X-HUB TOKYO

GLOBAL STARTUP ACCELERATOR

SCRUM PROGRAM
Application Guidelines

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X-HUB TOKYO SCRUM PROGRAM
Application Guidelines
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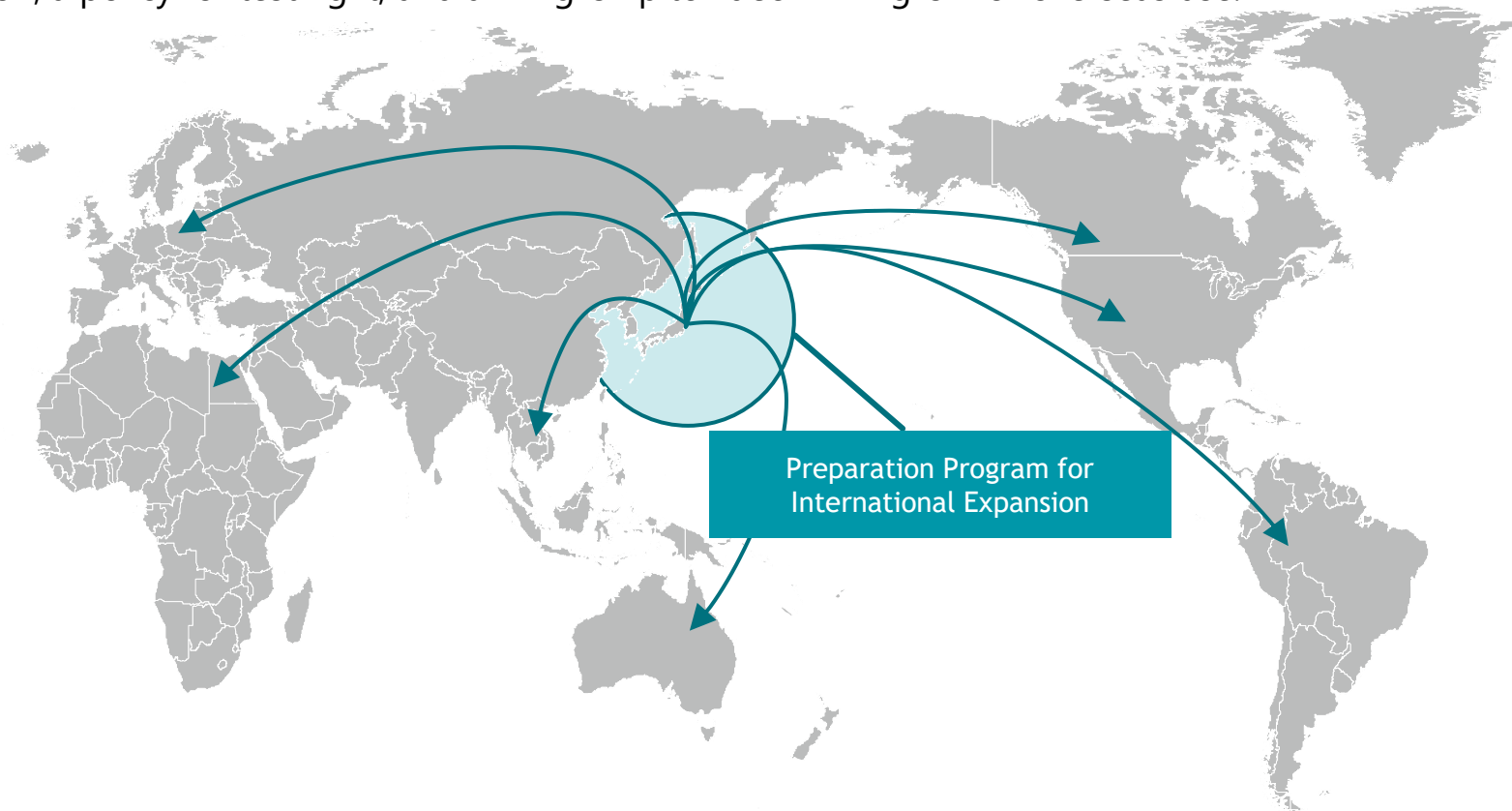
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X-HUB TOKYO is a platform that connects Tokyo and the global innovation ecosystem to accelerate startups that will pioneer a new era.

