

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

# SUBSIDY/GRANTS INFORMATION PROVIDED BY GOVERNMENT

11 SEP. 2020

NPO BUSINESS SUPPORT

CERTIFIED SME CONSULTANT HIROSHI KAWAI

# Subsidy/Grants

## BASIC INFORMATION

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- The purpose of the subsidy/grants are to help the entrepreneurs or SME develop their business and expect to expand the economy and employment.
- No difference to apply between Japanese and foreign people subject to company established under Japanese law.
- Japanese subsidy or grants are given by the Japanese governmental institution or local governmental institutions without any obligation to repay.
- Today I will explain the subsidies by Japanese government and Tokyo Met. Government.

# Subsidy/Grants

## BASIC INFORMATION

continued

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- Claim the subsidy upon completion of your investment plan:  
⇒ own fund needed for the completion period
- 100% cannot be funded by subsidy.

Normally  $1/2$  or  $2/3$ . The rest has to be funded by yourself.

# Points to apply

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- No omission of obligatory information in the documents to be submitted.

As everything is always written in Japanese ,you may ask a Japanese to help who has an experience of the application if you are not so good at Japanese.

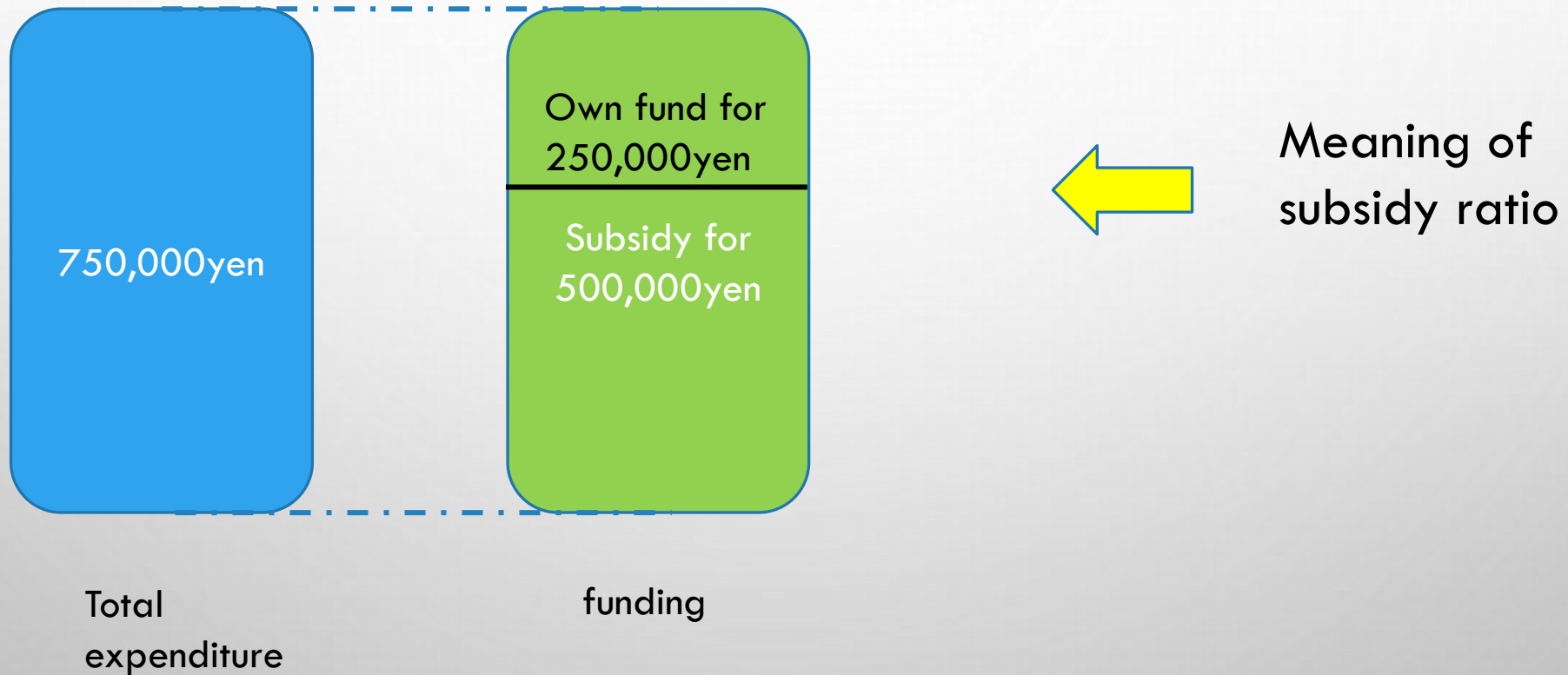
- Sometimes visual image using picture or drawings are useful for examiners to understand your business model case by case.
- You should understand the purpose of the subsidy and express clearly your plan to be in line with the policy.

