



For Immediate Release

**Call for FinTech startups to participate in Pitch Contest "FINOPITCH 2026"**

TOKYO, Oct. 6, 2025 – FINOLAB Inc. – announces that it is hosting FinTech startup pitch contest "FINOPITCH" and calling for the applicants. The deadline for application is December 31st, 2025. The final pitch will be held on February 26th, 2026.

FINOPITCH, formerly known as FIBC, was launched in 2012 and made the history of financial innovation. More than 240 startups have participated and 12 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:** February 26th, 2026

**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 Jan. 26th, 2026 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.

**Click here to enter: <https://forms.gle/orrC93vBfPDAEPPr9>**

■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 59 Startup Members 7 Associations and 23 Corporate Members (As of Sep. 2025). <https://finolab.tokyo/>

【Inquiry for this release】

FINOLAB Inc. (Att. Saito)

E-Mail : [info@finolab.co.jp](mailto:info@finolab.co.jp)

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