

Application Guidelines

The 2nd DBJ Women Entrepreneurs New Business Plan Competition

1. Purpose

Development Bank of Japan Inc. (“DBJ”) views women’s ideas and perspectives as essential to Japan’s road back to growth. The 2nd DBJ Women Entrepreneurs New Business Plan Competition (The “Competition”) was launched on December 25, 2012 to encourage women who lead growth businesses with the potential to bring innovative change to Japan’s economy and society.

2. Target projects

The Competition invites Business Plans from women proprietors of start-up firms whose technologies, services, or business models show original features or the promise of high added value, as well as high potential for developing into viable commercial enterprises.

These could include businesses involved in

- Creating new markets or commercializing new technologies
- Revamping conventional products or services to reflect the evolving needs of customers
- Meeting the unique needs of their community, with the potential for developing domestically, globally, or through diversified services.

The Competition is open to women proprietors of start-up businesses. Candidates must be at least 20 years of age and be the firm’s sole proprietor, its representative (in the case of a corporation), or the person scheduled to be named as representative (in the case of a company awaiting incorporation). To be eligible, the business must fall under one of the following descriptions.

- i. In business for about 5 years or less
- ii. Scheduled for start-up within 1 year
- iii. (When the proprietor already has another business in operation) A new, separate business scheduled for start-up within 1 year or in business for about 5 years or less.

Note: Entries will be accepted from applicants who have applied to the 1st DBJ Women Entrepreneurs New Business Plan Competition or have applied to or won other competitions or subsidies. However, projects already receiving substantial amounts of

funds will not be considered.

3. Selection criteria

Entries will be evaluated in a comprehensive manner according to the criteria described below.

- Innovative qualities (Originality and competitiveness)
Judges will consider new technologies and services based on original ideas and with the potential to create new needs and markets. These ideas should create high entry barriers to competitors.
- Strong potential (Marketability, profitability, feasibility, sustainability and contribution to the community)
Judges will consider whether the business will be feasible, profitable and sustainable based on market/customer research; whether the entrepreneur knows the market and environment; whether she is considering a financial balance and investment plan; and whether the business has the potential to expand throughout all of Japan and/or go global.
- Evaluation of applicant
Judges will look for entrepreneurs with the knowledge, experience, conviction, tenacity, leadership, planning and overall professional acumen required to take a high-potential business and scale it into a market leader.
- Evaluation of disaster recovery plan
Judges will also consider whether the business has a disaster recovery plan and evaluate the plan if one exists.

4. Prizes

Two types of prizes will be given, as described below.

(1) Prize money

DBJ Women Entrepreneurs Grand Prize	Up to ¥10 million	One winner
DBJ Women Entrepreneurs Prize	Up to ¥5 million	One winner

(2) Business support

Based on separate agreements to be drawn up between the winners and DBJ, DBJ, along with outside entrepreneurial experts, will provide the winners for a period of one

year after the Competition with support in brushing up their Business Plans, developing networks of corporations and professionals, identifying potential partners, and otherwise maximizing their chances of success.

Note:

- After evaluating the entries, the judges may decide to increase or decrease the prize money or not to award a prize.
- Please see the “Important reminders” at the end of these Guidelines for information on prize money and business support.

5. Schedule

Deadline for submitting Application, Executive Summary and Business Plan	5:00p.m., February 28 (Thursday), 2013
1 st selection (inspection of documents); announcement of results	Mid-April, 2013
2 nd selection (interview)	Mid-to-late April, 2013 In principle, interviews will be held where candidates are located.
Announcement of results of 2 nd selection	Mid-May, 2013
Final selection (presentations)	June 4 (Tuesday), 2013 Presentations will take place at DBJ headquarters.
Announcement of winners & Awards Ceremony	Late June, 2013 Awards Ceremony will take place in Tokyo.

6. Selection process

There will be a 3-step selection process.

1st selection: Based on submitted documents

2nd selection: Interview at candidate's location

Final selection: Presentation and Q&A at DBJ headquarters.

- ☞ We cannot respond to questions regarding details and results of the evaluations.
- ☞ Candidates who pass the 1st selection will be notified individually. Those failing to pass will not receive notification.
- ☞ Candidates who have interviews for the 2nd selection will be notified individually, whether or not they have passed.

(1) Final selection (non-public)

- Each applicant will present her project in front of the judges and answer their questions.
- Judges will make their final inspections and evaluations.

(2) Announcement of the winners and Awards Ceremony

- Each applicant will present her project in front of an audience invited by DBJ. The public presentation will not be reflected in the judgment or selection.
- Public presentations will be followed by the announcement of winners, presentation of awards, and comments on the work presented.

7. Judges

Judges will include professionals, entrepreneurs, and persons associated with DBJ. Their profiles can be seen on the website of the DBJ Women Entrepreneurs Center (“DBJ-WEC”).


8. How to apply

Applicants must submit the following 3 documents. Only one plan will be accepted per applicant.

(1) Application form


Please go to the [Application Form](#) and enter.

