

Business themes for application

Category and themes
<p>< Improving user convenience > Creating an environment in which financial services can be used safely and conveniently through the application of technology.</p> <ul style="list-style-type: none"> • Greater availability of cashless payments (e.g., expanded payment options, proliferation of stores that accept cashless payments, enhanced interoperability, diffusion of digital payroll system) • Promotion/ Enhanced convenience of online transactions (e.g., cost reduction, simplifying methods for operations/management) • Enhanced convenience and safety of payment/remittance methods (e.g., cost reduction, expansion of value-added features beyond payment functionality) • Easier-to-use financial services (e.g., shorter screening times, lower interest rates) • Services for senior citizens (e.g., services to compensate for cognitive decline, bridging the digital divide) • Support for foreigner users (e.g., Services for international travelers)
<p>< Asset Formation and Asset Management > Supporting the entire process of understanding, selecting, operating, and managing personal assets.</p> <ul style="list-style-type: none"> • Investment products and services with low barriers to entry (e.g., investments with small amounts, reduced costs, investment advisory) • Improved convenience of asset management(e.g., collective management of banks, insurance, securities, inheritance, etc.) • Personal advisory services (e.g., Referrals to optimal financial institutions and services, AI-based product recommendations, AI-based financial second opinions) • Promotion of financial education and <u>improvement of financial literacy</u> (Examples: Education tools for asset management and insurance) • Sophisticated management analysis and risk management (e.g., investment decisions using AI, etc.) • <u>Investment in local services</u> (e.g., <u>Regional revitalization services</u>)
<p>< Improving Operational Efficiency > Improving efficiency, automating, and advancing financial operations and financial services through digital technology and AI.</p> <ul style="list-style-type: none"> • Streamlined work processes (e.g., accounting, verifying IDs, OCR) • Promotion of data utilization (e.g., opening up data, Co-creative problem-solving using finance) • Use of generative AI (e.g., data analysis and prediction, fraud detection, chatbots) • Digitalization of financial services to SMEs and bridging the digital divide • Diversified Funding (e.g., individuals, SMEs, start-ups)
<p>< Risk Compliance > Building a safe and reliable financial environment.</p> <ul style="list-style-type: none"> • <u>Realization of legally compliant financial product recommendation processes (e.g., AI-based compliance judgment)</u> • Improved security (e.g., anti-money laundering, anti-phishing measures, fraud detection systems, financial compliance and anti-fraud, response to new technologies) • <u>Sophistication of property valuation (e.g., AI-based property valuation)</u>
<p>< New Technology > Using new technologies to innovate financial service mechanisms and the flow of funds.</p> <ul style="list-style-type: none"> • Blockchain-based financial services (e.g., security tokens, stable coins, decentralized security systems) • Promotion of supply chain finance (e.g., acceleration of fund collection, streamlining of trade procedures) • Expansion of Peer-to-Peer (P2P)* financial services (e.g., financing, insurance, investment) *A communication technology that allows terminals to share data directly with each other without using a server, etc. • Facilitation of carbon credit trading (e.g., building trading platforms, enhanced transparency of carbon credits) • Collaboration between financial and non-financial industries and the non-financial industry's use of Fintech and entry into the financial industry (e.g., embedded finance)

(Note) Underlined items indicate themes newly added this fiscal year.