

INNO



VIETNAM - JAPAN
FAST TRACK PITCH 2025

VIETNAM - JAPAN

CO-ORGANIZED BY



JETRO

Embassy of Japan
in Vietnam



NIC

CHALLENGE
OWNERS



viettel
software

Coming soon

WHY FAST TRACK PITCH?

1

Fastest way to build new businesses

with leading companies from ASEAN and Japan

2

Fastest path to connect with supporters

driving the innovation eco-system of ASEAN and Japan

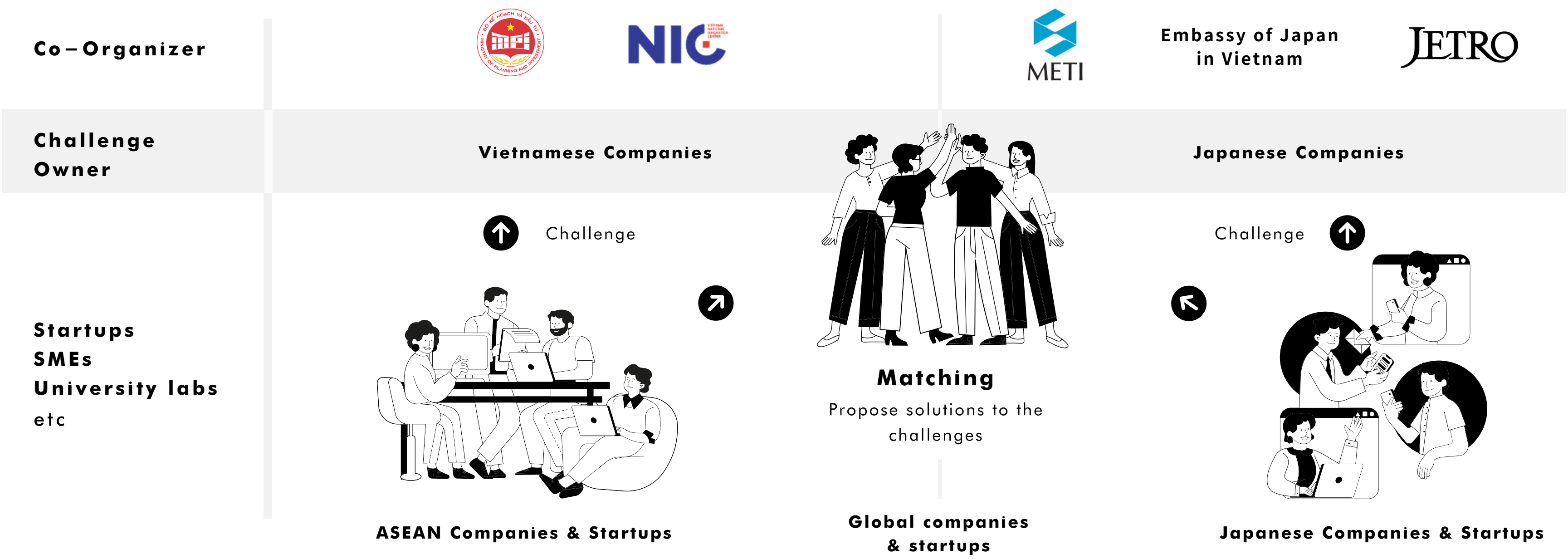
3

Fastest access to grant opportunity

for PoCs by companies between ASEAN and Japan

INNO VIETNAM-JAPAN FAST TRACK PITCH 2025

Leading companies from ASEAN and Japan present challenge statement to call for proposals from startups, SMEs, and university labs, etc. from all over the world. Selected finalists pitch their solutions directly to the challenge owners at the pitch event in Hanoi.



SCHEDULE

**Submit proposal
to challenges**

SUBMIT HERE



Challenge Owners



The deadline* 11:59PM, Dec.8

(Vietnam Time)

*Applicants submitting proposals by fist deadline will receive feedback from the Fast Track Pitch Secretariat to improve proposal and re-submit by the final deadline.

