

# **S-Booster 2021**

# **Application Guidelines**

May 10, 2021 Rev. A

March 2021

S-Booster 2021 Executive Committee

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

S-Booster, is a space-based business idea contest launched in 2017.

A wide range of business ideas are submitted by entrepreneurs, students, individuals, members of different industries, and others who are aiming to start businesses or launch new projects. For excellent ideas S-Booster provides the following support for commercialization.

- Brush up your ideas with experts
- Business matching opportunities
- Prizes and prize money for funding activities in the initial period

From 2019, application area is expanded to the Asia-Oceania.

## 2. Organizer

S-Booster 2021 is operated by the S-Booster 2021 Executive Committee, comprised of the Cabinet Office, Government of Japan; Japan Aerospace Exploration Agency (JAXA); and New Energy and Industrial Technology Development Organization (NEDO).

Host: Cabinet Office, Government of Japan

Co-hosts:

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

Local host:

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

Supporters (TBC):

- 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 2021 Executive Committee  
(comprised of the host and co-hosts)

S-Booster 2021 is supported with sponsorship fees.

Sponsors (Japanese syllabary order):

- NTT DOCOMO, INC.
- SKY Perfect JSAT Corporation
- Sony Group Corporation
- The Dai-ichi Life Insurance Company, Limited
- Honda R&D Co., Ltd.

Facility Supporter: Mitsui Fudosan Co., Ltd (X-NIHONBASHI)

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S-Booster 2021 Executive Committee Secretariat

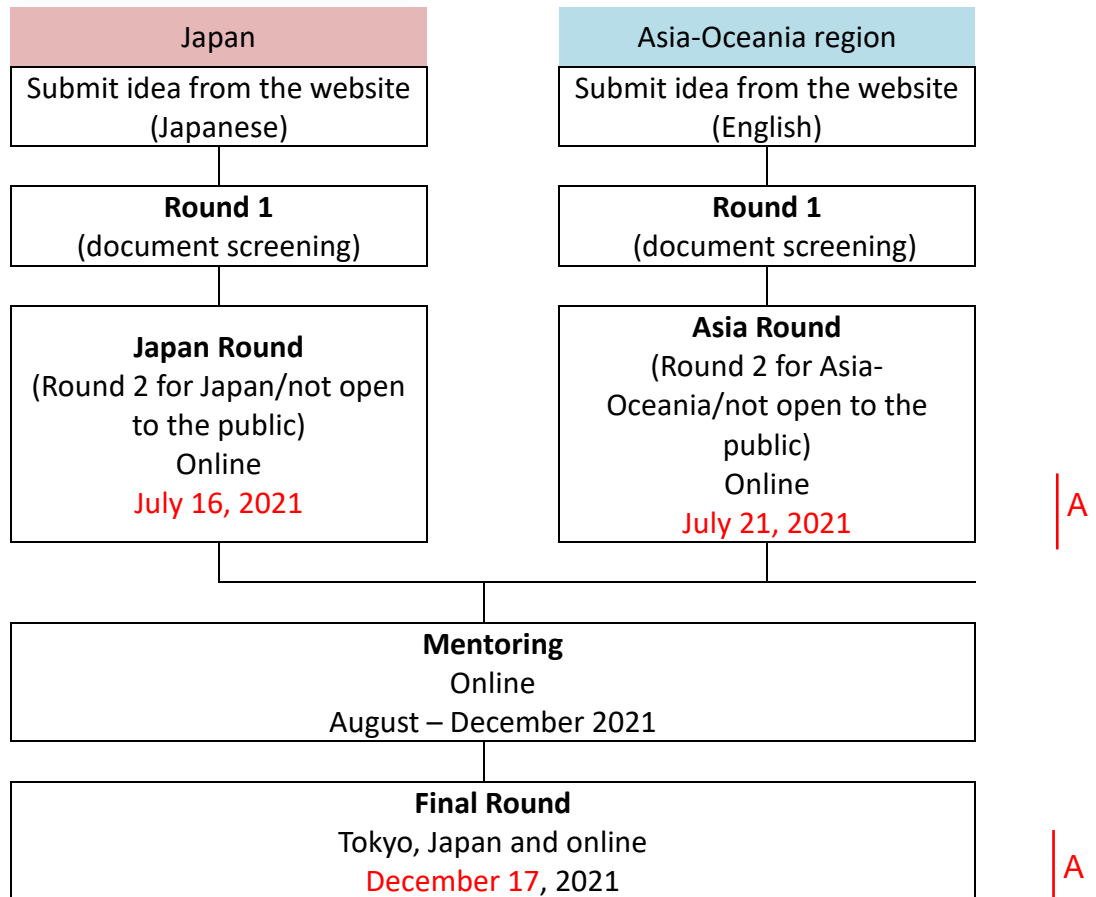
E-mail: [info@s-booster.jp](mailto:info@s-booster.jp)

