

# TOKYO FINANCIAL AWARD 2020

Applications are now open to all FinTech startups  
looking to expand to Tokyo



TOKYO  
METROPOLITAN  
GOVERNMENT

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# TOKYO FINANCIAL AWARD

## Agenda

### Opening remarks

- 5'** City TLV – Mr. Shmuel Ben-Tovim
- 5'** Japanese Embassy in Israel - Mr. Kazuhiko Nakamura,  
Deputy Chief of Mission and Head of Economic Section
- 10'** Meitar Law Office –Ms. Dana Yagur

### Financial Award Presentation

- 20'** Access 2 Tokyo - Louise Gatz (Accenture)
- 20'** Q&A

# TOKYO FINANCIAL AWARD

**The Tokyo Metropolitan Government established the Tokyo Financial Award in 2018, aiming to nurture financial players and to contribute to solving social issues through finance.**

The Tokyo Financial Award recognizes financial companies developing and providing innovative financial instruments and services that help meet the needs of Tokyo residents, or working to promote ESG investments. **It also provides free consulting services if the company is in the later stages of the contest, making it a great gateway to the Japanese market .** It has two award categories:



## Financial Innovation Category

Awards domestic and overseas financial companies providing innovative financial products and services that contribute to specific needs and challenges of residents and companies in Tokyo



FY2019 Winners



## ESG Investment Category

Awards domestic and overseas non financial companies that are actively promoting SDGs management or ESG investment.

Mitsubishi UFJ Morgan Stanley



S&P Dow Jones  
Indices

A Division of S&P Global

FY2019 Winners



# TOKYO FINANCIAL AWARD

東京金融賞 TOKYO  
FINANCIAL  
AWARD



Last year, 80 start-ups applied for the challenges, from 17 countries  
**The 2<sup>nd</sup> prize (5M Yen) was awarded to an Israeli company** for resolving the challenge of « too many types of e-money to manage »





# FINANCIAL INNOVATION CATEGORY CHALLENGES

東京金融賞  
TOKYO  
FINANCIAL  
AWARD

## B2C

25  
CHALLENGES



### DEPOSITS

Fully digitalize procedures, provide better user experience online, manage methods of identification, reduce fees and allow easy transfers



### PAYMENTS

Manage solutions of e-money, better secure to prevent fraud and theft, provide a MaaS solution, enable credit card payment everywhere



### ASSET MANAGEMENT

Provide education and easy access to investing, including a service that would suggest the best choices in regards to lifestyle



### INSURANCE

Deliver neutral advice and simplified access to insurance, including shared insurance, and provide a better experience overall



### FINANCING

Deliver neutral advice on loans and a better customer experience by reducing complexity and delays



### OTHERS

Provide solutions for managing all financial assets in one place, for preparing a long life and for proactively fighting financial crime, as well as give access to a helpful service in case of economic crisis and

## B2B

5  
CHALLENGES



### LOANS FOR SMEs

Loan service for companies with low credit worthiness, tailored to cash flow



### CYBERSECURITY

Strong data protection systems to accomodate the increased adoption of remote working.



### ALTERNATIVE DATA USAGE

System for investors to use alternative data to predict stock prices, and detect mispricing.



### FINANCIAL INDUSTRY DIGITAL TRANSFORMATION ACCELERATION

Systems that digitalise insurance sales, securities companies processes, and automation of call centres.



### COLLABORATION IN FINTECH



Solutions that promote collaboration within the financial industry and between financial and non-financial entities – via smartphones and tablets.

Is your business tackling any of these challenges? **APPLY NOW!**

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# FINANCIAL INNOVATION CATEGORY



