

# **S-Booster 2019**

## **Entry Guidelines**

April 11, 2019 Rev. A

March 2019  
S-Booster 2019 Executive Committee

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## **1. S-Booster 2019 objectives**

### S-Booster 2019

A contest for space-based business ideas

This contest accepts a broad range of new business idea entries from Japan and the Asia-Oceania regions, and provides mentoring to winners to help them commercialize their ideas!

In this way, it promotes open innovation utilizing space in Japan and the Asia-Oceania regions!

S-Booster 2019 Executive Committee

## **2. Operators**

S-Booster 2019 is operated by the S-Booster 2019 Executive Committee, comprised of the Cabinet Office, Government of Japan; Japan Aerospace Exploration Agency (JAXA); New Energy and Industrial Technology Development Organization (NEDO); and sponsor companies.

Host: Cabinet Office

Co-host:

- Japan Aerospace Exploration Agency (JAXA)
- New Energy and Industrial Technology Development Organization (NEDO)

Local host:

Geo-Informatics and Space Technology Development Agency (GISTDA), Thailand

Sponsors:

- ANA HOLDINGS INC.
- SKY Perfect JSAT Corporation
- SoftBank Corp.
- DENSO CORPORATION
- Japan Airlines Co., Ltd.
- POLA ORBIS HOLDINGS INC.

Official Facility Supporter: Mitsui Fudosan Co., Ltd.

Supporters:

- Ministry of Internal Affairs and Communications (MIC)
- Ministry of Education, Culture, Sports, Science and Technology (MEXT)
- Ministry of Agriculture, Forestry and Fisheries (MAFF)
- Ministry of Economy, Trade and Industry (METI)
- Ministry of Land, Infrastructure, Transport and Tourism (MLIT)
- Ministry of the Environment (MOE)
- Japanese Meteorological Agency (JMA)
- Multi-GNSS Asia (MGA)

Organizer:

S-Booster 2019 Executive Committee  
(comprised of the host, co-hosts, and sponsors)

S-Booster 2019 Executive Committee Secretariat  
(inside Japan Space Forum)

2F Shin-Ochanomizu Urban Trinity Bldg., 3-2-1 Kanda Surugadai,  
Chiyoda-ku, Tokyo 101-0062  
E-mail: [s-booster2019@jsforum.or.jp](mailto:s-booster2019@jsforum.or.jp)

### **3. Entry information**

#### **(1) Eligibility**

Individuals or teams in Japan and the Asia-Oceania regions may enter the contest, regardless of whether they are affiliated with a company, university, etc. (People not of legal age must enter as part of a team with adults).

#### **[Please note]**

- **Entrants must intend to commercialize their idea.**
- **Ideas that have already received funding from an institutional investor are not accepted. (Ideas funded by an angel investor are accepted).**
- The following may not apply: criminal groups; persons with any past or present relationships or communication, either direct or indirect, with criminal groups (including dealings, money payment, and provision of favors); persons who are members of criminal groups; persons in communication with criminal groups who are selected by executives, hired as employees, or involved in management.
- In addition to the above, any entrant recognized as unsuitable by the Executive Committee may have their eligibility revoked by the decision of the Executive Committee.

#### **(2) Entry period**

Friday, March 1 to **Tuesday, May 7**, 2019 (must arrive by 5:00 p.m. JST)

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#### **(3) Themes**

- Entries are accepted for new business ideas using space-related assets in Japan or the Asia-Oceania regions.
- These ideas can be already verified, or can be technologies to be created in the future, etc.
- It is not guaranteed that sponsors and companies proposing Japanese space assets will provide business support for these ideas.

<Japan>

- 1) Business idea based on the themes (\*) proposed by sponsors
- 2) Business idea using Japanese space assets (\*) such as the QZSS (Quasi-Zenith Satellite System)

3) Other space-based business idea (general)

<Asia-Oceania regions>

- 1) Business idea based on the themes (\*) proposed by sponsors
- 2) Business idea using Japanese space assets (\*) such as the QZSS (Quasi-Zenith Satellite System)
- 3) Space-based business idea, seeking collaboration with Japanese companies

\* Please see the website (<https://s-booster.jp/en/>) for more information.