## Three Major Subsidies available provided by J.Government

Subsidy type	Adaptable to the industry	Subsidy max amount (k.yen)	Subsidy ratio	Rough Percentage of adoption record & Difficulty X>Y>Z	Provider
A: subsidy for small business	All industries; to expand their business	500	2/3	Z:70%	SME agency(J.Government)
B: IT related Subsidy	All industries; to improve productivity by using IT	4,500	1/2	Y:50%	SME agency(J.Government)
C: subsidy to increase corporate ability	Mainly for Manufacturing, Commerce and Service industries	10,000 30,000	1/2	X:40%	SME agency(J.Government)

# What is subsidy ratio ?

How much you have to prepare your own fund  
Using a case of `subsidy for small business`



## special conditions against Corona disaster

subsidy type	Special conditions against Corona disaster
A: subsidy for small business	max. amount 1,000 K yen
B: IT related Subsidy	Subsidy ratio: 2/3-3/4
C: subsidy to increase corporate ability	Subsidy ratio: 2/3-3/4



What case you have special conditions in ?

## Three different cases against Corona

To deal with the damage of supply chain

To change the business model to remote one  
from current FTF one

To change the working conditions to telework





Outline of each subsidy one by one

## A : Subsidy for Small Business

Expense to be used

Ex.

- To create a Web site
- its modification
- improvement of interior of shop
- making a flyer
- advertisement on media
- updating working conditions  
etc.

## B : IT related subsidy

Pattern of business model	A type	B type	C type(special)
Max.amount subsidy	1,500	4,500	4,500
Subsidy ratio	1/2		2/3-3/4
Expense to be used	Expense for software, usage of cloud and fee for experts		In addition to the left column items rental fee for PC and Tablet etc.

## B : IT related subsidy Example of usage

Industries to be applied	What needs to be suitable as an example ?
Food and drink service business	System to manage customers such as preference or allergy for repeaters
whole sale and retail	Stock control system
All industries	Communication tools such as forms to post and documents etc.
Logistic company	Vehicle management for efficient vehicle dispatch
accommodation	Reservation management system

**The purpose :**  
**Using IT tool to increase productivity**

## C : Subsidy To Increase Corporate Ability For Manufacturing, Commerce , and Service Industries

One of the big subsidy types of Japanese Gov.  
The purpose is to improve the productivity,  
to introduce new business model or  
to develop new products.

## C : Subsidy To Increase Corporate Ability For Manufacturing, Commerce , and Service Industries

<b>purpose</b>	<b>Increasing of productivity and ability of more efficient service of SME, and sole proprietorship by making investment</b>
eligibility	SME and sole proprietorship and NPO institutions
conditions	Head office or the place for doing business should be in the territory of Japan
Amount and ratio of subsidy	General type: Maximum 10 M yen Global development type: Maximum 30 M yen with half as subsidy ( the rest is own fund)
Application opportunities	5 times continuously in the year 2020 Now 4 <sup>th</sup> time available by 26 Nov.2020
Period of completion	Investment should be completed within 10 months

# C : Subsidy To Increase Corporate Ability For Manufacturing, Commerce , and Service Industries

## Beginner`s luck rule

If you have never received this subsidy in the past you have priority in the examination.



## Subsidy for entrepreneurs

Some Local government have its own program.

Please find an example of Tokyo Met. Government.  
in next slide.

Pay attention:

To acquire it there are conditions to apply and  
heavy competitions.

# Subsidy To Entrepreneurs by Tokyo Met. Government

purpose	Increase of starting up business in Tokyo
Persons to be eligible	Possible entrepreneurs with planning and SME within 5 years after starting up
conditions	Completion of the training course of business plan by Tokyo Sogyo station or Taking a loan scheme provided by Tokyo Metropolis or Residence in a incubation center in Tokyo or Using other service provided by local city hall in Tokyo * check the web site of Tokyo Sogyo Station in Japanese.
Subsidy provider	Tokyo Metropolis working with Tokyo SME support center
Amount and the ratio of subsidy	Maximum 3 M yen with subsidy ratio of 2/3 at max
Period of application	Second application in this year shall be sent between <b>1 Oct. and 9 Oct.2020.</b>
industries to be eligible	No restriction by industry but only entrepreneurs
Expenditure to be covered	HR cost, rent, advertisement, and miscellaneous cost etc.

## Useful information

A subsidy for small business:

<https://seisansei.smrj.go.jp/pdf/0102.pdf>

Ongoing dead line for third time of application of this year 2 October 2020

B IT related Subsidy:

<https://seisansei.smrj.go.jp/pdf/0103.pdf>

Ongoing dead line for 8th time of application of this year  
30 September 2020

C subsidy to increase corporate ability:

<https://seisansei.smrj.go.jp/pdf/0101.pdf>

Ongoing dead line for 4th time of application of this year  
26 November 2020

## Other Useful information

Employment subsidy :

<https://www.mhlw.go.jp/>

Subsidy program is extended up to end December

BCP program subsidy:

<https://www.tokyo-kosha.or.jp/support/josei/setsubijosei/bcp.html>

New investment subsidy program against Corona:

<https://www.tokyo-kosha.or.jp/support/josei/jigyo/coronasetsubi.html>

Subsidy for participation in exhibition

<https://www.tokyo-kosha.or.jp/support/josei/jigyo/hankaku.html>

**Thank you for your attention !**