

CONTEST RULES AND MECHANICS

Mapua Malayan Innovation Pitching Competition

February 2025



PARTICIPANTS' ELIGIBILITY AND REGISTRATION

1. Only one group per school may join the **Mapua Malayan Innovation Pitching Competition**.
2. Each group is composed of three (3) members only.
3. Eligible participants must be enrolled as Grade 11 to 12 students in both private and public high schools across Mindanao
4. **Pre-registration** is REQUIRED. Duly accomplished Registration Forms must be submitted to mcmcup@mcm.edu.ph and can be accessed through <https://mcm.edu.ph/the-mcm-cup/> on or before **February 2, 2025**.
5. Incomplete, late, or no pre-registration are grounds for disqualification.
6. Participants must attach their school IDs upon registration.

SCOPE AND COVERAGE

7. This competition aims to explore the vast resource of creativity of the students and their capability to solve problems faced by society.
8. Includes product or service innovations with potential business start-up opportunities. Must include existing or new technologies that support the business (e.g. Apps, RFID, Bluetooth, Biometrics, AI, Machine Learning, etc.)
9. Recommended **Start-Up Innovations** should come from but not limited to any of the following categories:
 - Disaster Prevention
 - E-Commerce
 - Education
 - Engineering
 - Financial Technology
 - Health and Wellness
 - Information Technology
 - Public Services (Government)
 - Science and Technology
 - Environmental Science
 - Security
 - Telecommunications
10. Each start-Up Innovation must at least one Sustainable Development Goals (SDGs). Check it out **here** <https://sdg.neda.gov.ph/> as your reference.

AWARDS AND PRIZES

Champion	- Php 3,500.00 plus scholarship grant
1ST Runner Up	- Php 3,000.00 plus scholarship grant
2nd Runner Up	- Php 2,500.00 plus scholarship grant

Scholarship grant includes Tuition Fee and Lab Fees good for one (1) year at Mapua Malayan Colleges Mindanao.

CONTACT INFORMATION

For inquiries about the **MAPUA MALAYAN INNOVATION PITCHING COMPETITION**, feel free to get in touch with:

Mapua Malayan Colleges Mindanao

For inquiries about MCM Cup 2025, please contact:

DR. ADORICO M. AYA-AY
Dean, College of Health Sciences
Mapua Malayan Colleges Mindanao

CESAR GLENN A. JOSIO
HS Principal
Mapua Malayan Colleges Mindanao

*** Contact info is provided in the footer of this page.



SPECIFIC CONTEST GUIDELINES

1. **Synopsis.** Each Participating team must submit a **1-2-page concept paper and video pitch (2 to 5 mins in either AVI or MP4 format. Be creative!)**. The organizers will pre-select ten (10) groups to allow them to proceed to the actual pitching competition. The concept paper/video pitch must include the following:
 - **Start-Up Category** (Refer to item 3 in Scope and coverage)
 - **Sustainable Development Goals (SDGs)**
 - **Problem Description**
 - **Pain (Problem).** Background of the Situation
 - **Target Market.** Who experiences the problematic situation?
 - **Solution.** Why does it need to be solved?
 - **Competition.** Are there other similar products/services to this?
 - **Team Dynamics.** As great as your idea is, only the right team can effectively execute and build a great company.
 - **Brief Description of the Solution**
 - Three Key features of the product/service
 - Technology used in the solution.
 - Advantages and Benefits

Conceptual Framework. Show the process and the technology, framework, Machine Learning model, etc., used in the proposed solution.

Follow the **Input, Process, Output (IPO) model/framework**. Check the sample [here](#).