**(4) Required information**

Please see the online form and the Entry Information Review Form (appendix) for details about the required information.

Item	Required information
Entrant overview	<ul style="list-style-type: none"> <li>● Entrant's brief biography, profile, etc.</li> <li>● Requests for commercialization assistance Etc.</li> </ul>
Business idea overview	<ul style="list-style-type: none"> <li>● Business idea name</li> <li>● Theme</li> <li>● Field</li> <li>● Background/awareness of issues that inspired the idea (80 words or less)</li> <li>● What will you do, how, and for whom? (240 words or less)</li> <li>● Expected sales/required costs/commercialization schedule (80 words or less)</li> <li>● Differences from existing products/services (advantages from differentiation and unique qualities) (80 words or less)</li> <li>● What ripple effects throughout society can be expected from the business (improving citizen lives, innovating/developing social systems)? (80 words or less) Etc.</li> </ul>

\* Handling of information that must be kept confidential

If your entry contains information that is determined as having the possibility to result in harm due to your entry, such as patent application reasons, please take measures on your own to maintain confidentiality (such as concealing information).

### **(5) How to enter**

- Apply using the form on the website (in Japanese for entries in Japan, in English for entries in the Asia-Oceania regions).
  - S-Booster website: <https://s-booster.jp/en/>
- You may attach up to two A4-sized PDF pages as supplementary materials.
- No entries are taken via other methods (e-mail, postal mail, etc.). All entries sent to the Secretariat, etc. will be regarded as invalid.

### **● Please note**

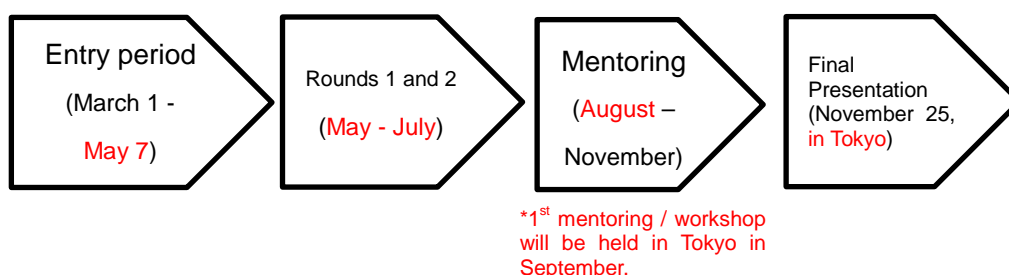
- The entry deadline is **5:00 p.m. (JST) on Tuesday, May 7, 2019.**
- Make sure to send your entry and receive the entry confirmation e-mail by 5:00 p.m.  
No entries will be accepted after the deadline for any reason.
- It is expected that many people will submit entries right before the deadline, resulting in server congestion. Please ensure sufficient time to enter.
- The entry form cannot be saved. We recommend you use the Entry Information Review Form to save your entry information.

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#### 4. Selection process

Submitted ideas will undergo screening, based on documents (Round 1) and presentations (Round 2). Finalists that pass Round 2 will be given mentoring opportunities with mentors. The Grand Prize and other prizes will be awarded after the Final Presentation (which is open to the public).



#### ● Annual schedule (plan)

Entry period	Friday, March 1 – 5:00 p.m. on <b>Tuesday, May 7, 2019 (JST)</b> Please note that entries from Asia must also arrive by the deadline of <b><u>5:00 p.m. on Tuesday, May 7, 2019 (JST)</u></b> .
Round 1	Round 1 is based on document screening. Entrants may also receive questions, etc. when necessary.  <Japan> <ul style="list-style-type: none"> <li>External experts and the Executive Committee will determine which entrants pass Round 1 based on document screening according to the judging criteria (refer to #6 on page 12).</li> <li>Entrants who pass Round 1 will be notified <u>on or after <b>Monday, June 10 (TBD)</b></u>.</li> </ul> <Asia-Oceania regions> <ul style="list-style-type: none"> <li>External experts and the Executive Committee will determine which entrants pass Round 1 based on document screening according to the judging criteria (refer to #6 on page 12).</li> <li>Entrants who pass Round 1 will be notified <u>on or after <b>Monday, June 10 (TBD)</b></u>.</li> </ul>
Round 2	Round 2 consists of presentations by entrants that passed Round 1.  <Japan>

