




# Incubation Program

Nurturing entrepreneurial talent. Making impact business ideas into reality.

## What you do: In-residence, full-on new 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 holistic environment for innovation

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

## Who & where: Diverse expertise & backgrounds

toberu is a place where university faculty & students, (aspiring) entrepreneurs, and corporate intrapreneurs\* bring different views to the table, enriching each other daily.



**Application open: Dec 20–Jan 20, 2025**  **to apply:** 



[www.phoenixi.co.jp/en/application/](http://www.phoenixi.co.jp/en/application/)

Late Jan <b>2025</b>	1st selection results notified
Feb 26	Selection interview (pitch online)
Early March	Selection results notified
May 8	Move into <i>toberu</i>
May 30	Kickoff (pitch event)
Sept 18 (TBD)	Showcase (demo day)
Sept 19 (TBD)	Move out

Cohort **10**

### \*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

### Eligibility

Those who: 1) aspire to start a social venture or have one founded less than a year ago and with an annual sales of less than JPY100M; 2) have an original business idea; 3) make decisions in new business development; 4) are able to join the 4-month residential incubation program at toberu; and 5) agree to give their supporter (SK Impact Fund or Phoenixi/toberu Fund) the right to purchase 3% equity when they have the need for equity financing (stock option also acceptable).

### 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



### Partners



京都大学  
KYOTO UNIVERSITY



京都市  
CITY OF KYOTO



Halcyon

**Note: Most of the programming is delivered in Japanese** (though AI-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 N3–4) to take full advantage of the program, esp. skill-building workshops. Assigned mentors will speak English as needed.

# Facts & Figures

(10 cohorts | As of Nov 2024) Including "1 person doing 2 projects" and "2 co-founders, 1 company" cases

## Sponsored Fellows | Corporate intrapreneurs

- 68% (26/38 projects) surviving (not halted)
- 15% (5/37 Fellows) started a business

## Independent Fellows

University faculty/students & (aspiring) entrepreneurs

- 63% (24/38 projects) in pilot use or launched
- 36% (14/39 Fellows) started a business

## Combined:

- 2.9M USD raised
- 18 companies founded

Total*	Sponsored	Independent	Men	Women	Japan	Int'l	Health	Enviro/Climate	Well-being	Work asst	Food/Agri	Ed/Culture
76 ppl	37	39	56	20	65	11	21	16	14	9	8	8
	49%	51%	74%	26%	86%	14%	28%	21%	18%	12%	11%	11%

\*Incubation Program (sponsored & independent Fellows) cohorts 1-9 + Social Innovator Program (independent Fellows only) cohort 1 = 10 cohorts in total



**Toshitaka Sawamura | Co-founder & COO, *Metrika* — a corporate DX startup**  
Fmr **World Bank VP Hiroshi Naka** assigned as his Phoenixi mentor. » Rolled out *Eloco Metrika*, which helped **Doshisha U** issue its first sustainability report (2022). » Collaborating w/ **Toyota Industries Corp** (2022-) and **Kyushu U-startup aiESG** (2024-). » Opened a Singapore hub eyeing ASEAN expansion (2024).

**Cohort 6**  
May 2022-



**Anna Kreshchenko | Co-founder & CEO, *Flora* — a Kyoto University femtech startup**  
Incorporated *Flora* (2020). » Launched *Moonly app* for pregnancy self-care (0.15M users). » *Wellflow* to enhance women's labor health (60 firms). » **Raised 1M yen from *toberu fund* etc; Forged alliance w/ *Toyota Tsusho*** (2023). » Named *Best Kyoto Woman Entrepreneur* (2023), *Forbes 30 Under 30 Asia & Japan 2024*, etc.

**Cohort 2**  
Nov 2019-



Independent Fellows practicing their pitches with **Akira Sakano** (Zero Waste Japan founder, 2019 **Davos Forum** co-chair, Phoenixi Special Fellow)



Independent Fellows (Cohorts 2, 4, 7 and Social Innovator Program Cohort 1), a Phoenixi alum's startup staff member, Phoenixi staff, & a journalist

## 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.

Interviews with Independent Fellows [Eng, Jpn]



<https://youtu.be/hPGLCYUKWYw>

Social Innovator Program (Independent Fellows only) Cohort 1 Month 1 (Nov 2024) digest [Jpn, Eng]



<https://youtu.be/xsL5zMJATQs>

## About Phoenixi

To nurture entrepreneurial talent & make their impact business ideas into reality, Phoenixi runs residential incubation programs for corporate intrapreneurs & social entrepreneurs. The Fellows live & work at *toberu*, a Phoenixi facility, for 4 months to build/grow profitable & impactful businesses. Phoenixi offers: daily networking opportunities across sectors; skill-building workshops; mentoring; coaching; & *toberu Fund* eligibility. Phoenixi was co-founded by **Yukiko Hashitera, Dr Sachiko Kuno, & Izumi Kobayashi** in 2018, & launched the program in 2019.