J-BR!DGE

INNO
VIETNAM - JAPAN
FAST TRACK PITCH 2024

VIETNAM - JAPAN

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**
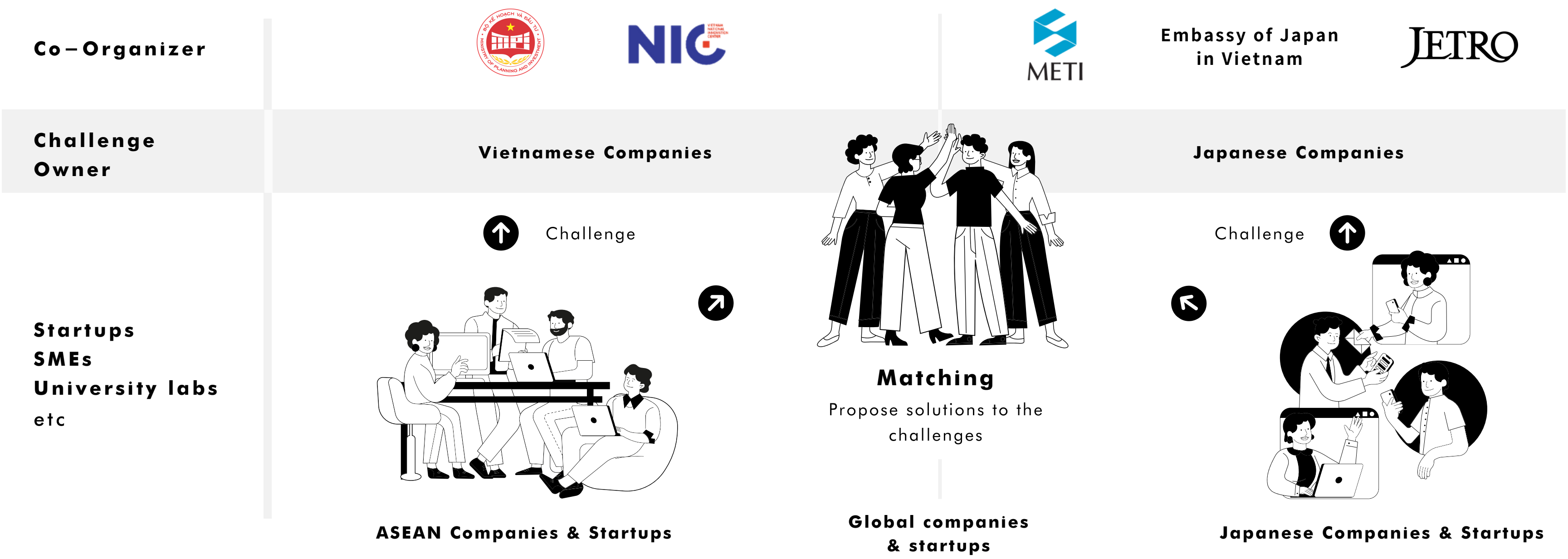for PoCs by companies between ASEAN and Japan

Contribute to connecting startup eco-system by organizing the event in four innovation centers in 2023.
Received about 500 proposals for collaborations and about 1,400 audiences participated in the event.

Fast Track Pitch Event 2023

INNO VIETNAM-JAPAN FAST TRACK PITCH 2024

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.

Co-Organizer		

Co-Organizer

NIC

METI   Embassy of Japan in Vietnam   JETRO

Challenge Owner

Vietnamese Companies   Japanese Companies

**Startups
SMEs
University labs**
etc

↑ Challenge   Challenge ↑

↗

Matching
Propose solutions to the challenges

ASEAN Companies & Startups   **Global companies & startups**   **Japanese Companies & Startups**

Submit proposal to challenges

SUBMIT HERE

Challenge Owners

NTT DaTa   XPHENIKAA   SMC

viettel security   VINGROUP   VinAi   WILLER

The initial deadline* **11:59PM, Aug 18** (Vietnam Time)
Final deadline **11:59PM, Sep 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 **Oct 3rd** *Venue: NIC Hoa Lac

Co-creation with challenge owners

METI   JETRO   Embassy of Japan in Vietnam   NIC

Supports by Vietnam and Japan

CHALLENGE OWNERS & CHALLENGE TITLES

NTT DATA IS YOUR INNOVATION PARTNER ANYWHERE AROUND THE WORLD.