	<ul style="list-style-type: none"> <li>• Entrants will give presentations (not open to the public) to external experts and the Executive Committee <b><u>at the middle of July (TBD) in Tokyo.</u></b> Entrants who cannot come to Tokyo (because they are in distant locations, etc.) can participate via Skype or other means.</li> <li>• Entrants who pass Round 2 (finalists) will be notified <b><u>at the end of July (TBD).</u></b></li> </ul> <p>&lt;Asia-Oceania regions&gt;</p> <ul style="list-style-type: none"> <li>• Entrants will give presentations (open to the public) to Asia-Oceania region judges <b><u>on Thursday, July 25 (TBD) in Bangkok, Thailand.</u></b></li> <li>• Entrants who pass Round 2 (finalists) will be notified on the day of the presentation at the venue.</li> </ul> <p>* The number of finalists will be announced on the site around <b>August.</b></p> <p>* Please note that no critiques are given of ideas in the above rounds.</p> <p>* With consent from entrants, information about ideas that were rejected in Round 1 or 2 can be shared with investors and other parties on the S-Matching space business investment matching platform. (Only for entries from Japan)  <a href="https://s-matching.jp">https://s-matching.jp</a></p>	<p>A</p> <p>A</p> <p>A</p> <p>A</p>
Mentoring	<p>Finalists who passed Round 2 will be matched by the Executive Committee with mentors, based on requests from the finalists and mentors. Mentoring will be provided with consent from both (management/mental advice and guidance about commercialization, etc.). During the mentoring period, entrants may also consult if necessary with ministries and government agencies related to the idea (Cabinet Office; Ministry of Internal Affairs and Communications [MIC]; Ministry of Education, Culture, Sports, Science and Technology [MEXT]; Ministry of Agriculture, Forestry and Fisheries [MAFF]; Ministry of Economy, Trade and Industry [METI]; Ministry of Land, Infrastructure, Transport and Tourism [MLIT]; Ministry of the Environment [MOE]; Japanese Meteorological Agency [JMA]). (Only for entries from Japan)</p>	

	<p>&lt;Japan&gt;</p> <ul style="list-style-type: none"> <li>• Mentoring sessions (around one per month) will be provided in Tokyo during the mentoring period from <b>August</b> to November.</li> <li>• A workshop will be held on the same day with lectures on topics such as business plan drafting, fundraising, intellectual property strategies, etc.</li> <li>• <b><u>The first mentoring session will be held at the beginning of September (TBD) in Tokyo</u></b> with finalists from the Asia-Oceania regions.</li> <li>• In addition to the above, proactive mentoring can take place, either in person or remotely, with mutual agreement between the finalists and mentors.</li> </ul> <p>&lt;Asia-Oceania regions&gt;</p> <ul style="list-style-type: none"> <li>• Three in-person mentoring sessions will be provided during the mentoring period from <b>August</b> to November. In addition, an environment will be provided for remote mentoring (Skype, telephone, etc.).</li> <li>• <b><u>The first mentoring session will be held at the beginning of September (TBD) in Tokyo</u></b> with Japanese finalists.</li> <li>• For the second mentoring session, the mentors will visit the finalists' home countries for on-site mentoring.</li> <li>• The third mentoring session will be held before the Final Presentation in Tokyo. The finalists will then participate in the Final Presentation. Mentoring details will be determined based on discussions with mentors.</li> </ul>	<p>A</p> <p>A</p> <p>A</p> <p>A</p>
Final Presentation	<p>The Final Presentation consists of presentations and will be held at the <b><u>Nihonbashi Mitsui Hall in Tokyo on Monday, November 25.</u></b></p> <p>The Award Ceremony will take place after the presentations.</p> <p>The Grand Prize and other prize winners will be determined based on discussions by the judges according to the judging criteria (see #6 on page 12).</p>	

