FIN/SUM 2021 Online Ideathon

Post-event Report

June 2021

NIKKEI

FINTECH ASSOCIATION OF JAPAN

EY
Building a better working world

Introduction

Every one of the young professionals nominated to participate as a core member of the ideathon is a talented professional with a passion for startups and a successful track record in their chosen fields, which include artificial intelligence (AI) and FinTech. The prospect of sending an enthusiastic employee to participate in an external event poses a challenge for any company—particularly when business needs demand more hands on deck—and we have nothing but the deepest gratitude for the companies who readily adapted to help make this event happen. The sophistication of the diverse ideas formed and refined during the lengthy online discussions conducted by the teams is, quite frankly, astounding; and born from the union of their individual backgrounds, organizations and fields of expertise.

We are left with the conviction that bringing together employees from startups, organizations and established companies to (1) connect and collaborate; (2) conceive of a project; and (3) ready it for use in society at large, is unquestionably feasible—even in ordinary business contexts. We may have uncovered a new archetype for open innovation by following the process outlined above, and I hope to see our participants continue to discuss and explore that possibility.

Yasuaki Yamada
Advisor, SUM Series Team, Nikkei Inc.

In representing the Fintech Association of Japan during the ideathon, I remained conscious of our twin objectives: to facilitate innovation through public-private partnerships and to involve younger generations in the design and building of a multi-layered FinTech ecosystem.

This event doubled as something of an experiment to determine whether we could replicate the international success of such initiatives in the Japanese context. The outcome was significant: the teams created ideas both distinct and groundbreaking, forged personal networks independent of rank and title, and produced an abundance of know-how to be leveraged in future endeavors.

Moving forward, we intend to ensure that the successes and challenges identified during this event are carried forward through to the next iteration of TechSprints, hopefully to be conducted with the aim of bringing ideas for solutions through to prototyping.

As we turn our attention toward preparations to host that more complete version of TechSprints, we intend to continue providing greater clarity concerning our vision and guidance for the development of the Japanese financial industry; continue defining problem statements to identify obstacles on the pathways to get there; and continue making available the cross-industry technical infrastructure (e.g., the API exchange) needed to facilitate seamless transitions from ideation to prototyping.

Takeshi Kito
Vice-chair of the Fintech Association of Japan (NPO)

TechSprints, an undertaking of the United Kingdom Financial Conduct Authority (FCA), has been the subject of our scrutiny for several years. We are pleased to have joined our peers at Nikkei, Inc. (Nikkei), the Financial Services Agency (FSA), and the Fintech Association of Japan for the FIN/SUM, and in doing so play a part in what we consider the first substantial public-private partnership of its kind in Japan.

Doing so involved more trials and tribulations than anyone could have expected, the least of which was the emergence of the COVID-19 pandemic just as we were beginning the planning process. We are nevertheless overjoyed with the results: the planning and execution team’s concerted efforts and ability to produce ideas married well with the boundary-transcending efforts of our core members and floating members, and allowed for unimpeded final presentations and tangible benefits for all involved. I believe that there are significant lessons to be learned from the process undertaken in this initiative, which brought together participants diverse in their chosen careers and backgrounds (and physical locations, with some joining from as far afield as Okinawa) to elaborate on ideas to address pain points in society—in a completely virtual context, no less. This event marks the first major step in the process of bringing this round of ideas to life. I have great expectations for the further evolution of these ideas and the positive outcomes of future events of this nature.

Keiko Ogawa
Partner, Financial Services Office, Ernst & Young ShinNihon LLC
EY Japan RegTech Leader

Contents

1 Executive summary

1.1 Purpose and overview of this report

This report is intended to serve as a record of the process, challenges and outcomes of the FIN/SUM 2021 Online Ideathon held on 18 March 2021, from its planning to its execution as well as its undertaking as one method of fostering innovation through public-private partnerships. One particularly notable aspect about the ideathon is that the COVID-19 pandemic prohibited the event from being conducted in person, and accordingly it was held fully online.

This report was prepared in the hope of further facilitating innovation by providing a useful reference for anyone considering the planning and execution of a public-private partnership, or a fully online ideathon or hackathon, with the aim of ensuring interactive participation regardless of physical proximity as well as boundary-transcending communication.

1.2 Structure of this report

Chapter 2 details the objectives of the ideathon using the significance of ecosystems formed through the partnership of public and private sectors. Chapter 3 contains an overview of the ideathon itself, including the background and the intent of the organizers in hosting it.

Chapter 4 describes the noteworthy obstacles faced by the planning and execution team and how we overcame them during the ideathon. Chapter 5 is a timeline which sheds light on how the ideathon planning and execution team discussed and resolved common challenges hosts of ideathons and hackathons expect to face. Participant feedback is also incorporated therein.

Chapter 6 then enumerates the outcomes and ideas generated during the ideathon.

Chapter 7 features an interview with Akira Nozaki, Director of the FinTech and Innovation Office at the Financial Services Agency, and acts as a precursor to Chapter 8, which serves as an executive summary.

1.3 Overview of the ideathon

Name	FIN/SUM 2021 Online Ideathon
Theme	New methods for building trust in non-face-to-face financial activities
Execution method	Following numerous discussions conducted entirely online, each team made presentations at FIN/SUM 2021. An awards ceremony followed the presentations.
Dates	18 March 2021 (presentations and awards ceremony) 15 February – 18 March 2021 (online discussions within teams)
Presenters	5 teams consisting of 4-5 people (22 people in total)
Organizer	Nikkei Inc.
Supporters	Japan Financial Services Agency, Fintech Association of Japan (NPO), and EY Japan
Audience	410 (total of those at the venue and global viewers who attended live online)

About FIN/SUM 2021

- FIN/SUM (FinTech Summit), Japan's largest FinTech conference, began in 2016 and is co-hosted by Nikkei Inc. and the Japan Financial Services Agency.
- The event tells the world about the current state and potential of FinTech (Financial Technology) in Japan and seeks to build a global startup ecosystem with Japan as its hub.
- FIN/SUM 2021 was held on 16-18 March 2021.

2 The public-private ideathon and its purpose

2.1 This ideathon

Ideathon is a portmanteau made from the words “idea” and “marathon,” and refers to an event where people from various backgrounds discuss a certain topic for a set period and create new ideas. In contrast, a hackathon is a competition where software developers compete to create ideas and develop a program in a set period. Where hackathons seek to develop actual programs, ideathons place their focus on ideas.

In the ideathon, people from many different backgrounds looked beyond the bounds of their companies and industries, coming together to solve social issues and compete to generate ideas that resonate with the general public. While no programs were developed during the ideathon itself, we hope that this event will be the first step toward future implementation of these ideas. One of the points by which we evaluated the teams’ ideas was the kind of technology needed to make those ideas a reality and whether they were specific and otherwise feasible.

Similar initiatives are widely used around the world for purposes such as internal training and industry group activities. A world-renowned example of an industry-government-academia collaboration are the TechSprints*1 held by the Financial Conduct Authority (FCA), the UK’s financial supervisory office. TechSprints are events where participants from the public and private sectors develop technology-based ideas or proof of concepts to address specific industry challenges. Several members of the planning and execution team for this ideathon have conducted formal research about TechSprints, and the team leveraged their experiences while preparing for the ideathon.

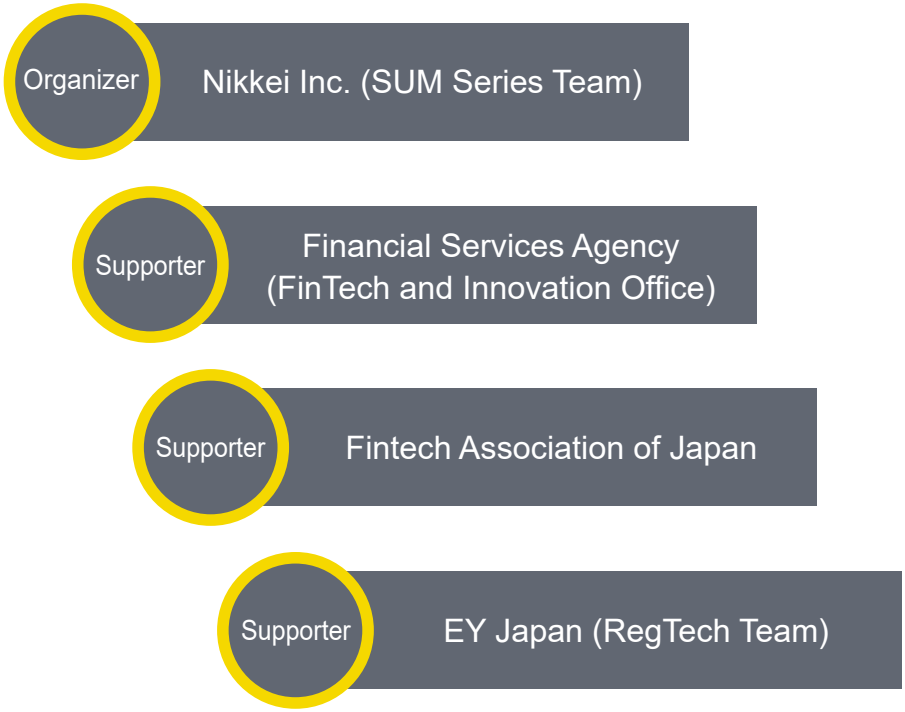
Fig. 2-1 | Overview of ideathons

*1 Excerpt from the FCA description: “TechSprints are events that bring together participants from across and outside of financial services to develop technology-based ideas or proof of concepts to address specific industry challenges. These events help us to shine a light on issues and expand the discussion and awareness of potential solutions.”
Source: “TechSprints”, Financial Conduct Authority website, https://www.fca.org.uk/firms/innovation/regtech/techsprints (accessed 20 May 2021)

2.2 Planning and execution

The theme of this ideathon was “New methods for building trust in non-face-to-face financial activities.” It was Japan’s first ideathon involving a public-private partnership organized by Nikkei Inc. (Nikkei) and supported by the Japan Financial Services Agency (FSA), the Fintech Association of Japan (Fintech Association) and EY Japan including Ernst & Young ShinNihon LLC, Ernst & Young Tax Co. and EY Strategy and Consulting Co., Ltd. (EY Japan). EY Japan and the Fintech Association have knowledge about organizing TechSprints and furthermore were closely involved with creating the Global RegTech Industry Benchmark Report*2 published by the University of Cambridge Centre for Alternative Finance, a research institute established by Cambridge Judge Business School. This report indicated that companies in the UK had taken an interest in the FCA’s series of TechSprints, launched in 2016*3.

Fig. 2-2 | Members of ideathon planning and execution team



*2 A report created by the University of Cambridge Center for Alternative Finance was based on the industry’s survey for companies in RegTech and SupTech. Japanese companies were among those surveyed. The report described what the survey results indicated about the future and role of the industry, including FCA’s TechSprints, in an ecosystem of innovation. It also provided information on the RegTech innovation ecosystem that is being built around the world.
Source: “The Global RegTech Industry Benchmark Report,” The Cambridge Centre for Alternative Finance, https://www.jbs.cam.ac.uk/wp-content/uploads/2020/08/2019-12-ccaf-global-regtech-benchmarking-report.pdf (accessed 20 May 2021)

*3 Page 56 of “The Global RegTech Industry Benchmark Report.”

2.3 The significance of the ecosystem created through public-private partnerships

The planning and execution team for this ideathon consisted of four public and private organizations: the Nikkei, the FSA, the Fintech Association and EY Japan. The team held online discussions twice a week during the organization process, from 12 January 2021 until the FIN/SUM 2021 event, held on 18 March 2021. Weekly online meetings were also held from 23 March 2021 as we prepared to publish this report.

Recent years have seen growing recognition of the concept that ecosystems created through public-private partnerships are an important driver for innovation. Key players have an important role in these ecosystems. They come from various industries — public and private sectors, competitors, major corporations and startups, the media and academic research institutes — and can produce unprecedented levels of innovation. Potential impediments abound and include conflicts of interest between the parties involved, the difficulties companies face in discerning how they will directly benefit in the short-term, asymmetrical benefits, and monopolization of gains by those with power. Key players create value when they think beyond their own organizations, become aware of social issues and contribute toward a solution. Companies, too, will shift their attention from short-term, self-interest to the major benefits that can be achieved in the medium and long term.