## B2C CHALLENGES : **DEPOSITS**

	 Their Voices		 Your Challenges
Bank teller window	"It is inconvenient that there are some procedures of opening an account that can't be done online, such as ID verification"	▶	<b>1 SAFELY DIGITALIZE</b> THE TRANSACTIONS THAT STILL NEED SEALING AND SIGNATURE AT THE WINDOW
Online banking	"It is difficult to manage different login IDs and passwords and verification method for multiple online bank accounts"	▶	<b>2 PROVIDE A SOLUTION TO SAFELY MANAGE THE DIFFERENT IDENTIFICATION INFORMATION</b>
Online banking	"It is hard to find services or functions when using online banking"	▶	<b>3 SIMPLIFY</b> THE ONLINE BANKING EXPERIENCE FOR THE USER
Fees	"Deposits and withdrawal fees remain high"	▶	<b>4 ASSIST THE BANK IN BEING ABLE TO REDUCE THE FEES</b> FOR TRANSFER, WITHDRAWALS AND DEPOSITS
Transfers	"Making transfers remains costly"	▶	<b>5 PROVIDE A SIMPLE AND LOW-COST APPLICATION ALLOWING TO MAKE TRANSFERS EASILY AND SAFELY</b>

Is your business tackling any of these challenges? **APPLY NOW!**

# FINANCIAL INNOVATION CATEGORY








## B2C CHALLENGES : PAYMENTS

	 <b>Their Voices</b>		 <b>Your Challenges</b>
Electronic Payments	"I want other convenient cashless payment methods besides e-money"	▶	6 DELIVER A SOLUTION TO <b>MAKE PAYMENTS ANYTIME AND ANYWHERE</b> WITHOUT HAVING ANY TOOLS SUCH AS SMARTPHONES, CREDIT CARDS, CASH ETC.
Electronic Payments	"It becomes a hassle to use too many different types of e-money"	▶	7 PROVIDE A SERVICE ALLOWING TO STREAMLINE / <b>BETTER MANAGE ALL OF THE E-MONEY SOLUTIONS</b>
Electronic Payments	"The number of stores in Japan that accept credit cards, etc, is limited"	▶	8 PROVIDE A PAYMENT SOLUTION SO THAT <b>MORE STORES TO ACCEPT CREDIT CARDS</b> FOR SMALL-AMOUNT SHOPPING
Security	"Security systems should be strengthened to prevent theft and unauthorized use of cards/smartphones"	▶	9 <b>SECURITY SOLUTIONS</b> TO PREVENT INFORMATION LEAKAGE AND UNAUTHORIZED PAYMENTS IN RESPONSE TO THE SPREAD OF QR CODE PAYMENTS, ETC.
Usability	"I wish I had a payment system platform utilizing transportation/ MaaS"	▶	10 CREATE A <b>MAAS SOLUTION</b> ALLOWING PAYMENT AND USE OF DIFFERENT MEANS OF TRANSPORTATION

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# FINANCIAL INNOVATION CATEGORY

## B2C CHALLENGES : **ASSET MANAGEMENT**



	 Their Voices		 Your Challenges
Investment Education	"There should be tools for beginners for learning about finance"		<b>11</b> CREATE A TOOL FOR <b>LEARNING EASILY ABOUT FINANCIAL / INVESTMENT CONCEPTS</b> , USING NEW TECHNOLOGY
Procedures	"I want to start investing, but I don't understand how to start"		<b>12</b> PROVIDE AN <b>INVESTMENT SERVICE WITH WHICH IT IS EASY TO SIGN UP</b>
Product Range	"I want advice on asset management products that are suitable for me, given from a neutral perspective"		<b>13</b> PROVIDE A TOOL FOR <b>COMPARING AND EVALUATING WHICH PRODUCT IS BEST FOR THE CUSTOMER</b>
Product Range	"There are few investment categories that can be managed with a smaller amount of money"		<b>14</b> OFFER A SOLUTION ALLOWING <b>SMALL INVESTMENTS WITH SMALL HANDLING FEES</b> AND/OR A SYSTEM THAT, WHEN USING A CREDIT CARD, THE CUSTOMER <b>RECEIVES FUNDING FOR INVESTMENT INSTEAD OF POINTS / CASH BACK</b>
Product Range	"I want a new service that allows me to receive investment advice in relation to my daily life"		<b>15</b> DISTRIBUTE AN <b>APPLICATION THAT SUGGESTS BEST ASSET REPARTITION</b> WITH REGARDS TO EXPECTED SPENDING, PAYMENTS, ETC.