	Nihonbashi Mitsui Hall (3F COREDO Muromachi 3, 1-5-5 Nihonbashi Muromachi, Chuo-ku, Tokyo) <a href="http://www.nihonbashi-hall.jp/">http://www.nihonbashi-hall.jp/</a>
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● **Please note**

- \* No answers will be given to individual inquiries about the selection.
- \* The schedule may be changed according to entry status, etc. The latest schedule will be posted on the S-Booster website.
- \* Finalists in Japan must pay their own travel and other expenses to participate in Round 2, mentoring, and the Final Presentation.
- \* Travel costs will be paid for finalists from the Asia-Oceania regions (up to three members per team) for a total of two visits to Japan during the mentoring period and to attend the Final Presentation.

## **5. Prizes**

Winners will be chosen from Japan and the Asia-Oceania regions at the Final Presentation.

Please be aware that no prizes may be awarded in a given region based on the judging results.

- **Grand Prize: 1 (awarded by the special judges to the most superior idea)**  
Prize money: 10 million yen
  
- **Special Judges' Prize: 1 (awarded by the special judges to an excellent idea)**  
Prize money: 2 million yen
  
- **Sponsor Prizes: About 6 (awarded by sponsor companies)**  
Prize money: 500,000 yen
  
- **JAXA Prize: 1 (awarded by JAXA)**  
Prize: Special feature on JAXA publicity media

## 6. Judging

Expert judges will select the winners based on the following criteria in Round 1, Round 2, and the Final Presentation.

<b>Judging criteria</b>	<b>Important points</b>
<b>Profitability</b>	Sufficient profit can be expected  (Important points) <ul style="list-style-type: none"><li>• Sales/profit growth based on a specific business plan</li><li>• New market creation Etc.</li></ul>
<b>Innovative qualities</b>	Creating new products/services leveraging space resources based on brand-new concepts  (Important points) <ul style="list-style-type: none"><li>• Contributing to high added value for existing business, etc.</li><li>• Resolving business problems in other fields Etc.</li></ul>
<b>Social potential</b>	Commercialization is expected to cause ripple effects throughout society  (Important points) <ul style="list-style-type: none"><li>• Contributing to better lives for citizens</li><li>• Contributing to the reform/development of social systems Etc.</li></ul>

The following clause of disqualification applies to the judging.

- If a judge has a conflict of interest with an entrant, the judge shall be removed from the judging of that entrant.

## **7. Rights to ideas, etc.**

### ● **Intellectual property rights to submitted ideas**

- The copyright and other intellectual property rights to submitted ideas belong to the entrant.
- Submitted ideas must not infringe on the copyright or other intellectual property rights of a third party. If the Executive Committee judges there is the risk that a submitted idea infringes or may infringe on the rights of a third party (including infringement after entry), the prize may be revoked, even after it is awarded.

### ● **Summary, translation, etc. of submitted ideas**

Please be aware that information written on the entry form, coverage of finalists at the Final Presentation, and other information may be used by the host for publicity and PR in magazines, books, websites, e-mail newsletters, and other mediums. Accordingly, the information written by the entrant may be partially changed, including summary and translation.

### ● **Progress reports after winning**

- Winners will be given opportunities to continually promote their efforts, such as reports at governmental space-related events, about their progress after winning the prize.
- In addition, winners may be asked to report on how they spent the prize money after winning.

### ● **Handling of personal information**

#### 1. Purpose of using personal information

The S-Booster 2019 Executive Committee Secretariat (“Secretariat”) uses personal information obtained from entrants to S-Booster 2019 (“this contest”) for the following purposes. Personal information will not be used for other purposes except with the consent of the entrant.

1. Operation of this contest
2. Contacting the entrant (confirmation of registered information, inquiries, notification of judging results, etc.)
3. Public announcements of judging results and prize winners
4. Media coverage of entrants
5. Other purposes as notified or clearly explained when the information is obtained
6. Other purposes related to the above

## 2. Provision of personal information to third parties

In principle, the Secretariat will not provide the entrant's personal information to a third party without the entrant's prior consent.

