



Phoenixi


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: Aug 1–20, 2025

to apply: 

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



Late Aug 2025	1st selection results notified
September	Selection interview (pitch online)
Early Oct	Selection results notified
Nov 6	Move into toberu
Nov 28	Kickoff (pitch event)
Mar 19, 2026	Showcase (demo day)
	Move out

Cohort 11

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

- | | |
|-----------------------------|--------------------------------|
| • Ajinomoto Co., Inc. | • Mitsubishi Chemical Holdings |
| • artience | • Nippon Zoki Pharmaceutical |
| • Culture Convenience Club | • Nissha |
| • Daikin Industries | • Omron |
| • Development Bank of Japan | • RJ Fund LLC (Maryland, US) |
| • Fujifilm | • Sojitz |
| • Hioki E.E. | • 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: This program is designed and 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
84	42	42	60	24	71	13	24	18	14	9	9	10
Fellows	50%	50%	71%	29%	85%	15%	29%	21%	17%	11%	11%	12%

*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 & sponsored Fellows discussing business modeling.



Fellows, mentors, staff & beyond at the final pitch event "Showcase".

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>

A 3-min peek into the program
(final pitches to pre-Kickoff)



<https://youtu.be/dhr3VzEUZdg>

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.