### 3. Application information

#### 1) Application Process

Submitted space-based business ideas will undergo document screening (Round 1) and presentations (Round 2). Afterwards, Finalists will brush up their ideas with business-related advice from experts, called “mentoring,” and receive support for commercializing their ideas. At the Final Round, their brushed up business ideas will be reviewed by investors, business companies, and others interested in the space field, and excellent ideas will be awarded prizes. They will be business matching opportunities with investors, business companies, and other parties to support your future creation of new businesses. The process from idea submission to the Final Round is as follows.

Refer to #4 on page 8 for the details of each process.



#### (2) Application period

Tuesday, March 23 – ~~Thursday, May 20~~ Monday, May 31, 2021 (must arrive by 5:00 p.m. JST)

### **(3) Eligibility**

Individuals or teams in Japan and the Asia-Oceania region may enter the contest, regardless of whether they are affiliated with a company, university, etc.

(Applicants not of legal age must be registered as part of a team with adults).

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

- **Applications for business ideas that clearly have no intention of commercialization will be excluded from the selection process.**
- **Ideas that have already received funding (\*) from an institutional investor, and those that have already been commercialized, are not accepted. Please note that you will lose your eligibility to participate, and be regarded as having withdrawn from the contest, if you receive funding from an institutional investor while participating in the contest.**
- The following may not be eligible: 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 applicant recognized as unsuitable by the Executive Committee may have their eligibility revoked by the decision of the Executive Committee.

(\*) Ideas funded by an angel investor are accepted.

### **(4) Application categories**

Applications are accepted from Japan and the Asia-Oceania region.

<Japan>

Submit your idea in Japanese using the Japanese-language form. The Round 2 (Japan Round) presentation and question-and-answer session will be conducted entirely in Japanese.

<Asia-Oceania region>

Submit your idea in English using the English-language form. The Round 2 (Asia Round) presentation and question-and-answer session will be conducted entirely in English.

\* The Final Round presentation can be conducted in either Japanese or English, regardless of the language used in the Round 2 presentation.

\* Regardless of the language used in the Final Round presentation, you will be asked to submit presentation materials in either English only or in both Japanese and English. Please contact the Secretariat if you would like language-related assistance.

## (5) Themes

Ideas are accepted on following themes.

These ideas can be already verified, or can be technologies to be created in the future, etc.

It is not guaranteed that companies proposing themes will provide support for these business ideas.

Themes (click the link for more information of Sponsors theme)
1 Business idea that utilizes space *
2 NTT DOCOMO, INC. <a href="#">A new way to "connect" space and the earth to enrich people's lives.</a>
3 SKY Perfect JSAT Corporation <a href="#">Our Unlimited Vision, Your Practical Value.</a>
4 Sony Group Corporation <a href="#">listens (senses) to the silent voices of all things in nature and prevents undesirable events in advance</a>
5 Honda R&D Co., Ltd. <a href="#">Intelligent Ground Mobility Robot and Vehicle Utilizing Information from Space</a>

\* Applications from the Asia-Oceania region must include collaboration with Japanese companies, organizations, etc., or must use Japanese space equipment and space systems (launch vehicles, satellites, services, etc. from Japanese institutes and companies).

