

Bustr In

日本国 **JAPAN**

Exporting Caribbean-based IP to Japan's Market

**PLEASE READ OUR
COVER LETTER**

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Using Cultural Venn Diagrams for Igniting Industry Pipelines

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STATEMENT OF PURPOSE

Japan represents a culture-friendly part of the world where **there is already an audience** that has been sensitized to **Caribbean culture**. Specifically through events like Soca in Japan, that Japanese communities are actively engaging with Caribbean music, dance, and festival traditions. With the popularization of anime conventions and stores selling Japan-based products successfully, the same appreciation is extended regionally in the Caribbean. This proposal seeks to initiate a meaningful cultural exchange that further connects two vibrant creative cultures.

Through collaboration and dialogue, Bustr, as Trinidad & Tobago-based company with its unique offerings, can become a potential ambassador and liaison towards building cultural bridges with Japan's creative sector. We are very inspired by Japan, and it shows in the IP we've created/licensed. Bustr in our readiness to export a locally underrepresented sector, i.e. gaming, has the unique ability to expand T&T's cultural influence, strengthen creative industries, and create new platforms for artistic expression.

In our proposal – we propose a business trip within the most opportune week for cultural exchange in our sector and industry of focus, starting from **September 16th** and ending on September 24th. , with a deadline for registration in May 22nd (The Tokyo Game Show) (*PS: We will commit to registering (at our own expense) upon feedback from potential sponsors on the feasibility of the trip in which our deadline for feedback should be **May 19**, and deadline for any sponsorship activation by **August 16th***). Herein, the set out objectives, activities & results/KPIs will be managed at the capacity of effective research and development, promotion & refining tech & structural innovations within this stated purpose.

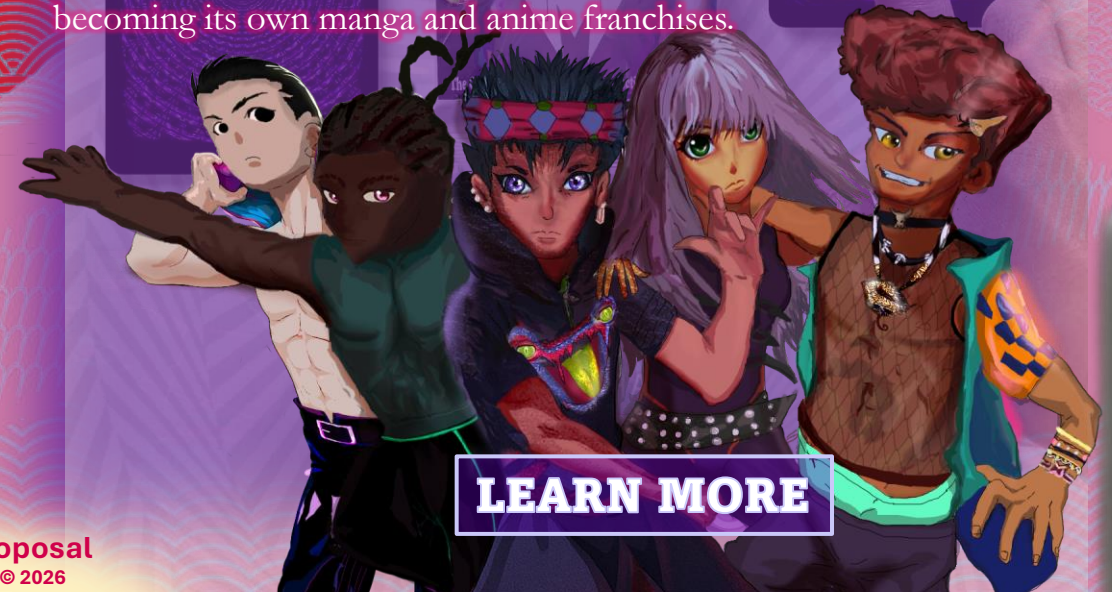
Meet Our IP



The steelpan's 1st. rhythm game. Already widely tested in Trinidad's market, via Bustr's 2025 market tour across schools, malls & comics/anime conventions, the game proves star quality and replayability amongst 8 to 30-year-old audiences. Features such as customizable characters and stages/settings show its ability to adapt into and showcase different cultures; while, combined with newly planned 'educational modes', the game is designed to teach & foster interest in the steelpan as a primary instrument in the global market.



