

# Landscape map of Tokyo's startup-related measures

## Accelerator program

### Accelerator program



### PoC test support



PoC Ground Tokyo

### Business creation and match ups, etc.

- [DX Social Implementation Project](#) **NEXs Tokyo** [NEXs Tokyo](#)
- [Tokyo 5G Boosters](#)
- [Project to promote the introduction of smart services through startup collaboration, etc.](#)

## Raising capital

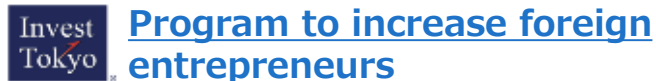
### For company establishment

- [Support for raising capital through crowdfunding](#)
- [“Sogyo” TMG SMEs loan program](#)
- [Venture capital fund](#) · [Fundraising support for foreign entrepreneurs](#)
- [Program to support startups by women, youth, and seniors](#)
- [Startup subsidy program](#)

### For growth

- [Tokyo strategic innovation promotion project](#)
- [Tokyo strategic innovation promotion project](#)
- [Innovation Tokyo Project](#)
- [Support for growth of DX startups using funds](#)
- [Project to support the preparation of an R&D environment \(wet lab rent subsidy\)](#)

## Consultation desks, startup support for foreign nationals, etc.



## Government procurement, government collaboration



## Human resource development



- [Project to develop human resources for drug design, medical data science and innovation](#)

## Provision of places / Equipment sharing

- [Promotion of implementation of 5G technology utilizing joint research with a university](#)
- [Provision of Tokyo's incubation facilities](#)
- [Promotion of shared use of university equipment, etc.](#)

## Ecosystem



Startup Ecosystem Tokyo Consortium

## 1. Business Field

 Ecosystem	 Talent Development	 Funding	 Government Procurement/Coordination
 Equipment Provision	 Location Provision	 Accelerator Program / Proof-of-concept Support	 Consultation Services / Business Establishment Support for Foreigners, etc.

## 2. Implementation Period

FY2020-
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## 3. Business Scale

FY2022 Budget Amount	JPY 636,213,000
FY2021 Budget Amount	JPY 636,213,000

## 4. Business Purpose/Objective

- To support the global growth of Tokyo startups, enhance the “earning power” of startups in both the Japanese and global markets, and produce the “next unicorns” who could become the next generation of unicorn companies

## 5. What Can Be Done / Benefits of This Project

- Provide overseas local programs for startups in Tokyo in cooperation with Japan External Trade Organization (JETRO)
- Specifically supports Tokyo startups in seizing opportunities locally through participation in matching events and pitch meetings held overseas, leading to exchanges and collaboration with local VC firms and accelerators

[▶ Click here for more details and to apply](#)

## 6. Main Terms of Use

- Startups in Tokyo in business for approximately 10 years or less

## 7. Recruitment Period

- From May to November (FY2021)

## 8. Results (Adopting Companies)

FY2021: Total of 61  
FY2020: Total of 62

[▶ Click here for more details](#)

## 9. Responsible Dept. / Inquiries

New Ventures Support Section, Commerce and Industry Division, Bureau of Industrial and Labor Affairs  
Tel: +81-3-5320-4749

# Innovation Tokyo Project

## 1. Business Field

 Ecosystem	 Talent Development	 Funding	 Government Procurement/Coordination
 Equipment Provision	 Location Provision	 Accelerator Program / Proof-of-concept Support	 Consultation Services / Business Establishment Support for Foreigners, etc.

## 2. Implementation Period

FY2017-
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## 3. Business Scale

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FY2022 Budget Amount	JPY 1,130,374,000
FY2021 Budget Amount	JPY 1,130,908,000

## 4. Business Purpose/Objective

- To support large-scale projects through open innovation and create new industries, thereby priming an explosion of innovation, solving Tokyo's social problems, revitalizing the economy, and creating opportunities for venture businesses and small- and medium-sized enterprises to significantly grow
- To further accelerate Tokyo-based open innovation by proactively supporting university-launched ventures that have excellent technological seeds but face challenges in commercialization (lack of funds, sales channels, brands, human resources, etc.), based on foresight

## 5. What Can Be Done / Benefits of This Project

- Subsidy Support  
(Subsidy period) Maximum 2 years, (Subsidy limit) Maximum JPY 300,000,000 [JPY 150,000,000 per year], (Subsidy rate) 1/2 or less
- Hands-on support by project support organizations

[▶ Click here for more details \(JP only\)](#)

## 6. Main Terms of Use

- Must have head office or branch office registered in Tokyo
- Project must be organized with at least a quarter of the total project cost invested by the business company that will be the project participant, as well as the provision of sales channels, talent, brands, etc.

## 7. Recruitment Period

- From October to December (FY2021)

## 8. Results (Adopting Companies)

FY2019	2 companies
FY2020	2 companies
FY2021	2 companies (planned)

[▶ Click here for more details \(JP only\)](#)

## 9. Responsible Dept. / Inquiries

New Ventures Support Section, Commerce and Industry Division, Bureau of Industrial and Labor Affairs  
Tel: +81-3-5320-4694

# Business Development Center TOKYO

## 1. Business Field

 Ecosystem	 Talent Development	 Funding	 Government Procurement/Coordination
 Equipment Provision	 Location Provision	 Accelerator Program / Proof-of-concept Support	 Consultation Services / Business Establishment Support for Foreigners, etc.

