



# BAILA

## Bilateral Acceleration of Innovation with Latin America

### Program Outline

BAILA is an acceleration program for **Peruvian startups** to expand their business and tackle social issues in **Japan** and we are looking for solutions from Perú that have potential to solve various social issues that Japan face. This program is implemented by **JICA, Japan International Cooperation Agency** and aims to develop a mutual startup ecosystem by circulating social issues and solutions between Perú and Japan.

### Benefits for Participants



#### Opportunity to present your solution to the Japanese society

- 8 companies out of all applicants will be selected for the event.
- Opportunity will be given as an online pitch to various Japanese/ Peruvian stakeholders, then some firms will be recognized as "excellent startups" during this event.



#### Mentoring + Trip to Japan

- Mentoring and travel subsidy will be provided to 1 of the 8 startups participating in the Pitch Event.

### Schedule

#### BAILA Perú

Solutions **from Perú** x  
social issues in **Japan**

**Oct 25<sup>th</sup>, 2024**

Introductory Seminar  
(details in the next page)

**Oct 25<sup>th</sup> - Dec 13<sup>th</sup>,  
2024**

Open for applications

**Dec 14<sup>st</sup> - Jan 31<sup>st</sup>,  
2024**

Document & video-  
pitch-based screening

**Early Feb, 2025**

Online pitch event for  
8 startups

**Early Feb - Mar 31<sup>st</sup>,  
2025**

Award 1 finalist out of 8

#### BAILA Shibuya

Solutions from **Latin  
America** x social issues  
in **Shibuya, Tokyo**

**Mid-Nov, 2024**

Introductory Seminar

**Mid-Nov 2024 -  
mid-Jan 2025**

Open for applications

**Mid-Jan - Feb, 2025**

Document & video-  
pitch-based screening

**Mar, 2025**

Online pitch event &  
award presentation to  
1 finalist out of 8

**Apr - Jul, 2025**

Support with mentoring and partnering,  
including a trip to Japan

Hosted by:



Co-organized by:



Supported by:



# Introductory Seminar for BAILA Perú

## – Opportunities with Social Issues in Japan –

*Prior to the opening of application, the introductory seminar will be held as below. Your participation would be much welcomed!*

■ **Date & Time: 6:00pm – 7:30pm, October 25<sup>th</sup>, 2024**

■ **Place: Online (Microsoft Teams)**

\*The link will be sent to those who have registered to participate.

■ **Program:**

\*All program will be conducted in Spanish.

**6:00-6:05 Opening**

**6:05-6:25 Introduction of BAILA Perú**

Program details including the instruction for application – JICA Perú

**6:25-6:40 Session 1**

Significance of Peruvian Startups to pay attention to Japanese market – B Venture Capital

**6:40-6:55 Session 2**

Social issues in Japan and potential solutions – Dream Incubator Inc.

**6:55-7:05 Remark 1**

Collaboration with BAILA as a governmental organization which supports internationalization of Peruvian startups – Promperú

**7:05-7:15 Remark 2**

Collaboration with BAILA as a governmental organization which supports the growth of Peruvian startups – ProInnovate

**7:15-7:25 Remark 3**

Collaboration with BAILA as an organization which supports Peruvian startups from the private perspective – Asociación Peruana de Capital Semilla y Emprendedor (PECAP)

**7:25-7:30 Closing**

■ **Seminar Application:**

**<https://forms.office.com/r/ctbFekXVQm>**

\*This form is only for seminar, and proposal should be submitted through another link in the next page.

\*Application Deadline: 12:00pm, October 22<sup>nd</sup>, 2024

■ **Organizers:**

[Host] Japan International Cooperation Agency

[Co-organizer] Promperú, ProInnovate, PECAP

[Support] Cámara de Comercio de Lima, Corporación Financiera de Desarrollo (COFIDE)



# Instruction for Application for BAILA Perú

## Requirement for Application

- Have an innovative solution for tackling social issues
- Have a product established in Perú and revenue generated in Perú
- Plan to expand business into Japan
- Be able to participate in the program in English or Japanese

## Details for Application

- What we are looking for:  
Innovative solutions from Perú that have potential to solve social issues in Japan  
*\*No limitation on sectors targeted*
- Application period:  
From October 25<sup>th</sup>, 2024 to December 13<sup>th</sup>, 2024
- Submission of proposal:  
Please kindly submit all information required the form below;  
<https://forms.office.com/r/Qh5UrPtK6>

**Apply  
Now!**



- Contact:  
If you have any inquires, please contact us via [pe\\_oso\\_rep@jica.go.jp](mailto:pe_oso_rep@jica.go.jp).

## Handling of Personal Information and Proposal

The purpose of using personal information collected in this form is to ensure the smooth implementation of BAILA Program and to serve as a reference for work carried out by JICA. Specifically, JICA will distribute and send notifications, mail magazines, and direct mail regarding events and activities in BAILA Program, information on JICA-related private sector partnership projects, and activities related to business support for the private sector in other organizations. Also, proposals submitted on this form will be shared among JICA, Dream Incubator Inc., B Venture Capital, Promperú, ProInnovate, and PECAP, namely organizers and co-organizers of BAILA.

## Information Required

### Basic Information

- Company name, location, website, annual sales, fundraising etc.

### Solution Details & Social Impact

- Explanation about solution
- Business model in Perú
- Social issues you have tackled in Perú and approach with the proposed solution
- Social impact created both quantitatively and qualitatively

### Team Structure & Communication

- Status of expansion into other countries
- Team structure for participating in this program
- Language proficiency (English or Japanese)

### Purpose of Participation

- Reason why you participate in this program
- Plan and current status for expanding your business in Japan  
*\*Concrete business plan is not mandatory, but general outlook will be sufficient.*