

# Smile API Emerges as Grand Winner of the 2024 PLDT Startup Innovation Challenge

*Smile API wins the 2024 PLDT Startup Innovation Challenge, showcasing its innovative employment data solutions and paving the way for global recognition.*

MANILA, PHILIPPINES, November 6, 2024 /EINPresswire.com/ -- Smile API, a trailblazing platform revolutionizing access to employment data, has been named the Grand Winner of the 2024 PLDT Startup Innovation Challenge, held on October 28, 2024. This prestigious accolade underscores Smile API's commitment to simplifying employment verification and equipping companies across the Philippines with secure, efficient data solutions. The victory cements Smile API's reputation as a leader in the tech startup ecosystem, championing data accessibility and economic empowerment.



Smile API wins the 2024 PLDT Startup Innovation Challenge.

The PLDT Startup Innovation Challenge serves as an annual showcase for groundbreaking startups that are poised to make a substantial impact in their respective industries. This year's competition attracted numerous standout entries, each presenting unique approaches to addressing current market needs. Smile API's winning solution stood out for its seamless integration of secure data handling and user-centric services, setting a new standard for employment data accessibility.

## A Collaborative Push Towards Innovation

The event was powered by collaboration among some of the country's most influential innovation advocates, including QBO Innovation Hub, Ideaspace Ventures, and PLDT Enterprise. These partnerships underscore a shared commitment to fostering an environment where startups can thrive and develop solutions that drive economic growth.

As the newly crowned grand winner, Smile API will represent the Philippines at the NTT Start-Up

Challenge in Jakarta on November 15. This global platform presents an invaluable opportunity to connect with industry leaders, investors, and peers from around the world. The competition will offer Smile API a stage to amplify its reach and demonstrate the power of Philippine innovation on an international scale.

“We are thrilled to see Smile API recognized for its outstanding innovation,” said Dara Ever Juan, Head of PLDT Innovations Laboratory and Ecosystem Partnerships (INNOLAB). “Their dedication to transforming the way employment data is accessed is precisely the kind of ingenuity that puts the Philippines on the global map for tech innovation. We look forward to seeing them shine in Jakarta and beyond.”

### Elevating Filipino Startups on the World Stage

Jan Pabellon, Co-Founder and Chief Product Officer of Smile API, expressed his gratitude and vision for the future, stating, “This recognition is a testament to the hard work and vision of our team. Our goal has always been to simplify access to employment data, making it easier for businesses to make informed decisions. We thank PLDT INNOLAB, QBO Innovation Hub, Ideaspace Ventures, and all our supporters for believing in our mission. We’re excited to bring our solution to Jakarta and showcase our innovations to a broader market.”

This victory highlights the dynamic potential of Philippine startups to drive global innovation: it marks a pivotal moment for the Philippine tech scene as it gains increasing traction on the global stage. With a fast-growing ecosystem supported by venture capital, innovation hubs, and forward-thinking corporations, startups like Smile API are creating solutions that not only respond to local challenges but also resonate with international markets.

For more information about Smile API, please visit [www.getsmileapi.com](http://www.getsmileapi.com).

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