## 2. Implementation Period

FY2012-
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## 3. Business Scale

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FY2022 Budget Amount	JPY 155,461,000
FY2021 Budget Amount	JPY 155,647,000

## 4. Business Purpose/Objective

- To establish “Business Development Center TOKYO,” a one-stop, English-speaking, comprehensive support service for foreign companies and foreign entrepreneurs considering business development in Tokyo, which covers all aspects of business and daily life

## 5. What Can Be Done / Benefits of This Project

Provides the following consultation and business support to foreign companies, etc.:

- Business support: Provides support and consulting services for various procedures required from the establishment of a corporation to the development of sales channels. Introduces specialists according to business content and needs, and support business matching.
- Financing support: Provides information and advice on financing methods that can be utilized during the startup period, and accompanies clients to financial institutions, etc. [▶ Click here for more details](#)
- Life support: Provides administrative procedures and life-related information, and introduces hospitals and schools with foreign languages capabilities
- Financial one-stop support services: Supports administrative procedures, provides comprehensive consulting, and introduces financial experts, etc.

## 6. Main Terms of Use

- Foreign entrepreneurs, foreign companies, etc. who are interested in starting a business in Tokyo

## 7. Available Hours

- Weekdays 9:30-17:30  
(except national holidays and New Year holidays  
(December 29 - January 3))

## 8. Results

- Total consultations: 14,020  
\* From project start (FY2012) to end of December 2021

[▶ Click here for support examples](#)

## 9. Responsible Dept. / Inquiries

(Inquiries about Service Usage)  
Business Development Center TOKYO  
+81-3-3582-8353 (Akasaka) / +81-3-6269-9981 (Marunouchi)  
(Responsible Project Dept.)  
Strategic Projects Section, Strategic Projects Division,  
Office of the Governor for Policy Planning  
Tel: +81-3-5388-2061

# King Salmon Project

## 1. Business Field

 Ecosystem	 Talent Development	 Funding	 Government Procurement/Coordination
 Equipment Provision	 Location Provision	 Accelerator Program / Collaboration Promotion, etc.	 Consultation Services / Business Establishment Support for Foreigners, etc.

## 2. Implementation Period

FY2019-

## 3. Business Scale

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FY2022  
Budget Amount

JPY 270,784,000

FY2021  
Budget Amount

JPY 97,289,000

## 4. Business Purpose/Objective

- To aim to produce problem-solving startups (“King Salmon Companies”) from Tokyo that will succeed in the global market and solve social issues through cutting-edge business growth in Tokyo
- To aim to produce 16 companies that will become role models for startups to follow by 2030

## 5. What Can Be Done / Benefits of This Project

- The TMG will collaborate with startups that have excellent products in the field of metropolitan administration and promote the introduction and utilization of such products as early adopters in order to solve social issues and expand the use of such products. In addition, we provide support for strategy development and implementation to expand overseas sales channels

[▶ Click here for more details and to apply](#)

## 6. Main Terms of Use

- Must be in business for less than 20 years as of the end of the fiscal year following the year of application
- Expanding business in Tokyo

## 7. Recruitment Period

- From January to February

## 8. Results (Adopting Companies)

- INNOPHYS Co., Ltd.
- Triple Double Japan Inc.
- Holoeyes, Inc.
- WAmazing, Inc.

[▶ Click here for more details](#)

## 9. Responsible Dept. / Inquiries

Smart City Promotion Team, Digital Services Promotion Section, Digital Services Promotion Division, Bureau of Digital Services  
Tel: +81-3-5320-7622

# Startup Ecosystem Tokyo Consortium

## 1. Business Field

 Ecosystem	 Talent Development	 Funding	 Government Procurement/Coordination
 Equipment Provision	 Location Provision	 Accelerator Program / Proof-of-concept Support	 Consultation Services / Business Establishment Support for Foreigners, etc.

## 2. Implementation Period

FY2019-
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## 3. Business Scale

FY2022 Budget Amount	JPY 209,302,000
FY2021 Budget Amount	JPY 123,957,000

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## 4. Business Purpose/Objective

- To aim to strengthen international competitiveness, create and grow startups, and ultimately achieve the sustainable economic development of Tokyo, in addition to implementing innovations in society through the startup ecosystem and promoting activities that give back to the community, by establishing Tokyo as a global base city of the startup ecosystem
- To aim to be among the top five startup ecosystems in the world by 2030

## 5. What Can Be Done / Benefits of This Project

- Collaboration among members such as business matching, investment and mentoring, collaboration on information related to start-ups in Tokyo, participation in events for members, etc. to help the next generation of startups which contribute to solving social issues in Tokyo grow at an accelerated pace.
- Launch “Deep Ecosystem” in FY2021 as a new initiative to strongly encourage the growth of startups to the unicorn level by selecting and intensively supporting those expected to grow rapidly in the future  
[▶ Click here for more details and to apply](#)

## 6. Main Terms of Use

- Recommendation from member
- Request from startup company wishing to join

## 7. Recruitment Period

- Consortium membership conducted as necessary

## 8. Results

- Members: 265 people (as of end of December 2021)
- Companies selected for “Deep Ecosystem” (FY2021: 2 companies)

[▶ Click here for more details](#)

## 9. Responsible Dept. / Inquiries

Strategic Projects Section, Strategic Projects Division, Office of the Governor for Policy Planning  
Tel: +81-3-5388-2765