> <li>• The company is able to participate in all programs.</li> <li>• The management or persons with managerial decision-making authority or persons responsible for overseas expansion participates in the program.</li> <li>• The company does not violate, or is not likely to violate, laws and regulations or public order and morals.</li> <li>• There are no defects in this application.</li> <li>• Applicants must not include false information in the application or otherwise make false statements to the Administrative Office.</li> <li>• The company has no involvement with antisocial forces or anyone associated with them.</li> <li>• The company is not listed.</li> </ul> <p>If the company passes the primary screening, participate in the online interview screening.</p> <p>The application information you provide will be provided by the Tokyo Metropolitan Government and the Administrative Office to program collaborators (Hereafter referred to as</p>

※ Please fill in English.



## How to apply

③ Upload the Pitch Deck or Business overview materials and after entering all fields, click the “次へ (Next) ” button.

Pitch Material  
必須

ファイルの選択

\*Language: English

The reason why the company expand its business to Tokyo or the goal of this program  
必須

\*500 words or less

How did you learn about X-HUB TOKYO (multiple choice)  
必須

- ☐ X-HUB Tokyo page
- ☐ X-HUB Tokyo event
- ☐ X-HUB Tokyo website
- ☐ Tokyo Metropolitan Government
- ☐ SNS advertisement
- ☐ Referral from Tohmatsu
- ☐ Referral from VC
- ☐ Referral from acquaintance
- ☐ Referral from a government agency
- ☐ Other (free description)

Please fill in only if you selected "Others"

Name

\*Please fill in only if you selected "referral"

次へ

④ After confirming the information entered, click the “登録する (Register) ” button.

Pitch Material

The reason why the company expand its business to Tokyo or the goal of this program

How did you learn about X-HUB TOKYO (multiple choice)

Please fill in only if you selected "Others"

Name

戻る

登録する

2023 X-HUB TOKYO INBOUND PROGRAM Entry Sheet

ユーザー情報登録 > 申し込み内容確認 > 完了

**\*Your application is complete when the above screen appears.**



## Number of companies to be selected

Approx. 15 companies



## Selection

All applications are reviewed and evaluated based on the judging criteria, and the selection will be carried by the examination committee composed of external experts. We will announce the selected startups on the official websites of the Tokyo Metropolitan Government and the administration office. In addition, the administration office will notify all applicants of the judge results.

In order to select SUs with more advanced technologies, the selection will be conducted according to the following criteria.

- Growth potential or Track Record of product and company
- Compatibility with the Japanese market
- Competitive advantage over others
- Applicant's enthusiasm or Feasibility to enter the Tokyo market



## Selection Schedule (Tentative)

- Selection Period : September 2023

1<sup>st</sup> step Screening : Early September 2023

2<sup>nd</sup> step Online Interview : Fri. 22nd or Tue. 26th September 2023

9:00 am ~ 6:00 pm (JST)

※ The applicants who pass the 1<sup>st</sup> step Screening will be invited to participate in an online interview with an external Judges. The schedule for the online interview will be announced separately to the applicants.

Announcement : Early October 2023 (Tentative)

## Precautions

- The application information provided will be used and shared by the Tokyo Metropolitan Government and the administrative office with the program's cooperation partners (hereinafter referred to as "cooperators") to the extent necessary for this program. In addition, application information will not be distributed to any third party other than the cooperators without prior approval.
- We are unable to respond to any inquiries regarding the selection process or results.
- Please note that you may be asked to withdraw from the program in cases deemed inappropriate by the Tokyo Metropolitan Government and the administration office.
- The screening and selection will be conducted by the administrative office and approved by the Tokyo Metropolitan Government.



### **Contact Information**

X-HUB TOKYO Administration Office  
(Deloitte Touche Tohmatsu LLC)

E-mail: [x-hub.tokyo@tohatsu.co.jp](mailto:x-hub.tokyo@tohatsu.co.jp)