Because this event was held entirely online, we were able to bring together many key players in finance and a range of other fields for the ideathon, including some ordinarily based as far away as Okinawa. In this respect, it was a very meaningful initiative.

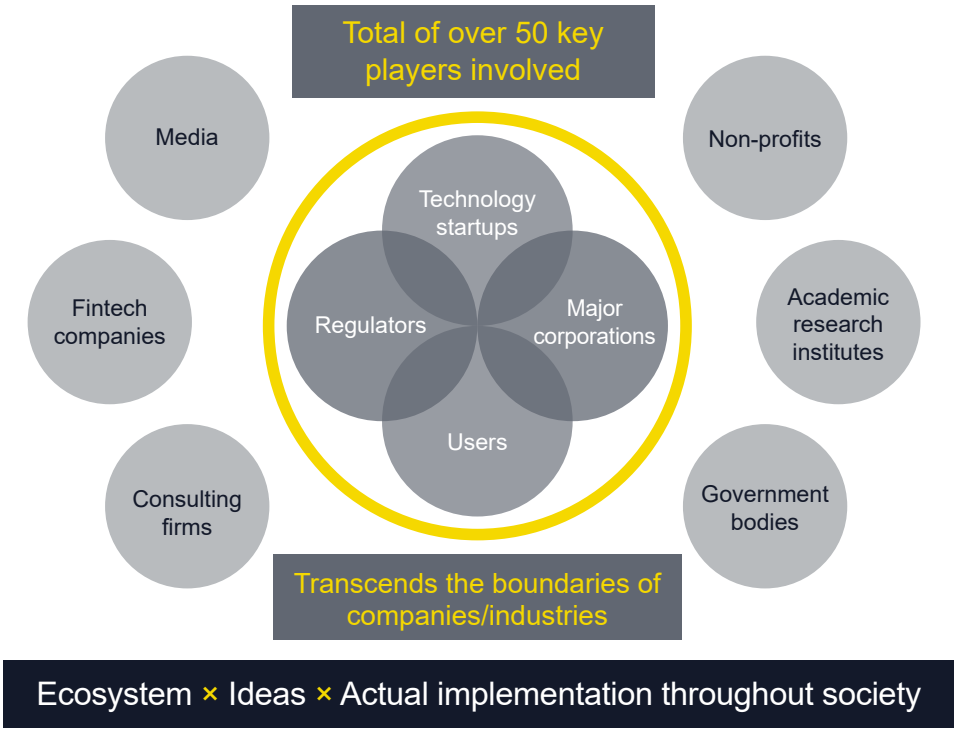
The purpose of this project, which is discussed in a subsequent section, is not something that a single company can achieve. We believe that it requires collaboration beyond the boundaries of companies and, in some cases, industries.

During the planning stage, we decided that ideas generated during the ideathon would not be owned by participants but would be made public. The participants agreed to this condition ahead of the event.

2.4 Purpose

To ensure that the ideathon was meaningful in both form and substance, we determined in advance that its purpose would be to launch excellent ideas on the path to actual implementation throughout society, spread awareness of public-private partnerships, and foster communities beyond traditional barriers.

Fig. 2-3 | Conceptual image of the ecosystem



3 Ideathon background and overview

3.1 Remote teaming

Due to the COVID-19 pandemic, FIN/SUM 2021 was organized based on a hybrid model with both physical and online attendance. The team discussions leading up to the event were held entirely online, as was the presentation of the ideathon on the final day of FIN/SUM 2021. Only a few people who were responsible for evaluating the ideas were physically present. This was a format that had never been used before. Just as economies and society have been forced to adapt to the COVID-19 pandemic, we recognized the need to embrace change and take the opportunity in this ideathon to gain insights into how the new normal might work.

3.2 Stakeholders

Primarily, the following four separate groups of people were involved in the ideathon: ① core members, ② floating members, ③ evaluators and ④ planning and execution team. Their roles are described in more detail below (the decision process is explained in Section 5.3, Determining names, roles and numbers of participants).

Fig. 3-1 | Roles and number of people involved

Role	Description	Number of people
Core members	Next generation of professionals. Through discussions with team members from various backgrounds, these members developed ideas based on the theme of the ideathon and presented their results during the presentation session at FIN/SUM 2021.	22
Floating members	These members participated in discussions with core members. They supported the teams, provided technical and business advice, helped to refine team's ideas, and provided guidance on the presentations.	10
Evaluators	After core members presented their ideas, evaluators asked questions and evaluated their ideas.	17
Planning and execution team	Planning and execution of organizing the ideathon including monitoring the progress of team discussions.	22

3.3 Theme and criteria ideas must adhere to

The theme of this ideathon was "New methods for building trust in non-face-to-face financial activities." The aim was to think beyond existing boundaries and foster innovation. The following factors were taken into account in selecting the theme.

Theme: New methods for building trust in non-face-to-face financial activities.

Considerations in selecting the theme:

1. Social impact: ideathons should serve as means to develop ideas that address social issues
2. Not overly specific or narrow as the aim was to generate ideas from a wide range of perspectives
3. Not specific to the finance industry, as a diverse group of participants were included

Ideas must adhere to the following criteria:

1. Enables corporations and individuals to have trust in non-face-to-face transactions
2. Ensures the integrity of data obtained and used in non-face-to-face transactions
3. Has a defined and practical method of implementation

The specific business model wasn't limited to CtoB, BtoC, BtoB or BtoCtoC*4 as a means, to encourage free-thinking. For the decision process, see Section 5.1, Devising a purpose and theme.

3.4 Evaluation matrices

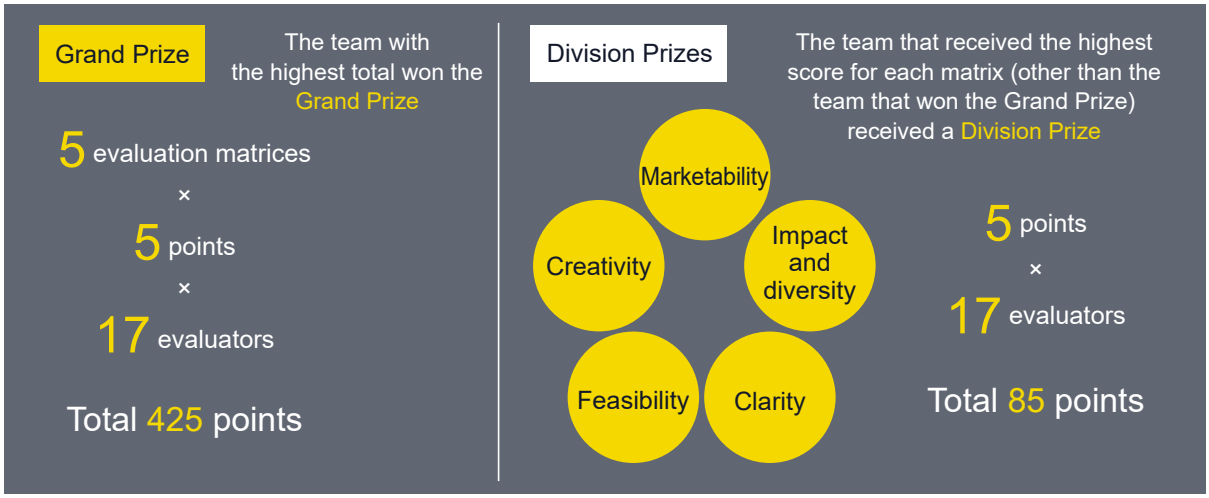
We identified five matrices as baselines for evaluating ideas with actual implementation throughout society in mind: marketability, creativity, feasibility, impact and diversity, and clarity. For the decision process, see Section 5.2, Evaluation matrices.

Fig. 3-2 | Five evaluation matrices

3.5 Overview of selection for awards (Grand prize and division prizes)

There were 17 evaluators who scored each team between 1 and 5 on the five matrices mentioned earlier, for a maximum total of 25 points. Only the total scores given by the evaluators were used in determining the winners; there were no special prizes based on additional criteria. While no prize money, products or trophies were awarded, the winning teams were showcased in Japan's national business newspaper, The Nikkei, which is published by the event organizer. For the decision process, see Section 5.4, Incentivizing participation.

Fig. 3-3 | Grand prize and five division prizes



*4 B refers to "Business" and C refers to "Consumer." BtoB represents transactions between businesses and is frequently applied in the area of e-commerce. BtoB e-commerce includes various areas, including goods, parts, raw materials, temporary staffing and other services. BtoC refers to transactions between businesses and individuals (consumers), or an area of business that is aimed at individual consumers. In BtoB transactions, since the customers are companies, the purchase process may require different levels of decision-making or approvals involving multiple people, so it is necessary to provide logical explanations as to the reasons how the product or service addresses a specific need or its advantages over other similar products. BtoC transactions, on the other hand, are sales to individuals, which means that vendors need to consider preferences of retail customers.
Source: Nikkei XTrend glossary of retail and logistics terms (in Japanese)

4 Challenges with this ideathon

Essentially there were two major challenges with this ideathon. The first was that planning started around two months prior to the presentations of the results at FIN/SUM 2021, and the second was that meeting in person was not possible. From the beginning, the planning and management team went through a trial and error process on this point, and we will describe it in a little more detail below for future reference.

4.1 Time constraints

The kick-off meeting for this ideathon was held online with the members from the four organizations forming the planning and execution team on 12 January 2021, around two months before the presentation of the results at FIN/SUM 2021 on 18 March 2021. The schedule was extremely tight: our team had to plan the event, determine policies, assemble participants, hold briefings, make preparations for the team discussions and prepare the presentation of the results and then present the results, all in a little over two months. This time constraint posed a major challenge in planning the main event. Despite the limited time, our planning and execution team rose to the occasion, anticipated potential issues, worked closely together online and held numerous discussions. While we strived to ensure a high level of support throughout the process, there were areas where the ideathon core members did not receive sufficient support — details that the team needed to address later on and delays with respect to the finer points of the ideathon's execution — and the planning and execution team had to find time to quickly resolve those issues.

4.1.1 Assembling core members

With only a limited time to assemble the core members, the planning and execution team needed to decide whether to make the ideathon open to all or whether the participants should be invited based on a set of specific criteria. The team ultimately deemed the former unfeasible as there was simply not enough time for a long recruitment and selection process. The latter posed its own challenges: how broad did the selection process need to be in order to attract participants from many different backgrounds?

The planning and execution team being formed by a variety of organizations — Nikkei, the FSA, the Fintech Association and EY Japan — proved extremely beneficial. The team members could take advantage of their respective networks. In a little over a week, 22 participants were selected. The benefits in developing such a public-private partnership that included a mass media outlet, a government agency, an industry group and a consulting firm were clearly significant.

Furthermore, the ability to advertise with organizer Nikkei and to share ideas with FIN/SUM's large audience was also hugely beneficial. The involvement of the FSA provided peace of mind and was a key factor in attracting participants. As a result, we were able to assemble a diverse range of core members, floating members and evaluators.

When we subsequently interviewed core members, they mentioned that they had found being able to communicate with floating members and evaluators, who are on the front lines of a wide range of industries, to be extremely valuable. We also received many positive comments about this public-private partnership initiative.

4.1.2 Flexible discussions

In conventional ideathons and hackathons, participants meet in person for several days of intensive discussions. However, we concluded that, considering the current state of the COVID-19 pandemic in Japan, meeting in person was too risky from a public health standpoint. After discussing the matter, the planning and execution team changed the format from an intensive discussion on specific days to more flexible online team discussions for about one month prior to the event. This meant that there was no need to arrange a set schedule apart from the day of the presentation, allowing the core members to work around the commitments of their team members.

The core members discussed with their respective teams about the process and met when they had time available — members met online after work or on their days off, from their workplaces or homes. As a reference, the planning and execution team determined that approximately 24 hours (3 days x 8 hours) would be appropriate as a discussion and preparation time. Each team needed to rely on their own collective ingenuity as they refined their ideas for the big event.

