



For Immediate Release

Call for FinTech startups to participate in Pitch Contest "FINOPITCH 2027"

TOKYO, Oct. 13, 2026 – FINOLAB Inc. announces that it is hosting the FinTech startup pitch contest "FINOPITCH 2027" as a featured program of FIN/SUM 2027, organized by Nikkei Inc. and the Financial Services Agency (FSA), in collaboration with Nikkei Inc. and Mitsubishi Estate Co., Ltd., and is now accepting applications. The application deadline for international startups is December 31st, 2026, and for Japanese startups is January 15, 2027. The preliminary round will be held on March 4th, 2027, followed by the final pitches and awards ceremony on March 5th, 2027.

FINOPITCH, formerly known as FIBC, was launched in 2012 and has shaped financial innovation. More than 250 startups have participated, and 12 of them have gone public. Because entry is open to international startups, past participants have successfully entered the Japanese market after the event.

In 2027, FINOPITCH will be held in conjunction with FIN/SUM 2027, a major event organized by Nikkei Inc. and the Financial Services Agency (FSA) that brings together industry leaders and innovators to discuss FinTech, the convergence of finance and information technology. FINOPITCH will serve as one of the event's featured programs.

Announcements about the event and the contest results of FINOPITCH are expected to receive extensive coverage across Nikkei media outlets, including The Nikkei, Nikkei Online Edition, and Nikkei BizGate.

Preliminary Round Date: March 4th, 2027

Venue: MARUCUBE (Marunouchi Building 1F)

Final Pitch Date: March 5th, 2027

Venue: Marunouchi Building Hall (Marunouchi Building 7F)

Language: English

Pitch Format:

7-minute presentation in English including a demo of the product/service.

(Screening results are scheduled to be announced on January 28th, 2027 for international startups and February 15th, 2027 for Japanese startups. Selected applicants will participate in the preliminary round, and those who advance will compete in the final.)

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 the Judge Panel, FINOVATORS.

Nikkei Award: Decided by Nikkei.

Audience Prize: Decided by audience vote.

Supporter Prizes: Decided by FINOPITCH Supporters.

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



■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 FnTech initiatives of Members, including startups and corporates, and expand FinTech ecosystem in Japan. https://finolab.tokyo/jp/?utm_source=prtimes&utm_medium=pr&utm_campaign=20261014



■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 58 Startup Members 5 Associations and 23 Corporate Members (As of Oct. 2026).

https://finolab.tokyo/jp/?utm_source=prtimes&utm_medium=pr&utm_campaign=20261016

【Inquiry for this release】

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