- Go to the [REGISTER] button and input your name, email address and password.
- Verification will be sent to you by automatic reply. Click on the link to register.
- Once registered, you can log in anytime using your email address and password. Please enter all required information. Press [BREAK] when leaving the log-in page.
- After verify your information, go to [VERIFICATION] and press the [SUBMIT] button to complete entry. You can renew the page as often as you like before pressing [SUBMIT].
- A Receipt of Application will be sent to you by automatic reply. This document will show your 6-digit ID number and instructions for submitting the Executive Summary and Business Plan. Please read it carefully.

 Be sure to enter all required information and press [SUBMIT]. “Entry is completed” will be displayed when you log in after the submission.


(2) Executive Summary


Please download the [Executive Summary template](#) (Microsoft Word A4 size) and type all required information. The Executive Summary must not exceed 2 pages.

 Be sure to write your ID number and your name on the right-hand side of the first page of the Executive Summary.

(3) Business Plan

- Use the format and items of your choice. We suggest using Microsoft Word and/or Microsoft PowerPoint, but any Windows-compatible software is acceptable. PDF format is recommendable for Windows users as well as Macintosh users.
- Descriptions should be about 10 to 15 A4 pages. Please be sure that fonts and formats will be readable when printed in A4 size. Please pay attention to the layout if using Excel.
- Typical contents to be described:
 - Business background and mission
 - Business model
 - Services and/or products
 - Impact on targeted customers; market needs, scale and potential
 - Originality and differentiation strategies; competitiveness factors
 - Marketing and sales strategies; distribution, AD, sales promotion, sales channel creation, time required for market entry, etc.
 - Schedule (Intended growth trajectory in the medium and long term, activities in the next one year)
 - Financial breakdown (plans for sales, revenue/expenditure, investment, funding, etc.)
 - Lineup (biographies and roles of responsibilities of management team, organization development, collaborators and affiliates)

 Be sure to write your ID number and your name on the right-hand side of the first page of the Business Plan.

 The Executive Summary and Business Plan should be sent by email. The email address for submissions is shown in the Receipt for Application, as is your ID number. Materials sent by post will not be accepted.

 Volume receivable at one time: 5MB.

- ✉ Documents once submitted cannot be returned. Please take responsibility for making your own duplicates.
- ✉ We cannot guarantee that any products, catalogues or pamphlets sent as reference material will be considered in the selections. We cannot accept any books, DVDs, or CD-ROMs.
- ✉ Macintosh users should convert the Business Plan into PDF format to the extent possible.
- ✉ In principle, substitutions will not be accepted after submission.

9. Inquiries

Please use the **Inquiry Form** to send questions. Questions about the Competition will be accepted from December 25 (Tuesday), 2012 through 5:00 p.m., February 21 (Thursday), 2013.

- ✉ Please note that questions sent using the “Further information, if any” section of the Application Form will not be accepted. Use the **Inquiry Form** to submit your questions, which will be answered by email as they are received.

Important reminders

1. The intellectual property rights of submitted plans shall reside with the applicant.
2. Some Competition activities will be outsourced to contractors under a confidentiality agreement.
3. The contents of Business Plans and other application documents will not be disclosed to third parties other than DBJ, the Japan Economic Research Institute, and the judges (the “Operators”) without the applicant’s consent expressed in writing or email, except when required by government authorities under the law.
4. The Operators assume no responsibility for any action they may take in the course of this Competition other than those falling under the provisions of section 3 above. Evaluation results do not represent a guarantee that a project will achieve commercial success. Neither funding nor business partnerships are guaranteed.
5. Applicants who pass the Competition’s 1st selection may be asked to provide, or submit for inspection, documents other than the application documents first presented.
6. The finalists shall make a public presentation requiring the disclosure of the finalist’s name, portrait, project theme, project outline and other relevant matters. Such information may be shown on the DBJ website and in media and the press. Applicants are asked to take responsibility for arranging legal protection for any intellectual property rights, such as

patents and utility model rights, and for trade secrets, know-how and other information, in order to ensure that their public presentations are free of problematic material.

7. Prize money does not represent a loan or investment by DBJ.
8. Winners shall enter into separate agreements with DBJ. Winners, whether corporations or individuals, must be incorporated when prize money is paid. Under the terms of the aforementioned agreement, prize money shall be paid according to the progress of the project, limited to an amount which DBJ determines as being necessary for the project's commercialization. The Operators may ask that prize money be returned if it is used for a purpose other than the commercialization of the project concerned. Prize money may not be paid under certain conditions, such as a lack of intention by the winner to proceed with the start-up within one year.
9. By providing business support, DBJ does not promise that a winning project will achieve commercial success. Business initiative must come from the winning entrepreneur.
10. Entering this Competition and participating in related activities are free of charge. However, each applicant is responsible for preparing a business plan, traveling to events, arranging accommodations, performing research, and making communications in connection with the Competition, as well as the costs entailed in each.
11. Please consult a tax accountant or other professional for any information you may require on taxation relating to prize money received through this Competition
12. If a winner of this Competition is found to have any connection to an antisocial group, her award may be revoked and she may be asked to return any prize money received.

Secretariat

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