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COMPREHENSIVE RANSOMWARE ATTACK PREVENTION AND MITIGATION SOLUTION.

➡ p.17

DIGITAL TWIN AND AUTONOMOUS SOLUTIONS FOR SMART CITIES

➡ p.10

ACCESSIBLE, RELIABLE AND AFFORDABLE GENERATIVE AI SOLUTIONS FOR VIETNAMESE BUSINESSES

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PREDICT THE FUTURE PRODUCTS DEMAND WITH HIGH ACCURACY FOR THE STABLE SUPPLY WITH SHORT DELIVERY TIME

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CREATING WELL-BEING AND SUSTAINABLE CITIES AND LIFESTYLES BY PROVIDING ACCESSIBILITY FOR ALL.

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NTT DATA IS YOUR INNOVATION PARTNER ANYWHERE AROUND THE WORLD.

Apply genAI to develop tools that enhance productivity and quality in software development and application maintenance. Moreover, we also promote a solution to support sales to increase the revenue in the retail

About NTT DATA

NTT DATA is your Innovation Partner anywhere around the world, which is also a top 10 global business and IT services provider with more than 123,000 professionals in over 50 countries. As part of NTT DATA APAC, NTT DATA Vietnam Co., Ltd. was established in 2008 and is a leading company in IT solutions in software and Web applications, which is also major in technology research, consultancy, and transferation in IT. In 2009 NTT DATA announced its dynamic business growth plan to increase its global business by three times in 2012. The APAC region is most important key areas to achieving the challenge. It is main strategies is to expand its footprint to strengthen IT support capabilities among APAC region including Vietnam.

NTT DATA

Challenges

Apply genAI to develop tools that enhance productivity and quality in software development and application maintenance.

Moreover, we also promote a solution to support sales to increase the revenue in the retail

Collaboration Needs

Challenge 1:

Apply GenAI into software development life cycle from requirement definition to go-live

Challenge 2:

Apply GenAI into application maintenence services for manuals generator, chat bots applying , daily operations,…

Challenge 3:

Apply GenAI to sales activities to increase revenue in the manufacturing or retail

Business Opportunity

- Potential for long-term strategic and commercial partnerships
- Potential to expand the business model to other Op-co as an advanced business model.
- Joint research in R&D or production sites with NTT DATA

Assets/Support

- Business development support
- R&D support in terms of equipment and expertise
- Utilisation of NTT DATA assets/resources (if necessary) including investment funding opportunities

MESSAGE FROM LEADERSHIP

NTT DATA are promoting AI tech to make customer business competitive, and to make our IT system development / deployment productive. We commit to unlock the full potential of Generative AI, driving innovation, and creating a better world where AI and humans collaborate effectively. To move faster, NTTDATA is keen interested in collaboration with business partners in this area. Let's create new innovation era with NTT DATA.