Is your business tackling any of these challenges? **APPLY NOW!**



# FINANCIAL INNOVATION CATEGORY



## B2C CHALLENGES : **INSURANCE**

	 Their Voices		 Your Challenges
Procedures	"Insurance procedures are inconvenient"	▶	<b>16</b> PROVIDE SOLUTIONS FOR : <b>SIMPLIFYING AND DIGITALIZING INSURANCE, CLAIMING AND RECEIVING INSURANCE FOR OVERSEAS TRAVELERS ON THE SPOT</b> BEFORE RETURNING HOME
Procedures	"It is difficult to find out the status of my insurance coverage"	▶	<b>17</b> ALLOW CHECKING OF <b>ALL PROCEDURES FOR SUBSCRIPTION INSURANCES FOR MORE THAN ONE COMPANY AT ONCE</b> AND BEING ABLE TO <b>UNDERSTAND THE SUBSCRIPTION STATUS OF MY FAMILY MEMBERS</b> AND TO UNDERSTAND THE SHORTAGE/EXCESS OF COMPENSATION
Product Range	"I need advice on insurance products from a neutral perspective"	▶	<b>18</b> ALLOW AN <b>EASY COMPARISON ALLOWING THE CUSTOMER TO FIND THE INSURANCE THAT FITS</b> (INCLUDING THE SMALL TERMS OF CONTRACTS)
Product Range	"I want a service that allows insurance sharing"	▶	<b>19</b> DELIVER A SOLUTION THAT ALLOWS <b>MUTUAL INSURANCE</b> (A GROUP OF PEOPLE SUBSCRIBING TOGETHER TO HAVE A BETTER PRICE AND DIFFUSE RISK AMONGST THEMSELVES)

Is your business tackling any of these challenges? **APPLY NOW!**

# FINANCIAL INNOVATION CATEGORY



## B2C CHALLENGES : FINANCING AND OTHERS

	 <b>Their Voices</b>		 <b>Your Challenges</b>
Procedures	"Procedures for loans are long and difficult"	▶	20 <b>SIMPLIFY LOAN APPLICATION</b> THROUGH THE USE OF TECHNOLOGY (AI, BLOCKCHAIN) FOR VERIFICATION OF PROFILE, DOCUMENTS, ETC.
Product Range	"I would like advice on loans that is neutral and suitable for my needs"	▶	21 PROVIDE A SOLUTION FOR <b>EASY COMPARISON OF FINANCING</b> AVAILABLE
Others	"I want a service that can manage financial assets collectively (bank accounts, insurance, securities, inheritance etc.)"	▶	22 DELIVER A ONE-STOP SOLUTION WHERE ONE CAN <b>COLLECTIVELY MANAGE ALL OF HIS FINANCIAL ASSETS</b>
Others	"I want to have a financial service in preparation for the coming age in which life expectancy will average 100 years"	▶	23 ALLOW THE CUSTOMER TO <b>FINANCIALLY PREPARE FOR A LONG LIFE</b> (PREPARING FROM A YOUNG AGE FOR RETIREMENT, ELDERLY LIFE AND THE RISKS THAT COME WITH IT, DEMENTIA, ..)
Others	"We want to have a proactive service to prevent financial crime"	▶	24 PROVIDE A SOLUTION FOR THE RESIDENT TO <b>PROACTIVELY PREVENT FINANCIAL CRIME</b> (MONITORING, SECURING IF NEEDED, ..)
Others	"We want to have comprehensive financial service in the event of an economic crisis"	▶	25 CREATE A SERVICE THAT WOULD BE ABLE TO ANSWER INTERROGATIONS AND <b>HELP IN THE EVENT OF AN ECONOMIC CRISIS</b>

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# FINANCIAL INNOVATION CATEGORY

