



S6IX

Sector Six

The Kamiyama International Accelerator

The International Chamber of Innovation, Commerce & Enterprise (ICICE) and Green Valley, Inc. (NPO法人グリーンバレー) are co-founding Sector Six (S6IX), the Kamiyama International Accelerator program in Kamiyama, Tokushima on Japan's Shikoku Island.

The ICICE is a Japan-based international business league made up of "knowledge professionals" from academia, government, and private sector who understand the knowledge economy. We favor the principle of intangible assets (i.e., human capacity, intellectual capital, know-how, etc.) as value drivers. We share a common ambition—sustained prosperity for our businesses, institutions and knowledge clusters. The ICICE serves as a global platform for networking, exchange and enterprise-building for we who are interested in exploring the potential for research innovation, technology investment and licensing.

- We support the free and open exchange of internationally diverse experiences and ideas;
- We hope to spark innovation and adapt our organizational cultures and processes to the demands of globalization;
- We reach out to innovation stakeholders, develops global linkages within key industries, and increase participation among international knowledge clusters and markets; and
- We promote and support the development of knowledge as capital and, thereby, advance the innovation sciences to meet the commercial and R&D interests of members and the international industry.

Green Valley, Inc. is a local non-profit organization with a mission is to solve regional problems toward building a self-sustaining and economically independent community in Kamiyama.

The accelerator offers market entry opportunities to international tech and non-tech startups in agriculture, food, CPG, nutrition and healthcare, as related to improving access and quality. A recruitment process is run for the accelerator, involving scouting and engagement by ICICE.

Definitions:

| | |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Founders | Lead members of a startup team. |
| Startup Team | Ideally, startup teams will consist of at least two members. We will accept select single-member startups. |
| Interim Test Report | An approximately three-page document outlining the work done over the first half of the acceleration program. It is prepared by founders according to a provided template. |
| Final Report | An approximately five-page document (with the Interim Report's content included) outlining the work done over the entire acceleration program. |
| Small Demo Day | A half-day event, showcasing the work done by startups teams over the first half of the program. |

Big Demo Day

A half-day event, showcasing the work done by startups teams over the entire accelerator program.

The program follows a classic funnel model:

Pre-acceleration validation, which consists of both ex-Japan and Japan-based entrepreneurs filling out a comprehensive questionnaire, provides the initial selection criteria. Shortlisted entrepreneurs are invited to an interview which provides more a comprehensive picture of the applicants and their vision for an international startup. After validation, the final selection is performed. The selected entrepreneurs are invited to participate in the accelerator. A standard process will be executed as follows:

- Initial Application
- Validator Questionnaire
- First Committee Assessment
- Online Interview
- Second Committee Assessment
- Follow Up Exchanges
- Final Selection

Entrepreneurs are assessed and selected for the accelerator based on:

| | |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Passion | A burning desire to achieve your goals alongside our own. |
| Relevant Experience | Knowledge, skills and abilities that might be leveraged to succeed in business and life. |
| Growth Mindset | Remaining open and willing to learn new ways of doing and living. |
| Entrepreneurial Intent | A genuine interest in potentially establishing and growing a business in Kamiyama, with no encumbrances in doing so. |
| Self-Awareness | The ability to recognize weaknesses alongside strengths in order to improve and develop. |
| Humble, Hard Work | The belief that, more than good intentions and self-confidence, diligence and persistence lead to success. |
| Truth-Telling | The ability to be compassionate yet candid to develop clear communication and build professional intimacy. |
| Fact-Driven | The tendency to place facts in evidence to steer decision making. |
| Resilience & Perseverance | The psychological strength to cope with stress and hardship, to bounce back from temporary setbacks, and the tendency to stick with long-term challenges. |

The validator questionnaire focuses on:

- Vision & Mission
- Team
- Market
- Product/Service & Benefits
- Product Performance
- Possible Partnerships

The program is run on-location in Kamiyama. It consists of classroom-based sessions—workshops and talks—over which assignments and tasks are discussed. The purpose is to provide a solid project validation framework for startups being right at the beginning of their entrepreneurial journey. This involves:

