REVERSE INNOVATION REPORT

KEY STATISTICS
Challenges and Applications

Facebook Live: Reverse Pitch Day

11 CHALLENGES

07 COMPANIES

45 APPLICATIONS

126 CANDIDATES

Metric	Value
Unique Viewers	4785
Shares	250
Engagements	3024
Questions Raised	38
Likes	212
Comments	106

Challenges

Challenges Partners

#1 : User Identity Verification

#2 : Connection Between Payment Gateway and Accounting System

#3 : A Donation Hub for All Source of Funds

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CAMBODIAN ASSOCIATION OF FINANCE & TECHNOLOGY

#4 : Digital KYC – Profile Registration Gap or Customer Verification

Smart

#5 : "Future Asset" based financing schemes and concrete "credit rating" systems in Cambodia's agriculture sector

AGRIBUDDY

#6 : eKYC for authentication and digital onboarding

#7 : Alternate Credit Scoring for Underbanked and Unbanked

CBC

#8 : Innovation Saving Solution

#9 : Capacity building for MSMEs

Wing

#10 : Digital ID to Cambodian

AMK

#11 : Customer Engagement – Key drivers of engagement banking

PPCBank

MENTORING SESSION OF PRE-RI

Out of 45 applications received, 20 teams were selected to Pre-RI phase.
Below are the list of mentoring topics

PROGRAM ORENTIATION
SakSonita Khoeurn

ICE BREAKING
Kuoy Suong Lim

CTO SHARING EXPERIENCE
Visal In

CEO SHARING EXPERIENCE
Sophorth Khuon
Puthkiry Kim
Matthew Tippets

TEAM DIVISION
Sophorth Khuon
SakSonita Khoeurn

UNDERSTAND YOUR CUSTOMER
Somnop Yos
Sokieng Sieng

BUSINESS MODEL CANVAS
Sophy Ly

PRODUCT DESIGN + MVP
Veasna Keo

SOFTWARE DEVELOPMENT
Daneth Horn
Lymeng Pen

PITCHING AND STORYTELLING
Sophorth Khuon
Tobias Bauer

THE 9 TEAMS

ARSAR (3 members)
- Mr. Srey Vong Vithyea *(Team Lead)*
- Mrs. Huon Lida *(Team Member)*
- Ms. Chhoeng Sotheavann *(Team Member)*

3S / Ai Tekh (2 members)
- Mr. Kong Sonida *(Lead Engineer)*
- Mr. Uth Sothea *(Lead BD)*

Dermluy (7 members)
- Ms. Leak Sophavatey *(Team Lead)*
- Ms. Chin Chanda Luch *(Finance)*
- Mr. Huy Rathpisal *(Operations)*
- Mr. Vong Emsamboramy *(Mobile App Developer)*
- Mr. Yi Sovuthea *(Software Developer)*
- Mr. Ty Puoyhak *(Creatives and Marketing)*
- Mr. Kong Watanakbotra *(Business Development and Legal Operation)*
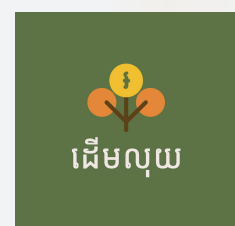
FaS eKYC (6 members)

- Mr. Heng Mengsroin *(CEO)*
- Mr. Mam Sothornin *(CTO)*
- Mr. Kek Bunlai *(COO)*
- Ms. Sea Meymey *(CMO)*
- Ms. Pheap Poly *(Mobile Developer)*
- Mr. Chheang Oudom *(Frontend Developer)*

NAPT (5 members)

- Mr. Kong Panhabot *(Project Leader)*
- Mr. Taing Theanchhing *(Project Coordinator)*
- Ms. Ravy Sereymealeany *(Business Officer)*
- Mr. Sok Vireak *(Designer)*
- Mr. Soth Sambath *(Developer)*

Microport (4 members)