The SCRUM PROGRAM will provide startups in Tokyo in the early stages of their overseas expansion with support in acquiring the marketing knowledge necessary for overseas expansion and business hypothesis testing, as well as opportunities to pitch to overseas VCs.

Through the above, participant startups will aim to create a hypothesis of their business model for overseas expansion, a policy for testing it, and an English pitch deck in English for overseas use.

Preparation Program for International Expansion

Program Overview

The "Scrum program" is designed to support Tokyo-based startups in various preparations, including planning for overseas expansion.

➢ Duration：Approximately five days between October 2025 and March 2025.※Each day will be approximately half a day.

➢ Location : Tokyo

Course Fee

Free of Charge (transportation expenses are to be borne by each participant)

Target Startups

Startups aiming for overseas expansion and planning to begin activities overseas in the near future
*We offer a valuable program for startups that have already begun considering international expansion and have clearly identified their target countries or regions and the challenges they need to address.

Program Features

✓ Lectures by experienced accelerators focusing on "Next Actions for Overseas Expansion"

✓ Support for preparation for overseas expansion through workshops, English pitch training, individual mentoring, and pitches to overseas VCs

✓ An offline environment fostering a competitive atmosphere among Tokyo-based startups aiming for overseas expansion

✓ Networking opportunities with overseas startups and VCs

Program Contents

Common Session

Lectures and workshops on steps necessary for overseas expansion and marketing techniques for setting up business hypotheses for overseas expansion.

Individual Session

Mentoring by experienced business professionals and pitching to overseas VCs to refine your hypothesis and pitch.

Social Event

Networking opportunities, including exchange events with overseas startups and overseas VCs.

Program Contents

Common session

Lectures and workshops on steps necessary for overseas expansion and marketing techniques for making business hypotheses for overseas expansion.

Lectures and workshops (examples)

Common Session 1:
Hypotheses making and market research for overseas expansion

- Learning the overall picture, benefits and objectives, and pitfalls of overseas expansion
- Conducting a workshop on creating an overseas business hypothesis through conceptualization of a value chain
- Learning market research methods necessary to create the business hypothesis

Common Session 2:
Hypothesis refinement and English pitches

- Conducting a workshop on the business hypothesis refined through the market research
- Learning techniques on English pitches for actual overseas activities

Common Session 3:
Refinement of pitches and policy making

- Conducting a workshop on refining English pitches through presentations and feedback
- Crafting policies to test overseas the business hypothesis created up to the Workshop II

Program Contents

Individual session

Mentoring by experienced business professionals and pitching to overseas to refine your hypothesis and pitch.

Individual sessions (example)

Mentoring from Mentors Assigned to Each Startups

- Individual mentoring support from mentors
  - ✓ Refining the business model hypotheses developed in the common session
  - ✓ Improving pitch decks to deliver effective presentations internationally

Individual Mentoring by Overseas VCs

- Mentoring from overseas VCs, including feedback on business models, etc., based on the pitch refined through the above mentoring.

Program Contents

Social events

Networking opportunities, including an online event with overseas startups and an in-person event with overseas VCs.

Social events (example)

In-person Networking Event with overseas VCs

- Introduction to market overviews of various regions and countries
  - ✓ Overseas VCs will present market overviews of the regions and countries they specialize in
- Presentations by participant startups
  - ✓ Participant startups will present on the refined business model hypotheses and other aspects in front of the Overseas VCs
- Networking opportunities for interaction with Overseas VCs

Networking Event with Overseas startups

- Roundtable discussions for exchanging opinions with overseas startups

SCRUM PROGRAM Contents

🖥 Program Schedule (Tentative)

