COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE III

CHEDRO-III MEMORANDUM
No. 109 s. 2022

For : **ALL PRESIDENTS/HEADS OF HIGHER EDUCATION INSTITUTIONS IN REGION III**

Subject : **THE PHILIPPINE STARTUP CHALLENGE 7 (PSC 7)**

Date : **22 August 2022**

This Office endorses the subject undertaking of the Department of Information and Communications Technology Region III (DICT RO III) titled **"THE PHILIPPINE STARTUP CHALLENGE 7 (PSC 7)** as part of the national *"Digital Startup Development and Acceleration Program (DSDAP) with the overall goal of establishing a strong Philippine Startup Ecosystem to support and strengthen the competitive advantage of Filipino startups."*

This PSC 7 is organized by the ICT Industry Development Bureau (IIDB) of the DICT RO III. It is a *"national startup competition which aims to encourage and inspire Filipinos to create innovative and relevant I CT products and services that may be viable business ventures and help our country advance in the global digital economy."*

The PSC 7 is open to all students with creative ideas in addressing social problems through the use of information and communications technology.

Relative to this, the DICT RO III will organize a **"REGIONAL PITCHING COMPETITION"** among interested teams from Region III as the qualification stage in preparation for the national competition. Kindly refer to the attached documents for more information.

Interested participants from the HEIs may register through the links below:
Students: https://bit.ly/PSC7_R3_STUDENT
Mentors: https://bit.ly/PSC7_R3_MENTOR

Should you have any inquiries, the designated staff may directly coordinate with DICT IIDB Focal Person, Ms. Jule Eigie Garcia at (+63) 943 928 7860 or through email at juleeigie.garcia@dict.gov.ph.

For the voluntary participation of all concerned.

Wide dissemination of this memorandum is desired.

DR. LEONIDA B. SIGUA-CALAGUI, LLB, CESO III
Director IV

Incl: As stated

PHILIPPINE STARTUP CHALLENGE 7

MECHANICS

PHILIPPINE STARTUP CHALLENGE

RATIONALE/BACKGROUND/INTRODUCTION

The Department of Information and Communications Technology, as one of the lead agencies in the implementation of RA 11337 otherwise known as the Innovative Startup Act (ISA) is mandated to provide benefits and programs to strengthen, promote, and develop the Philippine Startup Ecosystem. In order to fulfill its role, the DICT is implementing the Digital Startup Development and Acceleration Program (DSDAP) with the overall goal of establishing a strong Philippine Startup Ecosystem to support and strengthen the competitive advantage of Filipino startups.

One initiative under the DSDAP is the *Philippine Startup Challenge* (PSC). PSC is a startup competition which aims to encourage and support Filipinos in creating innovative and relevant ICT products and services that may potentially develop into viable business ventures as well as solve social problems. This initiative is geared towards promoting the spirit of entrepreneurship in ICT among Filipinos and in ensuring the continuous creation of investible ideas and startup founders that will expand the Philippine Startup ecosystem.

OBJECTIVES

This activity will provide winning startups with the following opportunities:

1. Provide an avenue for students to develop their entrepreneurial mindset;
2. Enhance startup ideas through feedback from industry practitioners and ICT professionals;
3. Foster strategic partnerships and networks among participants and judges; and
4. Generate a pool of startup founders prioritized for DICT funding and support.
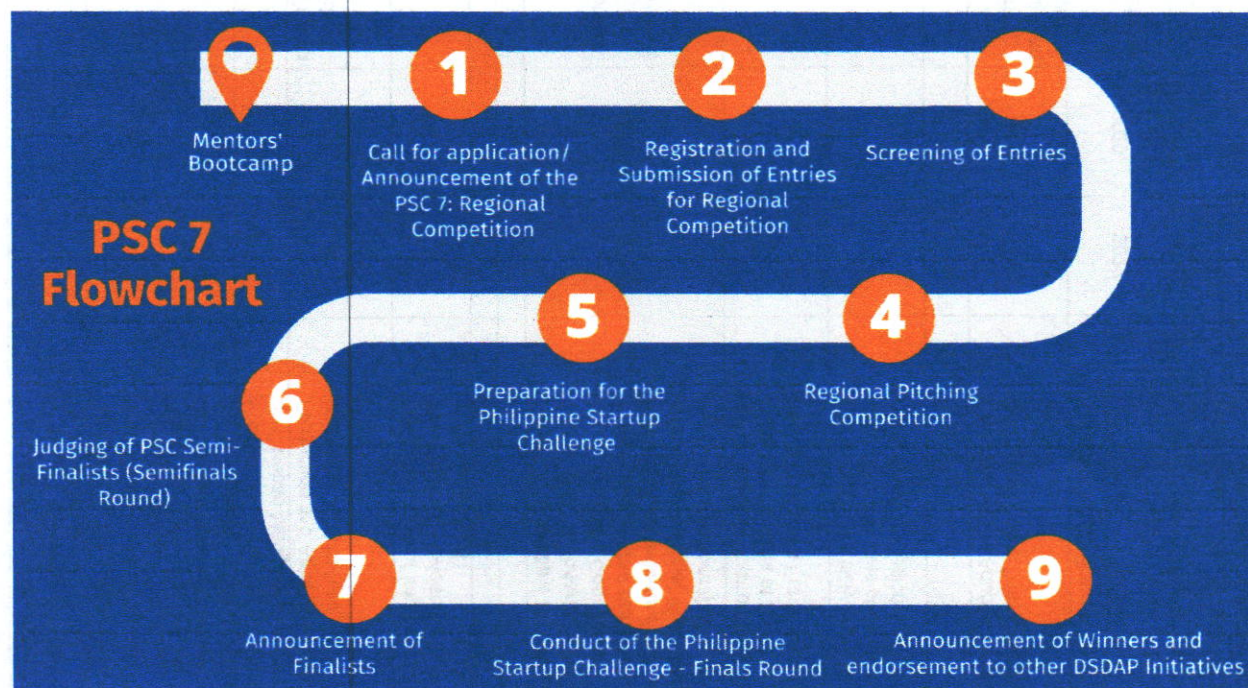
TARGET PARTICIPANTS

