

inGenious Demo Day

Idea Pitch Competition Rules and Guidelines

Students and professionals are invited to pitch their ideas for **technology-enabled**, innovative new products or ventures or compelling solutions to social or economic challenges.

Visit the inGenious webpage (www.ingenious.ph) and apply at demoday@ingenious.ph.

What is inGenious?

inGenious provides focused pre-acceleration and acceleration programs for ambitious and innovative minds in Mindanao. It envisions creating a sustainable startup ecosystem that promotes ingenuity and creativity amongst entrepreneurs within the region in all ages. It aims to foster an environment that rewards brilliance and excellent execution by means of financial investments and partnerships.

inGenious rallies the battle cry of its parent-company, Virtual Champs Global Inc., a BPO company based in General City, that technology and innovation are vital in shaping the future of a globally-competitive country.

A. COMPETITION OVERVIEW

inGenious Demo Day is an “ideation” competition to reward students and professionals (“the Applicants”) for their innovative ideas. The emphasis of the competition is on finding answers to real-world problems, through **technology-enabled** approaches, products, services, or ventures to traditional enterprises to social and economic challenges. The Applicants will submit their written and video pitches of their original ideas.

B. PHASES OF THE COMPETITION

The competition will progress in three phases:

Phase 1: Submission of Written Concept and Pitch Deck in video format. A screening committee will select the Top 20 semi-finalists who will move forward to the Mini-Pitch Preliminaries.. **Semi-Finalists will be announced on November 18, 2022.**

Phase 2: The Top 20 semi-finalists will be evaluated and assessed by a panel of judges in their Mini-Pitches Preliminaries on Demo Day, December 3, 2022. Top 10 Finalists will be selected to compete in the Final Pitch live on stage on the same day.

Phase 3: The Top 3 winners will be selected by a panel of judges during the Final Pitch competition on Demo Day. The Top 3 winners will receive cash and in kind prizes up to P100,000.

C. COMPETITION TIMELINE

Date	Calendar of Events
October 1, 2022 to November 4, 2022	Submission of Entries
November 4, 2022	Deadline of Submission of Entries
November 18, 2022	Announcement of Top 20 Finalists
December 3, 2022 at 10:00AM - 11:30:AM	Mini-Pitch Preliminaries
December 3, 2022 01:30PM - 04:30:PM	The Final Pitch
November 1 - 25, 2022	Registration of Attendees (audience/guests)

D. PRIZES

The Top 3 winners will receive the following:

1st Place: P100,000 cash and in-kind prizes including mentorship and workshops

2nd Place: P50,000 cash and in-kind prizes including mentorship and workshops

3rd Place: P30,000 cash and in-kind prizes including mentorship and workshops

E. RULES OF PARTICIPATION

- 1) The Demo Day Competition is open to all **TECH STARTUPS** that are in any of these following stages:
 - a) Idea Stage or Pre-launch
 - b) Pre-acceleration
 - c) Pre-revenue
 - d) Companies that have launched but revenue is under P100,000
 - e) Companies or teams that are yet to monetize their product, service or combination of both
- 2) Open to all students and professionals.
- 3) No registration fee required.
- 4) An individual can submit an entry or as a team. No individual or team can submit multiple entries. A Team can be composed of only up to five (5) members, including the Team Leader.

F. ELIGIBILITY REQUIREMENTS

- 1) The Applicant must be a college or university student/s or professional/s who is/are resident/s of Region 12 (SOCCSKSARGEN) or any parts of Mindanao.
- 2) The Applicants must submit their complete names, email addresses, and contact numbers. IF APPLICABLE, provide full contact information for any pre-existing business entity affiliated with the idea or proposed new product or venture. Teams may be asked to submit additional information or supporting documentation to establish eligibility to compete.
- 3) The Applicants must agree and sign on the competitions Rules and Regulation, Confidentiality and Intellectual Property Guidelines and Consent and Release Form for Photo, Video, and Audio.