Year	2025			2026		
Month	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
1. Common session						
1.1 Lectures and sessions	**Day1 Oct 8** **Day2 Oct 24**	**Day3 Nov 20**				
2. Individual session						
2.1 Mentoring		Mentoring				
2.2 Pitch to overseas VC				Pitch to Overseas VC		
3. Social event						
3.1 Events with overseas startup		**Day4 Under adjustment**				
3.2 Events with overseas startup					**Day5 Under adjustment**	
4. Results Presentation Meeting						
4.1 results debriefing						⬤

※1 Schedule is subject to change.
※2 **In principle, participation in all programs is required. Individual work time outside of program hours may be required to refine business hypotheses and pitches.**
※3 The common session and social events will be half-day programs in a group format each day.
※4 The individual session will be a program (about 1 hour) for each participating startup after scheduling with mentors and overseas VCs.
※5 In principle, participating in the results debriefing (scheduled for March) is required as well.

☑ **Eligibility**

The applicant...

- Must be a corporation located in Tokyo (including businesses that have a branch, sales office, or other business location in Tokyo).
- Must be a private company that has been in business for approximately 10 years or less
- In principle, must not have any business locations, subsidiaries, or other bases overseas and must be aiming for international expansion in the future
- **In principle, must be able to participate in all programs including offline sessions.**
- Must be able to communicate in English with international entities.
- Must have program participants who are a manager, a person with decision-making authority over management, or a person responsible for overseas expansion.
- Must be able to participate in an online interview if it passes the initial screening
- Must be able to provide performance reports and participate in hearings with the administrative office to monitor project outcomes

Please note that applications will not be considered under the following circumstances:

- If the applicant violates or is likely to violate laws or ordinances or public order and morals
- If the contents of the application are incomplete
- If the applicant provides false information in the application or otherwise makes a false declaration to the administrative office
- If the applicant is involved with antisocial forces or related parties
- If the applicant has been involved in fraud or other incidents in the past with respect to projects conducted by the national government, prefectural government, ward, city, town, or village government, etc.
- If the applicant is engaged in a type of business that is deemed inappropriate as a recipient of public funds, such as chain sales, negative options, hypnosis, or psychic sales.

Application Process

Please prepare the following documents, fill out the entry sheet on the X-HUB TOKYO web page, and upload the submission documents.

【Required Submissions】
● Application Form (Entry Sheet) ：
Please enter the required information in the entry sheet on the X-HUB TOKYO web page.
*The information entered in the form must be all in Japanese
● Related Materials ：
Please prepare the following materials in the specified format and upload them to the entry sheet page.

➢ Pitch Materials (PDF, approximately 10 slides)

※ The materials will be used during the second screening interview. **The following must be included in your materials**

✓ **A hypothesis or plan for business expansion into the intended country or region.**

✓ **Internal structure for overseas expansion.**

✓ **Goals for this program**

※ **Materials in either Japanese or English will be accepted (English will be required for second screening).**

➢ Company Logo (PNG format, 600x600px minimum)

Application Deadline

Friday, July 25, 2025, by 5:00 pm (JST).

Application Process Details

① Select the "Apply" button on X-HUB TOKYO's SCRUM PROGRAM web page.

② Fill out the entry form.

*Please enter in Japanese.

Details of Application Process

③ Select "ファイルの選択" in the "ピッチ資料," and "企業ロゴ" fields, respectively, and upload the PDF file.

Materials

④ After entering all fields, click the "次へ" button. After confirming the information entered, click the "登録する" button.

*When the above screen appears, your application is complete.

Number of companies adopted

Approx. 15 companies

Screening

The screening committee, consisting of outside experts, will review and adopt the proposals based on the screening criteria.

Adopted startups will be announced on the website of the administrative office. The administrative office will also notify all applicants of the results.

In order to select startups that meet the objectives of the program, the following screening criteria will be used.

