



# X-HUB TOKYO

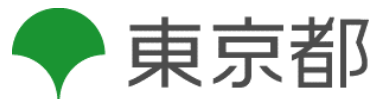
GLOBAL STARTUP ACCELERATOR

**INBOUND PROGRAM**

**FinTech course**

**Application guideline**

Host:



Operation:



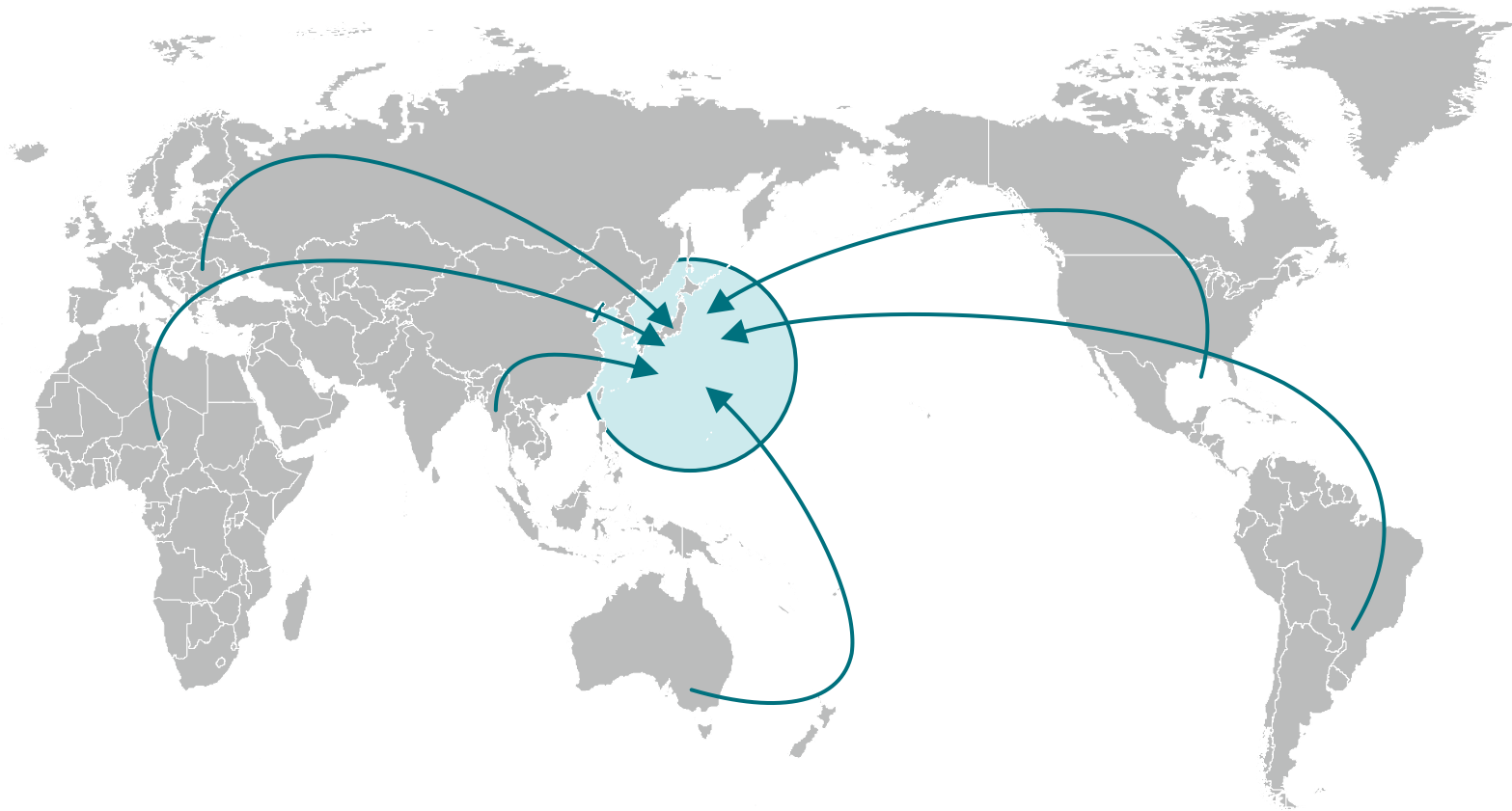


X-HUB TOKYO  
GLOBAL STARTUP ACCELERATOR

## About X-HUB TOKYO

X-HUB TOKYO is a platform that connects Tokyo with the global innovation ecosystem and accelerates the startups that will open up a new era.

