



DICT
DEPARTMENT OF INFORMATION AND
COMMUNICATIONS TECHNOLOGY

iidb

ICT INDUSTRY
DEVELOPMENT
BUREAU



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.

With the vast digital advancement in the country over the years, the DICT is bound to implement programs that aid in the country's digital transformation. The Digital Startup and Acceleration Program or DSDAP is DICT's main program offering for the Philippine Startup ecosystem. With its primary goal of capacitating the countrymen and equipping them with accessible knowledge and skills needed for the startup ecosystem, five major components are being implemented under the DSDAP namely SCALE or the Startup Community and Locale Enhancement, RAISE or Raising Awareness and Inspiring the Ecosystem, STEP UP or Startup-Tailored Enhancement and Upskilling Project, the Startup Grant Fund (SGF) and the Startup Philippines Website (SPW).

Complementing the aforementioned projects is another flagship initiative under the DSDAP, the *Philippine Startup Challenge* (PSC). PSC is an annual 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 the Filipino Youth and in ensuring the continuous creation of investible ideas and startup founders that will expand the Philippine Startup ecosystem.

OBJECTIVES

The objectives of the PSC are the following:

1. Further encourage the increase of the number of Filipino Youth-led startups across the country;
2. Provide an avenue for students to develop their competitive entrepreneurial mindset;
3. Enhance startup ideas through feedback from industry practitioners and ICT professionals;
4. Foster strategic partnerships and networks among participants, judges, mentors, and potential investors; and
5. 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**.

For this year's conduct and years moving forward, we highly encourage all teams, across all regions, to have at least one (1) female member for each team.

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



REQUIREMENTS

1. Registration through the provided application links of the DICT Regional Offices
2. School Clearance
3. Startup Logo
4. Video Pitch (See video pitch guidelines)
5. Pitch deck (In PDF)

For items 4 and 5, content must include:

