




Incubation Program

Nurturing entrepreneurial talent. Helping make impact business ideas into reality.

What you do: in-residence, full-on biz dev

The Fellows live and work at *toberu*, a Kyoto-based residential incubator run by Phoenixi, for four months to build/grow profitable and impactful businesses.

What we offer: a recipe for innovation

Phoenixi offers skill-building workshops, mentoring, coaching, networking across sectors, *toberu* Fund eligibility, weekday breakfast & dinner  by Chef-in-Residence (!) etc.

Where & who: diverse backgrounds

toberu is a place where university researchers/students, (pre-)entrepreneurs, and intrapreneurs* bring different perspectives, giving each other aha moments daily.



Application open: August 1–19, 2024  **to apply:** 

www.phoenixi.co.jp/en/application/

Late Aug 2024	1st selection results notified
Mid-Sept	Selection interview (pitch online)
End of Sept	Selection results notified
Nov 6	Move into <i>toberu</i>
Nov 27	Kickoff Meeting
Mar 21, 2025	Final Showcase
	Move out

Cohort 10
4-mo residency

*Intrapreneurs = Sponsored Fellows (employees of Phoenixi's sponsors)

- Ajinomoto Co., Inc.
- artience
- Culture Convenience Club
- Daikin Industries
- Development Bank of Japan
- Fujifilm
- Hioki E.E.
- Mitsubishi Chemical Holdings
- Nippon Zoki Pharmaceutical
- Nissha
- Omron
- RJ Fund LLC (Maryland, US)
- Sojitz
- Tokio Marine Holdings

Supporters for Independent Fellows:



SK Impact Fund LLC

- Based in Washington DC, US
- Headed by Dr Sachiko Kuno
- Supporting impact businesses
- Focusing on ESG/impact investing



Eligibilities: Those who: 1) aspire to start a social venture or have a social venture founded less than a year ago and with an annual sales of less than JPY100M; 2) have an original business idea; 3) have the right to make decisions in business development; 4) are able to join the 4-mo residential incubation program at *toberu*; and 5) agree to give the Supporter the first refusal right for a 3% equity if incorporated during or after the program (stock option acceptable).

Note: Most of the programming is delivered in Japanese (though auto-generated English translations of course materials will be available in many cases and applicants/Fellows are welcome to pitch in English). **» Japanese proficiency is NOT required to apply or join but necessary (e.g. JLPT level N3) to take full advantage of the program, esp. skill building components.** Assigned mentors will speak English as needed.

Progress | Facts & Figures

(Cohorts 1-8 | As of May 2024) Including "1 person doing 2 projects", "2 co-founders, 1 company" cases

Sponsored Fellows | intrapreneurs

- 62% (21/34 projects) surviving (not halted)
- 15% (5/33 Fellows) started a business

Independent Fellows

University faculty/students, (pre-)entrepreneurs

- 75% (24/32 projects) in pilot use or launched
- 33% (11/31 Fellows) started a business

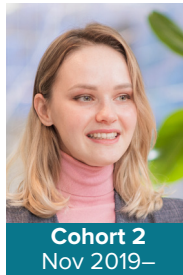
Combined:

- 2.7M USD raised
- 14 companies founded

Cohorts 1-9	Sponsored		Independent		Men	Women	Japan	Int'l	Health	Environment	Well-being	Work asst	Food/Agri	Edu/Culture
	71 ppl	37	34	54										
	52%	48%	76%	24%	88%	13%	28%	21%	17%	13%	11%	10%		



Shinjiro Mita | Founder & CEO, eMotto
 — an Osaka University startup
 Launched *ParoTone* keyboards in beta and *eParoTone*, an instrument app (Sept 2022) » **Raised 8M yen from 480 people in crowdfunding, all sold out** (Jan 2023) » Broadcast twice on NHK (Mar 2023) » Fully launched *ParoTone* keyboards (Mar 2024).



Anna Kreshchenko | Founder & CEO, Flora
 — a Kyoto University femtech startup
 Incorporated *Flora* (Dec 2020) » Launched *flora app* for pregnancy self-care (0.1M users); *flora biz* to enhance women's labor health (50 firms) » **Raised 1M yen from toberu fund etc; Forged alliance w/ Toyota Tsusho** (Dec 2023) » Named *Forbes 30 Under 30 Asia 2024*, and more.



Sponsored and Independent Fellows engaging in a design thinking workshop



Fireside chat & pitch session w/ Phoenixi co-founders **Sachiko Kuno & Izumi Kobayashi** (back/center) joined by Cohorts 1, 2, 7, 9 Fellows

3-min program intro [Eng]



<https://youtu.be/4jJhQTRNZYE>

Interviews w/ Independent Fellows [Eng, Jpn]



<https://youtu.be/hPGLCYUKWYw>

Cohort 8 digest (May-Sept 2023) [Jpn, Eng]



https://youtu.be/_4enE0WY3YQ

Int'l program

Halcyon+DC Tour for Phoenixi Fellows to take a glimpse into the US Capital startup ecosystem | 3 alumni visited 8 organizations driving impact businesses; and attended 12 events over the course of 5 days (March 2024).



Georgetown MBA Startup Factory final pitches | Also visited Georgetown Venture Lab; White House Presidential Innovation Fellows; Deloitte, etc on the tour.



Halcyon: a DC-based residential incubator for social entrepreneurs | Phoenixi Fellows attended a Skill Series, pitch session, partner mixer, etc during the tour.