



(IN JAPAN)

# Knowledge Co-Creation Program (Group & Region Focus)

General information on

## ENHANCEMENT OF ENTREPRENEURSHIP AND STARTUP ECOSYSTEM (A)

課題別研修「起業家育成・スタートアップエコシステム形成促進(A)」  
JFY 2023

Course No.: 202208363J001, 202209664J002, 202007332J014

Course Period in Japan: From August 27, 2023 to September 30, 2023

This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) of the Japan International Cooperation Agency (JICA) implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

JICA Knowledge Co-Creation Program (KCCP)

The Japanese Cabinet released the Development Cooperation Charter in February 2015, which stated, *“In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field-oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together.”* JICA believes that this ‘Knowledge Co-Creation Program’ will serve as a foundation of mutual learning process.

# I. Concept

## **Background**

In recent years, with the rapid spread of the Internet and smartphones, the number of startups and entrepreneurs who find new business opportunities that do not require initial investment not as in the past is increasing all over the world.

In addition, governments in Asia and Africa are formulating related policies with the aim of forming an ecosystem of start-up and entrepreneur support within their own countries. The policy aims to fix the startup boom in the private sector rather than just transiently.

Governments aim to become more than just production bases and consumer markets for existing products and services, but also innovation creation bases, through financial support and environment improvement for start-ups and entrepreneurs, correction preferential treatment for investors, and stock market construction.

Under these circumstances, the governments of developing countries co-operated by JICA have also requested Japan to promote support for the development of start-ups and entrepreneurs as part of the creation of new industries, the promotion of small and medium-sized enterprises, and the promotion of innovation. Other donors have already implemented concrete cooperation.

## **For what?**

This program aims to enhance entrepreneurship and capacity to promote entrepreneurs and startup ecosystems.

## **For whom?**

This program is offered to administrative officers or staffs from business associations or educational institutions in charge of supporting entrepreneurs or promotion of startup ecosystems.

## **How?**

This program will be conducted by online. Participants shall have opportunities to understand factors and challenges of startup ecosystems in each country, understand overview of policy and programs to support entrepreneurs, enhance startup ecosystems in Japan and roles of each stakeholder, and understand actual cases of startup ecosystem promotion. Participants will make a report for each content and make final report about your learning and useful information by this program.

## II. Description

**1. Title (Course No.)**

**Enhancement of Entrepreneurship and Startup Ecosystem (A)**  
**(202208363J001, 202209664J002, 202007332J014)**

**2. Course Duration in Japan**

August 27, 2023 to September 30, 2023

**3. Target Regions or Countries**

Bosnia and Herzegovina, Brazil, India, Indonesia, Kosovo, Mexico, Serbia, Tajikistan, Turkey and Vietnam

**4. Eligible / Target Organization**

<public sector>

1. Administrative officers in charge of promotion of entrepreneurs and startup ecosystems

2. Staffs of local business associations or educational institutes in charge of promotion of entrepreneurs and startup ecosystems

<private sector>

Staffs of the organizations of startup ecosystems

\* Both with experiences over one year

**5. Capacity (Upper Limit of Participants)**

11 participants

**6. Language**

English

**7. Objective(s)**

Action plan to enhance startup ecosystem is formulated

**8. Output and Contents**

This course consists of the following components. Details on each component are given below

Expected Module Output	Subjects/Agendas	Methodology
1) To understand factors and challenges of startup ecosystems in each country	1) Concept of Entrepreneurial Development 2) Business Planning and Financial Analysis for Entrepreneurs 3) Business Startup by Using Digital Technology 4) Startup by Women and Support for Them 5) Fundamentals of Intellectual Property and Intellectual Property Strategy	Lecture Practice Discussion