Workshops, Talks & Discussions

Run by the organizers and some mentors and collaborators.

| | |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| General Orientation | Participants receive a general overview of opening a small business or re-evaluating an existing business during its growth. Participants are informed of key questions to consider when developing their business, cover next steps and identify helpful resources for entrepreneurs including creatives. |
| Goal Setting | Setting entrepreneur-defined goals and objectives to work toward. |
| Mentoring | Sessions performed by individuals from the accelerator's mentor network. |

The program is developed to address two broad areas that startups need, business fundamentals and localization of products and services:

Modules focused on business themes:

- Customer Discovery
- Market Analysis
- Record Keeping & Accounting
- Minimally Viable Product (MVP)
- Business Models
- Marketing Essentials
- Communication & Pitching

Modules focused on localization themes:

- Business Structures
- Regulatory
- Taxes
- Financing (Banks, Angels and VC)
- Incentives
- Commercial Property Requirements

Examples of teaching modules may include (in no particular order):

| | |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Supervisory Leadership | Participants are presented with the full range of management responsibilities, learn what employees and other managers expect of them, and help them assess their management style to make improvements that will help them to achieve personal and professional success. |
| The Lean Startup Method | Participants learn the "lean start-up process" and how it differs from a traditional start-up plan. They learn how to test their product with minimal startup costs, informed by their customer's values and feedback to determine which process is most appropriate for their specific business. |
| Business Plan Training | Participants use their business resources to build a business plan, develop financial projections, explore their target market, and create a customer list based on demographics. |
| Marketing Essentials | Participants learn how to market a startup business using a blend of traditional and emerging practices, creativity, and tenacity. |
| Business Structures | Participants learn about the various types of business entities, as well as business law, CPAs and accountants, and business attorneys. Participants also learn how to determine when they should solicit professional advice in controlling cash outflows while maintaining appropriate protections for the business |

| | |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Small Business Record-Keeping | Participants learn the basics of what records to create, how long to keep them, and how to use this information to grow their business. |
| Small Business Accounting | Participants learn basic accounting knowledge and skills to manage operations, ensure timely and accurate tax compliance and attract new partners or investors. |
| Human Resources Basics | Participants learn the basics for hiring employees or independent contractors, including record-keeping requirements, overtime wages, taxable and non-taxable fringe benefits. |
| Taxpayer Seminar for Small Businesses | Participants learn the rules, records, reports, remittance and resources covering sales, use taxes and permits, as well as the required record-keeping. Participants also learn about tax exemptions, successor liability, accounting methods (cash vs. accrual), auditing taxpayer records, reporting periods, filing tax returns, pre-payments, discounts, penalties, other taxes and fees, and assistance resources. |
| Accounting Software | Participants learn to use accounting software, such as QuickBooks, covering sales tax, payroll setup and processing, billable expenses, time tracking, budgets, estimates, sales orders and year end closing. |
| Commercial Property Requirements | Participants receive a general overview of Kamiyama's development process and how regional growth plans support this. Participants will work to identify how these are relevant to their business location development, and how to navigate localizing their business in a timely and efficient manner. Participants will cover land use and zoning, site plan review, building plans and permits, leases, and inspections. |

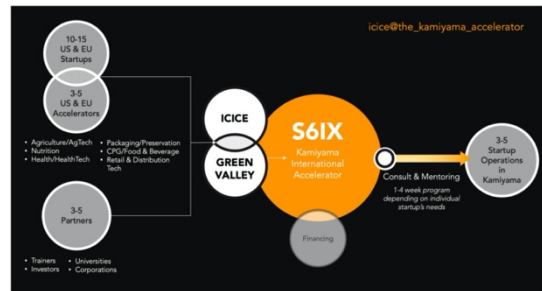
In addition, the program enshrines a social impact agenda through which the entrepreneurs give value to the local community. As they learn, participant entrepreneurs will co-design and deliver various activities (talks/lectures, meetups, workshops, etc.) for different members of the Tokushima community (students, doctors, lawyers, government employees, etc.).

