

For Immediate Release

FINAL RESULT ANNOUNCED FOR JAPAN FINANCIAL INNOVATION AWARD 2024
 ~ GRAND PRIX AWARDED TO enpay Inc. ~

TOKYO, Mar. 5, 2024 - FINOLAB Inc. and FINOVATORS - have announced Grand Prix and Category Excellence for the respective category for "Japan Financial Innovation Award 2024 (JFIA 2024) " on Mar. 4 at "Future Frontier Fes by FINOLAB (4F)."



JFIA was inaugurated in the Year 2020 to promote innovative initiatives in financial area by adopting information technology and to share best practices in the industry, and expects to further expand open innovation beyond corporate groups and business sectors. JFIA2024 consists for 3 categories, including Startup, Financial Institution, and Collaboration. FINOLAB, the FinTech Center of Japan, administrated the evaluation process by extracting more than 300 innovative initiatives from press releases during the year 2023. Several category winners were selected by the group of professionals, FINOVATORS, based on the criteria of innovation, growth, and transformation and announced on Feb. 1. And after further evaluation, Grand Prix and Category Excellence for each category was announced during the 4F.

JFIA 2024 Grand Prix and Category Excellence : https://jfia.tokyo/			
Award	Company	Initiative (Press Release)	Remarks
Grand Prix	enpay Inc.	Enpay, a cashless and DX-enabled company, has launched a new service called "koufuri+" which will facilitate various payments from bank accounts. https://www.enpay.co.jp/news/press20230418	The digitalization of the collection process, with direct deposit capability, was highly evaluated for its ability to enhance the convenience of payment operations.
Startup Category Excellence	GINKAN, Inc.	SyFu Announces Launch of Web3 Project Utilizing Payment Data with GameFi. https://medium.com/@syfu/syfu-announces-launch-of-web3-project-utilizing-payment-data-with-gamefi-3af07f707f6d	The new wallet equipped with GameFi, which converts the value of payment data into digital assets, was highly evaluated for its ability to visualize the economic contribution through users' consumption behavior.
Financial Institution Category Excellence	The Dai-ichi Life Insurance Company, Limited.	Launch of "Asset Formation Plus," a Platform Service to Support Asset Formation, and an Online Banking Service Utilizing BaaS. https://www.dai-ichi-life.co.jp/company/news/pdf/2022_058.pdf	The company was recognized for its efforts to provide their insurance clients with a general platform to manage all types of assets, including BaaS capability.

Collaboration Category Excellence	UPSIDER Inc. Mizuho Financial Group, Inc.	UPSIDER Inc. and Mizuho Financial Group, Inc. to Launch Joint Venture and Establish Debt Fund for Growth Stage Startups https://prtimes.jp/main/html/rd/p/000000097.000076272.html	They were highly evaluated for its ability to provide flexible debt financing to meet the diverse financing needs of growth-stage startups.
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JFIA 2024 Winners		
Category	Company	Initiative (Some are Only in Japanese)
Startup	Payn, Inc.	Released "Payn Connect" which allows various service providers to add cancellation fee billing and collection functions to their own services. https://prtimes.jp/main/html/rd/p/000000014.000108402.html
	enpay Inc.	Enpay, a cashless and DX-enabled company, has launched a new service called "koufuri+" which will facilitate various payments from bank accounts. https://www.enpay.co.jp/news/press20230418
	GINKAN, Inc.	SyFu Announces Launch of Web3 Project Utilizing Payment Data with GameFi. https://medium.com/@syfu/syfu-announces-launch-of-web3-project-utilizing-payment-data-with-gamefi-3af07f707f6d
	Cierpa & Co, Inc.	Full-scale deployment of "SmartESG," an ESG information disclosure support cloud solution for Mitsubishi UFJ Financial Group, Inc. Making Sustainability and Technology as a part of daily economic activity. https://prtimes.jp/main/html/rd/p/000000012.000100923.html
	Easy Technology Co., Ltd.	Released "Easy" closedβ of a digital debt collection management SaaS. https://prtimes.jp/main/html/rd/p/000000003.000114825.html
Financial Institution	The Dai-ichi Life Insurance Company, Limited.	Launch of "Asset Formation Plus," a Platform Service to Support Asset Formation, and an Online Banking Service Utilizing BaaS. https://www.dai-ichi-life.co.jp/company/news/pdf/2022_058.pdf
	Sumitomo Mitsui Financial Group, Inc.	Launch of Olive, a comprehensive financial service for retail customers, in March 2023. https://www.smbc.co.jp/news/pdf/j20230203_02.pdf?fbclid=IwAR0oAIAoXHQUw6tgsad-507c07_vY83-6u8nqpKN7nIC8GwZKyXg9bfLKKo
	GMO Aozora Net Bank, Ltd.	First online bank to accept online submission of Direct Payment Application Form, improving convenience of "Pay-easy" for individual customers! https://gmo-aozora.com/news/2023/20230619-01.html
Collaboration	MILIZE Inc., SBI Sumishin Net Bank, Ltd.	Start of a new initiative combining financial solutions by MILIZE Inc., an AI and Fintech company, and BaaS by SBI Sumishin Net Bank, Ltd. https://milize.co.jp/news/20230406_5228

	EmotionTech, Inc. Mizuho Trust & Banking Co., Ltd.	Business Alliance with Mizuho Trust & Banking Co., Ltd. Supporting Listed Companies' Individual Shareholder Strategies with Shareholder Loyalty Analysis. https://prtimes.jp/main/html/rd/p/000000110.000021205.html
	MFS, Inc. Kiraboshi Bank, Ltd.	Mortgage Loan Comparison Service "Mogecheck" Starts Offering Mortgage Loans for Executives and Employees of Startup Companies. ~Developed Dedicated Mogecheck products in cooperation with Kiraboshi Bank, Ltd. https://www.mortgagefss.jp/pressrelease/2104/
	UPSIDER Inc. Mizuho Financial Group, Inc.	UPSIDER Inc. and Mizuho Financial Group, Inc. to Launch Joint Venture and Establish Debt Fund for Growth Stage Startups https://prtimes.jp/main/html/rd/p/000000097.000076272.html
	TORANOTEC Ltd. MUFG Bank, Ltd.	Start of Collaboration with MUFG Bank, Ltd. in the Asset Management. Released Pedometer application "Aruitoku! for MUFG" that allows users to earn investment funds every day just by walking. https://prtimes.jp/main/html/rd/p/000000082.000023255.html

(In order of announced Order)

■About FINOLAB Inc.

Address : Otemachi 1-6-1, Chiyoda-ku Tokyo

Representative : CEO, Chie Ito

Founded : 2019-07-11

Capital : JPY 300 Million

Business Domain : Promoting FinTech initiatives of Members, including startups and corporates, and expand FinTech ecosystem in Japan.

Web : <https://finolab.co.jp/>

■About FINOLAB Community

The Fintech Center of Tokyo, FINOLAB is a membership community and an office space located in the heart of international financial district in Tokyo) to promote FinTech ecosystem. Launched in Feb. 2016 by Mitsubishi Estate and Dentsu Group as the first FinTech Center in Japan. Consists of 53 Startup Members, 6 Associations and 25 Corporate Members (As of Mar. 2024).

<https://finolab.tokyo/>

■About FINOVATORS, General Incorporated Association

Non-profit organization, with a group of pro-bono experts (Layer, Investor, Consultant, Analyst, Engineer, Entrepreneur, Banker, Public Sector Specialist, etc.) for supporting startups. Driving health innovation ecosystem in Japan by activities based on global and future vision, not limited to any organization or business area. <http://finovators.org/>

【Inquiry for this release】

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