	<p>6) Entrepreneurship and Idea Generation with Artistic Thinking</p> <p>7) Business Requirements for Successful Stat-Up</p> <p>8) Ideathon, Hackathon</p> <p>9) Design Thinking Strategy</p>	
<p>2) To understand overview of policy and programs to support entrepreneurs and to enhance startup ecosystems in Japan and roles of each stakeholder</p>	<p>10) Japan's Startup Promotion Policy</p> <p>11) Small &amp; Medium Enterprises (SME) Support, Japan</p> <p>12) JFC's Business Start-up Support</p> <p>13) JICA's Approach to Private Sector Development</p> <p>14) Kitakyushu's Efforts as a Startup Ecosystem Promotion Base City</p> <p>15) Entrepreneurship support of the Chamber of Commerce and Industry</p> <p>16) Financial Institutions' Support for Entrepreneurship</p> <p>17) COMPASS KOKURA, Startup Support Facility in Kitakyushu</p> <p>18) Robert T. Huang Entrepreneurship Center of Kyushu University</p> <p>19) Fukuoka Growth Next, startup Support Facility in Fukuoka</p> <p>20) Innovation Initiatives at Kyushu Institute of Technology</p>	<p>Lecture</p> <p>Site Visit</p>
<p>3) To understand actual cases of startup ecosystem promotion</p>	<p>21) Key Factors in Startup Ecosystem from VC Perspective</p> <p>22) Startup Go! Go! and Japanese Current Startup Ecosystem</p> <p>23) Toletta Cats - Business Model and Business Development</p> <p>24) KiQ Robotics - Initiatives of University and Technical College Venture Companies</p> <p>25) Regnio - DX business development</p> <p>26) Visit to Japan's innovative companies _YASKAWA and Toyota</p> <p>27) Fukuoka Vocational Ability Development Center</p>	<p>Lecture</p> <p>Site Visit</p>
<p>4) To formulate an action</p>	<p>28) Problem Solution using IAS</p>	<p>Lecture</p>

<p>plan to enhance entrepreneurship and startup ecosystem</p>	<p>29) Hearing of Job Report and IAS  30) Job Report Presentation  31) Lecture on Action Plan  32) Evaluation &amp; Discussion of the Obtained Information  33) Instruction on Action Plan Creation  34) Action Plan Presentation</p>	<p>Presentation  Discussion  Self-study</p>
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## III. Eligibility and Procedures

### 1. Expectations to the Applying Organizations

- (1) This course is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Applying organizations are expected to use the program for those specific purposes.
- (2) This course is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the course to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.

### 2. Nominee Qualifications

Applying organizations are expected to select nominees who meet the following qualifications

#### (1) Essential Qualifications

- 1) Current Duties:
  - <public sector>
    - a. Administrative officers in charge of promotion of entrepreneurs and startup ecosystems
    - b. Staffs of local business associations or educational institutes in charge of promotion of entrepreneurs and startup ecosystems
  - <private sector>  
Staffs of the organizations of startup ecosystems
- 2) Experience in the Relevant Field: have more than 1 year's experience in the field of promotion of entrepreneurs or startup ecosystems
- 3) Educational Background: be a graduate of university
- 4) Language Proficiency: have a competent command of spoken and written English
- 5) Health: must be in good health to participate in the program in Japan. To reduce the risk of worsening symptoms associated with respiratory tract infection, please be honest to declare in the Medical History (QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION of the application form) if you have been a patient of following illnesses; Hypertension / Diabetes / Cardiovascular illness / Heart failure / Chronic respiratory illness.

#### (2) Recommended Qualifications

- 1) Age: between the ages of twenty-five (25) and forty-five (45) years
- 2) Gender Equality and Women's Empowerment: Women are encouraged to apply for the program. JICA is committed to promoting gender equality and women's empowerment, and provides equal opportunities for all applicants regardless of

their sexual orientation and gender identity.

- 3) Difficulties/Disabilities: The participation of person with difficulties/disabilities is welcomed. Reasonable accommodation for persons with difficulties/disabilities will be made. Please write your situation in the Questionnaire on medical status restriction of the Application form. (Japan ratified the Convention on the Rights of Persons with Disabilities in January 2014 and JICA has observed it.)