2. In the actual pitching competition, there are two possible parts that each of the ten (10) pre-selected groups will undergo, the **Elevator** and the **Board Room Presentation**.
3. **The Elevator Pitch** – The group must briefly present the idea in a 3-5 minute business pitch. A short **PowerPoint** presentation is required.
The group must prepare for a 3–5-minute pitch with a 5-10 slide PowerPoint presentation that contains:
 - The **Synopsis** content.
 - **Funding Needed** – How much money is needed for the development and operations of the start-up? Include profit share percentage for the investors.
 Only 5 out of the ten (10) groups that presented will proceed to the Board Room Presentation. The panel of "investors" will evaluate all Elevator Pitches before announcing the five chosen groups for the Board Room Presentation.
4. **The Board Room Presentation** – The panel of investors will ask the group for more details regarding the concept, particularly the **Business Model Canvas (BMC)** attached below. A separate file should be available as a visual **aid (A single image showing the BMC or a single slide for each BMC component)**. Each group will be given **10 minutes**.
5. The following files should be submitted before **February 9, 2025**.
 - **Concept Paper**
Filename: Pitching CP-Name of School
(Sample: Pitching CP-Mapua Malayan Colleges Mindanao)
 - **Video Pitch**
Filename: VideoPitching CP-Name of School
(Sample: VideoPitching CP-Mapua Malayan Colleges Mindanao)
 - **Elevator Pitch PowerPoint Presentation**
Filename: Pitching PP-Name of School
(Sample: Pitching PP- Mapua Malayan Colleges Mindanao)
 - **Business Model Canvas**
Filename: Pitching BMC-Name of School
(Sample: Pitching BMC- Mapua Malayan Colleges Mindanao)
6. The Innovation Pitching Competition will be held in MMCM and will not be broadcasted to the public to preserve the participants' innovation concepts. Only the organizers, judges, and members of each team shall be allowed in the room/venue. Other groups are placed in the waiting area.



CRITERIA FOR JUDGING

11. The panel of “investors” will evaluate the presentations with the criteria below. The top 3 groups will be ranked and awarded.

Elevator Pitch Presentation	20%
Structure	
Impact to Interest	
Innovativeness of Concept	30%
Originality	
Practical Usefulness	
Relevance	
Business Potential	30%
Profitability	
Customer Impact	
Technicality of BMC	
Delivery	20%
Clarity	
Ability to answer questions	
Confidence	
Professional Appeal	
TOTAL	100%

BUSINESS MODEL CANVAS

The Business Model Canvas

Designed for:

Designed by:

On:

Iteration:

Key Partners Who are our Key Partners? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? Key Partners: Key Resources: Key Activities:	Key Activities What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? Key Activities: Key Resources: Key Partners:	Value Propositions What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? Value Propositions: Key Resources: Key Activities: Key Partners:	Customer Relationships What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? Customer Relationships: Key Resources: Key Activities: Key Partners:	Customer Segments For whom are we creating value? Who are our most important customers? Customer Segments: Key Resources: Key Activities: Key Partners:
Key Resources What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? Key Resources: Key Activities: Key Partners:		Channels Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines? Channels: Key Resources: Key Activities: Key Partners:		
Cost Structure What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Cost Structure: Key Resources: Key Activities: Key Partners:		Revenue Streams For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? Revenue Streams: Key Resources: Key Activities: Key Partners:		

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TIPS ON BUSINESS PITCHING

<https://www.youtube.com/watch?v=w28idSfNBnc>
https://www.youtube.com/watch?v=XWRtG_PDRik

SAMPLE BUSINESS PITCHING

<https://www.youtube.com/watch?v=5iKitGJeAZ4>
<https://www.youtube.com/watch?v=oXsPJnNMNVI>
<https://www.youtube.com/watch?v=o0etimvtD74>

SAMPLE CONCEPTUAL FRAMEWORK

https://malayancollegesmindanao365-my.sharepoint.com/:w:/g/personal/cblisondra_mcm_edu_ph/EUzNo-vTUoJPpPyGCj_yKo8Bj7zGFeRG5hAt_JWgy6kBAA?e=SwV0wL

REFERENCE AND SAMPLES

https://malayancollegesmindanao365-my.sharepoint.com/:f:/g/personal/cblisondra_mcm_edu_ph/EpOcmMqNTRLmigUYaxMZuUBzqZE3S3-7wAaf55mbpiFag?e=QoP8Yn