



**Demo Pitch Competition**  
**June 6, 2018 (Wednesday) Afternoon**  
**Venue: AV3**

**Competition Mechanics:**

- 1) Competition is open to MAPUA students and fresh graduates who can submit entries on an individual or group basis.
- 2) Entries (design projects and product cases) must be formally submitted not later than June 4, 2018 to the School of IE-EMG (Prof. Marvin I. Noroña) 2/F SW Building with the following requirements:
  - a) A3 laminated poster
  - b) 1-minute video (as teaser during the exhibit)
  - c) Proof of Concept (POC) or working prototype
- 3) Each entry must come with a "5-minute (max) PITCH" to demonstrate the value of the new product idea and/or project case. Presenters must be in smart casual attire.
- 4) Speakers in the morning session and invited outsider(s) will serve as judges of the Demo Pitch Competition. (refer to the attached CRITERIA)
- 5) Cash Prizes are as follows:
  - 1st place- Php10,000
  - 2nd place- Php7,000
  - 3rd place- Php5,000

The winners will be part of the official delegates of Mapua University for the pitching and launching event of the BEEHIVE Project on September 2019 to be participated by partner universities in the Philippines and Indonesia.

**Criteria are as follows:**

- I. PRODUCT CONCEPT (25%)**
  - Clear understanding of a problem / need
- II. INNOVATION (25%)**
  - Differentiation
  - Improvement
- III. OPPORTUNIZATION (20%)**
  - Marketing appeal / Potential for market success
  - Business Model (how to make money)
- IV. PROOF OF CONCEPT (20%)**
  - Problem/Solution fit
  - Scalability / Repeatability
- V. QUALITY OF PITCH (10%)**
  - Value Proposition
  - Get audience to be excited