### 3. Required Documents for Application

- (1) **Application Form:** The Application Form is available at **the JICA office (or the Embassy of Japan)**.

\*If you have any difficulties/disabilities which require assistance, please specify necessary assistances in the QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION (1-(c)) of the application forms. Information will be reviewed and used for reasonable accommodation.

- (2) **Photocopy of passport:** You should submit it with the application form if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.

\*The following information should be included in the photocopy:

Name, Date of Birth, Nationality, Sex, Passport Number and Expiry Date

- (3) **English Score Sheet:** to be submitted with the application form, if the nominees have any official English examination scores. (e.g., TOEFL, TOEIC, IELTS)

- (4) **Job Report & Issue Analysis Sheet (IAS):** **to be submitted with the application form.** The documents should be completed in accordance with descriptions of Annex-1 (Job Report) and Annex-2 (Issue Analysis Sheet). Each applicant should submit his/her IAS with approval of his/her superior.

### 4. Procedures for Application and Selection

- (1) **Submission of the Application Documents**

Closing date for applications: **Please confirm the local deadline with the JICA overseas office (or the Embassy of Japan).**

(All required material must arrive at **JICA Center in Japan** by **June 27, 2023** )

- (2) **Selection**

Primary screening is conducted at the JICA overseas office (or the embassy of Japan) after receiving official documents from your government. JICA Center will consult with concerned organizations in Japan in the process of final selection. Applying organizations with the best intentions to utilize the opportunity will be

highly valued.

The Government of Japan will examine applicants who belong to the military or other military-related organizations and/or who are enlisted in the military, taking into consideration of their duties, positions in the organization and other relevant information in a comprehensive manner to be consistent with the Development Cooperation Charter of Japan.

### **(3) Notice of Acceptance**

The JICA overseas office (or the Embassy of Japan) will notify the results **not later than July 27, 2023**.

## **5. Conditions for Participation**

The participants of KCCP are required

- (1) to strictly observe the course schedule,
- (2) not to change the air ticket (and flight class and flight schedule arranged by JICA) and lodging by the participants themselves,
- (3) to understand that leaving Japan during the course period (to return to home country, etc.) is not allowed (except for programs longer than one year),
- (4) not to bring or invite any family members (except for programs longer than one year),
- (5) to carry out such instructions and abide by such conditions as may be stipulated by both the nominating Government and the Japanese Government in respect of the course,
- (6) to observe the rules and regulations of the program implementing partners to provide the program or establishments,
- (7) not to engage in political activities, or any form of employment for profit,
- (8) to discontinue the program, should the participants violate the Japanese laws or JICA's regulations, or the participants commit illegal or immoral conduct, or get critical illness or serious injury and be considered unable to continue the course. The participants shall be responsible for paying any cost for treatment of the said health conditions except for the medical care stipulated in (3) of "5. Expenses", "IV. Administrative Arrangements",
- (9) to return the total amount or a part of the expenditure for the KCCP depending on the severity of such violation, should the participants violate the laws and ordinances,
- (10) not to drive a car or motorbike, regardless of an international driving license possessed,
- (11) to observe the rules and regulations at the place of the participants' accommodation, and
- (12) to refund allowances or other benefits paid by JICA in the case of a change in



schedule.

## IV. Administrative Arrangements

### 1. Organizer (JICA Center in Japan)

- (1) **Center:** JICA Kyushu Center (JICA KYUSHU)
- (2) **Program Officer:** Mr. NAKANO Yukimasa ([kictp@jica.go.jp](mailto:kictp@jica.go.jp))
- (3) **URL** : (a) Introduction of JICA Kyushu  
<https://www.jica.go.jp/kyushu/english/office/index.html>  
(b) Introduction of Knowledge Co-Creation Program  
<https://www.youtube.com/watch?v=SLurfKugrEw>

### 2. Implementing Partner

- (1) **Name:** Kitakyushu International Techno-cooperative Association (KITA)
- (2) **URL:** <http://www.kita.or.jp/english/>

### 3. Travel to Japan

- (1) **Air Ticket:** In principle, JICA will arrange an economy-class round-trip ticket between an international airport designated by JICA and Japan.
- (2) **Travel Insurance:** Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan (include damaged baggage during the arrival flight to Japan) will not be covered.

