

# IPification Wins Best JUMPSTARTER Award for FinTech

**March 23, 2020 - HONG KONG** - Benefit Vantage Limited, the company behind IPification, the one-click, passwordless mobile authentication, phone verification, and fraud prevention solutions provider won the Best JUMPSTARTER award for FinTech at the largest global startup pitch contest JUMPSTARTER 2021, organized by the Alibaba Entrepreneurs Fund.

JUMPSTARTER is an initiative for global startups which aims to build, empower, and boost Hong Kong's startup ecosystem by connecting high-quality, high-impact entrepreneurs, corporates, investors, and the public.

The JUMPSTARTER program consisted of two preselection rounds where more than 2000 applicants were narrowed down to only the top ten in the grand finale. In the finale, IPification was chosen for the Best JUMPSTARTER award for FinTech.

IPification provides passwordless, one-click mobile identity solutions that reach more than 350 million devices in 12 markets globally. It is the next-generation authentication option that streamlines the user experience while increasing the security of mobile apps thus significantly improving user adoption, retention, and engagement.

“Getting to the top ten startups in the competition of this scale was huge for us, but getting to the top four and winning an award for best startup in FinTech makes this one for the books,” said Stefan Kostic, IPification CEO. “Thank you to the organizers for giving us this opportunity, and thank you Team IPification for being amazing, this couldn't be possible without your invaluable contributions.”

“The Hong Kong and global markets have faced severe challenges over the past year. We are happy to see that many startups still hold on to indomitable, innovative, and flexible thinking during their journeys, said Cindy Chow, Executive Director of Alibaba Hong Kong Entrepreneurs Fund. “IPification is definitely a good example to demonstrate that truly great solutions don't compromise, but instead find innovative ways to solve the age-old problems, in this case, in regards to mobile identity in FinTech.”

“This is a huge step forward for IPification, and even better, it comes at just the right time as we're experiencing explosive growth as an additional push. I'd love to thank and commend the Alibaba Entrepreneurs Fund for a fantastic event. It was a pleasure participating in it, and we're grateful for getting this impressive recognition,” added Harry Cheung, IPification Founder, and President.

## About IPification

IPification is building the backbone for mobile authentication of today and tomorrow. By verifying the device, SIM & phone number via IP address, IPification patented technology is enabling secure, passwordless, zero-tap compatible mobile user authentication, registration,

transaction approval, and fraud prevention solutions for any mobile application. Readily available across numerous countries and regions, IPification is trusted by some of the leading telco, technology, payment, and OTT companies including Microsoft, GBG, DataZoo, 3HongKong, Axiata Digital. As part of Benefit Vantage Limited, the leader in Asia for providing security and data backup solutions headquartered in Hong Kong, IPification has offices and representatives operating in the U.S., U.K., Serbia, Russia, Switzerland, Bosnia, Brazil, India, Vietnam, and Pakistan.

For more information, please visit [www.ipification.com](http://www.ipification.com)

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