

For Immediate Release

Call for FinTech startups to participate in Pitch Contest "FINOPITCH 2025"

TOKYO, Oct. 1, 2024 – FINOLAB Inc. – announces that it is hosting FinTech startup pitch contest "FINOPITCH" and calling for the applicants. The deadline for application is January 5th, 2025. The final pitch will be held on March 6th, 2025.

FINOPITCH, formerly known as FIBC, was launched in 2012 and made the history of financial innovation. More than 200 startups have participated and 9 of them have gone public. Since its entry is open to international startups, many of them have made Japan market entry after the event.

Final Pitch Date: March 6th, 2025

Venue: KANZE Noh Theater (GINZA SIX B3)

Language: English

Pitch Format:

7 minutes presentation in English including demo of the product / service.

(Finalists are scheduled to be announced on Feb. 5th, 2025 and they are expected to come to Tokyo to pitch)

Judging Criteria:

Impact | Impact on the Financial Industry

Creativity | Innovative Business Model

Growth | Business Growth Potential

Expansion | Global Market Expansion

Awards:

Grand Prix: Decided by Judge Panel, FINOVATORS.

Audience Prize: Decided by audience vote.

Supporter Prizes: Decided by 4F Supporters.

For more information: <https://finolab.tokyo/events/finopitch2025/>

■About FINOLAB Inc.

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

Representative : CEO, Hiroshi Yamamoto

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. <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 57 Startup Members 8 Associations and 23 Corporate Members (As of Oct. 2024). <https://finolab.tokyo/>

【Inquiry for this release】

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