Selection of finalists

Finalists will be selected by Challenge Owners



Final Pitch Event in Hanoi Jan. 27

*Venue: NIC Hoa Lac

**Co-creation with
challenge owners**



Embassy of Japan
in Vietnam



Supports by Vietnam and Japan

CHALLENGE OWNERS & CHALLENGE TITLES



MUFG IS LOOKING FOR STRATEGIC PARTNER TO DEVELOP VIETNAM ECONOMY (ESPECIALLY AGRITECH, FINTECH, AND SUPPLY CHAIN COMPANIES)

➞ p.07



BUILDING THE FOUNDATION OF A GLOBAL “VOICE IP ECONOMY.” WITH A PARTNER TO CO-DEVELOP OUR INITIATIVE

➞ p.11



SEEKING INNOVATIVE SOLUTIONS TO DECARBONIZE OUR INDUSTRIAL PARKS AND SIGNIFICANTLY ENHANCE ENGAGEMENT AND QUALITY OF LIFE FOR 90,000 EMPLOYEES.

➞ p.15



CO-CREATING THE NEXT GENERATION OF DIGITAL WORK AND INTELLIGENCE

➞ p.19

Coming soon

TO BE UPDATED

➞ p.23

Coming soon

TO BE UPDATED

➞ p.27



MUFG IS LOOKING FOR STRATEGIC PARTNER TO DEVELOP VIETNAM ECONOMY

- 1 - Improving Vietnam's Financial Industry with Credit Scoring Technology
 - 2 - Utilizing Financial Technology to Improve Distribution Network
 - 3 - Expanding Vietnam's Agriculture with MUFG
-

About MUFG

Mitsubishi UFJ Financial Group (MUFG) has been operating in Vietnam for many years, opening a branch in Ho Chi Minh City in 1996 and a branch in Hanoi in 1998. It covers Vietnam's major cities in both the north and south, and has established a banking system for providing services to customers.

MUFG's main business in Vietnam includes basic banking services such as deposits and financing, as well as trade settlements (such as settlements for import/export operations and issuance of letters of credit). Through these services, it provides a wide range of support to Japanese companies and local companies operating in Vietnam, as well as companies conducting trade between Vietnam and other countries.

Challenges**Challenge 1 - Improving Vietnam's Financial Industry with Credit Scoring Technology**

In Vietnam, where multiple debtors and illegal lenders are common, MUFG (including its group consumer finance companies) would like to develop a new consumer finance product incorporating credit scoring technology to foster healthy consumer finance that enriches people's lives.

Challenge 2 - Leveraging Financial Technology to Improve Sales Networks

We seek to introduce FinTech companies that enable the seamless provision of loans to SMEs, such as small wholesalers and local “papa-mama” retailers. By analyzing order and inventory management data collected by digital transformation (DX) companies in the local retail supply chain, these FinTech firms provide credit scoring services and share the results with consumer finance institutions within the MUFG Group. Furthermore, borrowers can complete loan applications and related procedures efficiently through a unified data platform, ensuring a streamlined end-to-end process

Challenge 3 - Expanding Vietnam's Agriculture with MUFG

MUFG Vietnam aims to contribute to solving social issues in Vietnam's food, agriculture, and environmental sectors.

We believe that farmers and other small businesses need support to expand their customer base (e.g., food processing and manufacturing companies, export companies, Japanese manufacturing companies, retail/e-commerce, agribusiness, etc.), and MUFG would like to develop a function to support matching among customers with candidates.

**Collaboration
Needs**

Challenge 1:

- Credit scoring solutions utilizing AI and related technologies
- Other relevant FinTech technologies

Challenge 2:

- FinTech technologies related to credit assessment, lending, and payment processing
- Supply chain technologies specializing in inventory visibility and logistics tracking
- ERP-related technologies integrated with functions such as financing, sales, and ordering

Challenge 3:

- Technologies for the development and operation of matching platforms
- Companies with extensive experience collaborating with Vietnamese farmers and agri-food related businesses

**Business
Opportunity**

- Introduction MUFG's global clients to pitch start ups.

Assets/Support

- MUFG's global network (clients)
- Funding opportunity from MUFG group company which invests to start-up companies.



Takao Nozaki

Regional Head of Vietnam

MESSAGE FROM LEADERSHIP

MUFG has a robust global network not only in Japan and ASEAN, but also around the world. Through this network, we actively support a wide range of startup companies, helping them grow and innovate. In particular, we have a strong track record of investing in and financing various startups throughout Asia.