- Ms. Nuon Kanika
  (Business Development & Compliance Leader)
- Ms. Hourn Chandevipha *(Technology Leader)*
- Mr. Tang Seavlong *(Marketing Leader)*
- Mr. Chhuon Watanak
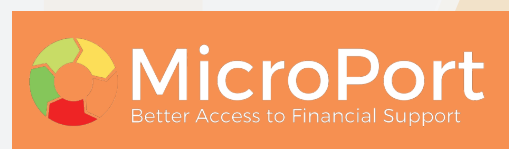
JAYA (6 members)

- Mr. Lao Thireach *(Project Manager)*
- Mr. Taing Uyheng *(Business Development)*
- Mr. So Rathavithey *(Business Analyze)*
- Mr. Seang Chanheng *(Backend Developer)*
- Mr. Prak Pisith *(Front-End Developer)*
- Mr. Nem Chonhaiy *(Marketing/Sale)*

SaveUp (4 members)

- Mr. Saing Leng *(Product & Strategy)*
- Mr. Chan Aliya *(Business Development)*
- Mr. Ly Heng *(Mobile Developer)*
- Mr. Chhom Piseth *(Backend Developer)*

Safe Phone Service (1 member)

- Mr. Preab Vuthy *(CEO)*

ENTREPRENEUR-IN-RESIDENCES (EIR)

Mr. Khuon Sophorth
CEO and Co-Founder of Morakot Technology

Mr. Kim Puthkiry
Executive Director of IG Group

Mr. Tobias Bauer
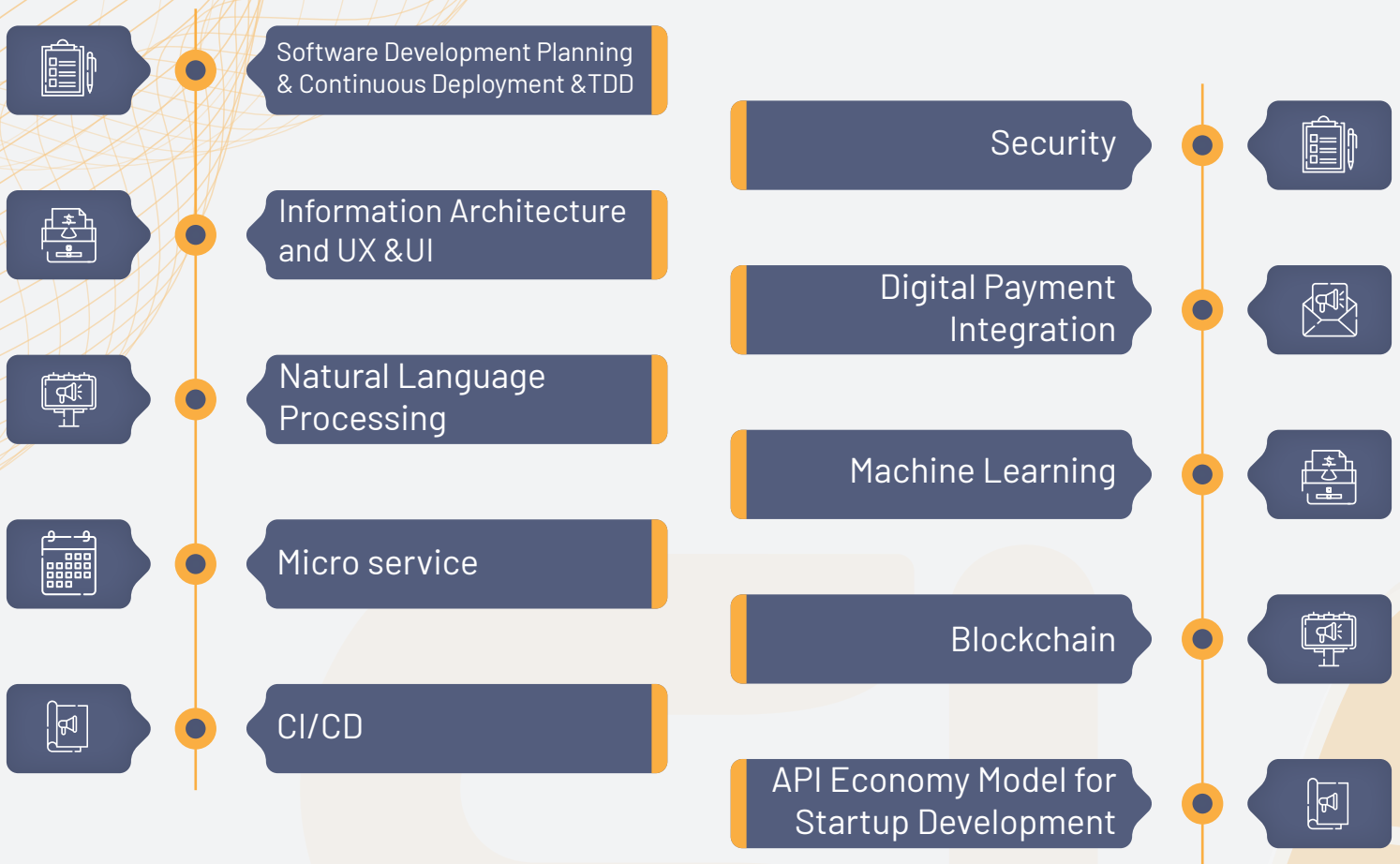Business Development and Investor Relations Manager