### 4. Accommodation in Japan

Basically, JICA will arrange the following accommodation(s) for the participants in Japan:

JICA Kyushu Center (JICA KYUSHU) Address: 2-1, Hirano 2-chome, Yahata Higashi-ku, Kitakyushu City, Fukuoka Prefecture, 805-8505, Japan

TEL: +81-93-671-6311 FAX: +81-93-671-0979

(where “81” is the country code for Japan, and “93” is the local area code)

Please refer to facility guide of JICA Kyushu at its URL,  
<https://www.jica.go.jp/kyushu/english/office/index.html>

If there is no vacancy at JICA Kyushu, JICA will arrange alternative accommodation(s) for the participants.

### 5. Expenses

The following expenses in Japan will be provided by JICA

- (1) Allowances for meals, living expenses, outfits, and shipping and stopover.
- (2) Expenses for study tours (basically in the form of train tickets)

- (3) Medical care for participants who become ill after arriving in Japan (the costs related to pre-existing illness, pregnancy, or dental treatment are not included).
- (4) Expenses for program implementation, including materials.
- (5) For more details, please see “III. ALLOWANCES” of the brochure for participants titled “KENSHU-IN GUIDE BOOK,” which will be given before departure for Japan.

\*Link to JICA HP (English/French/Spanish/Russian):

[https://www.jica.go.jp/english/our\\_work/types\\_of\\_assistance/tech/acceptance/training/index.html](https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/index.html)

## 6. Pre-departure Orientation

A pre-departure orientation will be held at respective country's JICA office (or the Japanese Embassy), to provide Participants with details on travel to Japan, conditions of the course, and other matters.

\*YouTube of “Knowledge Co-Creation Program and Life in Japan” and “Introduction of JICA Center” are viewable from the link below.

Image videos of 'Introduction of JICA Center (YouTube)' show the following information of JICA Centers: Location, Building, Entrance, Reception(Front desk), Lobby, Office, Accommodation(Room), Amenities(Hand dryer), Bathroom(Shower and Toilet), Toiletries, Restaurant, Laundry Room(Washing machine, Iron), ICT Room(Computer for participants), Clinic, Cash dispenser, Gym, Neighborhood

<b>Part I: Knowledge Co-Creation Program and Life in Japan</b>	
English ver.	<a href="https://www.youtube.com/watch?v=SLurfKugrEw">https://www.youtube.com/watch?v=SLurfKugrEw</a>
French ver.	<a href="https://www.youtube.com/watch?v=v2yU9ISYcTY">https://www.youtube.com/watch?v=v2yU9ISYcTY</a>
Spanish ver.	<a href="https://www.youtube.com/watch?v=m7I-WIQSDjI">https://www.youtube.com/watch?v=m7I-WIQSDjI</a>
Russian ver.	<a href="https://www.youtube.com/watch?v=P7_ujz37AQc">https://www.youtube.com/watch?v=P7_ujz37AQc</a>
Arabic ver.	<a href="https://www.youtube.com/watch?v=1iBQqdpXQb4">https://www.youtube.com/watch?v=1iBQqdpXQb4</a>
<b>Part II: Introduction of JICA Centers in Japan</b>	
JICA Kyushu	<a href="https://www.jica.go.jp/kyushu/english/office/index.html">https://www.jica.go.jp/kyushu/english/office/index.html</a>

## V. Other Information

### 1. Job Report & Issue Analysis Sheet (IAS)

Each applicant is required to submit his/her own Job Report & Issue Analysis Sheet following the instruction. Visual materials such as Power Point and pictures may be helpful.