Example) Quasi-Zenith Satellite System (QZSS), Tellus, etc.

\*\* Please see the website for more information.

S-Booster 2021 website (Japanese): <https://s-booster.jp/2021/#sponsortheme>

S-Booster 2021 website (English): <https://s-booster.jp/en/2021/#sponsortheme>

## (6) Requirement

The required information is the same for all application categories and themes. Please see the online application and the Appendix ; Application Information Review Form for details about the required information.

Item	Required information
Applicant overview	○ Applicant's brief biography, profile, etc. ○ Requests for commercialization assistance Etc.
Business idea overview	○ Business idea name ○ Theme ○ Field ○ Background/awareness of issues that inspired the idea (100 words or less) ○ What will you do, how, and for whom? (300 words or less) ○ Expected sales/required costs/commercialization schedule (100 words or less) ○ Differences from existing products/services (advantages from differentiation and unique qualities) (100 words or less) ○ What kind of effects throughout society can be expected from the business (improving citizen lives, innovating/developing social systems)? (100 words or less) Etc.

### \* Handling of information that must be kept confidential

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



## (7) How to apply

- Refer to (4) Application categories, then fill in the applicable online form.  
S-Booster 2021 Application form (Japanese): <https://sb2021.s-booster.jp/form/>  
S-Booster 2021 Application form (English): <https://sb2021en.s-booster.jp/form/>
- You may attach **up to two A4-sized (Less than 5MB)** PDF pages as supplementary materials (any format). Please note that, if you submit three or more A4-sized pages, they will not be accepted and your application will be judged without any supplementary materials.
- No applications are accepted via other methods (e-mail, postal mail, etc.). All applications sent to the Secretariat, etc. will be regarded as invalid.

## (8) Special notes on application

- The application deadline for both Japan and the Asia-Oceania region is **5:00 p.m. (JST) on Monday, May 31, 2021.**  
Make sure to send your application and receive the application confirmation e-mail by 5:00 p.m. (JST). No applications will be accepted after the deadline for any reason.
- It is expected that many people will submit applications right before the deadline, resulting in server congestion. Please ensure sufficient time to enter.
- One person (or one team) may enter multiple ideas. The maximum is **10 ideas per person or team.**

### <Notes about the form>

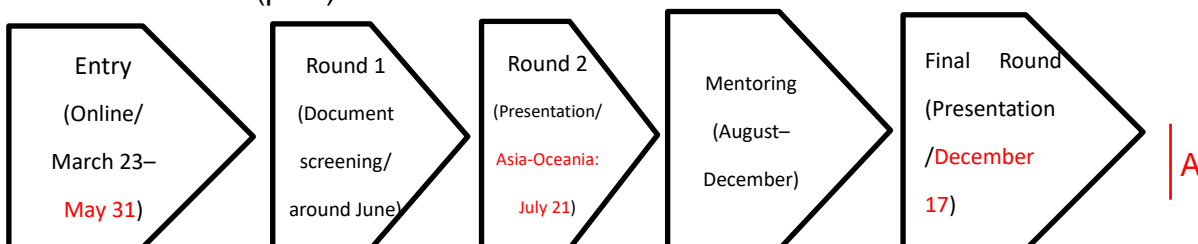
- The application form has no save function. We recommend using the Appendix ; Application Information Review Form to save your application information.
- Please note that the session will time out in three hours after opening the application form page, and the information you entered will be erased.

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## 4. Selection process

Submitted ideas will undergo document screening (Round 1) and presentations (Round 2). Finalists that pass Round 2 will be given mentoring opportunities with experts (Mentors). The Grand Prize and other prize winners will be selected based on presentations in the Final Round (which is open to the public).