Feedback in the post-event interviews was decidedly mixed. Some core members said they appreciated the fully online format because it allowed them plenty

of time to fine-tune their ideas and they could take a break and carefully contemplate the topic they were discussing. Others said that the irregular format made it more challenging to coordinate discussions because team member schedules all had to be taken into account and that they had struggled to find time for the online meetings.

4.2 Online communications

Due to the COVID-19 pandemic, all of the meetings for this ideathon were held online.

A key element of ideathons and hackathons, in general, is highly interactive communication. This allows the teams the opportunity to repeatedly scrap and build thus ultimately generating and refining exceptional ideas. When ideathon participants from past events were asked for their opinions, some said that online meetings would be insufficient for the quality and form of communication that is required, making it extremely difficult to achieve good results.

We attempted to overcome this challenge by using a variety of tools that facilitated the interaction necessary for in an ideathon to be successful.

4.2.1 Tools enabling remote communication and collaboration

In a conventional ideathon, participants use a whiteboard or notepad, for example, to facilitate interactive communication and generate new ideas. For this ideathon, we provided teams with an interactive whiteboard tool with a notepad function as an online substitute. Participants were able to access this tool at any time and from any location, which supported highly interactive communication.

The teams were taught how to use the interactive whiteboard tool at their initial briefing, which was the first opportunity for participants to meet and speak with their teams. The briefing served as an opportunity for teams to learn to use the tool together. It was a good icebreaker for the team members, which would hopefully lead to smoother communication later.

After the briefing, each team had multiple 1 to 2 hour meetings during the preparation phase of the ideathon. There was a lot of active communication within team members sharing their ideas during the meeting, then researching the finer points and the current situation about actual implementation throughout society in their own time and later posting that information on the team's online whiteboard.

Opinions about the interactive whiteboard tool were mixed. While some core members said that they could not use it effectively, others reported that they had used similar tools in the past and said that it was easy to use.

4.2.2 Communications between core and floating members

The planning and execution team facilitated feedback meetings between core and floating members halfway through the one-month preparation period. These meetings served as a milestone in the creative process: core members confirmed their progress and explained about what their team had discussed with the floating members, who then provided valuable feedback. It was an effective way for the teams to refine their ideas and an excellent opportunity for communication between the core members and floating members.

The floating members were actively involved in the core members' work. They monitored the work posted by the core teams on the interactive whiteboard tool and message platforms before the feedback meetings, to learn in detail what the core members have been discussing. Floating members were not assigned to a specific team in advance.

The core members were not asked to give a formal presentation to the floating members, but they sought feedback through discussion and collaboration.

We created a meeting room for each team on our web conferencing system. The floating members accessed each meeting room for the feedback meetings. The planning and execution team stood by in each meeting room, confirming meeting time, monitoring attendance, and making sure every team had floating members working with them. The feedback meetings enabled the core members to get to know the floating members and opened the door for more interaction between core members and floating members throughout the rest of the preparation phase of the ideathon.

In a normal hackathon or ideathon, where the teams meet face to face, the teams can easily follow what other teams are doing, by seeing the other teams at work or catching bits of their discussions. The fully online format of this ideathon meant that a team had no idea what the other teams were doing. As a result, the gap between the teams' progress at the halfway point was larger than in face-to-face ideathons. It may be possible to reduce this gap in the future by supporting greater communication among the participating teams in addition to communication within the team.

4.2.3 Reducing communication barriers

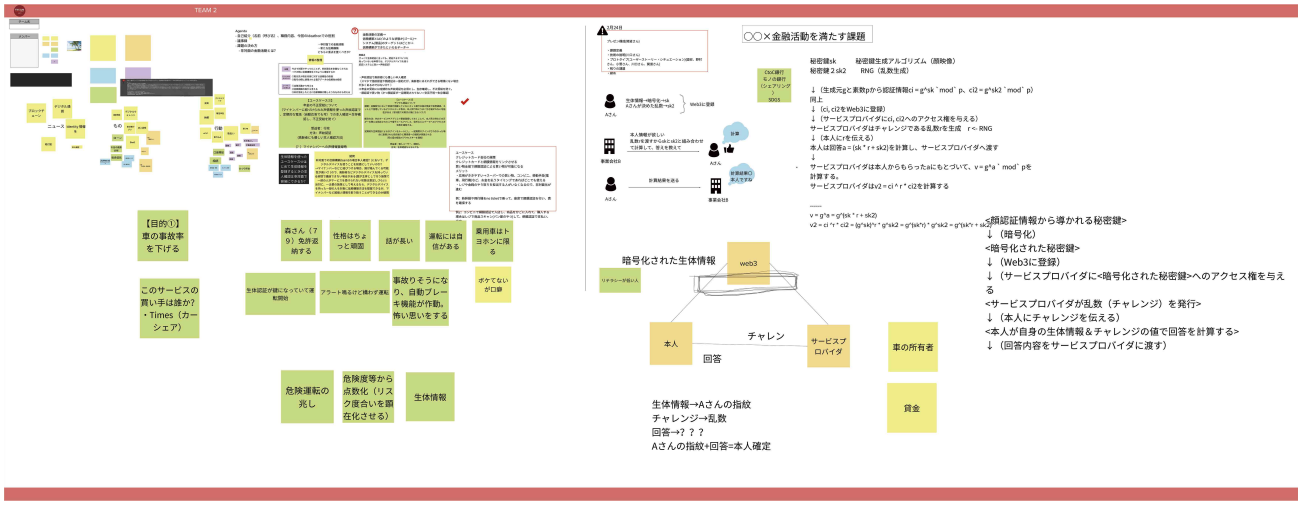
We anticipated that holding the whole ideathon online would create more hurdles in communication than a normal ideathon where the teams meet in the same location to hash out their ideas. To alleviate this issue, we utilized various tools to facilitate smoother communication.

In addition to the web conference system and interactive whiteboard tool, we created a chat group for each team on a messaging platform. Core members could communicate with the floating members and with the planning and execution team. It meant that participants could check the timeline and add comments and updates anytime.

Using a variety of online tools made it possible for the team members to discuss their ideas even when they could not all meet at the same time. The details of each discussion were shared with the team members and floating members using various tools.

The planning and execution team provided participants with guidance in the form of encrypted email attachments, but some participants could not view the attachments easily when using a mobile device, or that their organization's IT security system blocked certain password-protected attachments. We subsequently provided a cloud storage service to supplement email exchanges.

Fig. 4-1 | Team collaboration example using interactive whiteboard tool



4.3 Comments from post-event interviews with core members

Comments from core members

- There should be more public-private partnership initiatives like this in the future. I want to show government bodies how passionate private companies are about creating cutting-edge technology and what is like in a fast-paced environment.
- I benefited from a free exchange of ideas with people from various companies and organizations.
- I had the chance to communicate with prominent floating members and learned a lot from them.
- The online discussions made it more difficult to meet because all the team members' schedules had to be considered. I struggled to find time for online meetings.
- As I live outside a major urban area in Japan, the fully online format made it easy for me to participate. I really appreciated having discussions with businesspeople with whom I don't usually have an opportunity to interact with.
- I appreciated the fully online format because it gave us plenty of time to refine our ideas, and we could go away and think about the topic we were discussing.
- We were given 24 hours (3 days x 8 hours) in total, which was about the same as a normal hackathon, but instead of having to finish in three days, we could make the most of the online format and take the whole month to think things through. That made it easy to fit it in around my job.
- I organize ideathons and hackathons. Since this ideathon was fully online and a public-private partnership, it has given me many lessons to take away.
- The notepad function of the interactive whiteboard tool was very convenient for mapping out our ideas, but after the initial use I opt for another tool that I'm more familiar with.
- When we worked together online through methods such as using the interactive whiteboard tool, some participants were less familiar with it than others.
- The fully online format made it hard to get the discussion started initially. I felt that discussions like this would not proceed unless there's someone who has the ability to bring a team together.
- I found it easier to come up with creative ideas than conventional ideathons held during a short period because this format allowed us to research ideas and real-life cases outside of the meetings.
- The feedback meeting was quite early. I would have preferred to have another opportunity for feedback after we discussed our ideas further.
- It could have been helpful to have an additional feedback meeting, but it's also possible that with multiple feedback meetings our ideas might have been more scattered. I found it useful to have the meeting in the early phase where we were mapping our ideas.
- Having more opportunities for in-depth discussions arranged with the floating members would have been valuable.
- It would have been better to see a little more active involvement from floating members.
- Working with people I didn't know, without ever meeting face to face, was a valuable experience considering the unprecedented times we live in now.
- I felt that there were a lot of floating members and evaluators for this number of core members. As a core member, I felt very privileged to be able to interact with so many experts.
- This was the first time I had done something like this in a remote setting, and I had to be conscious of fully absorbing other people's opinions and properly conveying my own. It was a valuable opportunity to improve my listening and communication skills, and I have grown from the experience.
- I've organized hackathons before but having the FSA involved with this ideathon added an extra sense of motivation compared with past events. I felt that this event was more formal and serious rather than focusing on novelty factors.
- The fact that Nikkei and the FSA were involved was an incentive to participate. Our executives also followed this event, and it ended up raising my profile within the company.

  Floating members also commented that it was a valuable opportunity to experience a public-private partnership and they would have liked more opportunities to interact with core members.

4.4 List of tools used

Fig. 4-2 | Functions and features of each tool and considerations

Tool	How it was used	Functions, features and considerations
Web conference system	• Meetings between core members, floating members and/or members of the planning and execution team • Regular meetings of the planning and execution team • Notices and explanations for the participants • Event rehearsal and presentations	• Allows users to see one another, improving the quality of communication • Enables document sharing — something that is not possible with teleconferencing • After considering various web conferencing systems, each team made a selection considering the functionality that the teams needed • By rehearsing, helpful to identifying potential issues prior to the presentation date (provide sufficient advanced warning for issues could happen during the actual presentations)
Interactive whiteboard tool	• Sharing profiles of core members, relevant case studies, images, etc. • The notepad function was used to share ideas between team members • Communication among participants, including the planning and execution team—ladder lottery to decide presentation order, etc.	• The participants needed sufficient guidance on how to use the tools during the briefing • Enabled participants to refine their work such as idea-sharing and remote brainstorming • Participants used features such as the notepad function to visualize their thought processes by writing down and combining ideas • Lacks a call function, so we used this together with the web conference system
Messaging platform	• Various types of communication between core members, floating members and/or members of the planning and execution team • Notices and monitoring of the progress of discussions by the planning and execution team	• Creating a group for each team on the chat-based messaging platform enabled multiple separate conversations at the same time • Easy to check the schedule and due dates, etc., which meant participants could focus on their individual roles
Scheduling tool	• Scheduling of participant briefings, team meetings, etc.	• Easy to coordinate schedules between multiple members • Users must check the tool regularly because it lacks a notification function
Survey tool	• Tabulation of presentation scores by evaluators; tabulation of comments	• We used the survey tool to tabulate the scores for the grand prize, division prizes, etc. We needed to process the scores and export the data. The planning and execution team then confirmed the results to avoid errors. • We sent a URL to the evaluators in advance because we needed to check it was accessible on different devices, and we needed to test whether the functions were available on the day
Cloud storage service	• Sharing of manuals, etc. with participants who had password-protected attachments blocked by IT security systems	• It was necessary to provide certain participants with a cloud storage services option as their IT security systems blocked certain email attachments

5 Discussion points

5.1 Devising a purpose and theme

The planning and execution team needed to formulate a clear purpose and theme at the outset. It would inform the event, the evaluation matrices and post-event assessment. While the purpose and theme would usually be deliberated by the planning and execution team, for FIN/SUM 2021, the FSA, a co-host, suggested a purpose and theme, and the planning and execution team agreed. The purpose and theme are described in Sections 2.4, Purpose and 3.3, Theme and criteria ideas must adhere to.

