

## SusHi Tech Challenge 2025 Application Guidelines

Title	Call for Startups to Participate in the Pitch Contest "SusHi Tech Challenge 2025" (Application Deadline Dec 18)
Lead text	<p>At "SusHi Tech Tokyo 2025, "SusHi Tech Challenge 2025, " a pitch contest for startups that tackle the global challenge of “realizing Sustainable cities with High Technology (SusHi Tech) will be held.</p> <p>Last year, applications from over 500 startups from all over the world were received and the Grand Prize winner was awarded 10 million JPY, along with additional prizes from the Tokyo Metropolitan Government and partner companies.</p> <p>Starting, November 1 (Fri), we will start accepting applications from startups that are interested in to participating in this pitch contest. We encourage eligible startups to apply before the deadline. *Please check below for eligibility criteria.</p> <p>Entry form:          ( URL : <a href="https://sushi-tech-tokyo.agorize.com/en/challenges/sushi-tech-challenge-2025">https://sushi-tech-tokyo.agorize.com/en/challenges/sushi-tech-challenge-2025</a>)</p>
Purpose	<p>This pitch contest aims to support the growth of startups that create global impact from a sustainability perspective by solving social issues. It's a chance for emerging startups to gain worldwide attention and seize opportunities to expand significantly.</p>
Dates	<ul style="list-style-type: none"> <li>• Semi-Finals: Thursday, May 8, 2025</li> <li>• Finals: Friday, May 9, 2025</li> </ul> <p>Note on SusHi Tech Tokyo 2025 schedule:</p> <ul style="list-style-type: none"> <li>• Business Days: Thursday, May 8, 2025, and Friday, May 9, 2025</li> </ul> <p>Main participants: Startups, large corporations, government agencies (central government and city administration), universities, VCs/investors, media, students, and others.</p> <ul style="list-style-type: none"> <li>• Public Day: Saturday, May 10, 2025</li> </ul> <p>Main participants: Students and young people interested in sustainability, technology, and innovation, focused on innovation</p>

	experiences.
Venue	Tokyo Big Sight, East Halls 4, 5, 6
Language	English (all materials, pitches, and communication must be in English)
Eligibility Criteria	<ul style="list-style-type: none"> <li>• Must have a product or service.</li> <li>• The business content must be aligned with the concept of SusHi Tech Tokyo (Realize a sustainable city through high technology).</li> <li>• Must be able to participate in the pitch contest in Tokyo for 2 days.</li> <li>• Ability to exhibit at a booth during the event period.</li> </ul>
Prizes, Additional awards, and Benefits	<ul style="list-style-type: none"> <li>• Winner will be awarded a prize of 10 million JPY.</li> <li>• Additional prizes include business support for collaborations with government agencies and other organizations (details to be decided). Winning companies may also be invited to exhibit or speak at other related events by Tokyo Metropolitan Government. Thank you for your cooperation in advance.</li> <li>• The 20 companies that advance to the semi-finals will have the opportunity to promote their businesses to participating VCs and large corporations through their pitches.</li> <li>• Companies that pass the second round will have their booth exhibition fee (250,000 JPY) waived.</li> <li>• Applicants can also apply for the Sponsor Challenge (details will be available in early January 2025).</li> </ul>
Application Deadline	, December 18, 2024 (Wed), 4:59 PM (JST)
How to apply	<p>Please apply through the entry form and submit your pitch materials. ( URL : <a href="https://sushi-tech-tokyo.agorize.com/en/challenges/sushi-tech-challenge-2025">https://sushi-tech-tokyo.agorize.com/en/challenges/sushi-tech-challenge-2025</a>)</p> <p>Note: If you advance to the second screening for pitch video review, we will send details about the video review process later.</p>
Process after Application & Selection Process	<ul style="list-style-type: none"> <li>• First round: Will be screened based on entry information and pitch materials (only companies that pass the first round will be contacted in late January to early February 2025).</li> <li>• Second round: Will be screened based on pitch videos; 20 companies will be selected to advance to the semi-finals (only companies that pass the second round will be contacted in mid-March 2025).</li> <li>• Semi-Finals: Will be judged at the pitch contest on the first day of the</li> </ul>

	<p>event.</p> <ul style="list-style-type: none"> <li>• Finals: Will be judged at the pitch contest on the second day of the event.</li> </ul> <p>*Both the final and semi-final are scheduled for 5-minute pitch followed by 3-minute Q&amp;A session.</p>
Screening Criteria	<p>The screening will focus on the following criteria:</p> <ol style="list-style-type: none"> <li>1.Social impact</li> <li>2.Economic impact</li> <li>3.Potential for global expansion</li> <li>4.Presentation skills</li> </ol>
Travel and Accommodation Expenses to Japan (venue: Tokyo Big Sight)	<p>Self-funded</p>
Other Contents besides the Pitch Contest	<ul style="list-style-type: none"> <li>• Many large Japanese corporates will participate, so it's a chance to find new collaboration and investment opportunities</li> <li>• A chance to meet with startups and support organizations from Tokyo, Japan, and various countries and cities.</li> <li>• Support for matching, including mobile apps, will enable smooth business negotiations</li> <li>• Excellent startups will be recognized with exhibitor awards, and awareness will increase through booth exhibits</li> <li>• Keynote speeches by renowned figures, and talk sessions with city leaders, startups, large corporations, investors, experts etc.</li> <li>• Business matchmaking between startups, large corporations, and participating cities</li> <li>• Live demonstrations</li> <li>• Promotion and chance to announce new product for startups.</li> <li>• An after-party for exhibitors</li> </ul>
Previous Event Results	<p>2024 Results Report</p> <p><a href="https://sushitech-startup.metro.tokyo.lg.jp/index/pdf/official-report.pdf">https://sushitech-startup.metro.tokyo.lg.jp/index/pdf/official-report.pdf</a></p>
Regarding	<ul style="list-style-type: none"> <li>• Intellectual property rights and copyrights related to the application</li> </ul>

Intellectual Property Rights and Copyrights	<p>will belong to the applicant. However, the application content, including the applicant's name and affiliation, may be made public on the website or other platforms at the discretion of the event organizers.</p> <ul style="list-style-type: none"> <li>• When applying, applicants must take responsibility for verifying rights and completing any necessary protective measures. (The organizers and secretariat will not be held responsible for any disputes related to intellectual property rights.)</li> <li>• If there is suspicion or confirmation of an infringement on another party's intellectual property rights, any awards or recognitions may be revoked.</li> </ul>
Regarding Portrait rights	<ul style="list-style-type: none"> <li>• Photos, videos, and other recordings taken during this event will belong to the organizer and may be published on websites, newspapers, magazines, television, etc. Participants agree to being photographed and to the public use of these materials by participating in the event.</li> </ul>
Contact Information	<p>SusHi Tech Tokyo 2025 Inquiries  <a href="https://sushitech-startup.metro.tokyo.lg.jp/en/inquiry/">https://sushitech-startup.metro.tokyo.lg.jp/en/inquiry/</a></p>