While MUFG Vietnam has primarily focused on corporate banking, we are now working to develop new products and systems in the areas of consumer finance and dealer finance by leveraging digital transformation (DX). In addition to financial services, MUFG Vietnam is committed to addressing broader social challenges. We are especially focused on Vietnam's key industries such as food and agriculture, as well as the increasingly important environmental sector. Solving these social challenges is essential for Vietnam's sustainable development and is also closely aligned with MUFG's global policies.

To accelerate our efforts, we are actively seeking proposals from business partners who share our vision and can collaborate with us to create impactful solutions. We invite you to work together with MUFG to address social issues and contribute to the sustainable development of Vietnam and the global community.

**NTT WEST WILL CONNECT TECHNOLOGY, CONTENT,
AND CREATIVITY TO CO-CREATE NEW FORMS OF
ENTERTAINMENT THAT TRANSCEND BORDERS WITH
PARTNERS.**



1.Voicence – Creating the Voice IP Economy

2.Digital Entertainment – Expanding Japan-Origin Content Worldwide:

About NTT WEST

NTT WEST is one of Japan's largest telecommunications companies evolving beyond infrastructure into new creative domains. We are now focusing on the digital entertainment field, where technology meets culture, and on our flagship initiative Voicence, a new business launched in Japan on October 27 that protects the rights of voices and delivers emotional experiences through technology.

Mission: Protect the rights of voices and deliver their value to the future in the generative AI era. We aim to connect the world through sound and bring experiences that move people's hearts. Rooted in NTT's long history of voice communication since its founding, Voicence seeks to extend that legacy into the digital era—expanding the choices and reach of human expression through ethical technology.

Vision: Turn voice into culture and value into economy.

Through the creation of a global "Voice IP Economy," we aspire to make Japan's voice and content industry loved worldwide—establishing a new market category called "Voice Branding."

NTT WEST is pursuing two parallel challenges to redefine how people experience sound and content.

1. Voicence – Creating the Voice IP Economy

Challenges

1. Voicence – Creating the Voice IP Economy

With Voicence, we aim to establish a new industry that protects the rights of voices, enables voice monetization, and expands the global reach of voice-based storytelling.

In the age of generative AI, the rapid spread of synthetic and deepfake voices is undermining trust and hindering the healthy growth of the voice content market. Voicence seeks to address this challenge by building a transparent and ethical voice ecosystem—one that safeguards authenticity, ensures fair value distribution, and restores confidence in how voices are created and shared. Our challenge is to build partnerships that accelerate the realization of the “Voice Branding” market—turning unique voices into trusted digital assets and empowering creators, media, and brands to express themselves through voice.

2. Digital Entertainment – Expanding Japan-Origin Content Worldwide

Beyond voice, we aim to collaborate with partners to deliver Japanese digital entertainment content such as comics, animation, and voice-based media to overseas markets. Our challenge is to create new business models that combine Japan’s creative assets with local distribution, marketing, and localization partners—bringing Japanese storytelling and entertainment to audiences across Asia and beyond.

Collaboration Needs

1. Voice IP Economy (Voicence Domain)

We are looking for partners to expand and industrialize the Voicence ecosystem:

- Data Operations (Quality & Learning)
- Voice recording, noise cleaning, and dataset construction companies
- MLOps, consent management, and data governance platform providers
- Rights & Trust (Protection & Tracking)
- LegalTech firms for rights management, publicity, or copyright automation
- DRM and traceability tech for synthesized voice verification
- Deepfake detection and trust & safety companies
- Distribution & Experience (Touchpoints)
- Podcast or audio media platforms
- Fan engagement SaaS (membership, subscription, tipping)
- Middleware for smart speakers, in-car, or immersive voice experiences
- Branding & Measurement (Value Creation)
- Sonic branding / voice UX creative agencies
- Voice advertising attribution and analytics providers
- Global Deployment (Localization & Delivery)
- Localization and subtitling service providers
- MediaTech or CDN companies optimizing voice content distribution

2. Digital Entertainment (Japanese Content Distribution Domain)

We aim to collaborate with local partners who can deliver and expand Japan-origin digital entertainment content to global audiences. Partnerships may include:

- Digital content distributors and OTT service providers
- Local media platforms or telecom operators seeking to add premium Japanese content (manga, animation, voice-based content)
- Marketing, localization, and content adaptation firms
- Cross-border IP promotion and e-commerce collaborations
- Our goal is to create sustainable business models that connect Japanese creators and Southeast Asian audiences through digital content.

