

BAILA Shibuya

Bilateral Acceleration of Innovation with Latin America

Program Outline

- BAILA is an acceleration program for Latin American startups to expand their social business to Japan.
- The Japanese society requires various solutions to solve its social issues. During this Program, a Latin American startup is invited to solve a social issue in "Shibuya City" in Tokyo.
- Through the Program, JICA aims to develop the mutual innovation ecosystem with circulating social issues and solutions between each end.

Where is Shibuya City?

- Shibuya City is the major commercial and cultural center in Tokyo, the capital of Japan. 540 thousand people works, studies and lives in this city.
- Shibuya City is the most advanced city for startup ecosystem in Japan: over 2,000 startups have their base in there.
- Shibuya City has a partnership with the Municipality of Miraflores, Lima, the Republic of Peru.

Benefits for Participation

- **Opportunity of presenting your solution to Japanese stakeholders**
 - 8 companies out of all applicants will be selected for the event.
 - They will get the opportunity to make an online pitch to various Japanese stakeholders.
 - Awards will be given to the promising idea (NOT monetary award)
- **Mentoring support + financial support**
 - The company awarded in the event will be provided with the mentoring support and travel subsidy to develop its business plan in Japan.
- **Chance for receiving additional support to expand your business in Shibuya**
 - Shibuya City Office offers the program: "Innovation for New Normal from Shibuya", which includes the support for the development of business plan, the implementation of PoC, and the provision of networks to potential clients and partners. The awarded startup is exempt from document screening of "Innovation for New Normal from Shibuya".
 - Shibuya issues a "Startup visa" that enables foreign nationals to stay in Japan for 1 year for business. The "visa" holders receive various benefits from Shibuya City Office, such as procedural support for establishing a Japanese branch and opening a bank account, free co-working space for 1 year, and the participation in an exclusive community.

*The screening processes for "Startup visa" is carried out independently from BAILA Shibuya Program. The awarded startup in the event does not automatically obtain this "visa".

Schedule

November 25, 2024

Introductory Seminar
(details in the next page)

January - March, 2025

Selection process including;

- Document-based screening
- Video-pitch-based screening
- Online meeting as needed

Early March, 2025

Online Pitch Event

- Startup who wins "Shibuya Award" will proceed to the next step

April - July, 2025

- Mentoring and partnering support & trip to Japan (approx. 1 week)
- Support for applying to "Innovation for New Normal from Shibuya"

November 25, 2024 - January 19, 2025

Open for application

Introductory Seminar

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

Date & Time: November 25, 2024

- 4:00pm-5:00pm in Mexico
- 5:00pm-6:00pm in Peru, Colombia
- 6:00pm-7:00pm in Bolivia
- 7:00pm-8:00pm in Argentina, Chile

Place: Online (Zoom)

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

Program

- *All program will be conducted in Spanish.
- Opening Remarks from JICA and Shibuya City Office
- Significance of Startups to pay attention to Japanese market
 - B Venture Capital
- Introduction of BAILA
 - Program details and the guide for application – JICA
- Social issues in Shibuya and potential solutions – Shibuya
- Closing Remarks

Seminar Application

<https://forms.office.com/r/7pfTQ0J5DX>

*This form is only to participate in the Introductory Seminar. The proposal should be submitted from the other link in the next page.

*Application Deadline is **November 22, 2024**.



Organizers

Host: JICA (Japan International Cooperation Agency)

Supported: Shibuya City Office



Instruction for Application

Requirement for Application

- Have an innovative solution to tackle some social issues.
- Have a product established either in Mexico, Peru, Colombia, Bolivia, Argentina or Chile and generate its revenue.
- Plan to expand its social business into Japan.
- Be able to participate in the program in English or Japanese.

For Applicants

- What we are looking for: Innovative solution from Latin America that has potential to solve the social issues in Shibuya City, Tokyo.
 - Find the examples in <https://shibuya-startup-support.jp/testbed-city/>
*This is referential, and the application is open for any business.
- Application period: **From November 25, 2024 to January 19, 2025**
- Submission of proposal: Please submit all the required information through the form below:
 - <https://forms.office.com/r/AcNZJEQAvf>
- Contact: if you have any inquires, please contact us via pe_oso_rep@jica.go.jp



Information Required

- **Basic Information**
 - Company name, location, website, annual sales, fundraising etc.
- **Solution Details & Social Impact**
 - Explanation about solution.
 - Business model in any of above-mentioned six countries.
 - Social issues you have tackled and how you approach to this with the proposed solution in any of the six countries.
 - Social impact measured both quantitatively and qualitatively.
- **Team Structure & Communication**
 - Status of expansion into other countries.
 - Team structure when participating in this program.
 - Language proficiency (English or Japanese)
- **Purpose of Participation**
 - Reason why you will participate in this program.
 - Plan for expanding your social business in Shibuya City

Handling of Personal Information and Proposa

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, Shibuya City Office, namely organizers and supporters of BAILA.