The form of Job Report and IAS is written in Annex sheet hereinafter.

Candidates should describe the items below in Job Report.

- 1) Your organization and your task
- 2) Existing challenges in your section
- 3) Expectations for the training course

Particularly item 2), we request specific as well as detailed description so that this training course can suggest serviceable advice. Simple description such as “Lack of budget”, “Lack of market “and “Lack of Manpower and Technology” cannot give us any information to judge the issue for its solution. This item is quite related to Issue Analysis Sheet (IAS) that candidates are also requested to submit. We regard item 2) as the most critical description in order to qualify the participant in this course.

Therefore, candidates are requested to describe item 2) specifically and accurately in detail so that we can understand your passion for attending the course.

In addition, IAS as the summery of item 2) has to be submitted along with Job Report.

### 2. Certification

Participants who have successfully completed the training program will be awarded a certificate by JICA.

### 3. Remarks

JICA training is implemented for the purpose of development of human resources who will promote the advancement of the countries, but not for the enrichment of individuals nor private companies. Matters of a trade secret and patent techniques will remain confidential and inaccessible during the training.

## **VI. Annex**

- 1. Job Report (Annex-1)**
- 2. Issue Analysis Sheet (Annex-2)**

## **Annex-1**

### ***Enhancement of Entrepreneurship and Startup Ecosystem (A)***

#### ***Job Report***

Name:

Country:

Organization and present post:

E-mail:

**Remarks 1:** The Report should be typewritten in English (12-point font, A4 size paper), and total pages of the report should be limited to 3 pages.

**Remarks 2:** Once your application is successfully approved, you are requested to make oral presentation in 10 minutes based on this Job Report and IAS at the early stage of the training for the purpose of making the training more effective and fruitful by comprehending the situations and problems of the participants each other. It is also requested to prepare a POWER POINT for the presentation prior to coming to Japan.

#### **1. Your organization and your task**

- 1) Brief your organization's role in fostering entrepreneurs and forming a startup ecosystem in your country.
- 2) Organization chart:  
Please draw a chart of your organization including the department (section) names with the number of staffs in it and mark where you are positioned.  
(The chart should be attached and not be counted in this page limit.)  
Please describe a duty of each department (section) briefly.
- 3) Brief description of your assignments.

#### **2. Existing challenges in your section**

- 1) Challenges you are facing in your section
- 2) Countermeasures for these challenges
- 3) Obstacles in the process of solving those challenges

#### **3. Expectations for the training course**

- 1) Your purpose of participating in the course
- 2) Subjects of the course which you are interested in the most
- 3) How do you expect to apply skills and knowledge for overcoming challenges according to listed items in curriculum (in the previous section) after finishing this program?

#### **4. Write if there is a theme you want to know in particular.**

## Annex-2 Issue Analysis Sheet (IAS) Guidelines

### 1. What is IAS?

- (1) IAS is a tool to logically organize relationships between issues and contents of the training program in Japan.
- (2) IAS will help the nominee to clarify his/her challenges to be covered in each expected module output and to formulate solutions to them.
- (3) The sheet is to be utilized as a logical process control sheet to draw up improvement plans for the issues by filling out the sheet in phases from prior to the nominee's arrival through to the end of the training.
- (4) In addition, it is used for the course leader and lecturers to understand the issues that each participant is confronting, and provide him/her with technical advice, useful references and solutions through the training program in Japan.

### 2. How to fill out IAS?

- (1) Please describe the issues you confront in column "**A: Issues that you confront**".

You shall describe challenges you are facing in your section also in the Job Report. Among them, in column A, please describe only those issues you expect to solve utilizing information and knowledge being delivered in this training course. Prepare the separate rows for each problem; if necessary, please add new rows.

- (2) In column "**B: Actions that you are taking**", please describe actions that you are taking to solve the issues shown in "**Column A**".

This information is very important to carry out the training course and also to make Action Plan as a fruit of the training.