Fig. 5-1 | Purpose and theme

Purpose	Launch excellent ideas on the path to actual implementation throughout society, spread awareness of public-private partnerships, and foster communities that transcend traditional barriers
Theme	New methods for building trust in non-face-to-face financial activities

Ideas must adhere to the following criteria:

1. Enables corporations and individuals to have trust in non-face-to-face transactions
2. Ensures the integrity of data obtained and used in non-face-to-face transactions
3. Has a defined and practical method of implementation

5.2 Evaluation matrices

When setting the evaluation matrices, we considered how easy it would be to explain the rationale for the decisions. We initially adopted the same four judging criteria used in FCA TechSprints*5: market readiness, creativity, presentation and effectiveness. However, thinking beyond the evaluation and with an eye toward future implementation throughout society, we have adjusted it and ultimately decided on five matrices: creativity, feasibility, impact and diversity, clarity and marketability.

*5 "Fostering innovation through collaboration: The evolution of the FCA TechSprint Approach" Financial Conduct Authority website, https://www.fca.org.uk/publication/research/fostering-innovation-through-collaboration-evolution-techsprint-approach.pdf (accessed 20 May 2021)

Fig. 5-2 | Five evaluation matrices

Evaluation matrices		
Five matrices		Explanation
Marketability	• Will it be economically sustainable (profitable)?	• How long will it take to turn this into a product? • How difficult will it be to implement this in society, and what will the approximate cost be? • Are the initial costs likely to be recouped?
Creativity	• Is it a new idea?	• Is it innovative/creative? • Is it something that has never been done before? • Does the solution contain previously unknown elements/factors?
Feasibility	• Is the idea feasible? • Is the point of division of responsibility clear?	• Is the implementation method feasible and practical? • Is the point of division of responsibility clearly noted?
Impact and diversity	• Will it have a significant impact on society? • Will there be a diverse range of potential users?	• To what degree does it promote non-face-to-face financial activities? • Can this solution be applied widely/across many industries? • How much of an impact will it have on companies and individuals?
Clarity	• Does it provide a clear solution to an issue?	• Does this solution clearly alleviate a pain point? • Is the presentation clear?

5.3 Determining names, roles and numbers of participants

We deliberated on how to refer to the different participants in this ideathon, their roles and the optimal number of participants. As with the evaluation matrices, we used FCA's TechSprints as a guide, in deciding on the following terms: Core Members, those who would be responsible for generating ideas; Floating Members, those who would act as mentors; and Evaluators, those who would assess team performance. In addition, we also based our determination of the number of participants and role profiles on the FCA's TechSprints approach.

5.3.1 Core members

The term Core Members was used to refer to participants who would play the central role in this ideathon, those who would deliberate on the theme with their fellow team members, create ideas and present them at FIN/SUM 2021.

Each core team had members in four roles based on past TechSprints (see "Fig. 5-3 Names and roles of core members in this ideathon" for details). The other role used in TechSprints, Expert (a specialist with expertise involving the assigned theme), was not included because where TechSprints tend to adopt quite specific themes and include development, this ideathon had a comparatively broad theme and no development component.

Fig. 5-3 | Names and roles of core members in this ideathon

Name	Role
Visionary (designer)	Uses their imagination to create ideas
Hack (back end developer)	Provides specific technology suggestions in order to bring those ideas to life
Face (front end developer)	Designs effective user interface
Closer (marketing guru)	Markets the team's results to the audience at the presentation

5.3.2 Floating members

Floating members were appointed to act as mentors and advise the core members about their ideas from perspectives such as technology and business. While the four roles in the table below are set for TechSprints, we did not define clear-cut roles as the floating members as we hope they bring and share a wide range of knowledge, not limited to particular roles. The floating members we invited were leading experts in variety of areas, including startup entrepreneurs and executives from technology companies. We anticipated that we would not find enough tech experts, so we also requested recommendations from the Japan CTO Association*6.

Fig. 5-4 | Names and roles of floating members used in TechSprints

Name	Role
Juggler	Provides support to achieve a team's objective
Fixer	Provides technical support for systems
Observer	Provides support in areas such as generating ideas
Doctor	Provides advice on from a business perspective such as potential profitability

5.3.3 Evaluators

We decided on the number of evaluators and their role. The evaluators were responsible for questioning the core members about their ideas at the presentation session at FIN/SUM 2021 and evaluated how persuasive core members had been in the presentation. We sought evaluators from diverse backgrounds to ensure that the teams' ideas could be judged from broad perspectives and that the judging would be as fair and unbiased as possible. We selected 17 evaluators. It was relatively easy to attract people as the evaluation process could be done online.

The planning and execution team had debated whether to assign one person a dual role of floating member as well as evaluator. The question was whether it was better to evaluate the project based solely on the five-minute presentation by the core members and questions on the day of the presentation, or to have the evaluator also act as the floating member actively participating in the one-month idea-formulating process and evaluate team ideas not just on the day of the presentation, but also in consideration of the preparation process. In the end, the planning and execution team chose the former option, as there was a risk that, had the evaluators been closely supporting certain teams while they discussed their ideas, it might be difficult for the evaluators to maintain their objectivity.

Nikkei recruited evaluators from sponsors, affiliate companies and organizations of FIN/SUM 2021 and reached out to speakers from other sessions.

5.4 Incentivizing participation

As the FSA was involved in this ideathon, cash prizes were not awarded. This raised the question of how we could incentivize people to participate in an event that would consume a lot of their time. After discussing the matter, the planning and execution team decided on the following factors would all serve as incentives for participating in this ideathon:

- Opportunities to build connections with people outside their industry, as participants came from a variety of backgrounds
- Venue to showcase their ideas with a wide audience, including regulators and major corporations
- Media publicity, including internet websites and the pre-event report in a national newspaper

*6 An association for Chief Technology Officers (CTOs) that aims to incorporate the latest technology in the business practices of Japanese companies. The association invests in the development of Japan's economy by proposing and promoting ways for companies to weather the immense uncertainty of this era. Methods include staying up to date about the latest developer environments, the current state of digital business and any issues being faced (both in Japan and overseas), advocating for and popularizing best-practice DX standards based on the association's base of know-how, and organizing community activities such as exchanges between several hundred CTOs and the executives of companies.
Source: "Mission and what we do," Japan CTO Association website (in Japanese)

In the post-event interviews, some core members commented that they would have liked a monetary award for the winners, while others said that they were incentivized to participate for reasons such as the opportunity the event offered, the ability to build a broad network and connect with people they would otherwise not interact with, and the ability to learn about different perspectives on realizing value.

Comments from core members

- The nature of this event was an incentive in itself—I got to present my team's ideas at an event that was not just Japan-wide but global, where I had a chance to share my message with Nikkei and the FSA.
- The incentive for me was to have a venue to build connections and exchange information with people outside our own fields. Being able to interact with the floating members was a valuable experience.
- I learned about how diverse people's mindsets and values are, thanks to the discussions I had with various people outside my company about our ideas.
- I would have been more incentivized if there was more of a prize of some kind. I was a little disappointed that there was nothing tangible I could take with me as a result of spending time outside of work to devote to the ideathon.
- I am always keen on the opportunity to have discussions with people outside my company, which I thought would be fun, and it actually turned out to be a good learning experience through interactions with various people outside the company.
- It was a valuable learning experience that went beyond the scope of my organization. I'll definitely participate again if there's another ideathon next year.
- I felt that if there was a program to support those who wished to continue to the next stage, it could lead to actual implementation throughout society.
- I was a little displeased that there was no prize for the winner, and I also felt that, with ideas being open, anyone could adopt them.

5.5 Intellectual property rights*7 on ideas

We needed to determine how to appropriately manage the intellectual property rights on the work developed in this ideathon. As we mentioned earlier, the purpose of this ideathon was to launch excellent ideas on the path to actual implementation throughout society, spread awareness of public-private partnerships, and foster communities that transcend traditional barriers. Based on this purpose and our aim to promote open innovation*8, the planning and execution team decided that the ideas would be open rather than belonging to their respective core members or individual teams. We clearly explained the policy on intellectual property rights when assembling core members, and the core members agreed to this key condition in advance.

Overall, the feedback from post-event interviews was favorable. Some core members commented that they had shared their ideas with open-source communities after the ideathon. Others said that they had begun communicating with outside parties with the aim of implementing and applying their ideas throughout society.

5.6 Methods used for engaging in discussions during the preparation phase of the event

In a conventional hackathon or ideathon, the key to success is a continual process of scrapping and building, trial and error, as the team members collaborate in refining their ideas. For this reason, teams generally spend several days together at the venue, where they use tools such as a whiteboard and notepad for interactive communication. The floating members are also present, checking on each team and sharing useful information to move discussions forward. A major challenge for the planning and execution team was how to resolve the issues posed by the inherent

*7 The rights to the results of a wide range of human creative activities belong to the creators for a fixed period of time. Intellectual property rights are protected by various laws. Details are provided in "About intellectual property rights" on the Japan Patent Office's website. (in Japanese)

*8 An initiative in which people from different organizations freely contribute knowledge and technology for the purpose of realizing innovation. Source: "About open innovation", The Nikkei (in Japanese)

constraints of this particular ideathon being remote rather than in person.

One solution, as we mentioned earlier, was the use of the latest communication tools. One thing that made this ideathon unique was that we used a wide range of tools in addition to using an online conference tool (see Section 4.4, List of tools used for details).

A key point for the planning and execution team was the effective facilitation of interactive and seamless communication among participants in a remote setting through use of technology tools and other means. The planning and execution team used various tools to monitor the core teams and intervened where necessary. For example, we tracked the progress of each core team using online tools. If core members did not receive a response from a floating member about an inquiry, the planning and execution team immediately reached out to the floating member.

We also discussed whether there should be multiple meetings between the core members and floating members that could serve as milestones and allow the floating members to monitor the progress of core members. As the core members and floating members had to find time in addition to their everyday work, we prioritized flexibility whenever possible, thus we decided on a more autonomous structure. This in turn meant that we needed to determine how to ensure the effective participation of the floating members.

Comments from core members:

- In my previous hackathons, the facilitators took care of every detail for the teams. In this ideathon, I understood that things would be left to the core members, and while that had its pros and cons, I think it is a good method and I found it to be a worthwhile experience.
- I would have liked for the floating members to be a little more actively involved.

We anticipated that the focus on autonomy in this ideathon would likely result in differences in the amount of time each core team had available to spend on their ideathon task. This would have led to some issues: it could have made the competition less fair; problems could arise in the scheduling of discussions for core teams; the amount of time spent on discussions could have been too demanding; or, conversely, the core members might not have been available for discussions. In order to resolve these issues, we decided in advance that the total time for brainstorming and preparation would be approximately 24 hours (3 days x 8 hours) during the month leading up to the presentation of the results, in consideration of the fact that the number of hours would be the same as if the discussions were being held in face-to-face meetings over several days. This was developed as a guideline for the core team as a reference.

In the post-event interview, many of the core teams said they had finished the task within about 24 hours, although others said they had dedicated significantly more than 24 hours on the task, spending time on things such as research for real-life cases.

Fig. 5-5 | Framework for the planning and execution team's involvement and the tools used

Framework for the planning and execution team	• Develop milestones to assess the progress of each team's discussions:
	  • We assessed each team's progress and adjusted operations where necessary
	• As a reference, teams may spend a total of around 24 hours (3 days x 8 hours) working on the task:
	  • This guideline was set so that the core members' workload would not be too high during the event period of over a month
	  • It was not a strict requirement — in general, we prioritized autonomy and the planning and execution team did not measure this
	• The planning and execution team together considered inquiries from each team and then responded and/or resolved issues:
	  • While the planning and execution team consists of four different organizing entities, but necessary to provided unified responses to the participants

Tools used	• We used a chat-based messaging platform, interactive whiteboard tool, etc.: • Where necessary, the planning and execution team mediated between core members and/or floating members, providing support during communication processes to facilitate more active discussions or prevent floating members from becoming overly involved with some teams compared to others

5.7 Selecting core members

Taking advantage of the fact that the event was wholly online, we encouraged the participation of people from various regions and industries. Below are some considerations when selecting core members.

5.7.1 Diversity

Revitalizing the areas outside urban centers is a major social issue in Japan, and therefore, we invited participants from many different regions. Besides participants from the Tokyo metropolitan area, we attracted participants from as far away as Okinawa. We were also conscious about inviting people not only from the finance industry but a variety of other industries as well so that participants could bring a range of perspectives from many different industries and fields.