Junjiro Yuba

CEO
NTT DATA Vietnam

DIGITAL TWIN AND AUTONOMOUS SOLUTIONS FOR SMART CITIES

(1) Digital twin for smart cities
(2) Autonomous things for smart cities

About Phenikaa-X

Phenikaa-X, established in 2020, is a subsidiary of Phenikaa Group, a Vietnamese multi-sectoral corporation comprising nearly 30 subsidiaries that operate both locally and globally and focus on the core sectors: Industrial Manufacturing; Technology; Education and Training; Scientific Research; Healthcare and Trading and Services. Phenikaa-X is dedicated to developing safe, reliable, and accessible autonomous solutions to enhance mobility and transportation. As a leader in Vietnam's autonomous technology sector, Phenikaa-X offers a range of products, including Autonomous Mini-buses, Drones, AGVs, Assistant Robots, and Smart Entrances. Our strategic partnerships with leading global OEMs ensure wide accessibility to these innovations. Utilizing AI, we optimize transportation, logistics, monitoring, and search and rescue operations. Our solutions include autonomous electric buses and golf carts to reduce traffic congestion and accidents in smart cities, delivery robots developed with Alpha Asimov Robotics to replace traditional shippers, and autonomous drones for efficient urban monitoring and emergency response. In logistics, our AGV and AMR solutions improve efficiency and safety in factories and warehouses. Committed to excellence, Phenikaa-X aims to transform industries and improve lives through continuous innovation and collaboration. Phenikaa-X not only aims to implement its products and services in Vietnam but also seeks to expand into various international markets, particularly the Japanese market.

Challenges

Challenge 1: Digital twin for smart cities

We seek a partner to collaborate with us in developing digital twin solutions to optimize the operation of autonomous vehicles within smart cities. The system must ensure data accuracy, manage vast amounts of real-time data, maintain robust cybersecurity, integrate diverse technologies, and address legal and ethical concerns.

Challenge 2:   Autonomous things for smart cities

We are looking for a partner to provide effective autonomous solutions for smart cities. These solutions should be primarily based on AI technology to control the autonomous vehicles and robots of Phenikaa-X. The AI solution should be capable of constructing a bird's-eye-view (BEV) grid map from a sequence of camera images, intended for autonomous vehicles. The generated grid map should include fundamental objects such as lanes, crosswalks, traffic lights, vehicles, and more.

Collaboration Needs

- Develop methodologies and techniques to establish a high-performance digital twin system that integrates with Phenikaa-X's smart city solutions.
- Develop AI models for application in Phenikaa-X autonomous vehicles and robots.
- Effective approaches to bringing Digital twin/autonomous things to consumers.

Business Opportunity

- Potential technical and business partners for our autonomous vehicle and robot business.
- Possibility collaborate with Phenikaa-X to establish business in Japan and other countries.

Assets/Support

- Support resources that necessary for create solution and proof of concept.
- Knowledge of development autonomous vehicles and technologies in real applications.

MESSAGE FROM LEADERSHIP

Digital twin and autonomous technology are key to smart cities. Digital twins replicate physical systems for real-time monitoring, simulation, and predictive analysis, enhancing urban planning, resource management, and emergency response. Autonomous technology, including self-driving vehicles, improves traffic flow, reduces accidents, and boosts efficiency. Together, they optimize infrastructure, logistics, and public safety, creating sustainable, responsive, and resilient urban environments. Phenikaa-X is leading the development of level 4 autonomous vehicles in Vietnam's smart cities, gaining positive feedback for reducing traffic congestion and accidents. Our autonomous robots, including delivery and service robots, and UAVs, revolutionize logistics, education, and healthcare by offering efficient transportation solutions. Phenikaa-X also innovates with digital twin models for autonomous vehicles and smart institutions like hospitals and schools, enhancing system efficiency through effective monitoring. We believe that digital twin technology and autonomous systems are crucial for future scientific and technological progress globally.

Le Anh Son

CEO
Phenikaa-X Joint Stock Company
Deputy General Director
Phenikaa Group

PREDICT THE FUTURE PRODUCTS DEMAND WITH HIGH ACCURACY FOR THE STABLE SUPPLY WITH SHORT DELIVERY TIME

In order to support the factory automation in the world, ASEAN countries in particularly, SMC will try to solve the following problems with our partners.

[1] SMC is a One Stop Shop of the automatic control equipment, the varieties of products is more than 700,000. As a trusted partner to our customers, SMC is committed to the stable supply with short delivery time. To achieve the goal, it's very important to develop a prediction model of mid-long term product demand for better production planning and inventory management.

[2-A]SMC has been shipping the environment-friendly products and contributing to the energy-saving through factory automation. In order to achieve two goals, i.e., reduction of CO_2 emission and development of manufacturing industry in ASEAN countries, SMC needs to accelerate the transformation to energy-saving (Eco) factory.