## 3. Contracting the processing of personal information

The Secretariat may contract a corporation or other external party to do some personal information handling tasks according to a non-disclosure memorandum concluded with the Secretariat.

### [Contact for personal information handling]

Please contact the following for questions, etc. about the Secretariat's personal information protection policy and personal information possessed by the Secretariat.

S-Booster 2019 Executive Committee Secretariat  
Japan Space Forum Information Desk  
3-2-1 Kanda Surugadai, Chiyoda-ku, Tokyo 101-0062



## Appendix: Entry Information Review Form

This form is for entrants to review and save their entry information. It cannot be used to enter the contest. Please use the online form to enter.

<https://s-booster.jp/en/>

\* Denotes required items.

### ■ Entrant/team overview

Representative	First name *	
	Middle name	
	Last name *	
	Occupation *	
	Affiliation (company, etc.)	
	Age *	10s, 20s, 30s, 40s, 50s, 60 or older
	Postal code *	
	Address *	
	E-mail *	
	Telephone *	
Team members 1 - 9	First name	
	Middle name	
	Last name	
	Occupation	
	Affiliation (company, etc.)	
Brief biography of representative and team profile (60 words or less)		

### ■ Entry questionnaire

What kind of commercialization assistance do you want?	Investigation of business model, Research on needs, Research on market development, Fundraising assistance, Technical assistance, Human resources, PR/branding, Other	
	Other (40 words or less)	
Do you consent to your photographs and videos from S-Booster 2019 being used in TV, newspapers, magazines, websites, and other media? *	Yes / No	
How did you learn about S-Booster 2019?	Website/social media, Article or news about S-Booster, Saw the S-Booster 2018 Final Presentation on YouTube, From an acquaintance, Other	
	Other (40 words or less)	

### ■ Business idea overview

Business idea name *	
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## Appendix: Entry Information Review Form

Theme *	(1) Business idea based on the themes proposed by Japanese companies (2) Business idea using Japanese Space Assets such as the QZSS (Quasi-Zenith Satellite System) (3) Space-based business idea, seeking collaboration with Japanese companies
Field *	1) Use and application of satellite data (such as remote sensing and positioning), application development, etc. 2) Equipment development (satellites, launch vehicles, ground devices, etc.) 3) Orbital service development and operation (debris removal, space travel, space resource exploration, etc.) 4) Other
	Other (20 words or less)
Outline of business idea (80 words or less) *	
Background/awareness of issues that inspired the idea (80 words or less) *	
What will you do, how, and for whom? (240 words or less) *	
Proposed schedule *	<ul style="list-style-type: none"> <li>- Commercialization within 3 years</li> <li>- Commercialization within 10 years</li> <li>- At present, there is no particular schedule for commercialization</li> <li>- Other</li> </ul>
Sales *	<ul style="list-style-type: none"> <li>- Less than 100 million yen</li> <li>- 100 million to less than 500 million yen</li> <li>- 500 million to less than 3 billion yen</li> <li>- 3 billion yen or more</li> <li>- At present, there is no particular sales prediction</li> <li>- Other</li> </ul>
Expected sales/required costs/commercialization schedule (80 words or less) *	
Differences from existing products/services (advantages from differentiation and unique qualities) (80 words or less) *	
What ripple effects throughout society can be expected from the business (improving citizen lives, innovating/developing social systems)? (80 words or less) *	
Do you currently have or are you applying for any related patents? *	Yes / No

## Appendix: Entry Information Review Form

Important points regarding judging criteria (80 words or less for each)	1) Profitability	
	2) Innovation	
	3) Social potential	
Have you already released this business idea or a similar one?	Yes / No	

### ■ Confirm before entering \*

Only ideas that fulfill the following can be submitted.

- This idea has not received funding from an institutional investor.
  - The entrant/team is aiming to commercialize this idea.
  - The idea does not infringe on the copyright or other intellectual property rights of a third party.
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### ■ Other

You may attach up to two A4-sized PDF pages as supplementary materials.

The supplementary materials must be submitted with the entry from the form. They may not be submitted by e-mail or other methods.