5.7.2 Selection criteria

The planning and execution team considered several options when choosing specific people to invite. After discussing the matter, the team eventually decided to focus on key players from the next generation who are driving innovation.

5.7.3 Composition of teams

We based our decision about the number of teams considering the allotted time frame at FIN/SUM 2021, given that each presentation would be around five minutes. We also considered the scope of the support framework that the planning and execution team would be able to provide. In the end, we decided that about five teams would be suitable.

As each core team had members undertaking four distinct roles (details are included in “Fig. 5-3 Names and roles of core members in this ideathon” in Section 5.3.1, Core members), we decided that each team should consist of around five people so that it would be easy for all of the members to actively participate in the discussions.

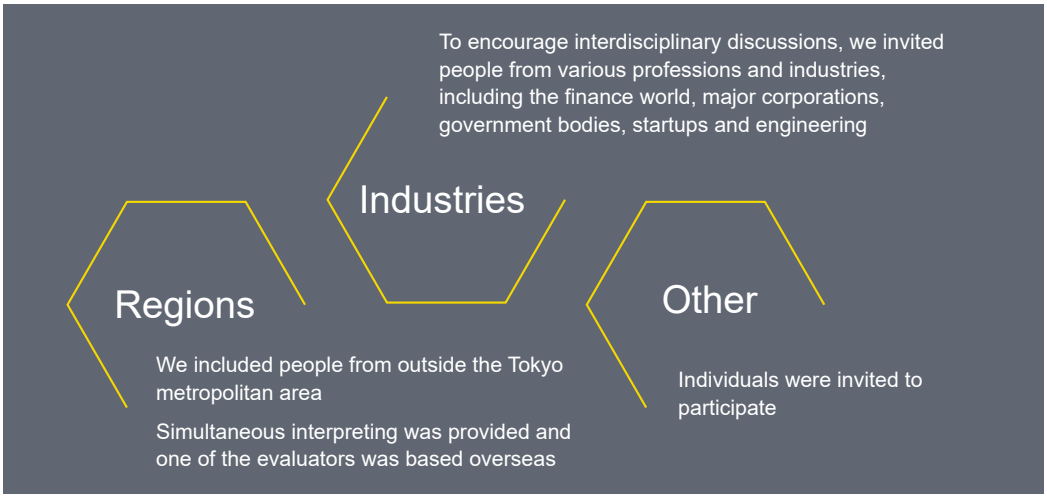
In terms of the team member grouping, we considered having some teams with members from the same company. Still, we ultimately decided to mix up team members because most truly innovative ideas arise from diverse groups. Those who agreed to participate as core members provided information such as their specializations and areas of interest, which we then incorporated when we established the teams. Teams were formed on the basis of the following two guidelines:

- A software engineer would be assigned to each team as a technology expert
- People from one organization or region were not placed on the same team because the focus was on building a diverse, interdisciplinary community

We informed core members that we had separated the roles into Visionary, Hack, Face and Closer to add structure to the task. However, members’ contributions overall did not need to be strictly limited to their assigned roles.

In the post-event interviews with core members, there was broad agreement with this policy. On the other hand, some of the members said that participants drawn from one organization (as opposed to mixing up members across organizations) might be better if the ultimate goal was actual implementation throughout society, or that we could foster more unconventional thinking if we allowed anyone to apply for the position of core member rather than specifically inviting them.

Fig. 5-6 | Involvement of a wide range of participants



5.8 Selecting floating members

For floating members, the planning and execution team recommended candidates such as startup leaders and individuals at major corporations who might be willing to share their expertise despite their busy schedules. Each member of the planning and execution team nominated and invited potential candidates.

We initially considered assigning specific floating members to each team, but that could have resulted in said floating members becoming overly invested in their team. In the interest of fairness, we created a system where every team would receive support from all of the floating members. The planning and execution team monitored the process to make sure that all of the core teams had floating members working with them and coordinated where necessary.

5.9 Participant briefings

The briefings for the core and floating members were held entirely online. We tried to keep team members together, as these briefings provide the opportunity for team members to interact for the first time and learn how to use the interactive whiteboard tool. The schedule was made using a scheduling tool, taking into account the team members' availability so that the majority of the team members could participate. A total of four briefing sessions were held, with members from about two teams attending each one. The last briefing also included a briefing for floating members. We created a participant manual before the briefings. It included basic information such as the theme, evaluation matrices and how the ideathon would be structured. We used this manual as a guide for the explanations given during the briefings.

With such a short time of period between participant selection and the briefings, it was challenging to coordinate schedules. Very few teams were able to attend the same briefing with all the members present.

Another issue was that the exact schedule of FIN/SUM 2021 had not been finalized by the time of the briefings. Core members were informed about the overall process and key events until the presentation day of the ideathon on 18 March 2021. Still, information such as a detailed master schedule, including the time of each team's presentation, needed to be provided later.

Fig. 5-7 | Some pages from the participant manual (translated from original Japanese)

5.10 Evaluations and tabulation method

The planning and execution team used a survey tool to evaluate the teams and tabulate the results. The evaluators entered the scores for each team, which were then downloaded into a spreadsheet program and used to confirm the tabulation and rankings. Multiple planning and execution team members confirmed the tabulation results separately and compared their findings to make sure that the tabulations were accurate, before reaching a determination about the final results. The survey was prepared in both Japanese and English because evaluators were from Japan as well as overseas.

5.11 Schedule of presentation session

On the last day of FIN/SUM 2021, the core members presented their results and solutions from their month-long discussions. Their presentations were evaluated, and the winners announced. The presentation session had three main parts: a comprehensive overview of the ideathon, team presentations, and awards ceremony. The session lasted 2 hours and 15 minutes, with 2 hours for the explanation and presentations and 15 minutes for the awards ceremony.

1. The ideathon overview consisted of a 10-minute talk by EY Japan about the tools and technology used for this online ideathon and how new remote communication models were being applied, followed by a 15-minute explanation of the ideathon by Nikkei and EY Japan.
2. The presentation session lasted 55 minutes, with each of the five teams given five minutes for their presentation and six minutes for a Q&A session. We discussed whether to set rigid time restrictions and a time count like standard pitch contests but opted not to be overly strict. Unlike other pitch contests, the teams had spent a month refining their ideas, so we prioritized making sure they had sufficient time for their presentations. Since presenters can be affected by presentation order, we created a ladder lottery on the interactive whiteboard tool to fix the order in advance.
3. The awards ceremony was modest because of the status of the COVID-19 pandemic.

Fig. 5-8 | Method for deciding presentation order

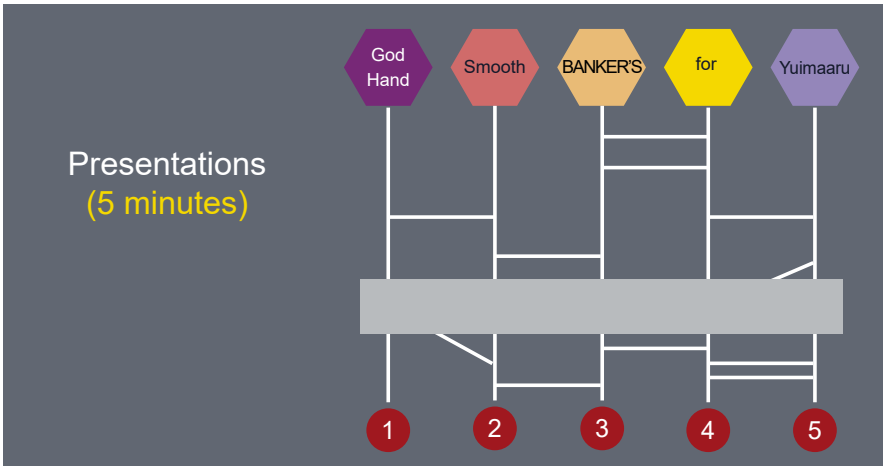


Fig. 5-9 | Schedule on presentation day

● 12:30 - 14:30 (presentation session)	
• 12:30 - 12:31 (1 minute)	✓ Opening
• 12:31 - 12:41 (10 minutes)	✓ Talk about new post-COVID communication methods with digital tools
• 12:41 - 12:56 (15 minutes)	✓ Explanation about the FIN/SUM Online Ideathon
• 12:56 - 13:00 (4 minutes)	✓ Setting up the venue
• 13:00 - 14:25 (85 minutes)	✓ Presentations / questions and answers • Presentations: 5 minutes x 5 (plus four 1-minute transitions) • Questions and answers: 6 minutes x 5 (2 evaluators per team = total of 10 questions and answers expected) • Buffer: 26 minutes • Presentation order 1. for 2. GodHand 3. BANKER'S 4. Smooth 5. Yuimaaru
• 14:25 - 14:30 (5 minutes)	✓ Closing • Closing remarks, announcements about awards ceremony from 18:00
● 14:30 - 16:00 (Preparation for Awards by the planning and execution team)	
• 14:30 - 15:00 (30 minutes)	✓ Receive each evaluators' judgments using survey tool
• 15:00 - 16:00 (60 minutes)	✓ Decision of winners (Grand prize and division prizes) • Cross-check the results by planning and execution team members
● 18:00 - 19:00 (Awards ceremony)	
• 18:00 - 18:15 (15 minutes)	✓ Announcement of winners (Grand prize and division prize winners)

5.12 Evaluators

Most evaluators were selected from FIN/SUM 2021's sponsor companies.

As this ideathon was fully online, there were no geographical or physical barriers to participation. We capitalized on this and did not confine our scope to Japan: one evaluator participated from overseas using the web conference system.

To ensure that the evaluation would be fair and incorporate a diverse range of perspectives, we selected 17 evaluators from various areas, including the financial services industry, startups, consulting firms and software companies.

The planning and execution team discussed whether the evaluators would share comments on the day, who would speak, and the exact length of the comments. Since there would not be enough time for all 17 evaluators to comment, we arranged in advance for eight of them to ask questions on the presentation day.

Floating members did not serve as evaluators to eliminate a potential source of bias.

5.13 Pre-event role assignments and rehearsal

In the lead-up to the day of the presentations, we set a detailed schedule, allocated the roles that each planning and execution team member would play on the day, and created a manual for the participants.

We decided that Nikkei would host the event while EY Japan would handle certain functions such as monitoring the participants and compiling and tabulating the evaluation results, with both organizations sharing online tasks and specific tasks at the venue. Representatives from the FSA were also present at the venue. Logistics such as streaming were handled by Nikkei and by the external event organizers who were in charge of FIN/SUM 2021 as a whole.

The planning and execution team gave the event organizers detailed requests about filming video, including how to frame the presenters' faces, film the presentation materials and switch between the two.

A rehearsal was held three days prior to the presentations. The main purpose of this rehearsal was to confirm points such as filming the presentation materials used by core members and the appearance of participants when using the online waiting room during other teams' presentations and the method and timing for connecting each participant online. Because the event was fully online, we also confirmed that each person could turn their camera and microphone on and off at the right time and the different operations to be performed by the organizers, such as switching views while live streaming. We identified a number of problems, such as screen switching and connectivity for core team members, thus clearly demonstrating that a rehearsal for this kind of event, where many people give presentations from remote locations, is absolutely crucial.

The core teams reflected on lessons learned during the rehearsal and refined their materials and presentations for the actual event three days later.

The planning and execution team also told the core teams to prepare a backup presenter, in case their original presenter was unable to connect due to any technical issue.

5.14 Presentation day

All of the issues detected at the rehearsal were resolved by the day the teams presented their results. The event went smoothly, without any major problems.

The core teams gave their presentations online. Five of the evaluators were physically present at the venue, while the remaining three evaluators attended remotely. We had excellent Q&A sessions as a result.

All of the core members' presentations were roughly within the time limit. Their materials were easy to understand and reflected the unique characteristics of each team. The results from their month of work were even more outstanding than we expected. The materials were broadcast to viewers throughout Japan and overseas.

The tabulation of the evaluations was completed as quickly as initially planned.