About SMC Manufacturing

SMC is the leading company of automatic control equipment which contribute the factory automation of many industry segments, such as semi-conductor, automotive, machine tools, medical service, food over the world. In parallel, SMC also contributes the CO_2 reduction and energy saving by making the products smaller and lighter as well as reducing the pressure of compressed air at the customers' Eco-factory.

Challenges

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Collaboration Needs

In order to achieve the goals above, SMC seeks for the partnership with the startup companies that have technological capability and some specific knowhow in the subject matters.

[1] The startup companies that have the state-of-the-art AI modeling capability to predict the future product demand for better management of production planning and inventory control.

[2-A] The startup companies that can co-develop the application to propose the best blade selection and best machining conditions, once the product drawing and its specifications are provided.

[2-B] The startup companies that can co-develop the energy recycling system of heat waste from Aluminum melting furnaces in the factory.

Business Opportunity

[1] The developed AI model will be able to improve the procurement predictability of the global supply chain, supporting the company's BCP. At the end, it will contribute to the better management of production planning and inventory control. The model could be one of core features of the innovative ERP system at company-wide. It can be applicable to other industries and becomes a seed for vast business opportunities. SMC will be able to support the startup project as a Venture Client.

[2-A] If the development is successful,the machine tool industry is interested in the business opportunity to add more values to customers. SMC wiil be able to support the startup project as a Venture Client.

[2-B] If the development is successful, the energy saving concept with re-cycling the heat waste is accepted in many factories in manufacturing industries. SMC wiil be able to support the startup project as a Venture Client.

Assets/Support

Financial support
Information and data to train the AI model
Global sales insights

Takao Matsui

General Director

MESSAGE FROM LEADERSHIP

SMC is the world leading company of automatic control equipment which support the factory automation of many industry segments, such as semi-conductor, automotive, machine tools, medical service, food over the world. In fact, SMC has been delivering more than 700,000 product items to over 80 countries. Since SMC is supporting many industries and many customers over the world, SMC has the strong responsibility of stable supply with reliable prediction of customers' demand and CO_2 reduction (energy saving) through the Eco-factory's best practices. To breakthrough those tough challenges, SMC is willing to collaborate with startup ventures and continuously support the growth of factory automation in the ASEAN countries in the next decades.

COMPREHENSIVE RANSOMWARE ATTACK PREVENTION AND MITIGATION SOLUTION.

Ransowmare attacks continue to pose a significant threat globally in 2024, especially in Vietnam with many compromise reports in large organizations.
Ransomware become main bussiness modal of many hacker groups, make the attacks evolve rappidly both in technical and scope.The challenge is to find out comprehensive ransomware attack prevention and mitigation solution.

About Viettel Cyber Security

Established in 2014, Viettel Cyber Security (VCS) is a leading force in the cybersecurity landscape. As a subsidiary of Viettel Group, a powerhouse in Vietnamese telecommunications, VCS leverages its deep industry knowledge and cutting-edge research to deliver comprehensive solutions for businesses and organizations of all sizes. VCS is a trusted partner for a diverse clientele, including governments, ministries, agencies, and large enterprises across various industries. Their commitment to excellence is evident in their impressive track record. VCS holds the distinction of having detected the highest number of zero-day vulnerabilities in Vietnam (over 500), a testament to their dedication to staying ahead of cyber threats. Recognized by tech leaders like Google, Microsoft, VCS strives to be the national cybersecurity leader, safeguarding Vietnam's cyberspace.

Challenges

Ransowmare attacks continue to pose a significant threat globally in 2024, especially in Vietnam with many compromise reports in large organizations.

Ransomware become main bussiness modal of many hacker groups, make the attacks evolve rappidly both in technical and scope.

The challenge is to find out comprehensive ransomware attack prevention and mitigation solution:
- Ransomware-proof detection
- Ransomware-proof protection
- Ransomware-proof backup & recovery

Collaboration Needs

Find out best idea about comprehensive ransomware attack prevention and mitigation solution. The solution need to be effective, feasible, persuasive, affordable.