Winner of Animae Caribe 2025 pitch competition. Socially & culturally charged for high marketability and ability to create sustainable jobs & connect artists in the Caribbean to the global industry. 'Mindshaya' will be the Caribbean's 1st original trading card strategy game, releasable both digitally & traditionally. Inspired by Japanese 'shonen' storytelling, the IP roots Caribbean sensibilities into a larger story-world capable of becoming its own manga and anime franchises.



OBJECTIVE OF BUSINESS TRIP

- Introduce Caribbean creative media & perspectives to Japanese cultural and media sectors
- Identify opportunities for cross-cultural creative collaborations
- Develop long-term pipelines for artists, studios, and media producers
- Encourage cultural tourism and international audience expansion
- Lay groundwork for future cultural exchange programs



Proposed Activities In Japan

Event Spaces

Japan's largest gaming event, held annually in September at Makuhari Messe since 1996. It is a massive, comprehensive trade show that unites all aspects of gaming—from exhibitor booths, merchandise, and new game demos to developer talks and live performances—attracting significant global media coverage and international attention.

**TOKYO
GAME
SHOW
2026**

Business Day	September 17 (Thu.) - 18 (Fri.)
Public Day	September 19 (Sat.) - 21 (Mon.)



Soca in Japan was founded in 2016 by a team of young, energetic Soca lovers from Trinidad and Tobago and Japan. Japan Soca Weekend is the largest Soca festival in Japan and all of Asia. Fans of Caribbean culture and Soca music from around the world, including Japan, come together to celebrate Soca music. Japan Soca Weekend is held annually in September.

Activities

- Meetings with Japanese creative studios and media companies
- Engagement with cultural institutions and creative organizations
- Exploration of opportunities in animation, comics, gaming, music, and digital media
- Networking with creators and producers interested in cross-cultural collaboration
- Research into Japanese creative industry structures and export strategies

- Connecting with West Indian diaspora & tourists in Japan, and Caribbean culture-appreciative Japanese citizens.
- Networking with festival promoters, directors/founders & executives.
- Research into existing cultural connection: what/why it resonates, & identifying more points of cultural exchange & expansion into other creative industries

Advertisement of Caribbean Media & Culture to the general audience via available ad spaces at the festivals

ALL IN ONE OPPORTUNISTIC WEEK!



Campaign Team



Seth Nurse

LLB (Candidate). Leader of operations; legal researcher & negotiator/proposal writer. Multidisciplinary practitioner of arts and business. Successful in media and logistical campaign producing, in securing opportunities & resources for project growth.



Jordan Smith

Key game developer & animator at Accent Studios under Bustr-partnership. High IT & programming proficiency. Primary overseer of technical set-ups and traditional marketing material. Managing UI/UX & research for impact & brand consistency.



Julia Harripersad

MSc. Economics & MMktg. Head data analyst & researcher for brand development, marketing and finance management. Efficient network builder and secretary for communications, focused on building lasting impressions.

Expected Results & KPIs

•Establishment of initial relationships with Japan's creative sector –

KPIs:

1. Exchanging of contact information i.e. **a formed contact list** of (minimum) 2-3:
 - i. Creative Studios
 - ii. Independent Creatives
 - iii. Retailers
 - iv. Event Organizers (including stakeholders from Soca in Japan)
 - v. Cultural Institutions or Agencies
2. Initiation of at least **3 follow-up meetings or virtual discussions** within 30 days after the trip

•Identification of collaborative opportunities in Japan's media and culture –

KPIs:

1. Determinations from data collected & discussions (minimum) 1-2:
 - i. Actionable partnerships out of collected contacts i.e. potential to co-hosted events, co-produced operations or products
 - ii. Licensing opportunities (either for merch, distribution or development of new Bustr IP)
2. Evaluation of primary data and early-stage research on secondary data towards
 - i. The creation of **a report** outlining actionable steps for creative industry exchange
 - ii. Development of **a framework** for future cultural partnerships

•Measurable international exposure for Caribbean creative work

KPI:

