

# Calling for Applications for independent fellowship



Cohort **10**


## 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 provides a space to focus on biz dev, skill-building workshops, mentoring & coaching, networking & funding opportunities, weekday breakfast & dinner  and more.

### Where & who: diverse backgrounds

*toberu* is a place where R&D professionals, university students, 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/](http://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

4-mo residency  
**Cohort 10**

#### \*Intrapreneurs = Sponsored Fellows (Cohorts 1–9) from:

- 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:** The program contents are 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 in the selection interview and during the program).

» Japanese proficiency is NOT required to apply or join but necessary to take full advantage of the program.

## 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, entrepreneurs, etc)

- 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	17	62	9	20	15	12	9	8	7
	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 crowd-funding, 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/4jJhQTRNZE>

Interviews w/ Independent Fellows [Eng, Jpn]



<https://youtu.be/hPGLCYUKWYw>

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



[https://youtu.be/\\_4enE0Wy3YQ](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.