Business Opportunity

Combine your solution with VCS's products and knowledge to make the solution to be reality. Bring solution to protect our customer in worldwide.

Possibility to be considered for R&D collaborations and business partnerships.

Assets/Support

- Some deep analyses about ransomware's TTPs
- Ransomware sample set

Prize

- Possibility to support PoC
- Possibility to be considered for R&D collaborations and business partnerships

MESSAGE FROM LEADERSHIP

Our Commitment to Vietnam's Cybersecurity Future

The digital frontier is ever-changing, and so are the cyber threats we face. At Viettel Cyber Security (VCS), our mission is unwavering: to shield Vietnam's national security and become the undisputed champion of domestic cybersecurity. We envision ourselves at the helm of research and development, crafting innovative information security solutions that set the standard in Vietnam. By infusing every product and service with deep expertise, we'll continuously fortify the cybersecurity of our nation's digital landscape.

Looking ahead to 2025, we have a bold ambition: becoming the trusted cyber security partner for half of Vietnam's critical infrastructure and organizations. This reflects our unwavering commitment to protecting our nation's most essential assets. To achieve this, we're significantly expanding our team, aiming for 500 employees with 300 information security experts by 2025. Additionally, we're dedicated to fostering a team with 10% world-class security professionals. This investment in talent will ensure VCS remains at the forefront of the industry.

Le-Quang-Ha

Chief Technology Officer

ACCESSIBLE, RELIABLE AND AFFORDABLE GENERATIVE AI SOLUTIONS FOR VIETNAMESE BUSINESSES

Vietnamese companies face significant challenges such as bearing the high cost of training and deploying AI models, ensuring language model accuracy and reliability for the Vietnamese language, and overcoming the steep learning curve associated with AI technologies. We are seeking innovative solutions that address these challenges.

About VinAI

Formerly known as VinAI Artificial Intelligence Research Institute, VinAI (part of the Vingroup ecosystem) ranks among the top 20 AI R&D companies globally. With a team of over 200 world-class AI research scientists and engineers, VinAI is dedicated to providing efficient and accessible AI solutions to solve real-world problems.

Challenges Vietnamese companies face significant challenges such as bearing the high cost of training and deploying AI models, ensuring language model accuracy and reliability for the Vietnamese language, and overcoming the steep learning curve associated with AI technologies. We are seeking innovative solutions that address these challenges.

Collaboration Needs At VinAI, we are dedicated to providing efficient and accessible AI solutions to solve real-world problems. Therefore, we expect your solutions to be accessible, affordable, and valuable for Vietnamese businesses and end-users. The solutions should be able to run on one of these hardware: with our NVidia A100 GPU clusters, Qualcomm Cloud AI 100 Cameras, VinFast VFx cars, Android Auto, and Google Automotive OS. We accept Gen AI from any domain such as transportation, healthcare, manufacturing, IT outsourcing, etc, addressing real-world as well as theoretical simulations.

Business Opportunity - Opportunity to form strategic partnership with VinAI
- Opportunity to benefit from VinAI's marketing channels to promote your solution

Assets/Support Mentorship support, network and access to AI-related insights from the leadership team

Prize [Optional]

MESSAGE FROM LEADERSHIP

Vietnam has seen significant progress in AI thanks to the collaborations among the government, businesses, and organizations like JETRO to nurture talents and advance AI R&D. We are also witnessing more and more Vietnamese startups capable of building and launching commercially viable AI products that empower every industry both domestically and globally.

We are pleased to participate in this event to extend our support to these startups, fostering the growth of innovative ideas and the AI talent pool who will take Vietnam further on the global map.

Nguyen Tri Dung

Head of Efficient GenAI

CREATING WELL-BEING AND SUSTAINABLE CITIES AND LIFESTYLES BY PROVIDING ACCESSIBILITY FOR ALL.

WILLER

(1) Recommendation engine for multimodal transportation.

(2) organizing low-carbon mobility service models

(3) Green Energy Technology

About WILLERS

WILLERS operates one of Japan's largest intercity bus networks and railroads, DRT and automated driving services in 30 cities, and transportation services in Singapore, Malaysia, Vietnam and Taiwan.

