



Transformational Start Ups' Business Acceleration for the SDGs Agenda

# Kicking off the Program in 2023

September 21, 2023

Latin America and the Caribbean Department,  
JICA

# Six points of support for business development in Latin America and the Caribbean



**High-quality mentoring by experts**  
(Support from both business and impact perspectives)



**Introduction to local networks**



**Possibility of partial support for travel and interpretation expenses**  
(Conditional support based on progress)



**Possibility of additional support by IDB Lab after the conclusion of the program**  
(B2B or B2C)



**Possibility of additional support by JICA after the conclusion of the program**  
(B2G)



**Participation in the TSUBASA community**

# Support provided in TSUBASA2023

## Business Course

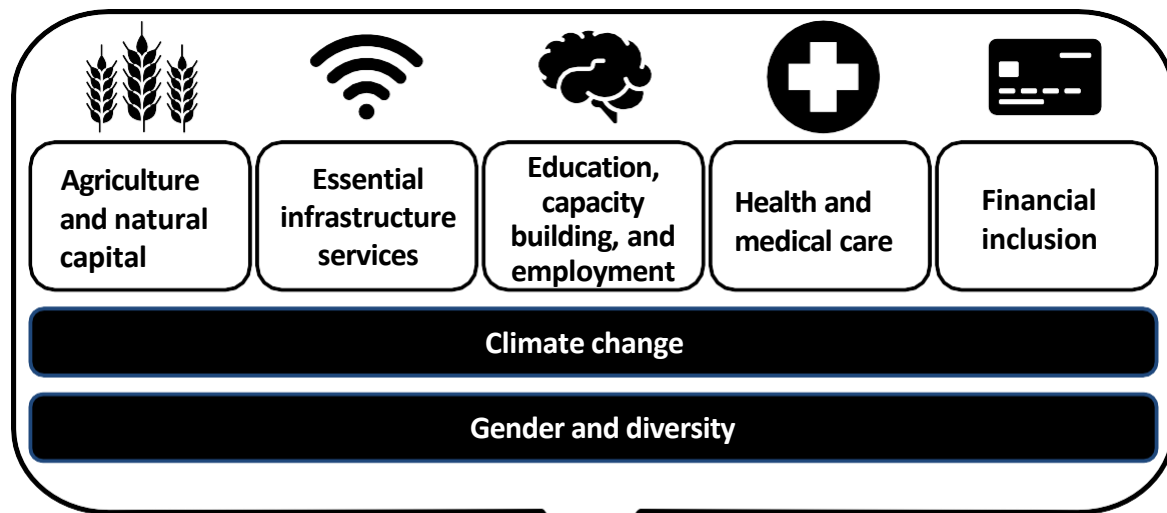
## Government Course

	Business Course	Government Course
<b>Target Companies</b>	<p>Those considering business development in LAC based on <b>B2B or B2C business models</b></p> <ul style="list-style-type: none"> <li>Companies in the pre-commercialization stage of a product/service are also welcome to apply</li> <li>Support can also be provided for companies that already have a partner and want to scale up their business(subject to consultation)</li> </ul>	<p>Companies that possess <b>solutions that contribute to JICA's priority issue areas and to increasing the effectiveness of JICA's cooperation projects, and that are considering a B2G business model</b></p> <ul style="list-style-type: none"> <li>Only for applicable companies in the areas and projects presented by JICA</li> <li>The solution must already be established, e.g., a solution that has already been demonstrated and is being sold domestically and internationally.</li> </ul>
<b>Content of Support</b>	<p><b>Phase 1: Polishing of ideas, identification of potential partners</b> (Online interviews)</p> <p><b>Phase 2: Discuss business plans with potential partners</b> (including travel support) * Only for companies that have completed Phase 1</p>	<p><b>Phase 1: Organize a scheme for collaboration with JICA's cooperation projects and implementation of demonstrations with counterpart governments/government-related organizations</b></p> <p><b>Phase 2: Support for consultations with partner countries</b> (including travel support)</p>
<b>Goal</b>	<p><b>Discussions on a business plan with the initial partner should be completed</b></p>	<p><b>Confirmation of possible collaboration with counterpart government/government-related organizations should be completed</b></p>
<b>Additional support after the program's conclusion</b>	<p><b>Consideration on the possibility of additional support by IDB Lab</b></p> <ul style="list-style-type: none"> <li>IDB Lab will decide whether or not to consider the provision of additional support at the end of Phase 2.</li> </ul>	<p><b>Consideration on the possibility of additional support by JICA</b></p> <ul style="list-style-type: none"> <li>Determined at the end of the support program</li> <li>Note, however, that it will take longer to realize any additional support compared to the Business Course, due to the involvement of the counterpart government</li> </ul>

# Priority areas for which applications are welcomed

## Business Course

IDB Lab's areas of focus (this does not preclude applications pertaining to other areas)



New technologies  Business models

IDB Lab welcomes applications from companies with innovative approaches in each of the focus areas

- Silver economy, EdTech, AgeTech, FinTech, ClimateTech, GenderTech, AgTech, etc.