- (3) It's not necessary to fill in column "**I : Task or the information that I need**", column "**II : Useful information that I obtained/found**" and column "**III : Lecturer**". These columns shall be filled out during the training.

- (4) "**Column I**" shall be clarified and filled out in the subject "**Task extraction using IAS**" implemented at the earlier time in the training.

- (5) "**Column II**" and "**Column III**" shall be filled out during the training and you are required to present completed IAS in the subject "**Action Plan Presentation**".

*Issue Analysis Sheet (IAS)*

Country:

Name:

No	<b>【A】* Issues that you confront.</b>	<b>【B】 Actions that you are taking.</b>	
1			
	<b>【 I 】 Task or The information that I need.</b>	<b>【 II 】 Useful information that I obtained /found.</b>	<b>【 III 】 Lecturer</b>

No	<b>【A】* Issues that you confront.</b>	<b>【B】 Actions that you are taking.</b>	
2			
	<b>【 I 】 Task or The information that I need.</b>	<b>【 II 】 Useful information that I obtained /found.</b>	<b>【 III 】 Lecturer</b>

No	<b>【A】* Issues that you confront.</b>	<b>【B】 Actions that you are taking.</b>	
3			
	<b>【 I 】 Task or The information that I need.</b>	<b>【 II 】 Useful information that I obtained /found.</b>	<b>【 III 】 Lecturer</b>

**【 I 】,【 II 】,【 III 】** These columns will be filled during the training course.

**\* You shall describe challenges you are facing in your section also in the Job Report. Among them, in column A, please describe only those issues you expect to solve utilizing information and knowledge being delivered in this training course.**



## ***For Your Reference***

### ***JICA and Capacity Development***

*Technical cooperation is people-to-people cooperation that supports partner countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology per se to partner countries, JICA's technical cooperation provides solutions that best fit their needs by working with people living there. In the process, consideration is given to factors such as their regional characteristics, historical background, and languages. JICA does not limit its technical cooperation to human resources development; it offers multi-tiered assistance that also involves organizational strengthening, policy formulation, and institution building.*

*Implementation methods of JICA's technical cooperation can be divided into two approaches. One is overseas cooperation by dispatching experts and volunteers in various development sectors to partner countries; the other is domestic cooperation by inviting participants from developing countries to Japan. The latter method is the Knowledge Co-Creation Program, formerly called Training Program, and it is one of the core programs carried out in Japan. By inviting officials from partner countries and with cooperation from domestic partners, the Knowledge Co-Creation Program provides technical knowledge and practical solutions for development issues in participating countries.*

*The Knowledge Co-Creation Program (Group & Region Focus) has long occupied an important place in JICA operations. About 400 pre-organized courses cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs is being customized by the different target organizations to address the specific needs, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.*

### ***Japanese Development Experience***

*Japan, as the first non-Western nation to become a developed country, built itself into a country that is free, peaceful, prosperous and democratic while preserving its tradition. Japan will serve as one of the best examples for our partner countries to follow in their own development.*

*From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated, of course, has been accompanied by countless failures and errors behind the success stories.*

*Through Japan's progressive adaptation and application of systems, methods and technologies from the West in a way that is suited to its own circumstances, Japan has developed a storehouse of knowledge not found elsewhere from unique systems of organization, administration and personnel management to such social systems as the livelihood improvement approach and governmental organization. It is not easy to apply such experiences to other countries where the circumstances differ; but the experiences can provide ideas and clues useful when devising measures to solve problems.*

*JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.*



***CORRESPONDENCE***

For enquiries and further information, please contact the JICA office or the Embassy of Japan.

Further, address correspondence to:

**JICA Kyushu Center (JICA KYUSHU)**

**Address: 2-2-1 Hirano, Yahata-Higashiku, Kitakyushu-shi, Fukuoka, 805-8505 Japan**

TEL: +81-(0)93-671-6311      FAX: +81-(0)93-671-0979

URL: <http://www.jica.go.jp/kyushu/index.html>