WILLERS aim to deliver seamless and new mobility services that are not only simple and convenient to use, but also comfortable and inspiring and at the same time, address the challenges relating to mobility for vulnerable group of users (elderly, children, mobility-challenged, etc), cross border travel, traffic congestion, accidents and environmental pollution in the AP region.

WILLER

Challenges

(1) Recommendation engine for multimodal transportation.
We need to create and design an engine that recommends mobility proposals that change the value of one's experience by taking into account comparison of factors such as user attributes, travel style, duration, fuel consumption, and travel costs for various modes of transportation.

(2) organizing low-carbon mobility service models
While transportation is essential to stimulate the economy and make life more convenient, effective and efficient measures for road transportation are essential to achieve carbon neutrality.

(3) Green Energy Technology
In addition to the development of low-carbon technologies, the development of the methodology of supply renewable energy generation technologies and new fuels based on the estimated assumption for mobilities, as well as stable procurement routes, will be essential for the sustainable operation of low-carbon mobility.

Collaboration Needs

(1) Recommendation engines for multimodal transportation.
- New mobility services or related technologies required for such services
- Development of a recommendation engine that combines various modes of transportation.
- Digital platforms for logistics, tourism, medical care, welfare, education, etc.
- Technology to reduce traffic congestion
- AI and generative AI technologies to realize the above

(2) Development of a low-carbon mobility service model
- Technology or services to reduce CO_2 from mobility services
- Technologies to visualize CO_2 emissions or energy consumption
- EV/micro-mobility/new fuel vehicles

(3) Green energy technologies
- Technologies related to renewable energy and new fuels such as bioethanol
- Technologies related to stable supply of electricity and fuel

Business Opportunity
- Joint research & development of new mobility service projects
- Commercial partnerships based on long-term strategic
- Expansion of new service to Japanese and oversea's market with the application of WILLER's assets

Assets/Support
- Collaboration with customer network and platform for one of Japan's largest intercity bus networks operated by WILLER Group, railroads, DRT and automated driving services provided in 30 cities, and transportation services in Singapore, Malaysia, Vietnam and Taiwan.
- Joint research and commercialization under combination of new and our mobility service technologies
- Implementation of PoC in Japan and ASEAN countries and procurement of required funding (including government support).

