

World Incubator International Corp.

EXPORT TO JAPAN SUPPORT PROGRAM

Your Gateway to the Japanese Market

Market validation, sales testing and partner discovery — without the risk

From market research to your first order — in as little as 6 months

The Challenge: Entering Japan Alone Is Hard

An opaque market

Japan's B2B market is hard to see into from outside. Identifying the right buyers, distributors and decision-makers takes deep local knowledge.

Language & business culture

Japanese business culture is built on trust. Cold outreach without local support rarely produces results.

High cost of entry

A local entity and staff cost over JPY 10 million a year. A single trade show runs JPY 3–5 million, with uncertain returns.

No feedback loop

Without sales activity on the ground, you get no data on price sensitivity, competing products or real demand.

What Is the Export to Japan Support Program?

A fully outsourced Japan market-entry service

**—
from zero to your first leads in as little as 3–6 months.**

From building your target list to calling Japanese companies, booking meetings and delivering a market report — World Incubator handles it all. Find out whether your product sells in Japan, without heavy upfront investment.

01 Market Research

A 300-company target list built for your product category

02 Sales Outreach

Cold calling and appointment setting in Japanese, fully handled for you

03 Market Report

Demand, price sensitivity and competition — reported back in English

How the Program Works

Phase 1 · Months 1–3 · \$3,500/month

Kickoff Interview

In-depth interview on your products, pricing, strengths and targets

Japanese Landing Page

A Japanese landing page on WI's framework, live within 2 weeks

Outbound Calling

Calls to 300 companies at a pace of 200 per month, with status tracking

Monthly Reporting

Call results, lead status and market response reported in English every month



Phase 2 · Months 4–6 · Retainer or success fee

Option A Distributor Search

We approach qualified Japanese distributor candidates for you

Option B WI as Distributor

World Incubator sells directly into the Japanese market for you

Decided together after Phase 1

Based on Phase 1 results, we choose the best path forward together

Phase 1 Deliverables

D1 Long List (300 companies)

- Company name & size
- Number of employees
- Website & contact details
- Address & product categories

D2 Call Tracker

- Status tracking: refused / absent / declined / info requested / appointment set
- Mini-interview findings
- Call notes & feedback

D3 Japanese Landing Page

- Built on WI's framework
- Live within weeks 1–2
- Revised after the campaign based on feedback

D4 Monthly Progress Report (English)

- Call volume & conversion rates
- Highlights of promising leads
- Market response summary

D5 Final Market Report (English)

- Assessment of your potential in Japan
- Pricing & competitive analysis
- Recommended action: distributor / WI sales / hold

D6 Appointment Log

- Documentation of every meeting
- Meeting notes & follow-up status
- Shortlist of promising customers

Why World Incubator?



14 years as a trading company selling overseas products to Japanese manufacturers across a wide range of industries

20+

countries in our
factory network

14

years of
track record

10%+

average
cost savings

0

effort required from you
in overseas trading

A deep sales network into Japanese manufacturing

As a trading company, WI has built long-term relationships with Japanese manufacturers across multiple industries. We know the buyers and decision-makers — and how to approach them.

A repeat track record with overseas products

We have sold overseas manufacturers' products to Japanese companies again and again. WI absorbs the language, culture and procurement barriers, so the burden on you is zero.

Coverage across the whole value chain

From supplier development and price negotiation to domestic sales and after-sales service. We know what overseas makers offer and what Japanese buyers expect — that is why we deliver maximum value as the bridge between the two.

\$3,500/Month: How Does It Compare?

	Hiring local staff	Trade show booth	Market research firm	Export to Japan Program
Monthly cost	From JPY 1M	JPY 3–5M (one-off)	JPY 1–3M	\$3,500 (≈ JPY 520K)
Sales outreach included	Depends	×	×	○
Market research report	Depends	×	○	○
Japanese landing page	×	×	×	○
No setup required	×	×	○	○
KPI guarantee	×	×	×	○ (5+ appointments)
Path to distributors	Depends	Depends	×	○ (built in)

★ *Export to Japan is the most cost-effective option of all — zero upfront investment, with a built-in path to distributor development.*

Phase 1

Market Validation

\$3,500 / month

3–6 month engagement

- 300-company target list
- 200 outbound calls per month
- Japanese landing page (initial + revised)
- Monthly reports in English
- Final market report + recommended action

Phase 2

Market Development

Based on Phase 1 results, we agree together on the better of two options.

Option A

Distributor search

Option B

WI acts as your distributor

Details to be discussed individually.

Our Commitment: Minimum KPI Guarantee

We don't promise effort — we guarantee outcomes.

300

companies

Target list delivered at kickoff

600+

calls

Minimum calls over 3 months

5+

appointments

Minimum appointments secured (guaranteed)

3

reports

Monthly reports in English

1

report

Final market report + Go/No-Go recommendation

1

page

Japanese landing page live within week 2

Ready to Test the Japanese Market?

Start with a free 30-minute discovery call. We'll assess your product's potential in Japan and walk you through the program.

1

Discovery Call

A free 30-minute assessment of your product's fit for Japan

2

Proposal & Agreement

A custom proposal tailored to your product category and goals

3

Kickoff & Launch

Landing page live within week 2. First report at the end of month 1.