Aspiring students whose startups are between the stages of **Ideation to Minimum Viable Product.**

COVERAGE OF STARTUP ENTRIES

The competition will be open for submission of startup entries that are within the following specifications:

~~Software or IoT (Internet of Things) – enabled technologies will be~~ accepted.

PROCESS FLOWCHART

PSC 7 Flowchart

- Mentors' Bootcamp
- **1** Call for application/ Announcement of the PSC 7: Regional Competition
- **2** Registration and Submission of Entries for Regional Competition
- **3** Screening of Entries
- **4** Regional Pitching Competition
- **5** Preparation for the Philippine Startup Challenge
- **6** Judging of PSC Semi-Finalists (Semifinals Round)
- **7** Announcement of Finalists
- **8** Conduct of the Philippine Startup Challenge - Finals Round
- **9** Announcement of Winners and endorsement to other DSDAP Initiatives

REQUIREMENTS

1. Registration through the provided registration links of the DICT Regional Offices
2. Video Pitch (See video pitch guidelines)
3. Pitch deck (In PDF)

     For items 2 and 3, content must include:
- o Problem description
- o Target market segment
- o Solution
- o Features
- o Progress/Traction
- o Proposed use of funds from investors

VIDEO PITCH GUIDELINES

- Duration: 3-5 minutes
- Content should include the following:

  - Problem description
  - Target market segment
  - Solution
  - Features
  - Progress/Traction
  - Proposed use of funds from investors

- In addition to the above, the video should include an introduction of the startup founders. It should also explain the rationale behind the startup creation. The pitch shall also include relevant achievements of the founders and if any, the startup itself.

- The video should not be more than 5 minutes long and should utilize the natural voices of the founders. No text-to-speech voice enhancements should be allowed. Should a demo enhance the video, it should not take more than 1 minute.

- Try to include all founders in the video.

CRITERIA

CRITERIA		POINTS TO CONSIDER
Viability (25%)		• Does the problem exist? Is the solution scientifically valid? • Did the basic research that established the rationale of the solution clearly described/explained? • Did the solution do what it set out to do? Can it work in the real world?
Relevance (25%)		• Is this project responsive to the challenge/problem for which it was submitted? • Is it technically feasible? How usable or user-friendly is the solution?
Impact (20%)		• How much positive economic, social and/or environmental impact (quality and quantity) can this project have?
Creativity (20%)		• How creative/innovative is the approach? • How differentiated and relevant is it from existing solutions in the market?
Presentation (10%)		• How well did the team communicate their project? • Were they clear and effective in presenting the problem, the solution, and why it is important?

PHASES AND MECHANICS

Pre-Screening Process

- The Competition is open to all student-initiated startups with **Software or IoT (Internet of Things) – enabled technologies** in the **Ideation to Minimum Viable Product** stage.

- The team shall be composed of only three (3) student team members and (1) mentor:
  - The student team members shall be in Senior High School or Collegiate level.
  - The student team members must be currently enrolled at the time of the competition.
  - The mentor shall be employed in the same school or university as that of the team members.
  - The mentors are highly encouraged to participate in DICT-led (Central or its Regional Offices) Mentors' Bootcamp/s prior to registration (within two years from the time of the competition).