Development of **spreadsheets** for:

- i. Collected Contacts
- ii. Potential Audiences & Interest graphs (with demographical & behavioral information)
- iii. Convertibles (Sales, social media engagement & other investments)

LONG TERM EXPECTATIONS

Development of sustainable pipelines for artists, studios, and media producers
 Increased cultural tourism and international audience expansion
 Formation of cultural exchange programs

This budget outlines estimated costs for a week-long trip to Tokyo for the Tokyo Game Show (3 people). Two scenarios are shown: a cost-conscious "Cheapest" case and a more generous "Highest" case. Costs are estimated in USD and then converted to Japanese yen (JPY) at 1 USD = ¥160 and Trinidad and Tobago dollars (TTD) at 1 USD ≈ 6.78 TTD.

Item	Cheapest (USD)	Highest (USD)	Cheapest (JPY)	Highest (JPY)	Cheapest (TTD)	Highest (TTD)
Flights (3 pax)	\$3864.00	\$6000.00	¥618240	¥960000	TT\$26197.92	TT\$40680.00
Visa fees (3 pax)	\$60.00	\$60.00	¥9600	¥9600	TT\$406.80	TT\$406.80
Travel insurance (3 pax)	\$60.00	\$150.00	¥9600	¥24000	TT\$406.80	TT\$1017.00
TGS booth fee	\$0.00	\$3100.00	¥0	¥496000	TT\$0.00	TT\$21018.00
Electricity & power	\$0.00	\$100.00	¥0	¥16000	TT\$0.00	TT\$678.00
Internet connection	\$0.00	\$100.00	¥0	¥16000	TT\$0.00	TT\$678.00
Furniture rental	\$0.00	\$100.00	¥0	¥16000	TT\$0.00	TT\$678.00
Ads & promotion	\$0.00	\$500.00	¥0	¥80000	TT\$0.00	TT\$3390.00
Display screen rental	\$0.00	\$320.00	¥0	¥51200	TT\$0.00	TT\$2169.60
Equipment shipping	\$0.00	\$1000.00	¥0	¥160000	TT\$0.00	TT\$6780.00
Airport transfers	\$60.00	\$150.00	¥9600	¥24000	TT\$406.80	TT\$1017.00
Hotel (2 rooms, 7 nights)	\$1260.00	\$2142.00	¥201600	¥342720	TT\$8542.80	TT\$14522.76
Food (7 days, 3 pax)	\$630.00	\$1050.00	¥100800	¥168000	TT\$4271.40	TT\$7119.00
Translator/interpreter	\$0.00	\$2000.00	¥0	¥320000	TT\$0.00	TT\$13560.00
Contingency (10%)	\$593.40	\$1677.20	¥94944	¥268352	TT\$4023.25	TT\$11371.42
Total (incl. contingency)	\$6527.40	\$18449.20	¥1044384	¥2951872	TT\$44255.77	TT\$125085.58

SUMMARY NEEDS

Support is sought from the Japanese Embassy and relevant public or private sector organizations to assist with travel and cultural engagement activities related to this initiative.

Sponsorship may include:

- Travel assistance
- Cultural exchange facilitation
- Introductions to relevant creative organizations & creators (**steelpannist, digital artist etc.**)
- Institutional support for meetings and events
- Advertising Support
- Sponsorship/Grant/Investment
- Consultation/Expertise

Such support will play an important role in enabling meaningful cultural exchange and establishing the foundation for future partnerships



Benefit of Sponsorship/Conclusion

PLEASE READ OUR COMPANY INVESTOR PROPOSAL

This initiative is more than an exciting promotional or R&D venture for Bustr. It is a step towards creating avenues for cultural exchange with the end goal creative sector expansion. Success will be measured through relationship development, partnership identification, and actionable market insights, with clearly defined KPIs to ensure tangible outcomes from the engagement. Whereafter we will leverage the **establishment of initial relationships with Japan's creative sector, identification of collaborative opportunities in Japan's media and culture & the measurable international exposure for Caribbean creative work** TOWARDS creating new access points and resources to package the potential of Caribbean IP and the creative sector at large.

Support from your organization will help ensure this initiative becomes the starting point for a lasting and productive partnership.