



X-HUB TOKYO

GLOBAL STARTUP ACCELERATOR

INBOUND PROGRAM 2025

Application Guideline

Organizer :  **東京都** Administrator : **Deloitte.**
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X-HUB TOKYO INBOUND PROGRAM

Application guideline

Table of Contents

- ▶ About X-HUB TOKYO
- ▶ Program Contents
- ▶ Application Requirements
- ▶ Application Method
- ▶ Selection
- ▶ Precautions
- ▶ Contact Information



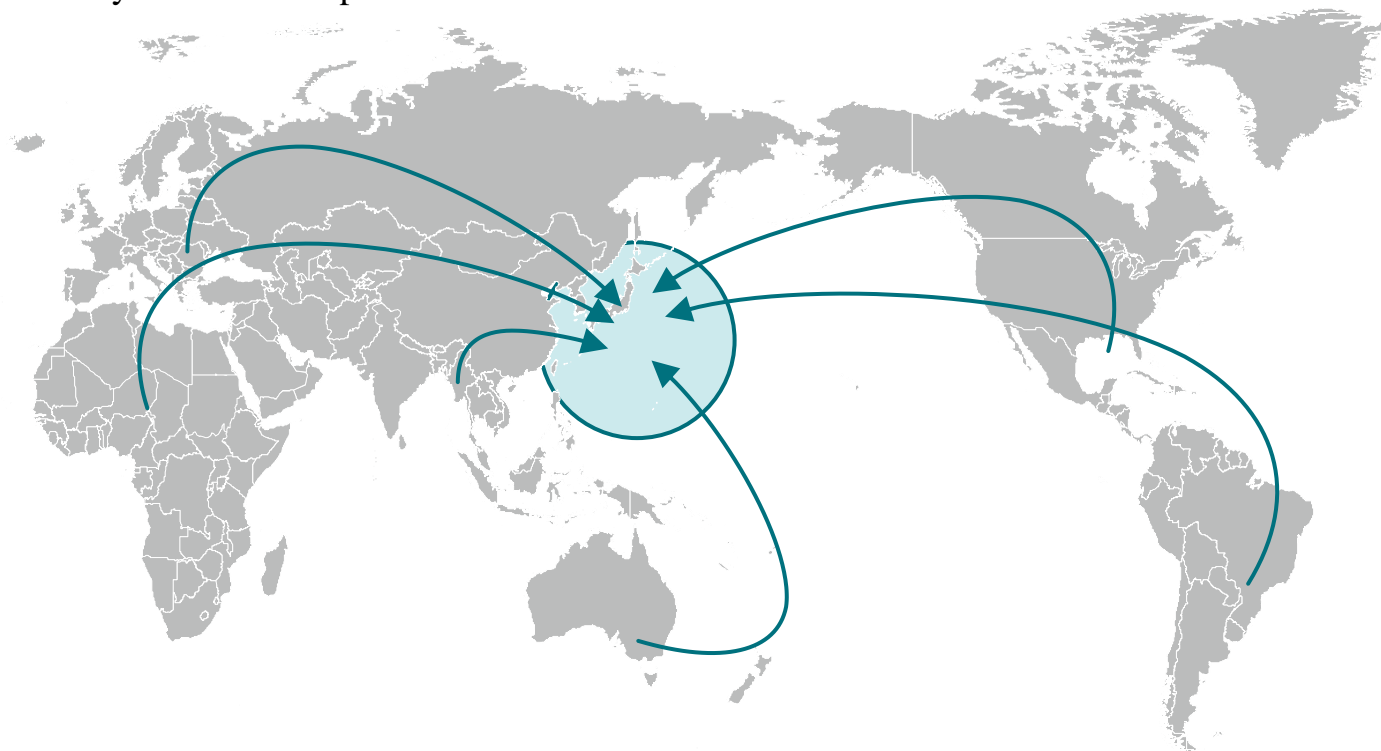
X-HUB TOKYO
GLOBAL STARTUP ACCELERATOR

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, the **INBOUND PROGRAM**, which aims to foster a startup ecosystem in Tokyo through expansion of overseas startups into Tokyo, and the **SCRUM PROGRAM**, which provides Tokyo-based startups in the early stages of overseas expansion with opportunities to acquire marketing knowledge and test business hypotheses.

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 fields

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

CleanTech 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 targets overseas startups developing products and service businesses related to the movement of people and goods.

Business Fields(examples)

Semiconductors, Driver assistance systems, EV, batteries, 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 Exchange Events with Tokyo-based startups.



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 (The entire program will be held online.)



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 the steps to expand a business in Japan from a legal perspective.

We learned the general processes for foreign companies to partner with Japanese companies and tips for building relationships.



Program Contents (The entire program will be held online.)


Events (examples)



Event

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

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](#)

Exchange Event

- Fireside talk session with Tokyo-based startups to provide an idea of the realities of being a startup in Japan.

Comments from last year's participants

At an exchange event, I had meaningful conversations with startups in the same business domain in Tokyo.

After the pitch event, a Japanese company contacted us for more details, and we were able to have a meeting.



Program Contents (The entire program will be held online.)



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

We were very grateful that our mentor arranged meetings with various Japanese companies.

We received valuable advice on our strategy for entering the Japanese market from our mentor, which helped strengthen our approach.