G. ENTRY SUBMISSION

Phase 1: Submission of Entries (UPDATED on October 7, 2022)

- 1) Each entry shall submit the following:
 - a) 1-page Written Abstract (see below guide)
 - b) Pitch Deck in video format (see below guide)
 - c) the filled-out Application Form (see Appendix A)
 - d) signed Participation Release Form (see Appendix B)
 - e) signed Photo, Video and Audio Consent and Release Form (see Appendix C)
- 2) Entries must be submitted to demoday@ingenious.ph. **The deadline of submission of entry is on November 4, 2022.**

G.1. Written Abstract

Startup Abstract summary covering the background of the problem being addressed and describing the innovative solution resulting in the new approach, product, service, and/or venture. The entry should highlight the innovation of the idea/concept and associated solution, along with the possible social and economic value.

G.2. Pitch Deck in video format (max of 5 minutes)

An entry must provide a Pitch Deck in video format with all the suggested sections listed below. The order may be modified according to style or comfort. The team may select a presenter /presenters to do the pitch. To help yourself understand how to discuss each topic please see link for reference: <https://www.youtube.com/watch?v=SB16xqtFmco>

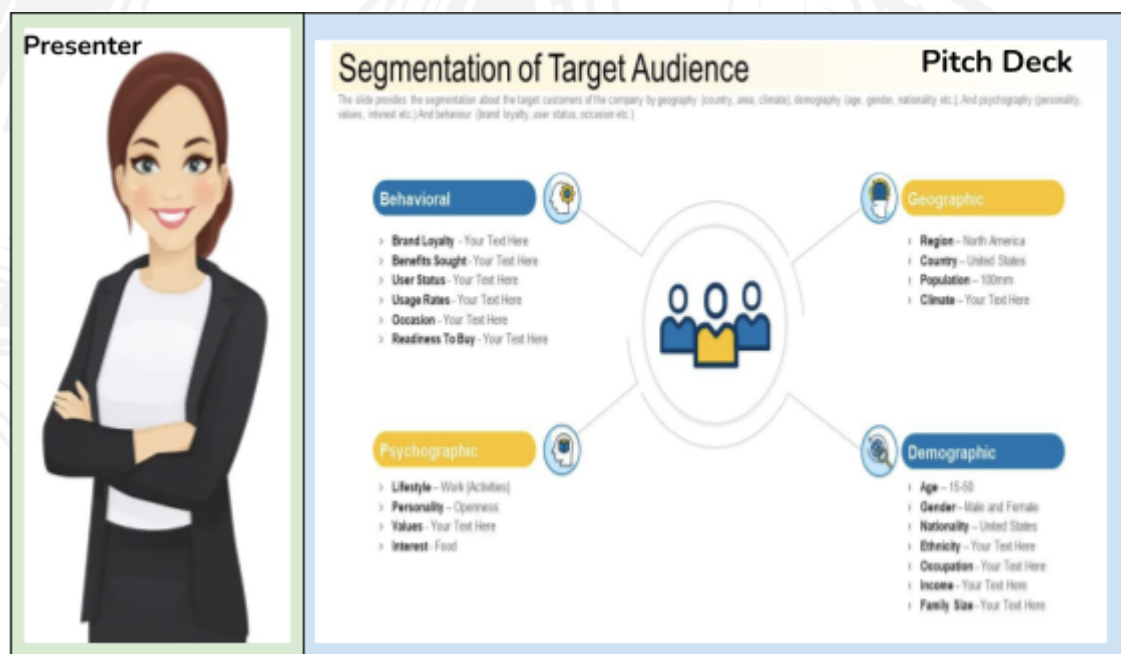
G.2.1. Pitch Deck sections

- a. Cover Page
- b. Traction / Company Progress
- c. Problem
- d. Solution
- e. Target Market & Potential Market Share
- f. Business Model
- g. Competition
- h. Competitive Advantage (How are you different?)
- i. Team
- j. Fundraising (How much money do you need?)
- k. Product Demo (eg, Figma-rendered designs)

G.2.2. Video Format

- a. Video format: MP4
- b. Video resolution: 1280x720p or 1980x1080p

To help you visualize, you can check the reference link:
<https://www.youtube.com/watch?v=J6Nqv3KNpss>



Phase 2 : Mini-Pitch Preliminaries (December 3, 2022)

- 1) Top 20 Semi-finalists will present a 3-minute oral pitch during the Mini-Pitch Preliminaries in their respective booths.
- 2) The panel of judges will evaluate and may ask questions up to a 3-minute period.
- 3) Other semi-finalists are not allowed to join as an audience in Mini-Pitch presentations.
- 4) Guests and attendees are allowed to watch during the Mini-Pitch Preliminaries. Guests and attendees may cast their votes for the “People’s Choice Startup” in the inGenious event app.