The town of Kamiyama will provide entrepreneurs and their startups with:

- Air Travel & Accommodation
- Workspace
- Coaching/Training
- Localization
- Prototyping
- Language & Cultural Assistance
- Legal, Accounting & Regulatory Assistance

Startups accepted to the accelerator are encouraged to incorporate themselves by the end of the program, but this is not a requirement.

S6IX Kamiyama International Accelerator Program Sample Introduction & Application



| | | | |
|------------------|-------------------------------------------------------------------|---------|-----------------------------------------------|
| Founders | SURNAME, First Name SURNAME, First Name SURNAME, First Name | Contact | COMPANY Contact Person 1 Phone Email |
| Application Date | DATE | | Contact Person 2 Phone Email |

S6IX The Kamiyama International Accelerator Summary

| | |
|--------------------|------|
| VISION & MISSION | TEXT |
| TEAM | TEXT |
| MARKET | TEXT |
| PRODUCT BENEFITS | TEXT |
| FEASIBILITY & SWOT | TEXT |
| MILESTONES | TEXT |





S6IX Kamiyama International Accelerator Program Sample Introduction & Application (cont.)

S6IX The Kamiyama International Accelerator Team

| | | | | |
|------------|-------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|
| | FUNCTION SURNAME, First Name Education TEXT Experience TEXT | | | |
| | FUNCTION SURNAME, First Name | FUNCTION SURNAME, First Name | FUNCTION SURNAME, First Name | FUNCTION SURNAME, First Name |
| EDUCATION | TEXT | TEXT | TEXT | TEXT |
| EXPERIENCE | TEXT | TEXT | TEXT | TEXT |

S6IX The Kamiyama International Accelerator Market

| | |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MARKET DESCRIPTION | TEXT Explanation: General description of the market (e.g. motorised electric transport vehicles in Europe and the USA). Possible supplementary information on the market: • Market potential (e.g. Potential sales quantity of a total market. Example: all motorised electric transport vehicles) • Market volume (e.g. Potential sales quantity of a market segment. Example: all motorised electric transport vehicles in Europe and the USA) |
| CUSTOMER NEED | TEXT Explanation: General description of customers (which customers are being addressed) and their needs: • What do the customers need • Which needs can be satisfied with a new product or a service • For which performance features is the customer prepared to pay and under what terms • What appeals to the customers |

S6IX The Kamiyama International Accelerator Product/Service & Benefits

| | |
|----------------------------------------------------------------------------|------|
| DESCRIBE PRODUCT/SERVICE PERFORMANCE | TEXT |
| DEVELOPMENT STAGE | TEXT |
| UNIQUENESS OF PRODUCT PERFORMANCE COMPARED TO CURRENTLY AVAILABLE PRODUCTS | TEXT |

S6IX The Kamiyama International Accelerator Product Performance

| | |
|---------------------------|------|
| DESCRIPTION OF TECHNOLOGY | TEXT |
| DESCRIPTION OF IP STATUS | TEXT |

S6IX The Kamiyama International Accelerator SWOT Analysis

| | | | |
|---------------|------|------|---------------|
| STRENGTHS | TEXT | TEXT | STRENGTHS |
| OPPORTUNITIES | TEXT | TEXT | OPPORTUNITIES |

S6IX The Kamiyama International Accelerator Possible Partnerships

| | | |
|--------------------------------------------------------------------------------------------------------------------------------------|--|----------------------|
| PARTNER NAME TEXT Examples: Educational institutions, promotional companies (KTI, Inet), suppliers, investors, clinics, etc. | | PARTNER NAME TEXT |
| PARTNER NAME TEXT Differentiate between strategic partnerships, co-creation, joint ventures and customer-supplier partnerships | | PARTNER NAME TEXT |
| PARTNER NAME TEXT | | PARTNER NAME TEXT |
| PARTNER NAME TEXT | | PARTNER NAME TEXT |
| PARTNER NAME TEXT | | PARTNER NAME TEXT |

