



Call for Proposals

Deadline of submission:

September 9, 2023



iDeaTech Challenge

2023 Mechanics

GOALS :

Encourage 21st Century Skills: Foster a mindset of creativity and innovative thinking among students and participants in the Cagayan Valley Region.

× **Smart and Sustainable Communities using Science, Technology & Innovation (STI):** Generate and explore innovative ideas in response to Smart and Sustainable Communities challenges aligned to United Nations Sustainable Development Goals (UN-SDGs).

× **Ideation and Co-Creation:** Promote collaboration, brainstorming, and ideation using design thinking techniques to stimulate the generation of novel and practical ideas for sustainable development of the community and strengthening start-up ecosystem in the Cagayan Valley Region.

Effective Pitch Presentations: Develop effective pitch presentations for the innovative technology ideas generated during the challenge for presentation to potential investors.





Eligibility:

- The iDeaTech Challenge is open to students, graduates, faculty and researchers from various universities, colleges, and institutions in the Cagayan Valley Region



Team Formation Guidelines:

- Every team should comprise a minimum of three members and a maximum of five members
- Teams are encouraged to include members from different programs or even inter-programs at their respective universities to promote multidisciplinary collaboration
- At least one (1) faculty member/professional/industry practitioner is required to be a member of the team.
- An individual cannot be part of more than one team.
- No changes can be made to the team on the event day, and any changes must be communicated in advance to avoid disqualification.



Registration:

- Interested participants must register by filling out an application form that will be posted on DOST ISU Smart City Technology Business Incubator -DISC TBI Facebook Page and Website, providing details such as participant names, startup names (if applicable), the problem they address, and their proposed solutions or ideas.
- Only one representative per team is allowed to register.



Idea Submission:

- Participants are required to answer the questions in the application form. If available, a pitch deck in PDF format may be uploaded in Google form.
- Submissions may encompass new ideas, Capstone Projects, or fully accomplished Capstone/Thesis projects.



Thematic Areas:

- Government Data-driven Solutions
- MSMEs Sustainable Solutions
- Climate Change Technologies
- Sustainable Learning Technologies
- Community Solutions Technologies



Selection Phase:

- A pre-screening process will be conducted through online paper reviews, and the top 25 participants or teams will participate in ideatech challenge in-house workshop on September 19-20, 2023 at Mango Suites Cauayan City, Isabela



Criteria for Judging:

The judging criteria for the ideas include:

- Problem-Solution Fit (**25%**): The effectiveness of the proposed solutions in addressing the identified problems.
- Innovativeness and Uniqueness (**25%**): The novelty and originality of the proposed ideas.
- Market Feasibility and Scalability (**20%**): The potential for the ideas to be implemented and scaled in the market.
- Business Model Viability (**10%**): The sustainability and viability of the business model associated with the proposed ideas.
- Sustainability (**10%**): The consideration of environmental, social, and economic sustainability of the proposed ideas.

- Team Composition (**10%**): The diversity and complementarity of skills within the team.



Ideation Phase:

- The top 25 participants will engage in an ideation phase, where they will generate ideas related to a specific theme or problem statement. They will receive resources and guidance on design thinking and smart city concepts to stimulate creativity.



Pitch Preparation:

- Shortlisted participants will proceed to the pitch preparation phase, where they will receive mentoring and resources to develop compelling pitch presentations.



Pitch Competition:

- The pitch competition will be held, and the top 10 participants or teams will present their ideas to a panel of judges and an audience. Each participant/team will be given a specific time limit to deliver their pitch presentation.



Winner Selection:

- The judges will evaluate the pitches based on the predefined criteria, and prizes or recognition will be awarded to the top-performing participants or teams.

Cash Prizes:

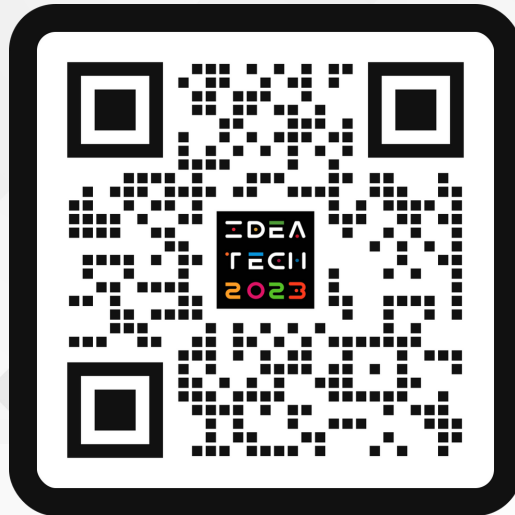
1st Place: Php 50,000.00

2nd Place: Php 30,000.00

3rd Place: Php 20,000.00

- Winners will also receive pre-seed fund for the development of the prototype.