ALL 25 MENTORS

- Chhaileng Peng
- Daneth Horn
- Juveris Tenisons
- Keo Kounila
- Kokpheng Yin
- Kuylim Tith
- Lymeng Pen
- Makara Prom
- Matthew Tippetts
- Nguonly Taing
- Nhim Chanborey
- Paul Leong
- Penhchet Dara
- Puthkiry Kim
- Rina Buoy
- Sieng Sokieng
- Somnop Yos
- Sophea Prum
- Sophorth Khuon
- Sophy Ly
- Thakvika Hong
- Tobias Bauer
- Veasna Keo
- Visal In
- Xin Yan Jiang

10 BUSINESS SESSIONS

- Product Roadmap
- Raising the capital
- Financial Projection & Business Modeling
- Managing sales, Operation, and People
- Company formation, NDA, SHA and IP
- How to Pitch and Story Telling
- Brand development
- Customer Acquisition & Customer Support
- Marketing Plan & Strategies
- P&L Statement & Cash Flow Statement

10 TECHNICAL SESSIONS

- Software Development Planning & Continuous Deployment & TDD
- Information Architecture and UX & UI
- Natural Language Processing
- Micro service
- CI/CD

- Security
- Digital Payment Integration
- Machine Learning
- Blockchain
- API Economy Model for Startup Development

5 MAIN JUDGES ON FORWARD PITCH DAY

Dr. Taing Nguonly
Director of
Techo Startup Center

Mr. Oeur Sothearoath
Chief Executive Officer of
Credit Bureau (Cambodia)
Co., Ltd.

Mr. Tomas Pokorny
CEO and Co-Founder of PiPay
& Secretary General of CAFT

Mr. Shin Chang Moo
Executive Advisor of
PPCBank

Mr. Char Sopheap
Vice Chair of Payments Committee at The Association of Banks in Cambodia and SVP & Head of Product Development Division at ACLEDA Bank Plc.

THE WINNERS OF THE REVERSE INNOVATION

First Place - ARSAR

ARSAR provides a digital infrastructure to both private and public institutes to process eKYC on end-consumers using reusable and verifiable encrypted digital identity. Most institutes need not only the identity of the customers, but they are also interested in other information as well to perform their business operations. ARSAR infrastructure is extensible to provide all these services.

Second Place - 3S

Our eKYC is an AI-driven solution based on the state of the art technology in computer vision. It consists of two parts: ID verification and Face biometrics verification. Our ID verification can extract all the information from an ID document and match it with a data source. It can process both English and Cambodian text and help to automate the process of verifying an ID document in real-time.