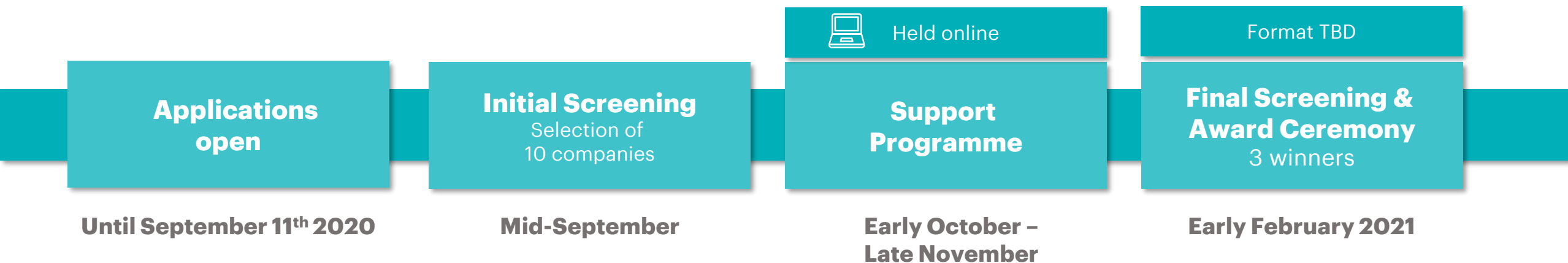
## B2B CHALLENGES : **ALL**

	 Their Voices		 Your Challenges
Loans for SME	"There is no loan service that meets the unique needs of start-up companies and SMEs"	▶	1 PROVIDE A SERVICE THAT IS <b>TAILORED TO THE NEEDS OF SMES</b> AND/OR ACCESSIBLE FOR COMPANIES WITH YET <b>LOW CREDITWORTHINESS</b>
Security online	"To suit the new work style at With/After Corona, we need a service to enhance the security"	▶	2 <b>ENSURE HIGHER CYBERSECURITY</b> FOR THE NEW WAYS OF WORKING (MORE DIGITAL PROCESSES, WORKING FROM HOME NETWORK, ...)
Data	"We would like a service to promote data utilization."	▶	3 OFFER A SOLUTION THAT ALLOWS INVESTORS OF THE BANKS TO <b>USE DATA FOR BETTER MANAGING THEIR ASSETS</b> (PRICE FORECASTING, DETECTION OF MISPRICING, ...)
Digital	"We want to further accelerate digital transformation in the financial industry"	▶	4 <b>DIGITALIZING THE PAPERWORK</b> AND PDFS MAKING THEM READABLE AND OFFERING SMART CALL CENTERS WITH <b>LESS HUMAN INTERVENTION NEEDED</b>
Collaboration	"We want a service that promotes collaboration within the financial industry and with non-financial industries"	▶	5 <b>PROVIDE A SERVICE FOSTERING COLLABORATION BETWEEN FINANCIAL AND NON-FINANCIAL ENTITIES</b> (TECH AND FINANCIAL SERVICES, BANKS AND DIGITAL DEVICES COMPANIES, ...)

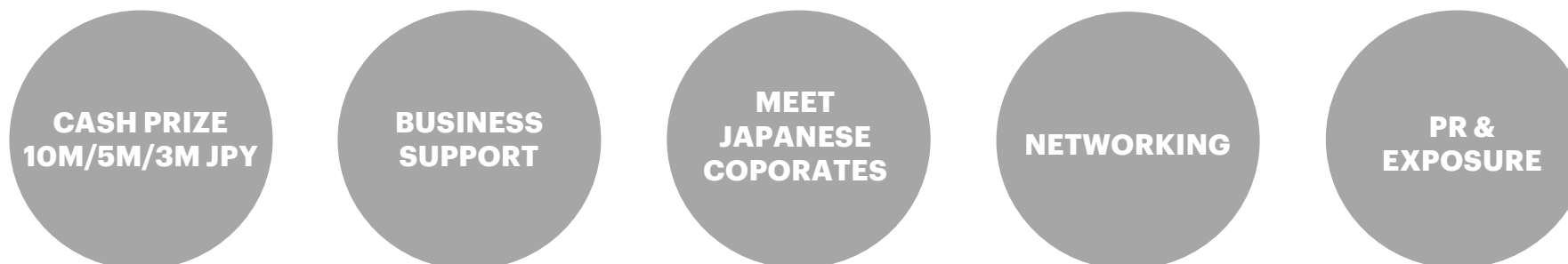
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# FINANCIAL INNOVATION CATEGORY

Awards the most innovative FinTech solutions contributing to the needs and challenges of residents and companies in Tokyo.



## PRIZES INCLUDE



# FINANCIAL INNOVATION CATEGORY

TOKYO  
FINANCIAL  
AWARD  
東京金融賞



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Applications close on 11 Sep 2020.

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