- All participating teams must submit a duly accomplished School Clearance to be provided by the PSC Secretariat to substantiate that they are allowed to compete and represent their school.

- All participating teams are required to register through the provided registration links of the DICT Regional Offices and upload the following files:
  1. Video Pitch (See video pitch guidelines above)
  2. Pitch deck (In PDF)

     For both Video pitch and Pitch deck, content must include:
     - Problem description
     - Target market segment
     - Solution
     - Features
     - Progress/Traction
     - Proposed use of funds from investors

- A Regional Selection Committee will be formed to review, evaluate, and determine the teams who will advance to the next phase of the competition (Semifinals).
    - The Regional Selection Committee will be composed of the DICT Regional Director/s, IIDB Focal/s, Provincial Head/s, and other regional staff or partners/stakeholders as may be determined by the Regional Director.

    - The Selection Committee has the right to disqualify any incomplete or illegible entries that will be received. The Committee shall not be responsible for entries with incomplete submission or are not decipherable for any reason.

    - There will be 2 phases in the Pre-Screening Stage:
        - Phase 1 is a completeness check of the submitted requirements.
        - Phase 2 is an assessment of the submitted project based on social relevance and adherence to stipulated entry coverage (Software or IoT enabled technologies).
        - Shortlisted startups who are approved by the Regional Director will participate in the Regional Pitching Competition.
        - The schedule of the Regional Startup Challenge will be announced by the corresponding DICT Regional Office.

Competition Proper

- Regional Pitching Competition
  - The Regional Pitching Competition will be conducted by the DICT Regional Offices.
  - The Regional Office can opt to partner with any relevant startup ecosystem players, institutions, and/or local organizations for provision of prizes, judges, and/or resource persons.

  - All 1st Place winners/ Champions from the different regions shall be endorsed to the Central Office to compete during the Semifinals.
    - Before the endorsement of the 1st Place winners/ Champions to the central office, the teams shall be given the chance to revise their entries according to the comments, suggestions, and feedback from the Regional Competition's panel of judges.
      - Submission must be within the set deadline.
      - Failure to submit revised entries on/before the set deadline shall automatically mean that the entries used during the Regional Competition shall be the final entry to be judged during the Semifinals.

- PSC Semifinals
  - All 1st placers/ Champions endorsed to the Central Office by the Regional Offices shall be eligible as Semifinalists.
  - Before the endorsement of the top 10 startup teams for the Finals, the teams shall be given the chance to revise their entries according to the comments, suggestions, and feedback from the Semifinals' panel of judges.
    - Submission must be within the set deadline.
    - Failure to submit revised entries on/before the set deadline shall automatically mean that the entries used during the Semifinals shall be the final entry to be judged during the Finals.

- The PSC Team from the Central Office shall facilitate and spearhead the semifinals.
- The panel of judges shall be given a two-week period to judge all semifinalists through their submitted video pitches and pitch decks.
- The Top 10 startups based on combined judges' scores shall compete in the PSC Finals.

- PSC Finals
  - The top 10 teams from the Semifinals shall be eligible as Finalists.
  - The teams will have to register and upload the required documents through the provided registration links of the DICT Regional Offices.
  - The PSC Finals will be held during the Philippine Startup Week 2022.
  - The PSC Finals will be held virtually via the Philippine Startup Week 2022 platform.
  - During the Competition, the teams will be required to pitch their ideas for three (3) - five (5) minutes to a panel of judges. Only one (1) team member will deliver the pitch, live.
  - Each team has to answer all questions asked by the judges for a maximum of 10 minutes. All team members are enjoined to take part on the Question-and-Answer Portion.

WINNERS AND PRIZES

There will be 5 winners, Grand champion and 4 runners-up, who will receive the following prizes:

1. Prizes from Startup partners comprised of gadgets, devices, and non-tangible rewards such as opportunities for mentorship, technical trainings, among others
2. PSC Trophies
3. PSC Certificates

OTHER TERMS AND CONDITIONS

- The DICT reserves the right to amend the PSC mechanics and terms without prior notification to the applicants.

- The DICT promotes a competitive and honest pursuit for innovation of ideas and products. Intellectual piracy and acts of dishonesty within the competition will not be tolerated.

TIMELINE

ACTIVITIES	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER			
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th
Call for Applications				█	█	█	█	█	█	█	█	█								
Screening of Regional Entries											█	█								
Regional Pitching Competition													█	█						
Endorsement of Semifinalists															█	█				
PSC Semifinals Judging Period																█	█			
Announcement of Finalists																		█		
Preparations for PSC Finals																		█	█	
PSC Finals																				█

PHILIPPINE STARTUP CHALLENGE 7

MENTORS, REGISTER HERE:

STUDENTS, REGISTER HERE:

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✉ dict.iidbr3@gmail.com