

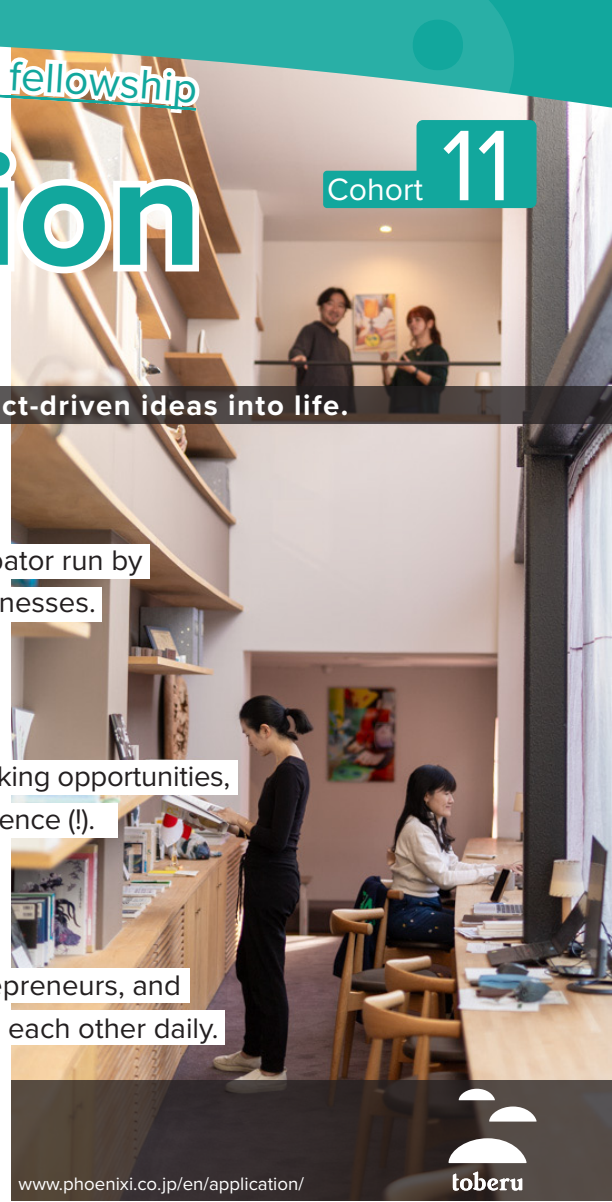
Call for Applications for independent fellowship



Incubation Program

Cohort **11**

Cultivating entrepreneurial talent. Bringing impact-driven ideas into life.



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.

A holistic environment for innovation

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

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.

Applications open: **Jan 9–Feb 9, 2026**

to apply:



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

toberu

Mid Feb 2026	1st selection results notified
Feb 25, AM	Selection interview (pitch online)
Early March	Selection results notified
May 8	Move into toberu
June 12	Kickoff (pitch event)
Sept 17	Showcase (demo day)
Sept 18, 2026	Move out

Cohort 11 residency

*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

(As of Nov 2025: Including “1 person doing 2 projects” and “2 co-founders, 1 company” cases)

Sponsored Fellows | Corporate intrapreneurs

- 69% (29/42 projects) surviving (not halted)
- 12% (5/42 Fellows) started a business

Independent Fellows

University faculty/students & (aspiring) entrepreneurs

- 64% (30/47 projects) in pilot use or launched
- 31% (15/48 Fellows) started a business

Combined:

- 0.9B JPY raised
- 19 companies founded

Total*	Sponsored	Independent	Men	Women	Japan	Int'l	Health	Green, ESG	Well-being	Career, fin	Food/Agri	Ed/Culture
90	42	48	63	27	73	17	25	19	14	10	10	12
Fellows	47%	53%	70%	30%	81%	19%	28%	21%	16%	11%	11%	13%

*12 cohorts in total: Incubation Program (sponsored & independent Fellows) cohorts 1–10 + Social Innovator Program (independent Fellows only) cohorts 1–2



Caitlin Puzzar | Co-founder & CEO, Guardian — Creating a society where children feel safe
Guardian advances child-focused innovation through its *Kimino Micata* communication tool (4,000 student users). Since 2022, it has earned awards like the AWS Women IT Social Entrepreneur Prize, media recognition in Nikkei etc, and finalist status in LED Kansai, amplifying children’s voices and strengthening welfare systems.



Anna Kreshchenko | Co-founder & CEO, Flora — a KyotoU-born femtech startup
Incorporated *Flora* (2020). » Launched *Moonly app* for pregnancy self-care (150K+ users). » *Wellflow* to enhance women’s labor health (70+ 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.



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]

A 3-min peek into 4 months at toberu (May–Sept 2025)

About Phoenixi

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



<https://youtu.be/hPGLCYUkWyw>



<https://youtu.be/K2uJKT2xx18>