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| GAKKEN Accelerator 2016 Business Plan Contest  Application Guidebook |

**[Summary of the Contest]**

This business plan contest is a selection process for GAKKEN Accelerator 2016. GAKKEN Accelerator 2016 is designed to screen start-up teams/entrepreneurs (including small/middle companies and freelancers) who have a will to make innovation happen in publishing/media businesses, books/magazines, contents businesses and education businesses (also related business domains).

All applicants are going to be screened by the process following;

1st. round: documentary elimination

2nd. round: Interview (offline or via a Skype)

\* If applicants pass the 2nd round, he/she will be one of the finalists.

3rd. round: business plan pitch event (December 11th 2015)

\* All the finalists have to be participate in and do pitch on this event.

\* 5 teams or more are going to be chosen as winners at the event.

And winners of the pitch event are going to join approximately 4 months of the GAKKEN Accelerator Program as have their prize money.

**[Prize Title and Prize Money]**

Winner of the Contest: \100,000- and rights to join to the GAKKEN Accelerator 2016

\*Winner can have the prize money only if they join to the accelerator program.

\* According to circumstances, special purpose prize or/and opportunity to ally will be set beside “Winner of the Contest” prize.

**[Schedule]**

**Application period:**

From: October 16ht 2015

To: November 13th

(If you have special reasons, we can wait until November 18th)

**Result Notification of the 1st. round:**

November 24th 2015

**2nd. round interview:**

From: November 24th 2015

To: December 4th

**Contest Event (for the finalists):**

December 11th 2015

**GAKKEN Accelerator Program period:**

From: December 2015

To: April 2016

\*The schedule may be altered whenever it is necessary.

**[Business domains of the application]**

The domains of applicant’s business plan(s) should be “publishing/media”, “books/magazines”, “informational contents” “education” and related domain of them.

\* Visionary, innovative, global business plans are welcomed.

\* The business plans DON'T have to be expected to use/make synergy with Gakken group’s resources.

\* The business plans also DON'T have to be built as an information communication technology businesses. An offline business plan is welcomed, too.

\* Non-profit businesses are outside the scope of the accelerator program.

\* Applicants DON'T have to think the domains strictly. These keywords above are guidelines.

**[Business status of the application]**

GAKKEN Accelerator Program 2016 is available to all business status (phase/stage of the business).

It is welcomed that from just idea to business already served actually.

**[Team]**

It is necessary that at least the representative of the team him/herself commit to the business.

\* It is NOT necessary that incorporation of company has been done until the application. If the team wants to get funding from Gakken group, the team must establish the company during the accelerator program period.

\* Individual application is available, but we recommend to be a team.

\* There are NO conditions on age, nationality, location, working/studying states.

\* GAKKEN Accelerator Program is also available for teams that already are funded by other company, or have been joined other acceleration programs. In these cases, the team have to get permission for the application from the companies or the organizers.

**[Other conditions]**

\* The finalists have to participate in the pitch event as a contest on December 11th 2015, and they have to join to the GAKKEN Accelerator Program if they have been selected as winners through the contest.

\* Gakken group has a rights to primary negotiation about funding to the finalists, if they are companies.

\* Applicants (as a company) must be not in negative net worth when they submit to the program.

\* Applicants can submit more than one business plan. If they so, have to fill out and submit application form for each business plans.

**[Screening criteria]**

On the team/entrepreneur:

\* Commitment for the business

\* Will to achievement

\* Skills on the business

\* Background and teamwork

On the target market:

\* Attractiveness

\* Growth potential

On the business plan:

\* Novelty

\* Profitability

\* The business plans are judged from general/wide point of view mainly the factors above.

\* The organizers may directly contact to the applicants for questioning related to the selection process.

\* The results of 1st. round are going to be noticed until November 24th.

**[Submit to]**

01 Booster Inc.

Please submit your business plan(s) from the URL below:

https://omu.01booster.com/events/plannings/gakken

**[Application materials]**

1. Application form (MUST)

\* You can download the format from [this website](http://01booster.com/01blog/10310).

http://01booster.com/01blog/10310

2. Supplemental documents (if you want)

\* Free format, but up to 10 pages (Microsoft Word or Power Point).

\* Document files should be PDF.

**[Contact]**

If you have any questions/concerns, please feel free to contact to [info@01booster.com](mailto:info@01booster.com).

**[Privacy Policy]**

Every information is treated carefully under the privacy policy of Gakken Holdings Co., Ltd. and 01 Booster Inc.