**Scan to download the
Guidelines and Mechanics:**



Registration & Application Google Form Link:

Use the provided registration and application form template on the next page for reference when filling out the Google Form. **This will serve as your official entry to iDeaTech Challenge 2023.** To avoid technical issues, read the template content beforehand. You can take notes in a notepad and then copy-paste your answers into the Google Form.

Access the registration and application form at this link:
<https://rb.gy/plxnu>

Make sure to complete the form as required by the iDeaTech Challenge Mechanics.



Registration and Application Form Template

GUIDE QUESTIONS

GENERAL INFORMATION

Start-up/ Business Name/Team Name:

Team Members Name:

Thematic area does your proposed idea fall under?

- Government Data-driven Solutions
- MSMEs Sustainable Solutions
- Climate Change Technologies
- Sustainable Learning Technologies
- Community Solutions Technologies

Describe your proposed idea/technology value proposition:

Founder/Focal Person:

Email Address:

Mobile Number of the Focal Person/Team Lead:

Gender of the Focal Person/Team Lead:

- Male
- Female

School/University:



Province:

Batanes

Cagayan

Isabela

Nueva Vizcaya

Quirino

PROBLEM-SOLUTION FIT (25%)

What is the problem you are trying to address?

What is your proposed solution to the problem identified?

Who is your target customer?

What do you think are the long-term impact of your product/service?

What are the limitations of your technology/product/service?

INNOVATIVENESS AND UNIQUENESS (25%)

Is your product/technology/service an original idea, or are there any similar products/technologies available in the market? If yes, please cite the existing product and provide a brief description of the innovation or enhancement in your proposed technology/product/service.



What makes your product/technology/services unique?

Is the proposed technology/product/services will replace or enhance existing technology/product?

Right now, are there many few or no other businesses offering the same products or services?

Have you filed for Intellectual Property (IP) for your technology?

Yes

No

If yes, what is the status of your IP application?

Pending

Granted

In Progress

Not Applied

MARKET FEASIBILITY AND SCALABILITY (20%)

Who are your target customers?

How big is this market?

Who are your competitors?



What is your advantage over your competitors?

What is the potential for growth?

What is your go to market strategy?

How much can your venture grow in the next 3 years?

BUSINESS MODEL VIABILITY (10%)

What is your business model?

How will you monetize your product/technology/services?

For whom are you creating value and who are your most important customers?

Do you have existing customers/users?

How will you reach your target customers?



SUSTAINABILITY (10%)

Which of the following United Nations Sustainable Development Goals (UN-SDGs) will your proposed idea, technology, product, or services address?

- SDG 1 NO POVERTY
- SDG 2 ZERO HUNGER
- SDG 3 GOOD HEALTH & WELL-BEING
- SDG 4 QUALITY EDUCATION
- SDG 5 GENDER EQUALITY
- SDG 6 CLEAN WATER & SANITATION
- SDG 7 AFFORDABLE & CLEAN ENERGY
- SDG 8 DECENT WORK & ECONOMIC GROWTH
- SDG 9 INDUSTRY, INNOVATION & INFRASTRUCTURE
- SDG 10 REDUCED INEQUALITIES
- SDG 11 SUSTAINABLE CITIES & COMMUNITIES
- SDG 12 RESPONSIBLE CONSUMPTION & PRODUCTION
- SDG 13 CLIMATE ACTION
- SDG 14 LIFE BELOW WATER
- SDG 15 LIFE ON LAND
- SDG 16 PEACE, JUSTICE & STRONG INSTITUTIONS
- SDG 17 PARTNERSHIPS FOR THE GOALS

In what ways does your product/technology/services incorporate environmentally friendly practices or contribute to sustainable development goals?

How do these considerations align with the overall mission of your venture?

Describe any social or community-related benefits that your product/technology/services brings to the table.



TEAM COMPOSITION (10%)

How many founders do you have?

List your founders and their respective roles.

What skills and experiences does each founder contribute to the success of your startup?

Do you have a mentor/faculty helping you with your venture?

Please upload your presentation deck in PDF format (freestyle), with a maximum of 5 slides, including the title page:

Does your startup have a website? If yes, please provide the link; if no, write N/A.



TEAM COMPOSITION (10%)

How many founders do you have?

List your founders and their respective roles.

What skills and experiences does each founder contribute to the success of your startup?

Do you have a mentor/faculty helping you with your venture?

Please upload your presentation deck in PDF format (freestyle), with a maximum of 5 slides, including the title page:

Does your startup have a website? If yes, please provide the link; if no, write N/A.

