

## Application for Pitch Contest “SusHi Tech Challenge 2026”

Title	Application for Pitch Contest “SusHi Tech Challenge 2026”
Outline	<p>We will host the “SusHi Tech Challenge 2026,” a startup pitch contest focused on “Sustainable High City Tech (SusHi Tech)”—a global initiative to realize sustainable cities through advanced technology.</p> <p>Last year, over 600 startups from around the world applied, and the startup that won the grand prize received a cash award of 10 million yen.</p> <p>Proposals for startups wishing to participate in this pitch contest will open on Friday, September 19. We look forward to your entry.</p> <p>Entry form (URL : <a href="https://form.sushitech-startup.metro.tokyo.lg.jp/module/questionnaire/376204/0">https://form.sushitech-startup.metro.tokyo.lg.jp/module/questionnaire/376204/0</a>)</p>
Purpose	This pitch contest supports the growth of startups that make a global impact by solving social issues. It is an opportunity for promising startups to gain worldwide attention and take flight.
Dates	<p>Semifinal: Monday, April 27, 2026</p> <p>Final: Tuesday, April 28, 2026</p> <p>*SusHi Tech Tokyo 2026 schedule is as follows:</p> <ul style="list-style-type: none"> <li>• Business Day: Monday, April 27 and Tuesday, April 28, 2026, Main Participants: Startups, Major corporations, government agencies (national/municipal), universities, VCs/investors, media, students, etc.</li> <li>• Public Day: Wednesday, April 29, 2026 (National Holiday) Main Participants: Students, the young generation and parents and children who are interested in sustainability, technology, innovation, etc.</li> </ul>
Venue	Tokyo Big Sight, West Halls 1, 2, 3, 4
Language	<p>English</p> <p>*Assumes English materials, pitches, and communication</p>
Application Requirement	<ul style="list-style-type: none"> <li>• Possessing new technologies or business models with growth potential</li> <li>• The existence of a product or service</li> <li>• The business content align with SusHi Tech Tokyo's concept (Realizing sustainable cities through high technology)</li> <li>• Participation in the pitch contest is possible at the Venue throughout the 2-day event</li> </ul>

	<ul style="list-style-type: none"> <li>• Booth exhibition is possible at the Venue throughout the 3-day event</li> </ul>
Prize/Award	<ul style="list-style-type: none"> <li>• The winning company will receive a prize of 10 million yen.</li> <li>• We may invite you to exhibit or speak at related events hosted by the Tokyo Metropolitan Government. We appreciate your cooperation.</li> <li>• The 20 companies advancing to the semifinals will have the opportunity to promote their businesses to participating VCs and large corporations through pitches at the Venue.</li> <li>• Companies that pass the second evaluation will have their booth exhibition fee (¥250,000) waived.</li> </ul> <p>Etc.</p>
Entry Period	<p>&lt;Domestic Companies/Japanese Version&gt; Until 23:59 on Wednesday, December 10, 2025 (JST)</p> <p>&lt;Overseas Companies/English Version&gt; Until 23:59 on Wednesday, December 31, 2025 (JST)</p>
Entry Methods	<p>Please apply and submit your pitch materials via the entry form (URL : <a href="https://form.sushitech-startup.metro.tokyo.lg.jp/module/questionnaire/376204/0">https://form.sushitech-startup.metro.tokyo.lg.jp/module/questionnaire/376204/0</a>).</p> <p>*Please prepare your pitch materials in English.</p> <p>*Only one file (under 10MB) can be attached to the form, and file formats are limited to PDF or ZIP files.</p> <p>* The second round of evaluation will be based on pitch videos. We will contact those who advance with details regarding the pitch video evaluation later.</p>
Post-entry Process and Evaluation Procedure	<p><b>1. First evaluation:</b> Judged based on entry information + pitch materials (Late-January, 2026 ~ Early February, 2026)</p> <p><b>2. Second evaluation:</b> Judged based on pitch videos, 20 companies advance to the Semifinals (Early March, 2026)</p> <p><b>3. Semifinals:</b> Judged during the pitch contest on Day 1 of the event</p> <p><b>4. Finals:</b> Judged during the pitch contest on Day 2 of the event</p> <p>*Both the Semifinals and Finals will consist of a 5-minute pitch followed by a 3-minute Q&amp;A session.</p>
Evaluation Policy	<p>The review 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. Global Scalability</li> <li>4. Presentation Skills</li> </ol>
Travel and accommodation	Out-of-pocket expenses