**Business
Opportunity**

Resources & Co-Creation Platforms

- Access to Digital Content IP and QUINTBRIDGE (Osaka, Japan)—a co-creation hub with 30,000+ members.
- Support for PoC testing, validation, and scaling through collaboration programs.
- Official Website: <https://www.quintbridge.jp/>

Key Opportunities

- Joint PoC and co-development projects.
- Access to Japan-origin IP and creative talent.
- Partnership, investment, and go-to-market support.

Assets/Support

NTT WEST provides a set of tangible assets and frameworks to accelerate co-creation.

These assets combine creativity, technology, and trust to build new digital entertainment experiences.

Available Assets

- AI Voice Platform (Voicence):
 - 1.Authenticity Certification: Blockchain-based voice rights protection
 - 2.Cross-lingual Voice Synthesis: Multilingual voice output preserving vocal identity
 - 3.Zero/Few-shot Voice Modeling: High-quality AI voice generation from seconds of audio
- Digital Content Assets: Access to Japanese-origin comics and entertainment IPs

Available Resources

- Open Innovation Hub (QUINTBRIDGE): Co-creation programs, PoC facilities, 30,000+ member network
- Flexible Collaboration Schemes: Joint PoC, investment, or JV formation; access to NTT's enterprise customer base



MESSAGE FROM LEADERSHIP



Naoki Ichihashi

Head of New Value Co-Creation Office
"MIRAI Office"

Since its founding, NTT has been connecting people and society through communication. Among these efforts, we have always valued “voice” as part of our DNA. Now in the time of Generative AI, NTT WEST is evolving that heritage into a new mission: to protect the rights of voices and deliver their value to the future.

Our new business, Voicence, launched in Japan on October 27, aims to build the foundation of a global “Voice IP Economy.”

We are now looking for partners in Vietnam to co-develop this initiative—applying our platform and technologies to local content, entertainment, and media fields.

We particularly welcome companies like those described in Section ②
Collaboration Needs—

AI voice or avatar technology firms, content creators, media and OTT providers, and entertainment startups interested in new voice-driven experiences.

We believe that we can expand the potential of human expression in the right way—from Japan to Vietnam, and to the world together.

TO ENHANCE THE OPERATIONS OF OVER 250 MANUFACTURING COMPANIES CLUSTERED IN OUR INDUSTRIAL PARKS AND TO ENRICH THE LIFESTAGES OF 90,000 EMPLOYEES WORKING THERE



- 1) Solutions contributing to the decarbonization of the entire industrial park and manufacturing tenant companies
- 2) Solutions for creating greater engagement of employees working at the park

About Thang Long Industrial Park

Thang Long Industrial Park 1,2 & 3 are invested by Sumitomo Corporation and are operating in Hanoi city, Hung Yen and Phu To province (formerly Vinh Phuc). There are more than 250 manufacturing enterprises and 90,000 employees for operation, and we aim to support their manufacturing activity by providing high quality infrastructure and information services



Challenges

Challenge 1:

Solutions for contributing to the decarbonization of the entire industrial park and manufacturing tenant companies

We would like to challenge this issue;

- i) To contribute to further decarbonization of Vietnam and utilization of Renewable Energy from the industrial sector
- ii) To support the operations of manufacturing tenants who are required by their customers and stakeholders to adopt international standards, and
- iii) To accommodate companies that will have such requirements in the future.

Challenge 2: Solutions for creating greater engagement of employees working at the park

We would like to challenge this issue, in order to contribute to improve QoL and experience of working at our park.

Collaboration Needs

Challenge 1: Solutions for contributing to the decarbonization of the entire industrial park and manufacturing tenant companies We, industrial park, supplies electricity to tenants via our grid. While rooftop solar and IREC procurement have already commenced, we are actively exploring further upgrades to provide solutions which help our tenants.

(ex. energy management system/monitoring system for rooftop solar and microgrid, AI system for demand forecasting, consulting for efficient power management, waste energy management, introduction of independent-decentralized renewable energy sources.etc.)

