

# CATAPULT:

## INCLUSION SE ASIA

2ND EDITION- LUXEMBOURG & PHILIPPINES

## SELECTED COHORT FROM VIETNAM & THAILAND



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In Partnership with: **ADB** ASIAN DEVELOPMENT BANK



**COMPANY:**  
**RIZE**

**COUNTRY:**  
**VIETNAM**

**LAUNCH DATE:**  
**03/2023**

**NAME:**  
**SIEM DAANTJE SCHREURS, HEAD OF  
FINTECH AND PARTNERSHIPS**

**SEGMENT / BUSINESS MODEL:**  
**AGRITECH & PAYMENTS / B2B, B2B2C**

**WEBSITE / LINKEDIN**

## 2025 – SELECTED FINTECH PROFILE

### RIZE

#### **Making rice cultivation more sustainable whilst improving farmer incomes**

Rize provides targeted solutions to reduce greenhouse gas emissions while creating economic incentives that encourage adoption. Since 2023, Rize has expanded to Vietnam and Indonesia, collaborating with farmers, FPOs, NGOs, corporates, financial institutions, and local governments.

By integrating cost-efficient agricultural inputs, improved agronomy practices, and market linkages, Rize helps farmers increase yields, reduce costs, and access finance. Its proprietary MRV technology collects critical agricultural data, optimizing risk-return assessments and unlocking green financing at scale to support the transition to sustainable rice cultivation.

### WHAT IS DIFFERENT / INTERESTING ABOUT RIZE

They position themselves as the 'operating platform for rice'. They apply novel technology to real-life challenges and believe it's all about striking the balance between low-cost application and maximum impact on higher yields, lower risk and reduced emissions so that smallholder farmers can adopt sustainability at scale.



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**COMPANY:**  
**SALARY HERO CO., LTD.**

**COUNTRY:**  
**THAILAND**

**LAUNCH DATE:**  
**11/2022**

**NAME:**  
**TANYA SERTTHIN, PRODUCT LEAD**

**SEGMENT / BUSINESS MODEL:**  
**FINANCIAL WELLNESS / B2B2C**

**WEBSITE / LINKEDIN**

## 2025 – SELECTED FINTECH PROFILE

### SALARY HERO CO. LTD

#### The No. 1 Financial health platform for employees

Salary Hero is a pioneering financial health platform designed specifically for the needs of the Thai workforce. Their mission is to empower employees with the tools they need to achieve financial well-being. Through their comprehensive suite of services, including Salary on Demand, Financial Education, Budgeting Tools, and High-Interest Savings, they equip companies to support their staff's financial goals effectively.

### WHAT IS DIFFERENT / INTERESTING ABOUT SALARY HERO CO. LTD

One of the key advantages of Salary Hero is its seamless integration with existing HR processes, ensuring a smooth implementation and hassle-free management for HR teams. By partnering with them, employers not only foster a culture of financial wellness but also experience tangible benefits such as reduced staff turnover, accelerated recruitment processes, and a more engaged and productive workforce.



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**COMPANY:**  
**SPIRO CARBON LTD**

**COUNTRY:**  
**THAILAND**

**LAUNCH DATE:**  
**01/2022**

**NAME:**  
**DR. AMMARIN DARANPOB, CHIEF OF  
OPERATIONS & STRATEGY**

**SEGMENT / BUSINESS MODEL:**  
**AGRITECH / B2B**  
**WEBSITE / LINKEDIN**

## 2025 – SELECTED FINTECH PROFILE

### SPIRO CARBON

#### **Making the Green Transition Accessible to Everyone**

Spiro Carbon is a climate-tech company using AI, blockchain, and satellite monitoring to improve financial inclusion for smallholder farmers in Southeast Asia. Its cost-effective MRV technology enables farmers to access carbon markets, green financing, and performance-based incentives.

Through partnerships with financial institutions, agribusinesses, and development agencies, Spiro Carbon transforms environmental data into financial tools. Its AI-driven risk models assess smallholder creditworthiness, while blockchain ensures secure, transparent transactions.

### WHAT IS DIFFERENT / INTERESTING ABOUT SPIRO CARBON

Spiro Carbon stands at the intersection of climate-tech and financial inclusion, uniquely leveraging AI, blockchain, and satellite-based MRV to bridge the gap between sustainability and economic empowerment for smallholder farmers in Southeast Asia.



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