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

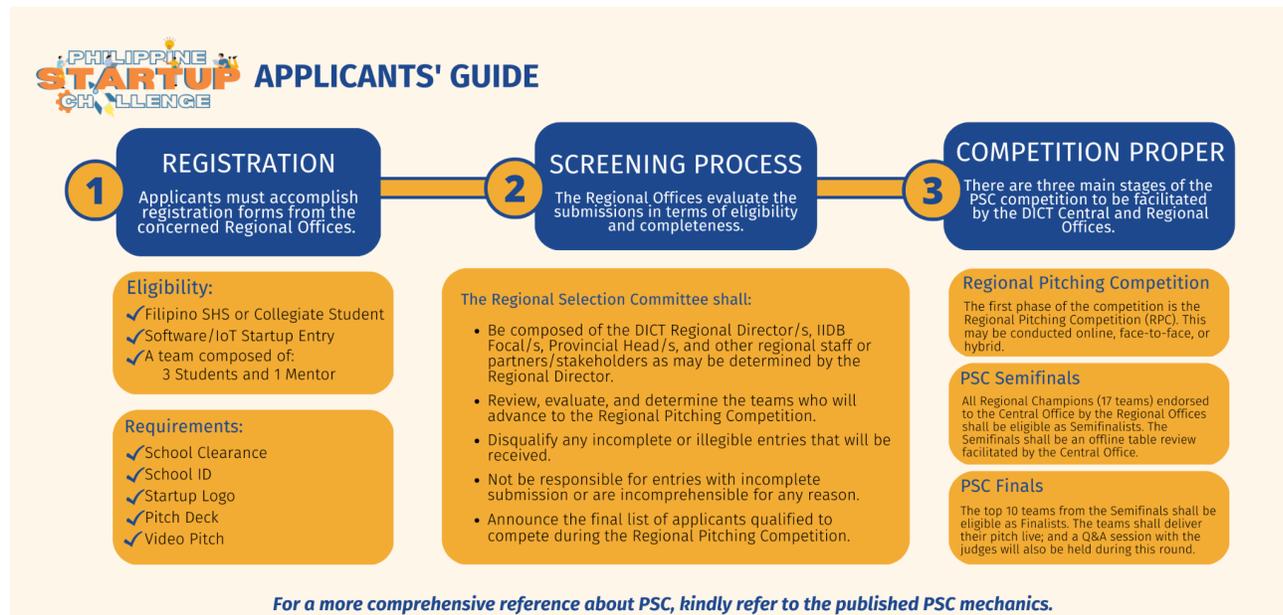
VIDEO PITCH GUIDELINES

- Duration: 3-5 minutes
- Content should include the following:
 - Problem description
 - Target market segment
 - Business Model
 - Solution
 - Features
 - Progress/Traction
 - Proposed use of funds/asks from investors
- In addition to the aforementioned, 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%)	<ul style="list-style-type: none"> • Does the problem exist? Is the solution scientifically valid? • Did the basic research clearly describe/explain the rationale of the solution? • Did the solution do what it set out to do? Can it work in the real world?
Relevance (25%)	<ul style="list-style-type: none"> • Is this project responsive to the challenge/problem for which it was submitted? • Is it technically, technologically, and commercially feasible? How usable or user-friendly is the solution?
Impact (20%)	<ul style="list-style-type: none"> • What positive economic, social and/or environmental impact does the solution bring (in quality and quantity)? • How fast is the projected growth rate of the solution?
Creativity (20%)	<ul style="list-style-type: none"> • How creative/innovative is the approach? • How differentiated and relevant is it from existing solutions in the market?
Presentation (10%)	<ul style="list-style-type: none"> • How well did the team communicate their project? • Were they clear and effective in presenting the problem, the solution, and why it is important?

COMPETITION PHASES



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 application 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:

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

- A Regional Selection Committee will be formed to review, evaluate, and determine the teams who will advance to the first phase of the competition (Regional Pitching Competition).
 - 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 Regional 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 incomprehensible for any reason.
 - There will be 2 phases in the Pre-Screening Stage:
 - Phase 1 is to check the completeness of the submitted requirements
 - Phase 2 is to assess the submitted entry 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 Pitching Competition will be announced by the corresponding DICT Regional Office within the agreed-upon timeline.

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.
 - Should there be any additional requirements or revisions in the requirements, the participants should coordinate directly with the concerned Regional Office.
 - 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 Regional 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 judges shall convene for a deliberation should there be an arising need to do so (i.e to break a tie).
- 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 Geeks on the Beach 2023.
 - The PSC Finals will be held live/face-to-face during the Geeks on the Beach Day 2.
 - 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 in the Question-and-Answer session.

WINNERS AND PRIZES

There will be 5 winners – The Champion and four runner-ups, who will receive the following prizes:

1. Prizes from Startup partners that may be comprised of gadgets, devices, and non-tangible rewards such as opportunities for mentorship, technical trainings, ecosystem exposure, among others;
2. PSC Trophies;
3. PSC Medals (for the top three (3) teams); and
4. PSC Certificates (for special awards).

Special Awards

Apart from the ranking and its consecutive prizes, three (3) special awards will be given to the participants. These awards will also be judged by the panel of judges.

To be awarded during the PSC Semifinals:

1. Best Startup Video Pitch

Criteria:

1. Structure/Cohesiveness (50%)
2. Quality (Audio and Visual) (30%)
3. Creativity (10%)
4. Over all Presentation (10%)

To be awarded during the PSC Finals:

2. Best Startup Logo

Criteria

1. Originality/Uniqueness (30%)
2. Branding and Recall (30%)
3. Design (20%)
4. Creativity (20%)

3. Best Startup Pitch Presenter

Criteria:

1. Clarity (40%)
2. Delivery (Tone, Projection) (25%)
3. Use of Language (20%)
4. Wit (15%)

TIMELINE

PHILIPPINE STARTUP CHALLENGE 8 (1 ST HALF)																								
ACTIVITIES	FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY			
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th
Preliminaries (Logo finalization, project documents, etc.)	█	█	█	█	█	█																		
Mechanics Finalization, Development of Promotional Materials					█	█	█	█																
1 st Round of Call for Applications									█	█	█	█	█	█	█	█								
Online Writeshops, Caravans/Promotions																	█	█	█	█	█	█	█	█

PHILIPPINE STARTUP CHALLENGE 8 (2nd Half)																
ACTIVITIES	AUGUST				SEPTEMBER				OCTOBER				NOVEMBER			
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th
Resume for 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																█

OTHER TERMS AND CONDITIONS

- Although the DICT will be willing to accept suggestions and feedback from the applicants, these will still be filtered and deliberated upon by the PSC Secretariat. 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.