RESOURCES MEANINGFUL ADVANTAGEOUS

S6IX Kamiyama International Accelerator Program Sample Program Worksheets

S6IX The Kamiyama Accelerator

Pilot Program

| | | | |
|------------------|-------------------------------------------------------------------|------------------|-----------------------------------------------|
| Founders | SURNAME, First Name SURNAME, First Name SURNAME, First Name | Contact | COMPANY Contact Person 1 Phone Email |
| Application Date | DATE | Contact Person 2 | Phone Email |



S6IX The Kamiyama International Accelerator Owners, Founders & Advisors

| | SHARE (%) | | JOB DESCRIPTION / FUNCTION |
|------------------------------|-----------|------|----------------------------|
| TITLE SURNAME, First Name | TEXT | TEXT | |
| TITLE SURNAME, First Name | TEXT | TEXT | |
| TITLE SURNAME, First Name | TEXT | TEXT | |
| TITLE SURNAME, First Name | TEXT | TEXT | |
| TITLE SURNAME, First Name | TEXT | TEXT | |
| TITLE SURNAME, First Name | TEXT | TEXT | |
| TOTAL | 100% | | |

S6IX The Kamiyama International Accelerator PESTEL Analysis

| | DESCRIPTION |
|---------------|------------------------------------------------------------------------------------------------------------------------------|
| POLITICAL | TEXT Example: Political stability, free trade agreement between countries and zones |
| ECONOMIC | TEXT Example: Economic stability, unemployment, cluster development, funds availability |
| SOCIAL | TEXT Example: Income distribution, consumption and savings behaviour, demographic influencing factors, level of education |
| TECHNOLOGICAL | TEXT Example: Technological development status (Business and Industry), technological R&D investments, product cycle |
| ECOLOGICAL | TEXT Example: Environmental awareness of population, influencing factors relevant to the environment |
| LLEGAL | TEXT Example: Legislation (general and industry-relevant), tax law, transfer of persons and capital |

S6IX The Kamiyama International Accelerator Competitors

| | CAMPETITOR A | CAMPETITOR B | CAMPETITOR C |
|-------------------------------------------------|--------------|--------------|--------------|
| CORE ACTIVITIES | TEXT | TEXT | TEXT |
| TARGET MARKETS & MARKET SHARE | TEXT | TEXT | TEXT |
| STRATEGIC OBJECTIVES | TEXT | TEXT | TEXT |
| PRODUCTS & SERVICES | TEXT | TEXT | TEXT |
| 4P STRATEGY (PRODUCT, PLACE, PRICE & PROMOTION) | TEXT | TEXT | TEXT |
| STRENGTHS & WEAKNESSES | TEXT | TEXT | TEXT |

S6IX The Kamiyama International Accelerator Sales & Influencing Factors

| PRICE | SALES QUANTITY | SALES |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| INFLUENCING FACTORS ON PRICE | INFLUENCING FACTORS ON QUANTITY | INFLUENCING FACTORS ON SALES |
| TEXT EXAMPLE: Development of costs (materials costs like raw materials, production expenses, trading costs, VAT, transport costs, personnel costs, etc.), development of margins, exchange rates, etc. | TEXT EXAMPLE: Transport and storage capability, market structure (sales potential and volume), distribution skills (experience of personnel), market development measures, distribution channels. | TEXT EXAMPLE: Product characteristics, price and sales quantities trends, price sensitivity, consumption and buying behaviour, demand trends, market environment (e.g. number of competitors), technological advances, political stability, etc. |

S6IX The Kamiyama International Accelerator Value Proposition & NABC Analysis

| NEED | APPROACH | BENEFITS | COMPETITION |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| What do customers need? | How can this be covered? | What customer benefit is being delivered? | What are the advantages compared to the competition? |
| TEXT Need is the most important factor in the method. An idea without a practical need for it remains just what it is: a good idea and nothing more. | TEXT Approach is usually a point of departure for most activities, but with the NABC method, A always comes after N. | TEXT Benefit stands for the innovative elements of an idea, in other words that which constitutes its uniqueness. | TEXT Competition stands for a study of the competition existing in the area concerned. C is often mistaken for N. C, however, focuses on the reality within which a concept has to function. |