6 Presentation summaries and evaluation results*9

Grand Prize: Smooth

Enhancing trust using technology to secure and verify ownership title

The team focused on finance for the sharing economy. They proposed two innovative solutions to secure ownership title using technology, which would facilitate financing solution and credits supported by new technology. They presented a solution of employing smart locks to secure ownership title and tokenizing assets through the use of security certificate tokens for the smart locks. This technology could potentially be used by a variety of asset-sharing businesses and agents.

This idea was awarded the Grand Prize because of the potential to add a new dimension to the financial services industry and because linking physical assets with NFTs through the use of smart locks is both innovative and practical as a solution that directly addresses current problems.

for

Online identity verification enabling anyone with a Japanese Individual Number Card to complete required procedures seamlessly when dealing with financial institutions

This team addressed the fact that know your customer (KYC) procedures at financial institutions are becoming more complicated but are not always effective in reducing financial crime. In addition, both service providers and customers are concerned about security more than ever. Their solution was an identity verification function enabling anyone with an Individual Number Card to complete procedures for financial institutions online. The use of Individual Number Cards would help prevent or reduce crime, allow for secure transfers between multiple accounts held by an individual, and simplify the identity verification processes of financial institutions.

GodHand

“Rescue score”: A social lending platform to support inclusive finance

This team hopes to create a society in which those who are experiencing financial difficulties can receive support. They proposed a platform that would assess “rescue scores” for people by linking data from administrative organizations and credit information centers or institutions and then match potential sponsors with those in need. The most outstanding feature of this platform is that a payment agent could identify and confirm the exact purpose of funding so that sponsors know how their support is being used, thus giving them peace of mind. Future prospects for expansion included the use of information linked with rescue scores in various industries and a function for determining rescue scores of companies.

BANKER’S

Promoting social good through small social investments

The issue identified by this team was a lack of measurement indicators and a shortage of funds for social activities. They sought to resolve this issue by developing a service that would evaluate trustworthiness through an audio-based social media platform and audio analysis. Private tokens could be utilized to more clearly assess creditworthiness. The system would enable granting credits for small social investments, promote social good and create a world of mutual aid that was not limited by region, nationality, language or culture.

Yuimaaru

Solution for supporting new arrivals in rural areas by helping them establish trust and credibility

The team name, Yuimaaru, means mutual assistance in the Okinawan dialect of Japan. This team focused on the fact that an increasing number of people are now choosing to relocate to different areas, wanting to live in a community that reflects their values. One difficulty associated with moving to a new area is that individuals have to start from scratch in acquiring the trust of the local community and businesses. This team proposed a solution in which blockchains are used to connect communities, financial institutions and individuals that are relocating, making it possible to quickly establish and gain trust.

Awards ceremony
Only certain members of the planning and execution team were actually at the venue during the event.

*9 The presentation materials used by the core teams have been included in a supplementary file, “Presentation materials of core teams.”

7 Interview with the Financial Services Agency

FIN/SUM Ideathon interview: Akira Nozaki, Director of the FinTech and Innovation Office, Financial Services Agency

Interviewer: Yasuaki Yamada, Advisor, SUM Series Team, Nikkei Inc.

Since the first FIN/SUM symposium was co-hosted by the FSA and Nikkei Inc. in 2016, the FSA has continuously leveraged FIN/SUM as a venue to consolidate and disseminate a diverse range of expertise to the global community. In the interim, a global threat has arisen as a result of the COVID-19 pandemic. The concept of a “new normal” has gained widespread recognition, and we may in fact be witnessing the birth of a new paradigm—a genuine once-in-a-century event. The FSA proposed the ideathon because the present circumstances led us to perceive a need to create a space specifically for the exchange of ideas and discussions rather than one-sided communication about innovation.

The choice of “New methods for building trust in non-face-to-face financial activities” as the main theme was made with the intention of rooting discussions not in the concept of converting face-to-face financial activities into a different context, but instead in building completely new concepts from scratch. In that sense, I see the ideathon as a social experiment in fabricating new relationships of trust, since everything from the selection of the core members to preparation and presentation was completely done by online, and it took over two months to execute the event.

The ideas brought by the teams were proposals for a range of financial services that are not yet ready for actual implementation, but are the products of their earnest approaches to solving social issues. Especially, I personally was astounded by the ideas presented by grand prize winner Smooth (using smart locks to secure ownership rights and non-fungible tokens as a new way to build credit) and by Yuimaaru (using blockchain technology to build trust between new residents and their communities by resolving issues caused by a lack of communication).

The challenge ahead of us is the question of how to spread and implement these ideas throughout society. The FSA already operates frameworks that provide support for idea creation, such as the FinTech PoC Hub and FinTech Support Desk, and I believe that now we are called on to focus on conscious and proactive involvement aimed at nurturing ideas into major businesses. In fact, many in the UK are currently debating the proposed pathway for ideas to transition from sandbox to scalebox. The ideathon has proven itself as a source of such inspiration, and participation in the event should be an invaluable opportunity. My gratitude goes out to all who participated.

Some members of the planning and execution team meeting for the first time at the awards ceremony. (Akira Nozaki is the fourth person from the left.)

8 Next steps

8.1 Reflecting on our purposes for hosting the ideathon

Many Japanese companies and organizations leverage ideathons and hackathons to foster open innovation, integrating diverse bodies of knowledge and creating groundbreaking innovations. The methods by which to do so are diverse, and include focusing on a specific theme, preparing data about it in advance, and competing during the development process to allow for quicker transitions to actual implementation throughout society; in choosing a method it is essential that organizers define both a clear purpose and processes for selecting the methods best suited to that purpose. A major factor in our ability to achieve our objectives in such a short period of time was our deliberate communication of the purposes of the ideathon from the outset (as stated in Section 2.4, Purpose): “Launch excellent ideas on the path to actual implementation throughout society, spread awareness of public-private partnerships and foster communities that transcend traditional barriers.” Our commitment to this ideal remained steadfast throughout the event.

Launch excellent ideas on the path to actual implementation throughout society

This year’s ideathon was designed to provide a venue for the creation of ideas to solve social issues from a broad range of perspectives. The communication tools and interactive whiteboard tools that were used were made available to participants through 31 May 2021, in the hope of facilitating actual implementations throughout society after the event. Some of the core members have already begun implementing the ideas generated during the ideathon. The evaluators included venture capitalists and large corporations, and they are highly anticipating access to future actual implementations. The ideathon may have been but the first of many steps toward actual implementation throughout society, but we are proud to have contributed our support and acted as a catalyst for these opportunities.

Spread awareness of public-private partnerships

This year’s FIN/SUM 2021 was held in a hybrid format with online participation enabled. The number of unique viewers of the ideathon reached 410, with total views numbering 647*[10]. Particularly significant was our successful promotion of the event as Japan’s first public-private collaborative online ideathon through a pre-launch announcement in the Nikkei on 8 March 2021 prior to the session for the presentation of results; the post-event report on the ideathon published in the Nikkei on 20 April 2021; and other information posted on websites and social network (SNS) accounts by the members of the planning and execution team. By disseminating this report both domestically and internationally, we hope to further raise awareness of this kind of public-private partnership and to provide a precedent for similar activities in the future.

Foster communities that transcend traditional barriers

The core members represent many professions and regions, and transcended organizational boundaries when they came together for a month of discussion focused on the common goal of solving social issues. In addition, discussions with floating members (including celebrity participants) had the unintended additional benefit of helping us to form a community that transcends traditional barriers. In interviews conducted after the event, many of the core members said the opportunity to discuss ideas with both peers in their own industry and with participants who have different experiences and skill sets was the most rewarding part of the event. The planning and execution team also witnessed firsthand the formation of new networks, such as the creation of new community spaces via SNS.

*10 The number of viewers is the total of those who were physically present at the venue and the global count of people who were watching FIN/SUM 2021 online at the time of the ideathon presentations. The number of views online was tracked by logins (including logins using archive viewer tickets after the event). Figures are as of 20 May 2021.

8.2 Implementing the ideas throughout society with public-private partnerships

Core members provided many positive comments during interviews, stating that communicating with floating members and industry-leading evaluators was a valuable opportunity, and that participating in a public-private partnership event of this nature was a fascinating experience. There were also comments expressing anticipation of future developments, including a desire to expose public sector employees to the passion for and rapid adoption of advanced technology by the private sector.

Moving forward, we hope to see the following three outcomes: first, the leveraging of the ideathon as the first step toward implementing these ideas throughout society, and sustained initiatives to select more concrete themes and methods of facilitating actual implementation; second, the development of an ecosystem for public-private partnerships and greater prevalence of initiatives similar to the ideathon; and third, the endorsement of initiatives that aim to create new markets or actionable business models through cooperation between the public and private sectors.

We hope that this ideathon, made possible through partnership between the public and private sectors, has laid the groundwork necessary to achieve those outcomes.

Appendices

A) The pre-event ad and post-event feature published in The Nikkei

1. Pre-event ad: published on page 14 of The Nikkei (daily newspaper) on 8 March 2021

FIN/SUM FINTECH SUMMIT 2021

FIN/SUM2021 [フィンサム2021]

Fintech as a Service、デジタル社会のプラットフォームを目指して

「非対面金融活動」をテーマにオンライン・アイデアソン開催
3月18日にライブ配信、皆さまぜひ聴講ください。

Web ライブ中継イベント 受講料無料

FIN/SUMオンライン・アイデアソン

協力:金融庁、フィンテック協会、EY Japan

成果発表:3月18日(木)12:30～ 表彰式:同18:00～ オンラインライブで配信します。
聴講には下記FIN/SUM公式サイトでの事前登録(無料)が必要です。

FIN/SUMオンライン・アイデアソンの流れ

FIN/SUM2021は「非対面の金融活動における新たな信頼構築」をテーマに「アイデアソン」を開催します。全国の金融機関、スタートアップ、地方自治体など様々な分野から集められた5チームがオンラインホワイトボードやコミュニケーションツールを使って1カ月間議論を重ね、イベント最終日の3月18日にオンラインライブで成果を発表します。

ディスカッションではEY Japanの協力により24時間アクセス可能なwavespaceのオンラインホワイトボードツールが威力を発揮しました。チームメンバー同士のディスカッションはもちろん、サポート役のフローティングメンバーとのコミュニケーションもすべてオンラインで完結します。このままプレゼン資料もオンラインで共同作成し、3月18日のピッチ本番に臨みます。

参加チーム(50音順、敬称略)

GodHand
糸川 将司 株式会社ウフル アカウントエグゼクティブ
北村 陽太郎 株式会社東日本銀行 IT統括部 チーフ
元木 理也 WED株式会社 プロダクトマネージャー
山村 明 株式会社シナモン 事業開発

[メッセージ]
●まじめに生きてきたのに既存の与信判断では「信用」がないと判定されてしまう人。「信用」とはなんでしょうか？ 透明性による新たな与信判断を創造し、より多くの人にお金が行き渡る機会が増える世界を目指します。

Smooth
川口 将司 Secret Foundation(Secret Network) Researcher
國安 慧 株式会社AI Samurai マーケティング本部アカウントエグゼクティブ
小菅 諒 VOYAGE GROUP ソフトウエアエンジニア
千綿 開道 マネーツリー株式会社 Product Sales Executive
野村 亮輔 富山第一銀行 ダイレクトバンキング部

[メッセージ]
●所有物を担保することに問題意識を感じました。所有権をテクノロジーで担保することにより、事業者はレバレッジを効かせたファイナンスに結びつけ事業拡大を目指すことができます。

BANKER'S
坂谷 晃良 WED株式会社 エンジニア
岩城 一磨 株式会社LinkandVisible マネージャー
尾上 正幸 広島県 商工労働局 イノベーション推進チーム 地域産業デジタル化推進グループ
末澤 佐樹 株式会社シナモン 事業開発部

[メッセージ]
●生活不安などを背景に家計の貯蓄が膨れ上がり、資金流通に滞りが生じています。世の中にお金がバランスよく回り経済が活性化するように、投資に消極的な層が参入しやすい信頼性の高いプラットフォームを構築します。

for
小川 秀夫 株式会社カウリス カスタマーサクセスマネージャー
長田 耕介 株式会社GNUS Business Development
小宮 領 株式会社メルペイ Cash I/O product manager
前川 剛平 株式会社AI Samurai 研究開発本部エンジニア