This project will provide the information for capturing overseas markets, as well as opportunities for networks, mentoring, and pitches with major companies and venture capitalists for Tokyo-based startups and will support the creation of the new normal through interact between overseas startups and companies including startups in Tokyo.





## About INBOUND PROGRAM

This online program is envisioned to promote global collaborations between overseas startups and domestic companies in Tokyo across the business domains of FinTech.

In this program, we offer you a variety of menus to support your company for future scale-up as follows; mentoring sessions guided by experienced business professionals, lectures on legal requirements and marketing strategy that are crucial for expanding your business in Tokyo, business matching opportunities with large companies, VCs, startups that are based in Tokyo, and pitch events.



## Program Schedule

- Fintech course: 2/14/2022 (Mon) – 2/18/2022 (Fri)
- Accomplishment Report Event: Early March 2022

\*1 The program will be held online.

\*2 To ensure that you get the most out of the program, pre-mentoring will be provided before the program begins.

\*3 The date and time of the Accomplishment Report Event will be announced as it is confirmed.

\*4 See p.9 "Program Schedule (Tentative)" for details.



## Contact

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

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



## Application Requirements

- Must be a startup which has office in overseas and doesn't have in Japan yet
- Having Fintech (using technology to enhance financial services) as a priority business domain.
  - e.g., mobile payments, blockchain and cryptocurrency, robo-advising and stock trading services, crowdfunding platforms, social lending, loan, insurance, remittance, financial information, PMF(Personal Financial Management), and security

\*The above definitions and examples of business area are guidelines, 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.

- Having a specific business plan for expanding business into Tokyo
- Having a business level of English proficiency
- Being able to attend ALL programs
- Attendees must be managers, those are entitled to possess decision-making authority related to management, or those in charge of overseas expansion.
- The applicants must not be deemed as inappropriate for this program by the Tokyo Metropolitan Government, such as a business that violates public order and morals.



## Application period

8/23/2021(Mon)-10/22/2021(Fri) 5:00PM (JST)



## Application Method

Please read the application guidelines and fill out the [entry sheet](#), prepare the pitch material and application video. Please note that all application materials **must be submitted in English**.

- Application form: Please fill out the entry sheet with the required information listed on the next page.
- Pitch material: Please prepare it in PDF and upload it to the entry sheet.
- Application video: Take a video of within 3 minutes and introduce yourself and talk about the reason for applying, entering into Japan, and your enthusiasm. Upload the video on YouTube and make it UNLISTED. Then, fill in the link on the form.
  - Self introduction
  - Why you are applying/entering Japan
  - Enthusiasm for the program

\* If you are not able to use YouTube or difficult to shoot the application video, please feel free to ask Administration Office about options.



# Application Method

## ▼ List of Entry Sheet Requirements

Company Information	<ul style="list-style-type: none"> <li>● Name of company</li> <li>● Address</li> <li>● URL of company's website</li> <li>● Industry</li> <li>● Business domain (select from 3 domains)</li> <li>● Capital *USD</li> <li>● Net sales for the past three years *USD</li> <li>● Number of employees</li> </ul>
Founder Information	<ul style="list-style-type: none"> <li>● Name of founder</li> <li>● Date of establishment</li> </ul>
Applicant	<ul style="list-style-type: none"> <li>● Name</li> <li>● Position</li> </ul>
Contact	<ul style="list-style-type: none"> <li>● TEL</li> <li>● E-mail</li> <li>● Facebook account</li> </ul>
Business	<ul style="list-style-type: none"> <li>● Product/Service Status</li> <li>● Whether business alliance have been or not <ul style="list-style-type: none"> <li>• Details of business partnerships</li> </ul> </li> <li>● Whether intellectual property rights have been acquired or not <ul style="list-style-type: none"> <li>• Details of intellectual property rights</li> </ul> </li> </ul>
Awards	<ul style="list-style-type: none"> <li>● Awards <ul style="list-style-type: none"> <li>• Competition Name</li> <li>• Organizing/Supporting Organization</li> <li>• When did you receive the award?</li> <li>• Name of award received</li> </ul> </li> </ul>