Program Contents



Program Schedule

Year	2025			2026		
Month	October	November	December	January	February	March
1. Lecture						
Lecture		Lecture				
2. Event						
2.1. Networking Event with SU in Tokyo			★			
2.2. Pitch Event				★		
2.3. Wrap up Event						★
3. Mentoring & Business Matching						
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.

(participation by one person is acceptable, but a substitute should be available in case of absence).

*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
 - CleanTech...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
 - Semiconductors, Driver assistance system components, EVs, batteries, 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 track record of overseas expansion or collaboration with other companies.
- Have an organizational scale sufficient to commit to overseas expansion.
- Have a team structure that allows participation in all program activities (participation by one person is acceptable, but a substitute should be available in case of absence).
- 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



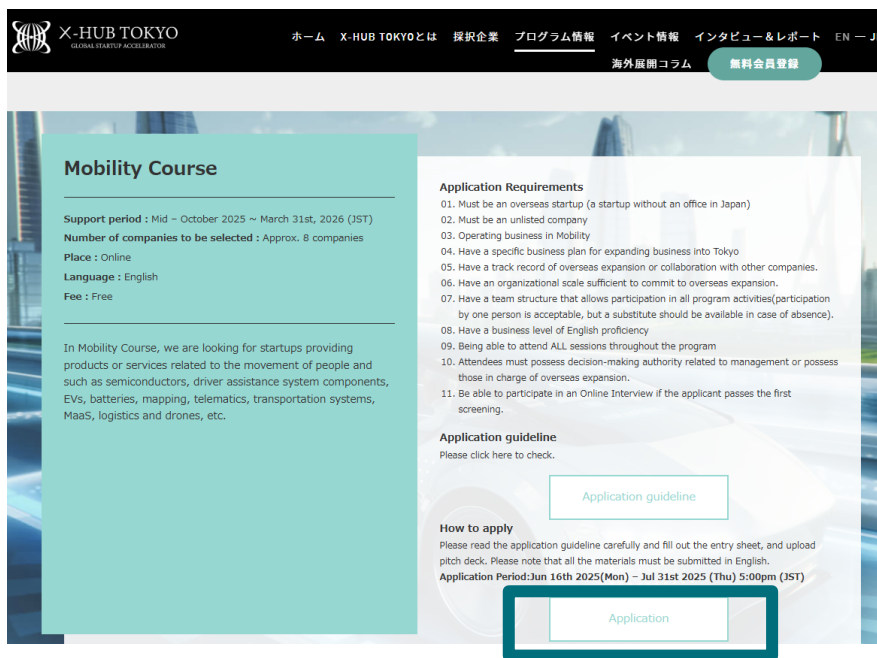
Application Period

Mon. 16th Jun. 2025~ Thu. 31st Jul. 2025 by 5:00 pm (JST)



How to apply

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



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

2025 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	https://x-hub.tokyo/privacypolicy
Accept the privacy policy(above URL) 必須	<input type="radio"/> Agree
Confirmation 必須	<ul style="list-style-type: none"> The company is incorporated overseas and not incorporated in Japan. Business area must be either Mobility or CleanTech The company has a specific business plan for expanding into Tokyo. The company has a track record of overseas expansion or collaboration with other companies. The company have an organizational scale sufficient to commit to overseas expansion. The company has enough capability to handle all program interactions in English. The company have a team structure that allows participation in all program activities. (participation by one person is acceptable, but a substitute should be available in case of absence). The management or persons with managerial decision-making authority or persons responsible for overseas expansion participates in the program. The company does not violate, or is not likely to violate, laws and regulations or public order and morals. There are no defects in this application. Applicants must not include false information in the application or otherwise make false statements to the Administrative Office. The company has no involvement with antisocial forces or anyone associated with them. The company is not listed. <p>If the company passes the primary screening, participate in the online interview screening.</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	<div>ファイルの選択</div> <div>ファイルが選択されていません</div>
Reasons for wanting to expand into Tokyo	<input type="checkbox"/> Want to develop sales channels in Tokyo market <input type="checkbox"/> Want to start a new business in Tokyo <input type="checkbox"/> Want to establish a base in Tokyo <input type="checkbox"/> Want to raise funds in Tokyo <input type="checkbox"/> Other <input type="checkbox"/> Under consideration
Progress status to expand into Tokyo	<input type="checkbox"/> Conducted research about legal matters <input type="checkbox"/> Conducted research about market <input type="checkbox"/> Conducted research about human resources <input type="checkbox"/> Have exhibited at trade fairs <input type="checkbox"/> Conducted research about human resources <input type="checkbox"/> Already have business partner <input type="checkbox"/> Raising funds for expanding in Tokyo <input type="checkbox"/> Other <input type="checkbox"/> Not making any action at this time
If you selected "Other," please describe the activities you are undertaking to expand into Tokyo	<div></div> <div>*500 words or less</div>



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

Progress status to expand into Tokyo	
If you selected "Other," please describe the activities you are undertaking to expand into Tokyo	
How did you learn about X-HUB TOKYO	
Please fill in only if you selected "Others"	
Request from the administrative office	





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 :
 - 1st step Screening : Late August 2025
 - 2nd step Online Interview : Early September 2025
 - ※ The applicants who pass the 1st 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 2025 (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 Tohmatsu Risk Advisory LLC)

E-mail: x-hub.tokyo@tohatsu.co.jp