[メッセージ]
●金融機関の認証・本人確認の煩雑さと裏腹に日々金融犯罪がニュースに取り上げられ、サービス提供者・利用者共にセキュリティの不安が増しています。利便性・セキュリティ水準共に高いサービスアイデアを提供します。

ゆいまーる
佐藤 径亮 マネーツリー株式会社 エンジニア
武村 達也 HMCN(Hiroshima Motion Control Network)
豊里 健一郎 Startup Lab Lagoon代表 (株式会社LinkandVisible) 代表取締役CEO
西田 拓郎 株式会社エアークローゼット UXエンジニア
濱上 晃 株式会社シナモン 事業開発部

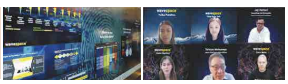
[メッセージ]
●コロナ禍で他拠点での事業立ち上げや移住を考える人が増え、地方創生への寄与が期待されますが、見知らぬ地での一からの社会的信用構築が大きな障害となっています。この課題を相互扶助の思想を用いたプロダクトで解決します。

参加チームをサポートするフローティングメンバー

辻 亮佑氏 株式会社エアークローゼット プロダクトグループ 執行役員CTO
森川 夢佑斗氏 株式会社Ginco 創業者代表取締役
加治 慶光氏 株式会社シナモン 取締役会長執行役員
白坂 一氏 株式会社AI Samurai 創業者代表取締役CEO
小島 舞子氏 株式会社チャットブック 創業者代表取締役社長
安田 クリスティーナ氏 マイクロソフト・コーポレーション アイデンティティ領域アーキテクト
鬼頭 武嗣氏 株式会社クラウドリアルティ 代表取締役
森口 拓也氏 株式会社Mellow 代表
曾川 景介氏 株式会社メルペイ CTO／株式会社メルカリ CISO
島津 敦好氏 株式会社カウリス 代表取締役

評価ポイントと表彰

3月18日に発表される各チームのアイデアは、10～15人の評価者の皆様によって、①市場性②創造性③実現可能性④影響度・多様性⑤明確性の5つの指標について5段階で評価・採点され、高得点をあげたチームが表彰されます。



[フィンサム2021] **2021年 3月16日(火)-18日(木)**

会場／東京・丸の内(丸ビル)　主催／日本経済新聞社、金融庁
後援／全国銀行協会、日本銀行、フィンテック協会、日本CTO協会　特別協賛／三菱地所

フィンサムは日本最大級のフィンテックイベントです。
ご来場およびオンライン視聴には事前申し込みが必要です。
●プレミアムチケット 10万円(税込み)(3日間全セッションの会場+オンライン視聴、オンラインネットワーキング参加※、昼食券付き)
●アーカイブ&ネットワーキングチケット 5,000円(税込み)(ライブ視聴に加えイベント後のアーカイブ視聴、オンラインネットワーキング参加※)
●オンラインライブ視聴(3月16-18日のライブ視聴のみ) 無料・事前登録制
ライブ視聴は無料で事前登録が必要、アーカイブ動画を視聴するにはチケットが必要です。
※イベント期間の前後の約2週間、ほかのイベント参加者とオンラインで直接、対話や商談ができるサービスです。

●プログラム、事前登録、チケット購入は公式サイトから
フィンサム 検索 https://finsum.jp/

お問い合わせはFIN/SUM事務局 info@xsum.jp

本イベントでは新型コロナウイルス(COVID-19)感染拡大防止のため社会的距離の確保や検温、適切な消毒など政府、東京都からの実施ガイドラインに従って運営します。

SPONSORS

SBI GROUP / NEC / EY / SMBC 三井住友フィナンシャルグループ / SMBC 三井住友カード / nem / Huobi / MUFG / Aflac / 農林中央金庫 / NOMURA / Quick / MS&AD MS&ADインシュアランス グループ / Youzan Japan / LINE CLOVA / SWIFT / TRUSTDOCK / GMO / episodesix / FUNDINNO / 三菱地所

2. Feature about the ideathon: published on page 33 of The Nikkei (daily newspaper) on 20 April 2021

FIN/SUM2021
[フィンサム2021]

FIN／SUM初の取り組みとしてオンライン・アイデアソンを開催。「非対面での金融活動における新たな信頼構築」をテーマに、参加5チームの知の競演が繰り広げられた。最優秀賞は、スマートロック技術でシェアリング事業者向けファイナンスを提案したSmooth。

オンライン・アイデアソン

NFT所有権担保に道 Smooth

準備段階から表彰式まで、各チームの議論や審査を最先端のコミュニケーションプラットフォーム上で運用した本アイデアソン・アイデアソンの実現までのルールとゴールを決めてマラソンのように競い合う大会だ。金融庁、フィンテック協会、EY Japanの協力の下、全国の多様な組織から、支援者も含めて50人超のキーパーソンが参集した。1カ月に及ぶ議論を経てフィンテックによる金融の課題解決への提案をFIN／SUM最終日に披露した。

審査は市場性、創造性、実現可能性、影響度および多様性、明確性の5つの評価軸をポイント化。プレゼンと質疑応答後の審査集計を経て最多得点獲得チームに最優秀賞、最優秀賞を除いた各評価軸の最多得点獲得チームに各部門賞が贈られた。

主な提案と講評

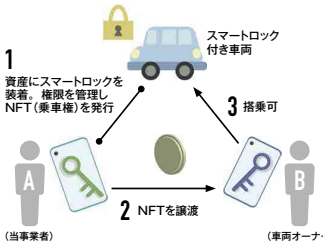
最優秀賞チームのSmoothは、スマートキー（仮想鍵）を活用して「NFT非代替性トークン」の所有権」と「乗車権」を結ぶ仕組みを提案。これによりレバレッジを利かせたファイナンスに結び付けるアイデアで、シェアリング事業専用のローンなどの事業化が見込める。自動車に限らずほかの動産での活用可能性も考えられ、評価者からも「拡張性があり多くの産業を巻き込める」「金融業界の課題についてしっかり把握したソリューションで、実現性も高い」といった好評価が寄せられた。

市場性、実現可能性、明確性の各部門賞を受賞したforthは、マイナンバーと連携したeKYC（電子本人確認）で、高セキュリティーながらコストを抑えるサービスを提案。特に地域金融機関での課題解決へのニーズが高い点が評価されていた。GodHandは多様な評価軸で支援が必要な人を抽出して資金提供ができるプラットフォームを、BANKER'Sは少額から与信創造ができるサービスを提案。ゆいまーるは、地域コミュニティーが移住者の信頼を担保するアイデアを提出。「地域コミュニティーの信頼度という新しいデータを創出する試みになる」と、コロナ禍の今こそ地域創生や都市と地方の格差是正に貢献するアイデアという点で注目を集めた。

受賞後、最優秀賞チームを代表してマネーツリー（東京・港）の千綿開道氏は「今回提案したNFTを使った資産のトークン化およびスマートキーで担保の実行権管理により、資産の流動化および成長産業でのファイナンスがよりシステムズになる社会が実現すれば光栄。限られた時間の中で頑張ったメンバーには心から感謝する」とコメントした。

バーチャルキーで権限制御
NFTの裏付けとなる資産を守る

「NFTの所有権」と「乗車権」を1対1対応させて解決



FIN/SUM2021 オンライン・アイデアソン結果

最優秀賞	Smooth
市場性部門賞	for
創造性部門賞	BANKER'S
実現可能性部門賞	for
影響度／多様性部門賞	GodHand
明確性部門賞	for

参加チーム（五十音順、敬称略）

GodHand
糸川 将司
ウフル アカウントエグゼクティブ
北村 陽太郎
東日本銀行 IT統括部 チーフ
元木 理也
WED プロダクトマネージャー
山村 萌
シナモン 事業開発

多様なデータをスコア化し、多対多でも自在に貸借、決済代行ができるシステムで「困っている人」を救いたい。

Smooth
川口 将司（Cho JangSa）
Secret Foundation（Secret Network）Researcher
國安 慧
AI Samurai
マーケティング本部アカウントエグゼクティブ
小菅 諒
VOYAGE GROUP ソフトウエアエンジニア
千綿 開道
マネーツリー Product Sales Executive
野村 亮輔
富山第一銀行 ダイレクトバンキング部

スマートロック技術で所有権の担保を債権者や保証提供者が行える。動産を使う新事業の収益化に広く活用できる。

BANKER'S
板谷 晃良
WED エンジニア
岩城 一磨
LinkandVisible マネージャー
尾上 正幸
広島県 商工労働局 イノベーション推進チーム 地域産業デジタル化推進グループ
末澤 佑樹
シナモン 事業開発部

無償で社会貢献をする団体に資金が集まる仕組みが不可欠。「投げ銭」感覚で投資できる使いやすいサービスだ。

for
小川 秀夫
カウリス カスタマーサクセスマネージャー
長田 耕介
GNUS Business Development
小宮 領
メルペイ Cash I/O product manager
前川 剛平
AI Samurai 研究開発本部エンジニア

金融犯罪が増加する中、本人確認のコストをマイナンバー連携システムで下げる。地方金融機関で活用してほしい。

ゆいまーる
佐藤 径亮
マネーツリー エンジニア
武村 達也
HMCN（Hiroshima Motion Control Network）
豊里 健一郎
Startup Lab Lagoon代表（LinkandVisible）代表取締役CEO
西田 拓郎
エアークローゼット UXエンジニア
濱上 晃
シナモン 事業開発部

地方移住者は信用情報がリセットされる場合がある。マイナンバーやSNS履歴での信頼担保の仕組みが必要だ。

アイデアソンへの協力者（順不同、敬称略）

フローティングメンバー（参加チームをコーチ）
辻亮佑（エアークローゼットプロダクトグループ執行役員CTO）、森川夢佑斗（Ginco代表）、加治慶光（シナモン会長兼CSDO）、白坂一（AI Samurai社長）、小島舞子（チャットブック社長）、安田クリスティーナ（マイクロソフト・コーポレーション アイデンティティ規格アーキテクト）、鬼頭武嗣（クラウドリアルティ代表）、森口拓也（Mellow代表）、曾川景介（メルペイ取締役CTO／メルカリ執行役CISO）、島津敦好（カウリス代表）

代表評価者
鈴木伸武（三菱UFJイノベーション・パートナーズ社長）、陳海騰（Huobi Japan社長）、野口哲（ロボット投信代表）、千葉孝浩（TRUSTDOCK代表）、堺英夫（三菱地所xTECH運営部ユニットリーダー）、横路隆（freeeCTO）、佐藤ニール（コインチェック執行役員 VP of Engineering）、荻生泰之（EYストラテジー・アンド・コンサルティングストラテジックインパクトユニットパートナー／Smart Society Strategy & Blockchainビジネスリーダー）

評価者
田中正人（SBIインベストメント投資部部長）、Hou Loong Sam（Episode Six Inc. General Manager）、金山紀果（Episode Six Inc. Sales Manager）、青柳亨（NEC金融システム本部シニアマネージャー）、渡辺徳生（QUICKイノベーションセンターセンター長）、中島徳至（Global Mobility Service社長）、白石寛樹（三井住友カードデータ戦略部部長）、塩野崎（MS&ADインシュアランスグループホールディングス総合企画部上席部長（イノベーション担当）兼イノベーション室長）、David Mansell（NEM Group Chief Operating Officer）