Challenge 2: Solutions for creating greater engagement of employees working at the park

We would like to seek opportunities to provide value to the employees working at the park and feel more engaged to the enterprise they are working for

(ex: solution for finance, social well-being and welfare, transportation, community enhancement, healthcare, childcare service, etc)



**Business
Opportunity**

Startups would have access to the following :

- i) opportunity for PoC / hypo-verifying of its business model utilizing the physical location of industrial park, and our network of 250 manufacturing enterprises located in the park, 90,000 employees working there.
- ii) opportunity to have direct access and communication with 250 manufacturing enterprises and 90,000 employees working there

Assets/Support

We would be able to share a marketing channel toward the enterprises and employees, which enables solution providers to market their products widely



Satoshi Kobayashi

Deputy General Director



MESSAGE FROM LEADERSHIP

We are open minded for new collaboration and new challenges taking place at our industrial park, which includ potential for solving the requirement of our customers and increasing their value, efficiency of operation.

Throughout this program we foresee to improve ourselves as a corporate citizen in Vietnam, and contribute to the working experience and efficiency of both the manufacturing enterprises and employees working here.

CO-CREATING THE NEXT GENERATION OF DIGITAL WORK AND INTELLIGENCE



1. Employees currently use multiple disconnected AI tools (ChatGPT, Claude, Copilot, Gamma, Lovable, etc.), leading to fragmented workflows.
2. Enterprises face difficulties in managing user accounts, permissions, and AI usage costs across platforms.
3. There is no unified dataset or dashboard to evaluate AI adoption and productivity by individual, department, or job role.

About Viettel Software

Viettel Software is a key subsidiary of Viettel Group, responsible for software development, digital platforms, and enterprise technology transformation. Established in 2020, VTIT plays a strategic role in building Viettel's digital service ecosystem and enabling digital transformation across industries.

With a team of over 1,500 engineers and technology experts, VTIT designs and operates large-scale software systems and digital platforms serving both government agencies and enterprises.

Backed by Viettel's strong R&D foundation and extensive global presence, VTIT combines technological excellence with practical implementation experience to create reliable, secure, and scalable solutions. The company's mission is to become a leading digital transformation enabler in Vietnam and a trusted technology partner in the international market-driving innovation that benefits people, businesses, and society.

Challenges	1. Employees currently use multiple disconnected AI tools (ChatGPT, Claude, Copilot, Gamma, Lovable, etc.), leading to fragmented workflows. 2. Enterprises face difficulties in managing user accounts, permissions, and AI usage costs across platforms. 3. There is no unified dataset or dashboard to evaluate AI adoption and productivity by individual, department, or job role.
Collaboration Needs	Startups with experience in AI orchestration, enterprise integration, or usage analytics are ideal partners. 1. Startups that can develop or integrate a unified platform to orchestrate diverse AI tools (LLMs, code assistants, document AIs, design AIs) through APIs, with intelligent personalization based on user roles and usage patterns. 2. Solutions that provide Single Sign-On (SSO) and centralized identity/permission management for secure and seamless access across AI tools, with the ability to track and govern usage and cost. 3. Technologies that enable monitoring and analytics to aggregate AI usage data across the enterprise, generating insights on utilization, cost, and performance by individual, department, or job role.
Business Opportunity	Startups can collaborate to co-develop and test an enterprise-grade AI workspace unification platform. They will gain exposure to large corporate environments, access to real enterprise users for feedback, and potential commercial rollout within the organization's ecosystem.
Assets/Support	We will provide sandbox environments, API documentation for enterprise systems, mock datasets, and co-design sessions with end users. Startups will receive technical support, mentorship, and potential pilot funding.
Prizes	• PoC implementation and joint solution showcase • Potential commercial partnership for enterprise deployment • Invitation to join the company's internal innovation accelerator



Bui Hung Viet

Technology Director



MESSAGE FROM LEADERSHIP

The application of AI in enterprises needs to move from isolated experiments to a unified ecosystem. We welcome startups that share this vision - together, we can create an integrated AI workspace where intelligence, performance, and collaboration converge in one seamless experience.

SUPPORTERS



SUPPORTERS

N9

 **NUS** | Enterprise
National University of Singapore

One&Co
Coworking Space by JR-EAST


OPENSOURCE

P K S H A
CAPITAL

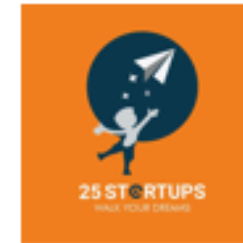
 **REBRIGHT**
PARTNERS

 **SBI** *Ven Capital*


SME SUPPORT JAPAN

 **SoftBank**


SPIRAL VENTURES



UntroD
Capital Asia

 **UTEC**

 **W fund**

 | **WUV**