## Government Course

For the Government Course, **applications are accepted in the following areas**

### (1) Amplifying the effects of individual cooperation projects

- Bolivia: "Project for Capacity Development on Integrated Water Management in Cochabamba" (Technical Cooperation)

### (2) Verification of innovative approaches not tied to individual cooperation projects

- Mexico x Agriculture
- Panama x Agriculture
- Latin America & the Caribbean x Environment
- Dominican Republic x Agriculture
- Brazil x Agriculture
- Bolivia x Agriculture
- Peru x Agriculture / Environment / Transportation, etc.

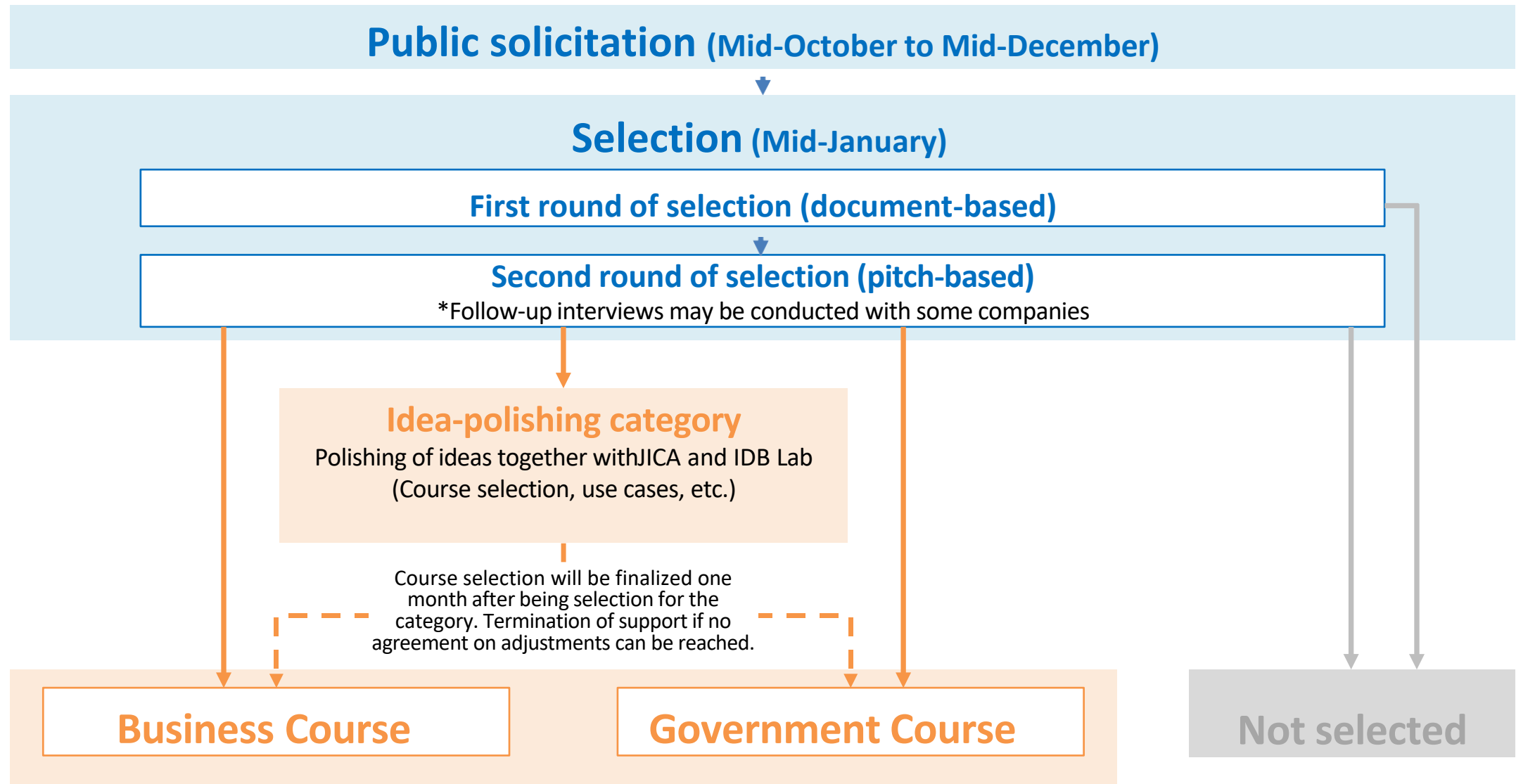
**Specific technologies welcomed by JICA are presented in the explanatory**