Phase 3 : The Final Pitch (December 3, 2022)

- 1) Top 10 Finalists must submit their final pitch decks (e.g. in powerpoint, slidebean-format) that will be used in the Final Pitch on stage at 12:00PM on December 3, 2022. The same suggested sections as listed above.
- 2) For the final pitch competition event, finalists will have up to 5 minutes to present their pitch; followed by a 5-minute period during which the judges may pose follow up questions.

H. SELECTION AND JUDGING CRITERIA

H.1. In Phase 1: Selection of Semi-Finalists, the criteria of judging is the following:

INNOVATION (30%)

The idea presented is a “novel, innovative or creative” solution to the proposed problem. “Novel, innovative or creative” solutions means either: (a) a new idea, method, invention or product, or (b) the creation of a better or more effective product, process, service, technology or idea.

POTENTIAL FOR IMPACT (20%)

The proposed project addresses a pressing and important problem. The team provides the sufficient data/research to understand the problem and specific need(s) of the target audience, and makes a case that their idea addresses this need.

VIABILITY (40%)

The proposal is viable and the team has credibility to implement it. The entry includes sufficient evidence of team members’ expertise, training, skills, and the team has thought through the partnerships and resources necessary to achieve their expressed goals and objectives.

QUALITY (10%)

The overall quality of the proposal is high and the idea itself is of high merit. The team has clearly put thought and effort into creating a compelling and persuasive proposal that convinces judges this is an idea worth funding.

H.2. In Phase 2: Mini-Pitch Preliminaries, the criteria of judging is the following:

INNOVATION (40%)

The idea presented is a “novel, innovative or creative” solution to the proposed problem. “Novel, innovative or creative” solutions means either: (a) a new idea, method, invention or product, or (b) the creation of a better or more effective product, process, service, technology or idea.

POTENTIAL FOR IMPACT (20%)

The proposed project addresses a pressing and important problem. The team provides the sufficient data/research to understand the problem and specific need(s) of the target audience, and makes a case that their idea addresses this need.

VIABILITY (20%)

The proposal is viable and the team has credibility to implement it. The entry includes sufficient evidence of team members’ expertise, training, skills, and the team has thought through the partnerships and resources necessary to achieve their expressed goals and objectives.

QUALITY (20%)

The overall quality of the proposal is high and the idea itself is of high merit. The team has clearly put thought and effort into creating a compelling and persuasive proposal that convinces judges this is an idea worth funding.

H.3. In Phase 3: The Final Pitch, the criteria of judging is the following:

INNOVATION (30%)

The idea presented is a “novel, innovative or creative” solution to the proposed problem. “Novel, innovative or creative” solutions means either: (a) a new idea, method, invention or product, or (b) the creation of a better or more effective product, process, service, technology or idea.

POTENTIAL FOR IMPACT (20%)

The proposed project addresses a pressing and important problem. The team provides the sufficient data/research to understand the problem and specific need(s) of the target audience, and makes a case that their idea addresses this need.

VIABILITY (40%)

The proposal is viable and the team has credibility to implement it. The entry includes sufficient evidence of team members’ expertise, training, skills, and the team has thought through the partnerships and resources necessary to achieve their expressed goals and objectives.

QUALITY (10%)

The overall quality of the proposal is high and the idea itself is of high merit. The team has clearly put thought and effort into creating a compelling and persuasive proposal that convinces judges this is an idea worth funding.