Third Place - NAPT

NAPT is an eKYC provider to solve businesses' problems regarding their customer verification and onboarding process. NAPT offers an API integration system with a customizable eKYC process to ensure the security of the onboarding process from document and face verification, to optical character recognition that support both Khmer and English language.

The Most Ready-To-Go Solutions - Fas eKYC

FaS eKYC is a fast and secure electronic know your customer service provider which helps businesses to digitalize the current KYC process. FaS eKYC designs to solve problems of the current KYC process with the promise to deliver the effectiveness of KYC process as the same as or more effective than the current KYC process.

The Most Innovative Idea - DermLuy

DermLuy combines the old and boring savings account with the incentive of high-stakes lottery jackpot but without any of the risk. We use gamification and the element of instant gratification of a chance to win USD 1 million to keep bank users engaged and incentivize to save money at the bank.
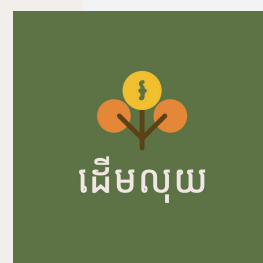
TESTIMONY FOR REVERSE INNOVATION

"We acknowledge that Reverse Innovation (RI) Program is an innovative approach to solve the existing problems in the industry. This demand-driven model is expected to revolutionize the Cambodia fintech ecosystem by promoting innovative business solutions, creating new startups, and leveraging a stronger cooperation among the stakeholders.

— Khmer Enterprise

"We believe that this program offers the opportunity to tech startups and university students to show their talents and their innovative ideas to solve the business challenges and issues, which finally those ideas could be put into implementation.

— Credit Bureau (Cambodia) Co., Ltd

"We expect the Program will lead to succeed in responding to the challenges of thousands Cambodia entrepreneurs and businesspeople in the emerging financial industry and advanced technology.

— ACLEDA Bank Plc.

"As a Cambodia's leading mobile banking service provider, Wing is a proud supporter this year's Reverse Innovation program. Wing is looking forward to sharing ideas so that we can find solutions and support the startup community through our digital platform.

— Wing Bank (Cambodia) Plc

" This RI initiative is a very first of its kind in the country that gives the opportunities to challengers such as tech-enthusiast stakeholders including students, startup and many more to showcase their creative ideas and solutions to solve the challenges and needs of the mature organization in the industry. We're confident about the fruitful results of the program that will bring practical solutions to market needs. "

— Phnom Penh Commercial Bank Cambodia

" Creating opportunities for our talented innovators through this Reverse Innovation Program, FTB strongly hopes that they are able to find the new solutions for the market and banking industry in Cambodia. "

— Foreign Trade Bank of Cambodia

" We hope RI will find innovative solutions that address challenges faced by the Cambodia microfinance sector who is serving 2 million families. "

— Cambodia Microfinance Association

" We hope that RI will continue on its quest and advocies through its startups to help address the need for all financial instutions in Cambodia to work towards financial inclusion in the country. "

— Cambodia Association of Finance & Technology

" RI is a new avenue for Cambodian talents and startups to short circuit their typical startup journey, leapfrogging to innovating solutions for pre-identified industry problems. This program will help boost creativity and better-fit solutions to address Cambodia's digital transformation challenges. "

— IG Tech Group

"This program offers great opportunities to local startups and innovators, and ABA is happy to be part of it. We will share our experience via mentorship sessions and provide access to our cutting-edge online payment gateway, PayWay, so tech entrepreneurs can explore and move their ideas forward on innovative solutions in the digital era.

— Advanced Bank of Asia Limited

"RI provides a valuable platform where the challenges faced by companies can be met and matched with potential solutions to solve those. Such rare opportunity is offered to innovators to apply their solutions in real cases and tailor it throughout their connections with the industry and innovation leaders. We believe this collaboration would effectively generate practical creativity and foster the entrepreneurship mindset along the journey.

— Bongloy Payments PLC

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CHALLENGE PARTNERS

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OUTREACHING PARTNERS

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