

CAMPFIRE SOCIAL CAPITAL, Inc.



- ❑ Address: Shibuya-ku, Tokyo
- ❑ Employees: 10
- ❑ Established in 2015
- ❑ Business: Type II financial instruments business, business consulting etc.

<https://owners.camp-fire.jp/>

Outline of the demonstration project

- The Project of PoC on financial DX through application for visualization among mobility after-sales service providers and member drivers in the Kingdom of Cambodia

Cooperation with local companies/governments

- Local partner: Global Mobility Service (Cambodia) Co., Ltd.
- Details of cooperation and collaboration: Development of apps systems, operational support and coordination of field personnel.



Targeted economic/social issues

- In Cambodia, deterioration of the transportation environment is noticeable with the rapid popularization of private cars.
- One of the factors is poor maintenance of automobiles, but the information on reliable auto-repair shops is very limited for drivers, and it is difficult for them to access timely and appropriate services.

Details of demonstration

- Developing and providing a mobile app for drivers that maps after-sales service providers for repair and maintenance of automobiles and visualizes their ratings.
- It demonstrates the introduction of a system that contributes to improving the reliability of after-sales service businesses, which are mainly privately owned, by scoring the ratings of repair and maintenance businesses and linking them to credit information at local financial institutions.

Expected outcome of beneficiary effects

- Expanding business opportunities for mobility finance in Cambodia.
- Contributing to job creation and improvement of income for drivers and auto repair businesses.
- Also contributing to the promotion of financial inclusion in Cambodia by helping financial institutions to better understand their customers and improve their credit decisions.