



Philippine Startup Challenge 2021

RATIONALE/BACKGROUND/INTRODUCTION

The *Philippine Startup Challenge 2021* (PSC 2021) 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. The competition will be open for submission of entries that cover software and internet-based innovations.

OBJECTIVES

This activity will provide winning startups with the following opportunities:

- Acquire a funding proposal, specifically for the top 5 winning teams of the professional category to be eligible to receive P500,000.00 in equity-free funding;
- Build strategic partnerships and network with guest participants and judges; and
- Receive feedback from industry practitioners and ICT professionals on enhancements that can be made on the presented startup.

TARGET PARTICIPANTS

Students and aspiring startup founders from **Ideation to Minimum Viable Product** stage.



PROCESS FLOWCHART



SUBMISSION REQUIREMENTS

1. Registration through a portal
2. 3-minute video pitch
3. Pitch deck
 - o Problem description
 - o Target market segment
 - o Solution
 - o Features
 - o Progress/Traction
 - o Proposed use of money (for Professional Category only)



CRITERIA

CRITERIA	POINTS TO CONSIDER
Viability (25%)	<ul style="list-style-type: none"> ● Is the solution scientifically valid? ● 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 feasible? How usable or user-friendly is the solution?
Impact (20%)	<ul style="list-style-type: none"> ● How much positive economic, social and/or environmental impact (quality and quantity) can this project have?
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?

PHASES AND MECHANICS

- Pre-Screening Process
 - The Competition is open to all startups with **ICT-based products** in the **Ideation to Minimum Viable Product** stage.
 - There will be two (2) categories:
 - Professional
 - Minimum of two (2) and maximum of four (4) members, among them a designated team leader
 - Students may join this category as long as they have one (1) professional in the team. It is encouraged that the team leader is a professional.
 - Student
 - Three (3) students in Senior High School or College levels
 - One (1) mentor who must be employed in the same university during the time of competition.



- o All participating teams under the student category must present a clearance document from their respective school officials to substantiate that they are allowed to compete and represent their school.
- o All participating teams are required to register through the portal of the DICT Cluster Office and upload the following files:
 - 3-minute pitch
 - Pitch deck containing the following information (please upload as PDF):
 - Problem description
 - Target market segment
 - Solution
 - Features
 - Progress/Traction
 - Proposed use of money (for Professional Category only)
- o A Regional Selection Committee will be formed to review, evaluate, and determine the teams who will advance to the next phase of the 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 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.
- o 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 innovativeness and social relevance.
- o Shortlisted startups who are approved by the Regional Director will participate in the Regional Pitching Competition.
- o The schedule of the Regional Startup Challenge will be announced by the corresponding DICT Regional Office.
- o Preference will be given to startup teams who have not received prior Philippine government funding for startup support.
- Regional Competition
 - o The Regional Pitching Competition will be conducted by the DICT Regional Offices.
 - o There will be three (3) winners who will be chosen from each region, i.e., 1st Place, 2nd Place, and 3rd Place.



- o All 1st Place winners in the different regions will automatically advance to the Finals.
- o The 2nd and 3rd placers of each region will have to compete in the Semifinals to vie for the last slots to complete the Top 25 of the Finals.

- Semifinals
 - o All qualified teams will pitch their startup idea to a panel of judges.
 - o Teams will be chosen to advance to the Finals.

- Finals
 - o All qualified teams in the Finals will have to register and upload the required documents through a specified portal.
 - o During the Competition, the teams will be required to pitch their ideas for up to three (3) minutes to a panel of judges. Only one (1) member will deliver the pitch.
 - o Each team has to answer all questions asked by the judges for a maximum of 5 minutes.

OTHER TERMS AND CONDITIONS

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

WINNERS AND PRIZES

For the Professional Category:

- There will be 5 winners of the PSC 2021: Grand Champion and 4 runners-up.
- All winners will receive the following prizes:
 - Become one of the beneficiaries of the DICT Startup Grant Fund
 - Trophy
 - Prizes from Startup partners comprised of gadgets, devices, and non-tangible rewards such as opportunities for mentorship, technical trainings, among others
 - PSC 2021 Certificates



For the Student Category:

- There will be 5 winners, Grand champion and 4 runners-up, who will receive the following prizes:
 - Trophy
 - Prizes from Startup partners comprised of gadgets, devices, and non-tangible rewards such as opportunities for mentorship, technical trainings, among others
 - PSC 2021 Certificates

TIMELINES

For Professional Category

Activities	July				August				September				October				November			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Call for Applications																				
Registration and Submission of Requirements																				
Screening of Regional Entries																				
Regional Pitching Competition																				
Semifinals																				
Submission of Updated Documents for PSC 2021																				
Preparation for PSC 2021																				
PSC 2021 Finals - Professional																				

For Student Category

Activities	July				August				September				October				November				December				January				February			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
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