expenses to Japan (venue: Tokyo Big Sight)	
Benefits of Participation Beyond the Pitch Contest	<p><b>&lt;Business meeting opportunities with domestic and international investors, major corporations, local governments, etc.&gt;</b></p> <p>New collaborations and investment opportunities through participation by many major Japanese corporations (Previous attendance: Approximately 1,700 venture capitalists and investors attended, with 47 corporate partners including major Japanese companies participating.)</p> <ul style="list-style-type: none"> <li>• An opportunity to create new connections with countries, regions, and cities worldwide seeking encounters with startups, as well as municipalities and support organizations across Japan</li> </ul> <p>(Previous results: 25 countries, regions, and cities worldwide; 35 Japanese municipalities exhibited)</p> <ul style="list-style-type: none"> <li>• Matching support via dedicated application and the operation office</li> </ul> <p><b>&lt;Media Exposure &amp; PR Impact&gt;</b></p> <ul style="list-style-type: none"> <li>• Numerous media outlets attend, contributing to PR for your products and services</li> </ul> <p>*Please utilize this as an opportunity to announce new business developments. (Previous results: 122 media outlets attended, with over 900 publications)</p> <ul style="list-style-type: none"> <li>• Acquire lead customers and enhance brand awareness through demo exhibitions for numerous attendees</li> </ul> <p>(Previous results: Over 43,000 industry professionals gathered at the venue)</p> <ul style="list-style-type: none"> <li>• Gather market reactions and feedback about your company, and understand industry trends</li> <li>• Enhance branding by exhibiting at Asia's largest innovation conference (improve credibility, communicate social impact)</li> </ul> <p><b>&lt;Benefits of Participating in Public Day&gt;</b></p> <ul style="list-style-type: none"> <li>• Building awareness and sense of affinity among families, and acquiring future customers</li> <li>• Gaining feedback from the perspective of consumers, such as children and parents</li> <li>• Connecting with students and young people interested in startups (recruitment opportunities, etc.)</li> <li>• Further networking and business discussion opportunities through visits from employees of exhibiting large corporations</li> </ul>

Previous Year's Results	<p>〈Business Day〉</p> <ul style="list-style-type: none"> <li>• 607 startups from around the world exhibited at booths</li> <li>• Over 28,000 attendees gathered at the venue, including approximately 6,000 employees from major corporations and about 1,700 VCs and investors, resulting in over 6,000 business meetings.</li> </ul> <p>〈Public Day〉</p> <ul style="list-style-type: none"> <li>• Over 14,000 students, young people, and families participated</li> </ul> <p><b>*2025 Official Report</b>  <b>(Summary Version)</b>  <a href="https://sushitech-startup.metro.tokyo.lg.jp/index/pdf/official-report_summary_en.pdf">https://sushitech-startup.metro.tokyo.lg.jp/index/pdf/official-report_summary_en.pdf</a>  <b>(Full Version)</b>  <a href="https://sushitech-startup.metro.tokyo.lg.jp/index/pdf/official-report_full_en.pdf">https://sushitech-startup.metro.tokyo.lg.jp/index/pdf/official-report_full_en.pdf</a></p>
Intellectual Property Rights and Copyright	<ul style="list-style-type: none"> <li>• Intellectual property rights and copyrights related to submissions belong to the entrants. However, the content of submissions and the entrants' names and affiliations may be publicly disclosed on web pages or other media at the discretion of the operation office.</li> <li>• When submitting an entry, it is the applicant's responsibility to confirm rights and implement protective procedures beforehand. (The organizer and operation office assume no responsibility whatsoever for disputes regarding rights.)</li> <li>• If there is suspicion of infringement on another party's intellectual property rights, or if infringement is discovered, awards may be revoked.</li> </ul>
Right of Publicity	<ul style="list-style-type: none"> <li>• All rights to photographs, videos, recordings, and other materials captured during this event belong to the organizer. These materials may be published on websites, in newspapers, magazines, television, and other media. Participants shall be deemed to have consented to such filming and publication by participating in this event.</li> </ul>
Contact	<p>SusHi Tech Challenge Management Office  <a href="mailto:pitch@sushitech-2026.jp">pitch@sushitech-2026.jp</a></p>