

Global CONNECT Seventh Annual Conference

December 2-4, 2009

Tokyo, Japan

Call for Applications

The Opportunity

Global CONNECT and its partner for the 2009 Annual Conference, EGG JAPAN, are seeking applications from non-Japanese technology companies that are interested in entering the Japanese market. Once selected, the finalist will receive hands-on coaching, mentoring, and advice from domain experts in the Tokyo region to better prepare the company for encounters with potential business partners, clients, suppliers, and/or investors, as well as critical feedback to the company on how well its business case aligns with the Japanese market. The process may also create opportunities for targeted introductions to the above key resources. The company will make a presentation of its business case during the Annual Conference on December 3, 2009 before a panel of local domain experts and conference attendees.

Criteria for Selection

- Companies from the seed stage of development may apply, but those that have an existing business with functional operations and employees are preferred
- Technology or Life Sciences based solution
- Established or identified revenue sources preferred
- Entrepreneur must have proficient/fluent English language skills
- Must be in development or delivery of a product for which the Japanese market is an attractive target or, must already have a product which requires a Japanese partner
- Must be 'coachable'
- Must have an identified 'fit' with the Tokyo region, for which EGG JAPAN's expertise and social /professional networks can add substantial benefit. This fit can be further described as:
 - Opportunities that are closely aligned with the domain areas in which Tokyo has a leading competence and depth of expertise. Examples include biotech, IT/hardware/software, communications and wireless, medical devices, cleantech, and entertainment, media, or lifestyle (for which there must be a technology component to the product or service) businesses.
 - Companies looking to establish meaningful connections and commercial interactions with one or more of the following:
 - Supply & Value Chain Partners (manufacturing, ODM, OEM, design, marketing/sales/distribution, product development, systems integrators)
 - Strategic Partners / Customers
 - Capital Providers for companies seeking direct investment
 - Business Angels, Institutional Venture Capital, Corporate /Strategic Capital, other Private Equity [Note: Most often, direct investment necessitates the company having, or establishing a physical presence in the region]
 - Talent / Point of Presence Human Capital
 - Market liquidity Options (M&A, trade sale, license, etc.)
 - Must have an exit plan (IPO or M&A, etc.) if seeking investors .

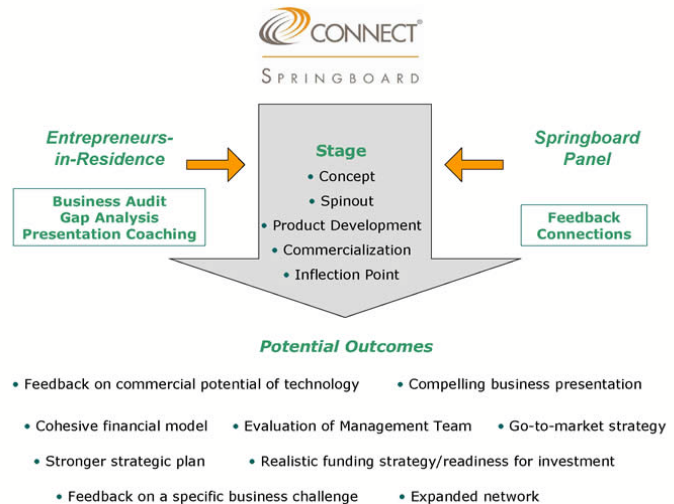
About Springboard

Created in 1993, Springboard has become CONNECT San Diego's flagship program. It is designed to assist high technology companies which are seeking market, financial, and strategic business advice. In the San Diego region, more than 300 scientific and technological breakthroughs have been guided through the process of innovation to commercialization, and more than 1,000 companies have received assistance via Springboard.

Springboard offers guidance and development to life sciences, clean-tech, high tech and consumer product companies in all stages of development, ranging from concept, technology transfer to start-up, to companies that have reached a significant inflection point. Innovators are matched with coaches and mentors with related domain expertise and experience in raising capital and/or growing companies. The coaching process is focused on the development of a compelling business proposition that can be presented to potential business partners or investors. The process lasts two to three months and ends with a presentation by (preferably) the company's chief executive officer to a panel of venture capitalists, angel investors, service providers (law, insurance, accountancy/tax, commercial real estate), and industry domain experts. The panelists provide critical feedback and intelligence that reduces the time required to learn the intricacies and available resources in the local market.

The Process

The finalist will be contacted by Global CONNECT on or shortly after October 16, 2009. Funds for company travel and hotel accommodations in Tokyo are not be available through Global CONNECT. The finalist should contact its regional entrepreneur support organization to see if there are national/regional government grants available for international business development. Once selected, the finalist will be matched with coaches with domain expertise from the Tokyo region to provide advice via phone and email to refine the business case presentation leading up to the final presentation. The final presentation will take place at Global CONNECT's Seventh Annual Conference. The audience will include approximately 70 – 80 representatives from other CONNECT and CONNECT-like organizations from around the world. Following the presentation, the company will receive written panelist feedback, as well feedback from each of the coaches and mentors. Included will be a list of introductions made for the entrepreneur and any relevant outcomes and feedback arising from these meetings.



Deadlines and Key Dates

- September 25, 2009 Executive Summaries must be submitted to Global CONNECT
- October 16, 2009 Finalist selected
- December 3, 2009 Springboard presentation at the Annual Conference in Tokyo

How to Apply

Interested companies should submit Executive Summaries electronically to Greg Horowitz (ghorowitz@ucsd.edu) no later than September 25, 2009. Executive Summaries should be 2-3 pages in length, in English, and must clearly articulate the company's value proposition and the company's interest/rationale for entering the Japanese market. A presentation template must be used to describe the opportunity. The template is available on the Global CONNECT website at:

http://globalconnect.ucsd.edu/events/gc_conference09home.cfm

Inquiries for clarifying information should be directed to Greg Horowitz.

About Global CONNECT

Global CONNECT is an applied research and technical assistance consultancy within the University of California, San Diego (UCSD). The Global CONNECT team focuses on partnering with regions seeking to build innovation capacity, accelerate technology commercialization, and build global linkages. The organization works with regions around the world to share best practices in industry-university relations; link regions to the skills, knowledge, and relationships essential to science-based business development; assess innovation capacity and facilitate technology cluster development; and accelerate region-to-region collaborations.

Global CONNECT is a "spin out" of the internationally recognized San Diego CONNECT program. The two organizations continue to work closely together to deliver valuable assistance to the companies, clients, and regions they serve. Many regions, inspired by the success of CONNECT in San Diego, have created similar organizations. Starting with CONNECT Scotland in 1996 and CONNECT Sweden in 1998, the network of related regional programs has now grown to include more than 30 regions in 17 different countries. These organizations are linked by Global CONNECT in an informal international network. Additional information about Global CONNECT is available at globalconnect.ucsd.edu.

About EGG JAPAN

Entrepreneur Group for Growing Japan (EGG JAPAN) is the nation's first 'creating base' for new business projects. It was formed by 'Tokyo 21c Club', and the newly-opened Incubation Offices offer venture firms business support from top professionals in Japan as well as providing office space and network opportunities in Marunouchi, the most renowned area of Tokyo. Providing the best environment for your business, EGG JAPAN Incubation Office attempts to reduce the usage fee by incentive programs and Tokyo 21c Club, located next to the incubation offices offer comprehensive business supports through the effective use of human networks. As one of the supporting systems for tenant companies, we organize support units with experienced members who are capitalists for venture businesses, lawyers, accountants, and others who have knowledge in the industry-university partnerships. More information about EGG JAPAN and its services is available on our promotion VIDEO at www.egg-japan.com/e/.