

ORGANISER



CO-ORGANISER



# REVERSE INNOVATION

WE NEED YOU TO JOIN US TO SOLVE THE REAL PROBLEMS

## REVERSE PITCH DAY

JOIN US FOR THE REVERSE PITCH DAY  
15 DECEMBER 2020 | 1:30 PM - 5:00 PM



TECHO STARTUP CENTER

PLATINUM SPONSOR



CHALLENGE PARTNER



IN-KIND SUPPORTER



OUTREACHING PARTNER



## Challenge #1

Digital ID for Cambodian  
(Individual and Entity)

# Introduction

AMK is one of a leading Microfinance Institution in Cambodia. We granting loan to public as other while we also serve public customer with a digital payment services such QR Payment, Mobile Banking App, Local and International Transfer services, and so on.

# Problem Statement

## Overview of the problem

- 1). Customer must be identified under a regulation call “Know Your Customer (KYC)” in a Face-to-Face environment when they are in relationship with Financial Institution.
- 2). There is no unified standard digital ID/code to represent as one individual or business entity whereby it can manage and represent among identification document or business.
- 3). Private company has relationship with their customers (retail and corporate) with an acceptance of several types of document and issues different customer number. This, lead to sometime encountering duplicate customer ID for one person.
- 4.) Individual payment is managed outside standard among government’s ministry. And it about how individual or entity connect to pay their bill obligation to government.
- 5). The access to the information for verification or authentication method does not available or yet open to private (especially Financial Institution sector)

# Problem Statement

## Detail of the problem

| No | Problem                       | Description & Explanation  |
|----|-------------------------------|--|
| 1  | Unified Digital ID            | There is no unified digital ID which can be linked to all national issued identification documents. Hence, the uniqueness of Digital ID or unified code between a different document has not been established or used yet. This is a challenging for a different usage or verification to a individual person whenever deploying different identification document at Point of Sale/Service with customer.   |
| 2  | Usage & standard              | Because of no digital ID, private sector encounter many challenging in providing user friendly on financial services. Those service has its different usage number like Card, Account, Phone Number, Wallet # and so on. An other explain, Individual and business entity are obligated to pay certain bill or tax to government. However, those does not yet standardize for a person vs how many obligation to pay? If their wish to know, their shall track separately. |
| 3  | Fraud and Risk Management     | Low digital literacy people can be at risk and get attacked from fraudster for account take over and commit illegal activities. Example, phone number can purchased and used without clear identification.   |
| 4  | Customer onboarding           | We can't onboard customer online with that a lacking of risk migration and protection from fraudulent due to there is no proper data authentication between user input vs Government DATA base.  |
| 5  | Authentication Infrastructure | Technology connection between private sector to government does not open so private company authenticate customer manually and offline.  |

Expectation



## Expectation

- 1.) Should have unique Digital ID whereby it assigns to each individual or business entity. The ID will also be used to link to their financial services or other facilities with private sector too.
- 2.) There should be a way that Digital ID can be used to link with their financial services and facilities as well as other private sector beside Finance and Bank too. Example, link to Bank account, Card, or school, and so on.
- 3.) There should be a way that Digital ID link with their payment obligation like utilities bill, tax and so on. Then there is an infra whereby private sector can allow them to pay those payment just enter their Digital ID and choose prefer payment to be paid to.
- 4.) To have a unique code as an identity among different identification documents for Cambodian. Hence, a problem of KYC for different document is settled down.
- 5.) To have a technology mechanism for verification and confirmation that private sector is allowed to connect with secure authentication, faster and realizable. With this regard, paper usage is reduced and customer service is faster than Face-to-Face KYC verification.

Thank You