Annual schedule (plan)



Application period	Tuesday, March 23 – 5:00 p.m. on <b>Monday, May 31, 2021 (JST)</b> Please note that applications from the Asia-Oceania region must be also submitted by the deadline of <b><u>5:00 p.m. on Monday, May 31, 2021 (JST).</u></b>
Round 1	Round 1 is based on document screening. Applicants may also receive questions, etc. when necessary. <ul style="list-style-type: none"> <li>- External experts and the Sponsors will determine which applicants pass Round 1 based on document screening according to the judging criteria (refer to #5 on page 11).</li> <li>- Applicants who pass Round 1 will be notified <u>on or after Friday, June 25 (JST)(TBD).</u></li> </ul>
Round 2	Round 2 consists of presentations by applicants who passed Round 1, according to their application categories. <p>&lt;Japan Round&gt;</p> <ul style="list-style-type: none"> <li>- Presentations will be reviewed by external experts and Sponsors <b><u>online in the afternoon of Friday, July 16 (JST).</u></b></li> <li>- The presentation and question-and-answer session will be conducted in Japanese.</li> <li>- Applicants who pass Round 2 (Finalists) will be notified <u>in or after late July (TBD).</u></li> </ul> <p>&lt;Asia Round&gt;</p>

	<ul style="list-style-type: none"> <li>- Presentations will be reviewed by external experts and Sponsors <b><u>online in the afternoon of Wednesday, July 21 (JST).</u></b></li> <li>- The presentation and question-and-answer session will be conducted in English.</li> <li>- Applicants who pass Round 2 (Finalists) will be notified <u>in or after late July (TBD).</u></li> </ul> <p>* The number of Finalists will be announced on the S-Booster website mid-to-late August.</p> <p>* Please note that no critiques are given of ideas in the above rounds.</p>
Mentoring	<p>Mentoring is provided online, in principle. Finalists who passed Round 2 will be given opportunities to brush up their business ideas, mainly of the three types below.</p> <p>1. Individual mentoring 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.).</p> <p>2. Group mentoring Group mentoring will be held as workshops with all Finalists around August and November (TBD). The plan is to cover the following topics. Different content may be offered to residents of Japan and the Asia-Oceania region.</p> <ul style="list-style-type: none"> <li>• Business plan creation methods, fundraising methods, intellectual property strategies, etc.</li> <li>• Laws for commercialization, etc.</li> <li>• Presentation guidance, including Final Round rehearsals</li> </ul> <p>3. Consultations with ministries and government agencies Applicants may also consult if necessary with ministries and government agencies related to the idea (Cabinet Office; Ministry of Internal Affairs and Communications [MIC];</p>

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	<p>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]). (Asia-Oceania Finalists; Only information about collaboration with Japan)</p> <p>They will be opportunities for simple exchanges of opinions and communication based on the desires of both Finalists and Sponsors.</p>
Final Round	<p>The Final Round consists of presentations and will be held in <b><u>Nihonbashi Mitsui Hall (Tokyo, Japan) on December 17, 2021.</u></b></p> <p>In principle, Finalists in the Asia-Oceania region will participate online.</p> <p>The Award Ceremony will take place after the presentations. The Grand Prize and other prize winners will be determined based on discussions by the judges according to the judging criteria (see #5 on page 11).</p>

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<Please note>

- \* No answers will be given to individual inquiries about the selection.
- \* The schedule may be changed according to application status, etc. The latest schedule will be posted on the S-Booster website.
- \* Applicants must cover their own travel and other expenses to participate in Rounds 1 and 2, mentoring, and the Final Round.
- \* Applicants must make their online environment for presentations to use for Rounds 1 and 2, mentoring, and the Final Round.
- \* Event formats, schedules, etc. may be changed due to the spread of COVID-19.

## 5. Judging

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

Judging criteria	Important points
<b>Profitability</b>	Sufficient profit can be expected.  (Important points) - Sales/profit growth based on a specific business plan - New market creation Etc.
<b>Innovative qualities</b>	Creating new products/services leveraging space resources based on brand-new concepts.  (Important points) - Contributing to high added value for existing business, etc. - Resolving business problems in other fields Etc.
<b>Social potential</b>	Commercialization is expected to cause ripple effects throughout society, including contributions to achieving the UN's Sustainable Development Goals (SDGs).  (Important points) - Contributing to better lives for citizens - Contributing to the reform/development of social systems Etc.