オンライン・アイデアソン EY企画運営チーム（敬称略）
左から岩佐隆光、上村祐介、野村航洋、葉映秀、田代理、五郎川聡、小川恵子、海老原祥太、黒澤知洸、植村恵子

官民連携アイデアソン 今後も拡大を

小川 恵子氏
EY Japan RegTechリーダー 兼
EY新日本有限責任監査法人 金融事業部 パートナー

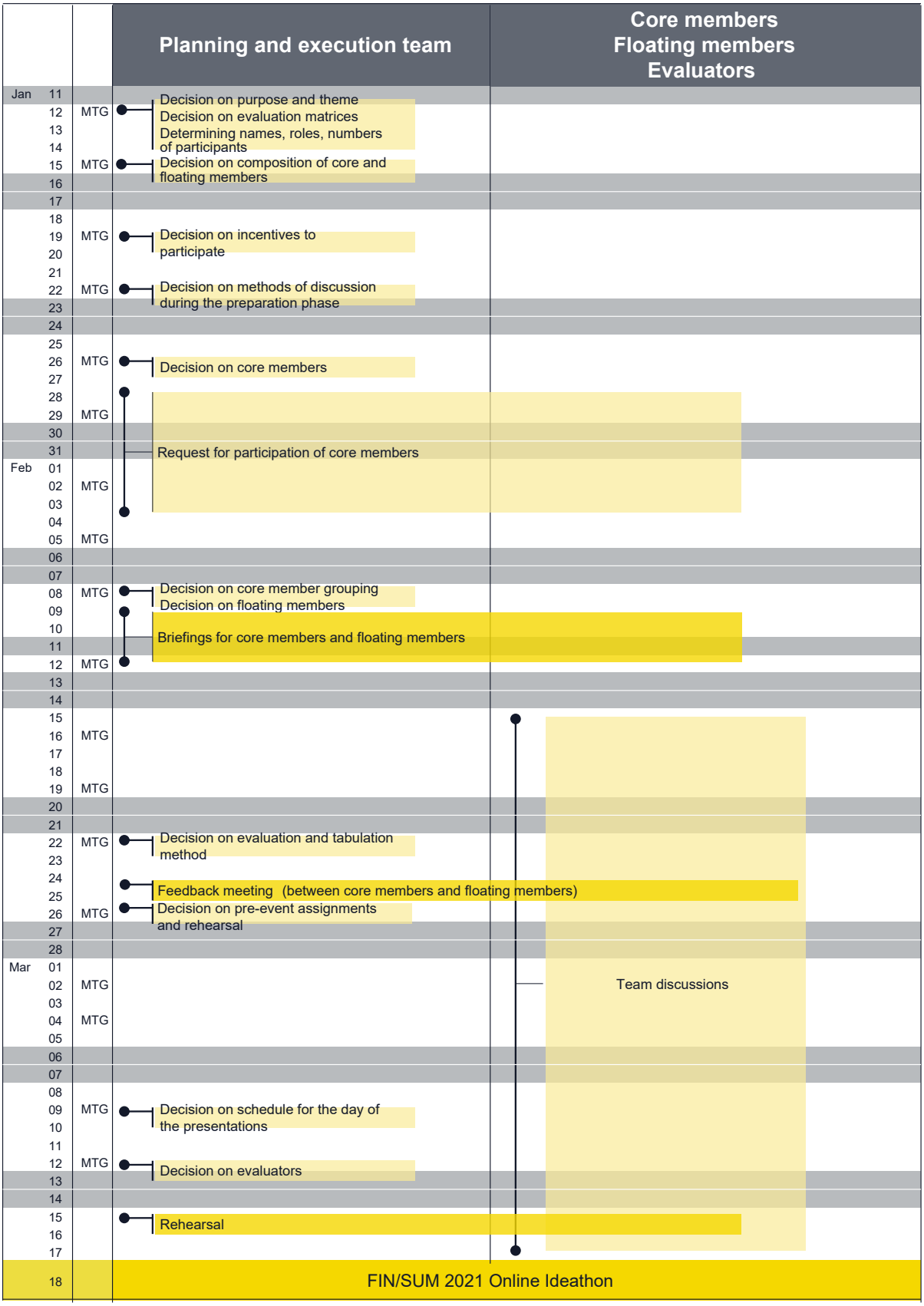
ここ数年「金融イノベーション創出のためには、官民連携のエコシステムが不可欠だ」という世界的な共通認識が形成されつつある。この流れをけん引しているのが英国だ。同国の金融行為監督機構（FCA）は官民連携エコシステムの一員として、新技術やソリューションの開発プロセスに積極的に参画する。幅広い参加者を集めて社会課題などを解決するための先端技術の活用を競う「テックスプリント」や、規制官庁の認定を受けて実証を行い、そこで得られた情報やデータから規制見直しにつなげる「規制のサンドボックス」などがある。今回、テックスプリントの支援を経て得たEYのナレッジを生かし、日本の官民連携アイデアソンの企画運営に携われたことを光栄に思っている。

FIN/SUMのオンライン・アイデアソンに、金融庁のオブザーバー参加が実現したことの意義は大きかった。おかげで全国から多様なバックグラウンドを持つキーパーソンが賛同して支えてくれた。当社はEY wavespaceの機能の一つ、インタラクティブホワイトボードツールを全期間24時間提供。参加者らの対話と議論を深める一助になれたのではと思う。幅広い事業領域、地域等から組織の枠を超えて社会のペインポイントをテーマに議論いただいた点、大きな意義があったと感じている。

官民連携でイノベーション創出を目指す背景の一つは、急速に進化し続ける技術と規制との関係だ。最先端の技術を活用したソリューションの多くは既存の規制の枠外にあり、当局は規制を後追いで整備することになる。技術の進化する速度に規制がキャッチアップすることは難しい。また企業にとっても新たな技術を使うサービスについて、開発段階から規制当局と協働し、当該技術に関わる規制について率直な意見を交わすことは、スムーズな社会実装の実現や、その先のビジネスデザイン確立のためにも重要だ。

もう一つは、企業を取り巻く課題の複雑化とそれを解決すべきテクノロジーの社会的影響の大きさが挙げられる。企業には、技術の普及に応じて形成されていく新たな社会的価値観への目配りも求められている。しかしこれらは組織を超えた社会全体の課題であり、解決のためには官民の枠を超えた多様な関係者が手を取り合う必要がある。社会全体の利益と一致する持続可能なビジネスデザインの構築は今や、世界中の企業が重視する経営戦略の柱となっている。

B) Schedule (Planning to the day of presentation at FIN/SUM 2021)



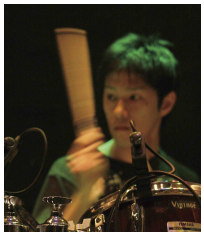
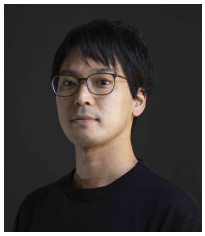
MTG: bi-weekly meeting held by the planning and execution team

C) Core members, floating members and evaluators in this ideathon

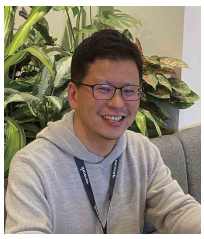
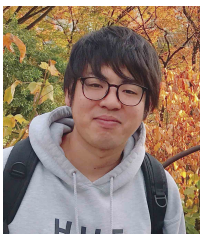
1. Core members

(in no particular order, honorifics omitted. Job titles and companies/organizations are as of the time of the event.)

for

			
Hideo Ogawa	Kousuke Osada	Eri Komiya	Kohei Maekawa
Customer Success Manager, Caulis Inc.	Business Development, GNUS Inc.	Cash I/Ō product owner, Merpay Inc.	Engineer, AI Samurai Inc.
https://caulis.jp/	https://www.gnus-inc.com/	https://www.facebook.com/erikomiya/	https://aisamurai.co.jp/

GodHand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Account Executive, Uhuru Corporation.	Chief, The Higashi-Nippon Bank, Ltd.	Product Manager, WED Inc.	Business Development Manager, Cinnamon Inc.
https://uhuru.co.jp/	https://www.higashi-nipponbank.co.jp	https://wed.company/	https://cinnamon.is/

BANKER'S

			
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https://wed.company/	https://lagoon-koza.org/	https://hiroshima-sandbox.jp/	https://cinnamon.is/

Smooth				
				
Masashi Kawaguchi (JangSa Cho)	Kei Kuniyasu	Ryo Kosuge	Kaido Chiwata	Ryosuke Nomura
Researcher, Secret Foundation. (Secret Network.)	Account Executive, AI Samurai Inc.	Software Engineer, VOYAGE GROUP Inc.	Product Sales Executive, Moneytree KK.	The First Bank of Toyama, Ltd.
https://scrt.network/	https://aisamurai.co.jp/	https://voyagegroup.com/	https://getmoneytree.com/jp/app/moneytree-id	https://www.first-bank.co.jp/

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https://getmoneytree.com/jp/app/moneytree-id	http://tatsuya1970.com/?page_id=2	https://lagoon-koza.org/	https://corp.air-closet.com/	https://cinnamon.is/

2. Floating members (in no particular order, honorifics omitted. Job titles and companies/organizations are as of the time of the event.)

- Yoshimitsu Kaji (Chairman and CSDO (Chief Sustainable Development Officer) Cinnamon, Inc.)
- Takeshi Kito (Founder and CEO, Crowd Realty, Inc, Vice chair, Fintech Association of Japan.)
- Maiko Kojima (CEO, Chatbook Inc.)
- Atsuyoshi Shimazu (CEO, Caulis Inc.)
- Hajime Shirasaka (CEO, AI Samurai Inc.)
- Keisuke Sogawa (CISO, mercari / CTO, merpay)
- Ryosuke Tsuji (CTO, airCloset, Inc.)
- Muuto Morikawa (CEO, Ginco Inc.)
- Takuya Moriguchi (Co-president, Mellow Inc.)
- Kristina Yasuda (Identity Standards Architect, Microsoft Corp.)

3. Evaluators (in no particular order, honorifics omitted. Job titles and companies/organizations are as of the time of the event.)

- Toru Aoyagi (Senior Manager, NEC.)
- Yasuyuki Ogyu (Strategic Impact Unit Partner, Smart Society Strategy & Blockchain Business Leader, EY Strategy and Consulting Co, Ltd.)
- Norika Kanayama (Sales Manager, Episode Six Inc.)
- Yoshio Sakai (Community Manager for xTECH Startups, Mitsubishi Estate Co., Ltd.)
- Neal Sato (Executive Director & VP of Engineering, Coincheck, Inc.)
- Satoru “Ted” Shiono (General Manager, Head of Innovation Office Director & CFO, MS&AD Ventures.)
- Hiroki Shiraishi (General Manager of Data Strategy Dept, SUMITOMO MITSUI CARD CO., LTD.)
- Nobutake Suzuki (President and CEO, MUFG Innovation Partners)
- Masato Tanaka (General Manager, Investment Dept. SBI Investment Co., Ltd.)
- Takahiro Chiba (CEO,TRUSTDOCK Inc.)
- Chen HaiTeng (CEO, Huobi Japan, Inc)
- Tokushi Nakashima (President/CEO, Global Mobility Service Inc.)
- Satoshi Noguchi (Robot Fund Co., Ltd.)
- Ryu Yokoji (CTO, freee Inc.)
- Tokuo Watanabe (Executive General Manager, General Dept of Business Innovation, QUICK Corp.)
- David Mansell (Chief Operating Officer, NEM Group Ltd.)
- Hou Loong Sam (General Manager, Japan, Episode Six Inc.)

Links to participating organizations' websites and members of the planning and execution team

Nikkei: https://www.nikkei.com/

Financial Services Agency: https://www.fsa.go.jp/

Fintech Association of Japan: https://fintechjapan.org/

EY Japan (RegTech Team):
https://www.ey.com/ja_jp/banking-capital-markets/data-governance-and-regtech-innovation-service

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- Shigehisa Shibayama
- Yoko Kuroda
- Ayako Nishimoto

Financial Services Agency
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- Kohei Miki
- Shota Matsuzawa
- Ryosuke Ushida
- Daisuke Aoki
- Tomomasa Oyama

Fintech Association of Japan (NPO)
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EY Japan RegTech team
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- Satoshi Gorokawa
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- Jun Okubo
- Yusuke Kamimura
- Chihiro Kurosawa
- Koyo Nomura
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- Keiko Uemura
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About Nikkei

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Fintech Association of Japan

The FAJ is a general incorporated association that promotes open innovation in the Japanese fintech industry by organizing events for its members and the fintech community, conducting working groups on key fintech subsectors and areas of interest, researching market trends, and other activities in support of the fintech ecosystem. The FAJ collaborates with domestic, international, and government organizations in support of the fintech ecosystem in Japan and globally.

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ED None

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