



Japan Innovation Program 2018

THE FIRST FRENCH ACCELERATION PROGRAM
DEDICATED TO THE JAPANESE AR-VR-AI INDUSTRY

GENERAL GUIDELINES

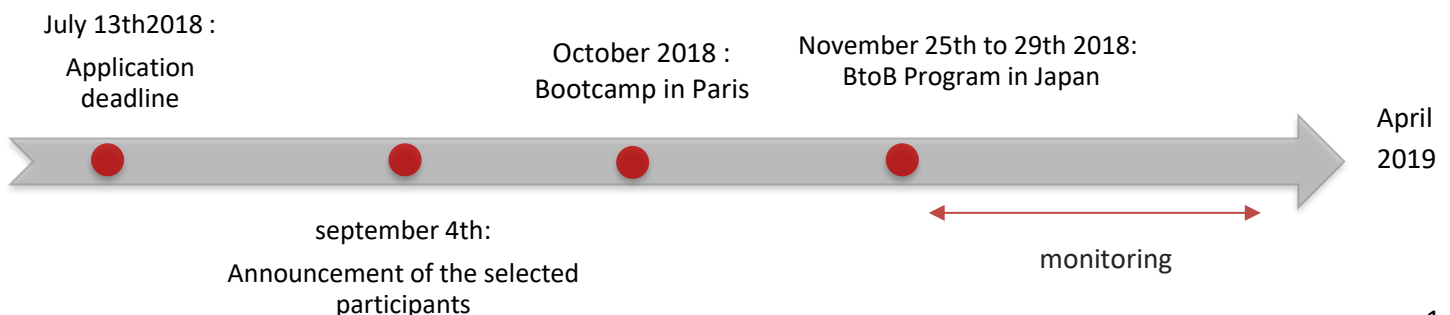
Highlight your company's potential

Please send your completed application by **July 13, 2018** to virginie.leytes@businessfrance.fr & kaoruko.hayashi@businessfrance.fr The Jury will announce the selected participants on September 4th.

A completed application must include:

- **Signed *Engagement de participation*** (en annexe).
- **The application form** (page 2-3): this document is for internal use only. You must fill it in English.
- **The executive summary in an editable version 1 page maximum** (page 4): the executive summary provides the selected committee with the information necessary to evaluate your company's potential for breakthrough onto the Japanese market through the participation in the Japan Innovation Program. The document must be completed in English.
- **A PowerPoint presentation** (slides maximum) of your technology/service in English.
- **Company presentation, brochure...**

Timeline: 8 months



APPLICATION FORM

*This document is designed to determine the approach that you plan to take so that we can select the most relevant local contacts. Therefore, please fill in this questionnaire as accurately as possible.
The application form is for internal use only. You should answer the questions in English.*

1. Your international presence

Does your company have any presence abroad, and if so in which country?

- Office
- Subsidiary
- Joint-venture
- Branch
- Other (please specify):

If yes, which country?

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.....

2. Your export experience

Do you have an international activity? (yes/ no)

If yes, please state your export countries/areas:

.....
.....
.....

How do you export?

- Agent
- Distributor
- Franchise
- Direct sales
- Industrial partner
- Other (please specify):

Do you take part in foreign trade shows? (yes/ no)

If yes, which? (country, date and name of the trade show(s))

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.....
.....

Languages spoken:

.....
.....

Main competitors (*France and abroad with a focus on Japan*):

.....
.....

Certifications / Standards / Accreditations / Awards:

.....
.....

3. Your export project and establishing your business locally:

Objective(s) sought in Japan:

- Search for industrial or technological partners
- Commercial establishment/ Franchise/ Joint-venture / M&A
- Search for distributors or agents
- Search for customers
- Other (please specify):

Profile of the targeted companies (field of activity, size, location, etc.):

.....
.....
.....

Profile of target decision makers (function/department):

.....

Do you wish to target (a) particular firm(s)? (name and contact details)

.....
.....
.....

Do you have any contacts in the country? (yes/ no)

If yes, please specify:

.....
.....
.....
.....

How do you think the Japan Innovation Program project will meet your goals / strategy for the Japanese market?

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.....
.....

Other useful information:

.....
.....

Company Logo

(High definition: at least 300 dpi)

Company name and tagline

This part must address each of the following aspects. Format is entirely customizable.

Main contact:

- Name, title, e-mail, phone, picture

Sector addressed:

Describe the sector in which your company is involved and wishes to develop in Japan. What does your company bring to and how is it relevant the Japanese market. Is your company wishing to develop R&D capabilities to the targeted sector in Japan? Etc

Images / Charts

Product / Solution description:

Concise description: what is your product/service? What does it do and for whom? What are the main features? What are the benefits of each feature? Is your brand/service/solution protected by a patent?

Images / Charts if relevant

Company data:

- 2016 Employees:
- 2017 Employees:

- 2016 Revenues:
- 2017 Revenues:

- 2016 Export sales (%):
- 2017 Export sales (%):

- 2016 Results:
- 2017 Results:

- Founding year of company:

- *Anything else you feel strongly represents your company (R&D Investment, Capital raised?)*

Japanese market strategy:

How will you differentiate yourself and what is your strategy to do so in Japan? What are the characteristics of your prospective partners?

Images / Charts if relevant

Execution:

How will you approach the Japanese market (timing and strategy)? State your project plan for the upcoming 6 months, and after 12 months (resources, team, deployment).

References:

If you already have references that you can mention, please add them here.
(4 lines)

Images / Charts

Company name - address - website - phone - email