The following clause of disqualification applies to the judging.

- If a judge has a conflict of interest with an applicant, the judge shall not be review its application.

## **6. Prizes**

The following prizes will be awarded at the Final Round.

Winners will be selected from Japan and the Asia-Oceania region without distinction.

Please be aware that no prizes may be awarded based on the judging results in some cases.

- **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 a particularly excellent idea)**  
Prize money: 1 million yen
  
- **Asia-Oceania Prize: 1 (awarded by the special judges to an idea with excellent global potential)**  
Prize money: 1 million yen
  
- **Sponsor Prizes: 5 (awarded by Sponsors)**  
Prize money: 500,000 yen
  
- **JAXA Prize: 1 (awarded by JAXA)**  
Supplementary prize: Six months of hands-on support and special feature in a JAXA publicity media

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

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

- The copyright and other intellectual property rights to submitted ideas belong to the applicant.
- 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 application), the prize may be revoked, even after it is awarded.

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

Please be aware that information written in the application form, coverage of Finalists at the Final Round, 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 applicant 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.
- Applicants who participate in Round 2 and the Final Round may be asked for information about what they do afterwards, regardless of whether they win any prizes.

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

#### 1. Purpose of using personal information

The S-Booster 2021 Executive Committee Secretariat (“Secretariat”) uses personal information obtained from applicants to S-Booster 2021 (“this contest”) for the following purposes. Personal information will not be used for other purposes except with the consent of the applicant.

1. Operation of this contest
2. Contacting the applicant (confirmation of registered information, inquiries, notification of judging results, etc.)
3. Public announcements of judging results and prize winners
4. Media coverage of applicants
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 applicant's personal information to a third party without the applicant'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 2021 Executive Committee Secretariat

E-mail: [info@s-booster.jp](mailto:info@s-booster.jp)



## Appendix: Application Information Review Form

This form is for applicants to review and save their application information. It cannot be used to apply for the contest. Please use the online application form.

<https://sb2021en.s-booster.jp/form/>

\* Denotes required items.

### ■ Applicant/team information

Representative	First name *		
	Middle name		
	Last name *		
	Title *		Select one: Mr., Ms., Mx., Dr., Prof.
	Occupation *		Select one: Company employee, Self-employed/freelance, Entrepreneur, Future entrepreneur, Student, Other
	Other occupation (details)		
	Affiliation (company, etc.)		
	Age *		Select one: 10s, 20s, 30s, 40s, 50s, 60 or older
	Address		
		Postal code *	
		Address	
		Country	
	Nationality *		
	E-mail *		
Telephone *			
Team members 1 - 9	First name		
	Middle name		
	Last name		
	Title		Select one: Mr., Ms., Mx., Dr., Prof.
	Occupation		Select one: Company employee, Self-employed/freelance, Entrepreneur, Future entrepreneur, Student, Other
	Other occupation (details)		
	Affiliation (company, etc.)		
Profile (75 words or less) *	Brief biography of representative and team profile		

## Appendix: Application Information Review Form

### ■ Application questionnaire

Commercialization assistance *	What kind of commercialization assistance do you want?
	Select from (multiple choices permitted): <input type="checkbox"/> Investigation of business model <input type="checkbox"/> Research on needs <input type="checkbox"/> Market development <input type="checkbox"/> Fundraising <input type="checkbox"/> Technical assistance <input type="checkbox"/> Human resources <input type="checkbox"/> PR/branding <input type="checkbox"/> Other
	Other (50 words or less)
Media use *	Do you consent to your photographs and videos from S-Booster 2021 being used in TV, newspapers, magazines, websites, and other media?
	Yes / No
About S-Booster? *	How did you learn about S-Booster 2021?
	Select one: <input type="radio"/> Website/social media <input type="radio"/> Article or news about S-Booster <input type="radio"/> Saw the S-Booster 2019 Final Round on YouTube <input type="radio"/> From an acquaintance <input type="radio"/> Other
	Other (50 words or less)
Past Application *	Have you previously applied for S-Booster or another business idea contest?
	<input type="checkbox"/> No <input type="checkbox"/> I have entered S-Booster <input type="checkbox"/> I have entered another business idea contest (specifically)
News request *	Do you wish to receive news about S-Booster and other related events?
	Yes / No