# Application Guidelines for Open Innovation Challenge

## TSUBASA2023

<b>Organizers</b>	JICA (Japan International Cooperation Agency), IDB Lab
<b>Objective</b>	Identification of Japanese start-ups with innovative ideas, business models, and technologies capable of contributing to the solving of development issues in the Latin America and Caribbean region
<b>Welcomed applications</b>	Solutions to specific development issues/SDGs in Latin America and the Caribbean
<b>Solicitation period</b>	Mid-October to mid-December
<b>Application requirements</b>	<ul style="list-style-type: none"> <li>✓ Limited to start-ups, SMMEs, in-house ventures of large enterprises, etc. registered in Japan</li> <li>✓ Be in possession of ideas capable of contributing to the solving of development issues / achievement of SDGs in Latin America and the Caribbean</li> <li>✓ Considering business development in countries supported by JICA/IDB Lab</li> <li>✓ Must be able to participate in the 6-month long support program</li> </ul>
<b>Areas of application</b>	<p><b>Business Course: No specific restrictions apply</b></p> <ul style="list-style-type: none"> <li>• Applications pertaining to innovative solutions are welcomed, especially in priority areas             <ul style="list-style-type: none"> <li>– Silver economy, EdTech, AgeTech, FinTech, ClimateTech, GenderTech, AgTech, etc.</li> </ul> </li> </ul> <p><b>Government Course: Applications are accepted in the following areas</b></p> <ul style="list-style-type: none"> <li>• (1) Bolivia: "Project for Capacity Development on Integrated Water Management in Cochabamba" (Technical Cooperation)</li> <li>• (2) Mexico x Agriculture, Panama x Agriculture, Latin America &amp; the Caribbean x Environment, Dominican Republic x Agriculture, Brazil x Agriculture, Bolivia x Agriculture, Peru x Agriculture/Environment/Transportation, etc.</li> </ul>

# Solicitation Process for Applications



# Points to Keep in Mind when Applying: About TSUBASA

- ✓ **Definition of the welcomed type of innovation: Approaches to achieving SDGs that are innovative**
  - Recognizing the innovation of the approach rather than the innovation of the product itself
- ✓ **On the selection of the course to apply for: It is possible to apply to both the Business Course and the Government Course at the same time**
  - However, the order of preference concerning which course you are selected for should be clarified
- ✓ **Selected to go into the idea-polishing category: Cases where significant pivoting of the business idea is required are selected to go into the idea-polishing category**
  - If selected for participation in the idea-polishing category, mentoring will take about one month after selection to settle the direction of the use case and business model, after which the participant will proceed to either the Business Course or Government Course. If no agreement on the direction can be reached, support will be terminated.
  - If pivoting will be difficult, this should be clearly stated in the application form
- ✓ **Diversity considerations: In the selection process, consideration is given to the diversity and inclusion aspects of team structures and ideas**
- ✓ **Assistance with travel expenses: Support will be provided only to companies for which it is deemed appropriate, and a portion of the support amount will be borne by the company.**
  - Business Course: The goal is to finalize a collaboration plan with a potential partner identified during the program. Only for companies that have completed Phase 1.
  - Government Course: The goal is to verify the hypothesis for collaboration in consultation with the local government
- ✓ **Re-application by previously selected companies: Previously selected companies are allowed to reapply**
  - Contact administrators in advance for conditions.

# Points to Keep in Mind when Applying: About Additional Support

- ✓ **Positioning of additional support:** Consideration will be given only when a business plan is validated during the TSUBASA program  
Whether additional support can be provided is determined by JICA for the Government Course, and by IDB Lab for the Business Course.
  
- ✓ **Additional support by JICA (Government Course):** When considering collaboration with an ODA project, please note that a long period of time will be required from the start of discussions with the counterpart government/government-related organization to project formation.
  - Expect a time horizon of about 2 years from the start of discussions with the counterpart government/government-related organization.
  - Also, depending on the tendency of discussions with the counterpart government/government-related organization, there may be changes in policy during the process.



# Additional Events Leading up to the Application

Date & Time	Overview
September 21, 2023 (today)	Kick-off event
<b>September 21 to Mid-October</b>	<p><b>Online pre-application consultation</b></p> <ul style="list-style-type: none"> <li>● Implementation period: Until the start of public solicitation</li> <li>● Implementation method and length: Estimated at 15 minutes per company</li> <li>● Application: Apply via the special TSUBASA website</li> </ul>
<b>October 12, 8:00-9:30 Scheduled</b>	<p><b>Seminar to introduce the target issues of the Government Course</b></p> <ul style="list-style-type: none"> <li>● Implementation method: Online (a recording will not be made public)</li> <li>● Application: Apply via the special TSUBASA website</li> </ul>
Mid-October to Mid-December	Solicitation for applications to the Open Innovation Challenge begins in mid-October, with a December deadline
January 2024	Selection of companies for support through document screening and judging of pitch presentations
March onward	Support program (for 6 months)



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