

DenizBank distributed Start-up Program certificates in NFT format

NEOHUB, DenizBank's subsidiary, distributed the certificates of its Start-up Program, exclusively designed for the Banking personnel, in NFT format, breaking new ground in this field.

DenizBank's subsidiary NEOHUB, which was established with the purpose of producing value-added business within the ecosystem and supporting the entrepreneurs to this end, realized the **Startup Certification Program**, in cooperation with Deniz Academy, the training platform of the Bank. The program continued for 10 weeks in total with the lectures led by seven professional instructors on entrepreneurship from A to Z.

Within the scope of the program, the participants were provided with a mentor support in line with their tailor-made development maps according to their needs and objectives. They completed 480 hours of training under nine different modules, made their investor presentations in front of the jury in the Demo Day event, and were presented their certificates in NFT format after graduation.

"We will continue to steer our industry"

Gürhan Çam, the General Manager of NEOHUB, stated that as an institution having the innovation in its DNA, they have always been supported by the ecosystem and focused on the ways to produce and grow together, and added that; "We established NEOHUB last year in order to support the start-ups and entrepreneurs aiming at doing business internationally on network and experience basis. To this end, we have implemented our Start-up Certification Program in cooperation with Deniz Academy to educate the potential entrepreneurs within our Bank who would like to start up a business on their own. As an institution which always focuses on the technologies of the future, we are thrilled to distribute the certificates of our graduates in NFT format. NFTs (Non-Fungible Tokens), brought to us by the blockchain technology, which has become popular lately and will become even more popular in the near future, allow a digital asset to be stored and transferred in a unique and unchangeable way. By this way, 38 lucky Sailors received their certificates which are impossible to be lost throughout their lives and can be even passed on to their grandchildren as a legacy. As NEOHUB, with our ventures and approaches steering our industry, we will continue to do our best for the development of the entrepreneurship ecosystem."