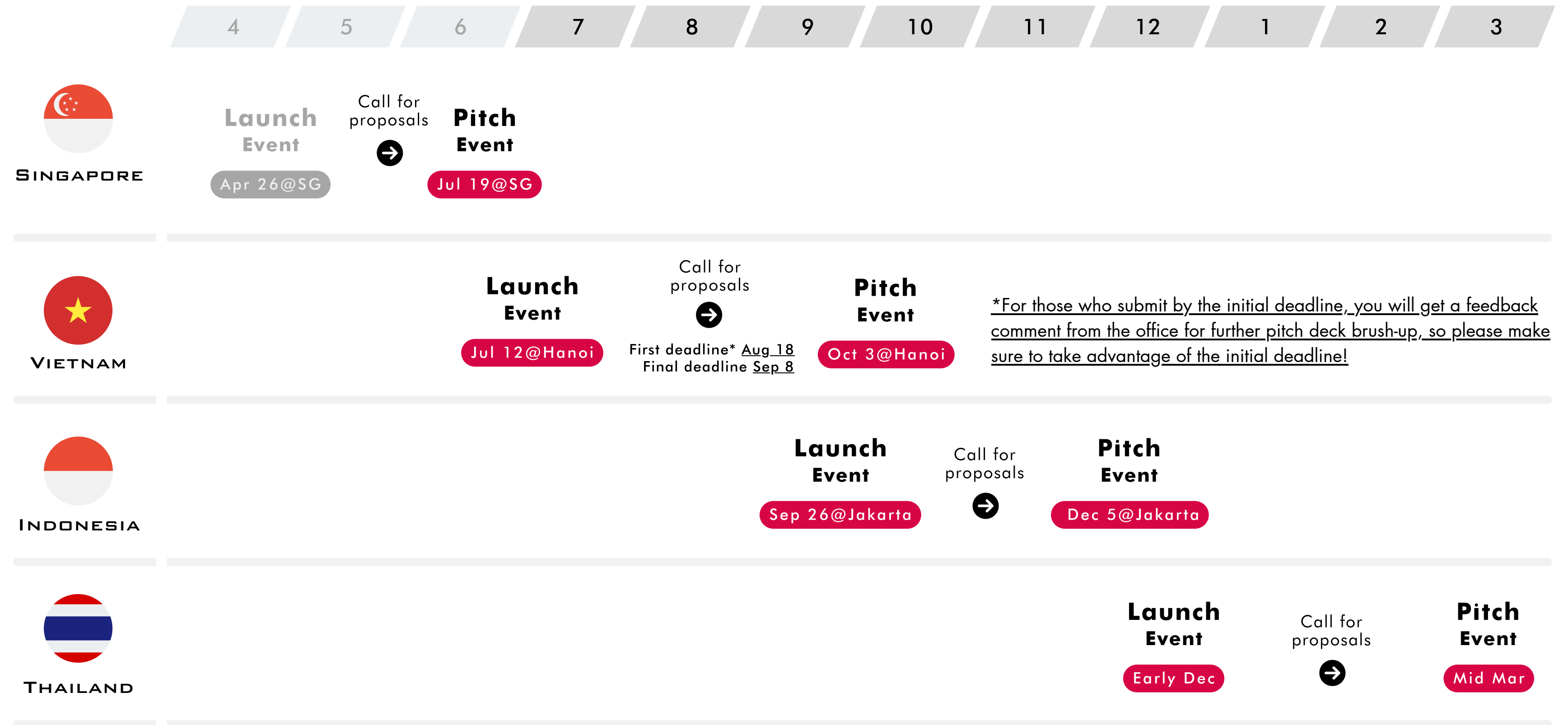**Prize**   Implementation of the POC within WILLER's project site.

MESSAGE FROM LEADERSHIP

WILLER is a mobility solutions company that provides mobility and accessibility through innovation to create wellbeing and sustainable cities and lifestyles by mobility services for all. WILLER is now tackling to build a "next-generation public transportation platform" that can be used in daily life. the platform consists of four componnts; MaaS app, Fleet Management System, Energy Management System, safety control system. WILLER is seeking components that will enforce this platform more, and thereby facilitate its widespread deployment in Southeast Asia, Japan, and around the world. The world is facing all kinds of challenges regarding mobility and accessibility, such as accidents, traffic congestions and air pollutions, and WILLER welcomes proposals from partners who can co-create with us to solve these challenges through innovation.

Shigetaka Murase

CEO

SCHEDULE OF THE FAST TRACK PITCH 2024 [TENTATIVE]

	4	5	6	7	8	9	10	11	12	1	2	3

Singapore
- **Launch** Event — Apr 26@SG
- Call for proposals →
- **Pitch** Event — Jul 19@SG

Vietnam
- **Launch** Event — Jul 12@Hanoi
- Call for proposals → First deadline* Aug 18 / Final deadline Sep 8
- **Pitch** Event — Oct 3@Hanoi
- *For those who submit by the initial deadline, you will get a feedback comment from the office for further pitch deck brush-up, so please make sure to take advantage of the initial deadline!

Indonesia
- **Launch** Event — Sep 26@Jakarta
- Call for proposals →
- **Pitch** Event — Dec 5@Jakarta

Thailand
- **Launch** Event — Early Dec
- Call for proposals →
- **Pitch** Event — Mid Mar

Download the presentations in PDF:https://www.jetro.go.jp/newsletter/vha/2024/InnovationTeam/240712_Launch_Event.pdf

https://youtu.be/8gHAmYwGI4Y

See full video on JETRO's YouTube Channel https://youtu.be/Dz_SrM2FTi0?si=j-OhY0_J7HJp9DDM