Confidentiality and Intellectual Property Guidelines

1. Applicants should be aware that neither administrators or organizers of the competition nor judges of the competition will be required, nor should they be asked, to sign nondisclosure agreements (NDA). The pitch will present ideas at a relatively early stage of development - such ideas are often very difficult to protect. Thus, applicants should understand the potential impact of their participation in the competition. While the organizers and judges do agree to a general policy of confidentiality, there are no legal restrictions imposed, and of course, the general audience members at any event are under no expectations of confidentiality. **If there are or may be concerns with protection of intellectual property, please be sure to consult with appropriate legal and/or business advisors prior to participation in the competition.**
2. All public sessions of the competition event, including but not limited to oral presentations and question/answer sessions, are open to the public at large. All of these public sessions may be broadcast to a larger audience through media, which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged or presented in these sessions. inGenious may make photocopies, photographs, videotapes and/or audio tapes of the presentations, including the written proposal documents, charts or materials prepared for submission to the competition presentation. **Such materials should not include any material of a business sensitive or confidential nature, and inGenious assumes no responsibility or liability for subsequent disclosures of that information.** Applicants must release to the competition organizers the rights to publish the names, photographs, and summaries of entries.
3. Applicants may also need to provide additional documentation if the written entry and/or pitch contains 1) any material, concepts, or other elements that are not wholly owned by the individual(s) participating in the event, and/or, 2) which are subject to the rights of third parties not participating in the competition directly. Entrants are responsible for obtaining, prior to registration, all releases and consents necessary to permit the use and public dissemination of such materials. **The competition committee reserves the right to request proof of these permissions from entrants at any time, and misrepresentations of intellectual property rights constitute grounds for disqualification from the competition.**

APPENDIX A
Founder/s Application Form

Startup Name: _____

School and Address: _____

Team Leader: _____

List of Team Members: 1. _____

2. _____

3. _____

4. _____

Email Address: _____

Contact Number: _____

APPENDIX B Participation Release Form

Startup Name: _____

School and Address _____

Team Leader: _____

List of Team Members: 1. _____

2. _____

3. _____

4. _____

Email Address: _____

Contact Number: _____

Have you and/or any team members, or any third party filed for a patent application related to the idea or is there any other intellectual property (copyright, designs, software, etc.) associated with the idea/project?

Yes ____ or No ____?

If yes, please attach a short description of the patent status and/or any other intellectual property, including a listing of named inventors and/or third party with an ownership interest in the idea or venture.

I have read and understand inGenious Competition Rules and Guidelines and Confidentiality and Intellectual Property Guidelines. I further represent that I and all members of the team are eligible to participate.

If the proposal and/or pitch contains any material, concepts, or other elements that are not owned solely by myself (or jointly held with all listed team members), and/or which are the subject to the rights of third parties not participating in the competition directly, then I/we have obtained full release and consent from these individuals necessary to permit the use and public disclosure/ dissemination of such concepts and materials. These individuals should also acknowledge that prizes, if awarded, will be made only to the team members listed in this release.

I understand and acknowledge that failure to obtain proper releases, and that misrepresentation of, or failure to disclose, intellectual property status will disqualify the entry from the competition and that no member of the team would then be eligible for award of any prize.

Signature

Date

APPENDIX C

Video, Video and Audio Consent and Release Form

Startup Name: _____

School and Address _____

Team Leader: _____

List of Team Members: 1. _____

2. _____

3. _____

4. _____

Email Address: _____

Contact Number: _____

I/We authorize inGenious and Virtual Champs Global Inc., acting through its agents, employees or representatives, to take photographs, video recordings, and/or audio recordings of me and my team, including our names, our images, our likeness, our performance, and/or our voices ("Recordings").

I/We also grant inGenious and Virtual Champs Global Inc. an unlimited right to reproduce, use, exhibit, display, perform, broadcast, create derivative works from and distribute Recording in any manner or media now existing or hereafter developed, in perpetuity, throughout the world.

I/We agree that the Recordings may be used by inGenious and Virtual Champs Global Inc., including its assigns and transferred, for any purpose, including but not limited to, marketing, advertising, publicity, or other promotional purposes.

I/We agree that inGenious and Virtual Champs Global Inc., will have final editorial authority over the use of the Recordings, and I/We waive any right to inspect or approve of any future use of the Recordings.

I/We acknowledge that am/are not expecting to receive compensation for participating in the Recordings or for any future use of the Recordings.

I/We release and fully discharge inGenious and Virtual Champs Global Inc., its employees, agents and representatives, from any claim, damages or liability arising from or related to my/our participation in the Recordings or inGenious future use of the Recordings.

I/We have read this entire Consent and Release Form, I/We fully understand it, and I/We agree to be bound by it. I/We represent and certify that my/our true age is at least 18 years old, or, if I/we am/are under 18 years old on this date, my/our parent/s or legal guardian/s has/have signed below.

Printed Name and Signature

Date

Printed Name and Signature

Date

Printed Name and Signature

Date

Printed Name and Signature

Date

Printed Name and Signature

Date