### ■ Outline of business idea

Business idea name *	
Theme *	<input type="checkbox"/> Space-based business idea <input type="checkbox"/> NTT DOCOMO / A new way to "connect" space and the earth to enrich people's lives. <input type="checkbox"/> SKY Perfect JSAT / Our Unlimited Vision, Your Practical

## Appendix: Application Information Review Form

	<p>Value.</p> <p><input type="checkbox"/> Sony Group / listens (senses) to the silent voices of all things in nature and prevents undesirable events in advance</p> <p><input type="checkbox"/> Honda R&amp;D / Intelligent Ground Mobility Robot and Vehicle Utilizing Information from Space (selection type/multiple selections permitted)</p> <p>If you don't does not select a Sponsor theme Details of collaboration with Japan (50 words or less)</p>
Field *	<p>Select one (that applies most):</p> <ul style="list-style-type: none"> <li><input type="radio"/> Use and application of satellite data (such as remote sensing and positioning), application development, etc.</li> <li><input type="radio"/> Equipment development (satellites, launch vehicles, ground devices, etc.)</li> <li><input type="radio"/> Orbital service development and operation (debris removal, space travel, space resource exploration, etc.)</li> <li><input type="radio"/> Other</li> </ul> <p>Other details (25 words or less)</p>
Outline of business idea (100 words or less) *	
Proposal background (100 words or less) *	<p>What is the background and awareness of issues regarding your idea?</p>
Realization method (300 words or less) *	<p>What will you do, how, and for whom?</p>
Proposed schedule *	<p>Please choose commercialization schedule of your idea.</p> <p>Select one:</p> <ul style="list-style-type: none"> <li><input type="radio"/> Commercialization within 3 years</li> <li><input type="radio"/> Commercialization within 10 years</li> <li><input type="radio"/> At present, there is no particular schedule for commercialization</li> <li><input type="radio"/> Other</li> </ul> <p>Other details (25 words or less)</p>
Sales *	<p>Please choose estimated sales scale of your idea.</p> <p>Select one:</p> <ul style="list-style-type: none"> <li><input type="radio"/> Less than 100 million yen</li> <li><input type="radio"/> 100 million to less than 500 million yen</li> <li><input type="radio"/> 500 million to less than 3 billion yen</li> <li><input type="radio"/> 3 billion yen or more</li> <li><input type="radio"/> At present, there is no particular sales prediction</li> <li><input type="radio"/> Other</li> </ul> <p>Other details (25 words or less)</p>

## Appendix: Application Information Review Form

Cost/Schedule (100 words or less) *	Write your expected sales, required costs, and commercialization schedule.	
Differences (100 words or less) *	Write the differences compared to existing products/services (advantages from differentiation and unique qualities).	
Ripple effects (100 words or less) *	What ripple effects throughout society can be expected from the business (improving citizen lives, innovating/developing social systems)?	
Patent *	Do you currently have or are you applying for any related patents?	
	Yes / No	
Appealing points to judges (100 words or less for each) *	Write important points regarding judging criteria	
	1) Profitability	
	2) Innovation	
	3) Social potential	
Idea released *	Have you already released this business idea or a similar one?	
	Yes / No	

### ■ Pre-application checklist \*

Only ideas that fulfill all of the following can be applied.

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

### ■ Other

You may attach **up to two A4-sized** (Less than 5MB) PDF pages as supplementary materials. The supplementary materials must be submitted with the application form. They may not be submitted by e-mail or other methods. Please note that, if you submit three or more A4-sized pages, they will not be accepted and your application will be judged without any supplementary materials.