- Overseas Market Potential
- Feasibility of overseas expansion
- Enthusiasm for overseas expansion and willingness to participate in programs

Schedule of Screening (Tentative)

- Screening : Initial screening (document review) Early to mid August 2025
  Second screening (online interview) Mid to late September 2025
  *Companies that pass the initial screening will be invited for an online interview by an external reviewer. The schedule for the online interview screening will be notified to the companies that pass the initial screening.
  *For the second screening, applicants will present in English. (materials can be in Japanese.)
- Notification of the results of initial screening: early September 2025 (Tentative)

Application Form

Please enter the following information on the application form. Please note that the information cannot be saved temporarily, so please check the information before you submit your entry.

Company / Applicant Information

Company Information	● Company name ● Name of Representative ● Postal Code ● Tokyo Office Address ● Date of Establishment ● Paid-in Capital ● Total amount raised to date ● Funding Round ● Business Domain ・Category ● Website URL
Experience and preparation for overseas expansion	● Countries in which the company wishes to expand overseas(In principle, you cannot change the countries from now on. Please write up to 3 countries as your preferred country. Please write "country name," not "Asia" or "Europe.") ● Whether the representative or other person responsible for the business has experience in overseas expansion, etc. (If yes, specific experience) ● Whether the company has more than one staff member (other than the person in charge) with knowledge of overseas expansion. (If yes, specific knowledge) ● Whether the company is making preparations for the development of its business plan, including an overseas needs assessment (If yes, specific situation)
Product and Service Information	● Status of product/service (e.g., has it been launched?) ● Name of product/service *optional ● Outline of the product/service *Optional
Participation Purpose	● Reasons for applying (200-300 words) ● Expectations for the program (200-300 characters) *Optional ● Current problems or concerns (200-300 characters) *Optional
Program Participant Information	● Number of participants in the program ● Name ● Position ● Email ● Contact Phone Number ● English Level

Eligibility Requirements

Company Information	● Do you meet all of the following requirements? ・A corporation located in Tokyo (including businesses that have a branch, sales office, or other business location in Tokyo). ・A private company that has been in business for approximately 10 years or less ・A company that does not have any business locations, subsidiaries, or other bases overseas and must be aiming for international expansion in the future ・A company that is able to participate in all programs including offline sessions. ・A company that is able to communicate in English with international entities. ・A company that has program participants who are a manager, a person with decision-making authority over management, or a person responsible for overseas expansion. ・A company that is able to participate in an online interview if it passes the initial screening ・A company that is able to provide performance reports and participate in hearings with the administrative office to monitor project outcomes ● Does none of the following apply to you? ・If the applicant violates or is likely to violate laws, ordinances, or public order and morals ・If the contents of the application are incomplete ・If the applicant provides false information in the application or makes any other false declaration to the administrative office ・If the applicant is involved with antisocial forces or related parties ・If the applicant has been involved in fraud or other incidents in the past with respect to projects conducted by the national government, prefectural government, ward, city, town, village, or village government, etc. ・If the applicant is engaged in a type of business that is deemed inappropriate as a recipient of public funds, such as chain sales, negative options, hypnosis, or psychic sales.

Other

Other	● Background of Application ● Details of application process *Optional ● Consent to handling of personal information ● Availability of invitations to seminars, etc.

Application Form Attachments

Company Information	● Pitch Materials (up to 10MB, PDF file with approx. 10 slides) *will be used in the second screening ● Company Logo (up to 5MB, PNG format (minimum 600x600px))

Notes

- The application information provided by you will be used and shared by the Tokyo Metropolitan Government and the administrative office with the program collaborators (hereinafter referred to as "Collaborators") to the extent necessary for the Program. The application information provided by you will be used and shared by the Tokyo Metropolitan Government and the administrative Office to the extent necessary for this program. Application information will not be provided to any third party other than the Collaborators without prior approval.

- We will not respond to any inquiries regarding the screening process or results.

- If the TMG deems an applicant to be inappropriate as a participant in the program, the applicant may be asked to withdraw from the program.

- The TMG will determine the screening and selection of the program.

Contact

X-HUB TOKYO Administration Office
E-mail: x-hub.tokyo@tohmatsu.co.jp