
PRESS RELEASE

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9 PROMINENT FINTECH FACES HONORED IN “2024 GLOBAL SHINHAN INNOBOOST” PROGRAM

Ho Chi Minh City, 24th of October, 2024 - After 10 weeks of unique technology idea developments, 9 outstanding startups expertizing in the financial and banking industry introduced to subsidiaries of Shinhan financial ecosystem in Vietnam about advanced solutions applied modern technologies, aiming to optimize the business performance. Simultaneously, this is an opportunity for startups to enhance their connections and have chances for more intensive collaborations with Shinhan financial ecosystem in Vietnam, thereby optimally promoting startups’ potential and driving business expansion.

At the Demo Day of “2024 Global Shinhan InnoBoost” program, held on October 17th, 2024, **Filum.ai** and **Papaya** were honored as the “**Best Startups of 2024**,” each receiving an award of VND 300 million. These two startups impressed the leadership team with their unique ideas and the practical effectiveness of their projects, meeting the selective criteria established by the program.

Filum.ai introduced a comprehensive and intelligent customer experience management platform powered by Gen AI at this year’s program. By collecting customer experience data from multiple touchpoints—such as Contact Centers, Transaction Counters, Apps, Websites, and Fanpages — Filum.ai utilizes Gen AI to analyze and evaluate this information. This enables deep customer insights and fully automated processes, optimizing customer experience management and care.

Meanwhile, **Papaya** presented an automated solution for processing health insurance claims, leveraging advanced AI technology. Papaya’s solution supports both policy holders and insurance companies by automating the verification of claim eligibility, comparing claims against contract terms, and detecting fraudulent cases. This innovation enhances both the efficiency and accuracy of the claims process.

Prizes of VND 200 million each were awarded to the 7 remaining startups, all of which showcased innovative and highly applicable fintech solutions across various fields such as securities, asset investment, AI assistant, financial & payment solution

Dudaji focuses on improving communication experiences through Machine Learning and Deep Learning. The company has developed three core AI solutions: AI Copy Right, AI Conversation, and AI CCTV.

Finsey is a credit technology startup founded to offer comprehensive financial solutions tailored to Generation Z.

Finful, similar to Duolingo for finance, partners with financial institutions to leverage financial education as a tool to achieve business goals. Through learning modules and AI financial tools, Finful helps users enhance their financial knowledge, ultimately improving their work performance and financial literacy.

1Long is an asset management company for the era of Robo-Advisors 2.0. It offers tailored solutions for financial planners to utilize AI in lead generation, client engagement, and portfolio recommendations based on customer insights.

Mofin is an automated asset investment platform with a mission to develop the next generation of AI-powered wealth growth systems. By leveraging data, machine learning, and AI, Mofin aims to simulate suitable trading scenarios and build robust investment systems.

Money Station is a next-generation social investment platform and AI-powered big data analytics tool for global investors. It helps investors uncover hidden certainties and gain deep insights into investing through collective intelligence and advanced financial tools.

Tingee is a pioneering fintech company providing payment management software for merchants and SMEs in Vietnam. Tingee aims to become the leading Open Banking service provider for over 500,000 customers by 2030.

CEO and General Director of Shinhan Bank Vietnam – Mr. Kang GewWon shared: *“Shinhan Global InnoBoost program has demonstrated the potential of collaboration between Shinhan's financial ecosystem in Vietnam and startups, while also opening valuable new opportunities for Vietnam's startup ecosystem. This partnership is seen as connecting puzzle pieces, forming a complete picture of collective strength, and contributing to the development of an innovative and efficient startup ecosystem in the Vietnamese market.”*

2024 Global Shinhan InnoBoost program aims to promote innovation and collaboration with startups in Vietnam. In partnership with the Seoul Business Agency, a South Korean government agency, the program provides opportunities for startups to accelerate their growth and expand business operations both in the Vietnamese market and globally.

Information of the 09 Startups that successfully completed “2024 Global Shinhan InnoBoost” Program:

 **Filum.ai** www.filum.ai
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 **Finsey**

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ABOUT SHINHAN FUTURE'S LAB VIETNAM

Shinhan Future's Lab (SFL) is the most successful fintech startup support model in South Korea. This organization helps connect, guide, create a professional working environment, seek investors, and provide business expansion opportunities for potential startups. At here, young businesses are mentored by financial experts, technologists, lawyers, investors, entrepreneurs, and more from Shinhan Financial Group (SFG) and other prestigious organizations in South Korea. SFL in Vietnam is the first overseas branch of this organization. Starting operations in 2016, initially, SFL Vietnam mainly focused on supporting startups in the financial technology sector and is now expanding to many other fields.

Shinhan Future's Lab Vietnam (SFL-V) organizes the annual Open Innovation program to connect startups with member companies. Through this program, startups not only gain access to investment capital and top-tier experts but also engage in cooperative activities, research, and product development with major companies of Shinhan. This enables young businesses to seize market expansion opportunities, enhance brand presence, and promote sustainable development in the international business environment.

The Open Innovation program of SFL-V has become an important bridge, helping startups in Vietnam and Korea realize their creative ideas and reach global heights. With dedicated support and a comprehensive startup ecosystem, SFL-V provides young businesses with exceptional development opportunities, affirming their position in the international market and contributing to the overall economic growth.

For more information, please visit <https://futureslab.com.vn/InnoBoost>