Shareholders *	<ul style="list-style-type: none"> <li>● Shareholder Name</li> <li>● Shareholder ratio</li> </ul>
Overseas Expansion	<ul style="list-style-type: none"> <li>● Overseas expansion achievements <ul style="list-style-type: none"> <li>• Country of overseas expansion</li> <li>• Type of overseas expansion</li> </ul> </li> </ul>
Funding Status	<ul style="list-style-type: none"> <li>● Fund raising achievements <ul style="list-style-type: none"> <li>• Year of the fund raising</li> <li>• Amount of the fund raising *USD</li> <li>• Source of the fund raising</li> </ul> </li> </ul>
Reason for application	<ul style="list-style-type: none"> <li>● Reason for application (500 words or less) e.g., Why you want to expand your business to Tokyo, what you have accomplished through this program, etc.</li> <li>● Way you know X-HUB TOKYO</li> </ul>
Application Video / Pitch Material	<ul style="list-style-type: none"> <li>● URL of Application Video</li> <li>● Pitch Material (PDF) <ul style="list-style-type: none"> <li>• It doesn't matter the format or number of pages, but it is better if it touches on the affinity with Tokyo and what you want to achieve in Tokyo.</li> </ul> </li> </ul>

\* Please answer the question for shares in which you hold 20% or more of the stock.



# Selection



## Numbers of companies to be selected

10 startups per each course



## 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 startups with more advanced technologies, the selection will be conducted according to the following criteria.

- Feasibility and track record of expansion into Tokyo  
(e.g., has launched a product/service, has won a competition, has experience of business alliance)
- Clarity of business model and competitive advantage  
(e.g., demonstrate compatibility with the Japanese market, quantitatively and objectively demonstrate the competitive advantage of your product/service)
- Applicant's enthusiasm  
(e.g., Strong motivation to apply)



## Selection Schedule (Tentative)

- Application Period: 8/23/2021(Mon)-10/22/2021(Fri) 5:00PM (JST)
- Selection Period: Late October to mid November 2021
- Announcement: 11/19/2021 (Fri) (Tentative)



## Precautions

- Please note that applications might be subject not to be reviewed 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 application content.
  - 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 in relationship with antisocial forces or any similar parties.
- The application information will be used and shared by the Tokyo Metropolitan Government and the administration office to the program cooperation partners (hereinafter referred to as “cooperators”) to the extent necessary for this program. Furthermore, any information collected through this program will not be distributed to third parties other than collaborators without your prior consent. We are unable to respond to any inquiries regarding the selection process or results.
- Applications may be asked to withdraw your participation from the program at any phase of the program in case deemed inappropriate for the program by the Tokyo Metropolitan Government and the administration office.
- The screening application forms and selection will be conducted by the administration office and approved by the Tokyo Metropolitan Government





# Program Schedule (Tentative)

	Day1	Day2	Day3	Day4	Day5		
Fintech	2/14/2022	2/15/2022	2/16/2022	2/17/2022	2/18/2022		
7:00 a.m.							
8:00 a.m.	Orientation	Key Talks by senior entrepreneur	Business matching or BP mentoring	Business matching or BP mentoring	Business matching or BP mentoring		
9:00 a.m.	Tokyo Market Overview						
10:00 a.m.							
11:00 a.m.							
12:00 p.m.							
1:00 p.m.							
2:00 p.m.	HR Session	Pitch Workshop					
3:00 p.m.	Legal Session	Business matching or BP mentoring				Pitch Event	Wrap up
4:00 p.m.							
5:00 p.m.							

- Pitch Event
- Panel Discussion
- Report on the results of the selected companies

Note: Session Social Events Business matching and mentoring

\*1 The schedule is shown JST

\*2 The schedule may change depending on the region of the selected startups

\*3 Pre-mentoring will be provided before the program starts

\*4 Every selected startups must participate in principle for the accomplishment event which selected startups reports their results