Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION
Region 02

CHEDRO 2
RELEASED
Date: 08/29/23
Signature:

REGIONAL MEMORANDUM:
No. 254 Series of 2023

TO: **ALL PRESIDENTS/OFFICER-IN-CHARGE/HEADS OF HIGHER EDUCATION INSTITUTIONS IN REGION 02**

SUBJECT: **INVITATION OF ISABELA STATE UNIVERSITY TO PARTICIPATE IN THE CONDUCT OF "iDeaTech CHALLENCE 2023" ON SEPTEMBER 19-20 2023**

DATE : **August 24, 2023**

The Isabela State University – Cauayan Campus, Cauayan City, Isabela, through its DOST ISU Smart City-Technology Business Incubator (DISC-TBI) will conduct the iDeaTech Challenge 2023 on September 19 – 20, 2023 at Mango Suites Hotel, Cauayan City.

This event aims to identify potential ideas from participating Higher Education Institution in the Cagayan Valley Region that will be supported by the DISC-TBI as start-up incubatees toward promoting SDG 8 Decent Work and Economic Growth. Specifically the iDeaTech aims to attain the following:

1. **Encourage 21st Century Skills:** Foster a mindset of creativity and innovative thinking among students and participants in the Cagayan Valley Region.
2. **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).
3. **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
4. **Effective Pitch Presentations:** Develop effective pitch presentations for the innovative technology ideas generated during the challenge for presentation to potential investors.

Expenses on meals, snacks, accommodation and workshop kits shall be free except travel expenses to and from the station as well as other incidental expenses of attendees from participating HEIs. Attached is the letter of **DR. RICMAR P. AQUINO**, President, Isabela State University and mechanics of the event for your immediate reference.

Participation of Higher Education Institutions of Region 2 is enjoined.

Please visit **ideatech.ph** for event updates and submission link. For further queries please contact **Mr. Heherson P. Valdez**, Information Officer of DISC-TBI at 09064477735 or email at **smartcity.tbi@isu.edu.ph**

Digitally signed by Atty. Marco Cicero F. Domingo
Date: 2023.08.29 13:00:26 +08'00'

ATTY. MARCO CICERO F. DOMINGO
OIC - Director IV

Incl.: as stated
*RST

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DATE: 8-23-23
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August 22, 2023

ATTY. MARCO CICERO F. DOMINGO
OIC-Director IV
CHED Regional Office 2
Carig, Tuguegarao City, Cagayan

Thru: **MR. REY S. TUDDAO**
CHED Supervisor

Dear Atty. Domingo:

Greetings!

In view of the grant received by Isabela State University Cauayan City Campus from Department of Science and Technology – Philippine Council for Industry, Energy and Emerging Technology (DOST - PCIEERD) for the project "Establishment of DOST ISU Smart City Technology Business Incubator (DISC-TBI) for the Cagayan Valley Region" under Higher Education Institution Readiness for Innovation and Technopreneurship (HEIRIT) Program, the DISC-TBI will be conducting the iDeaTech Challenge 2023 on September 19 – 20, 2023 at Mango Suites Hotel.

This event aims to identify potential ideas from participating Higher Education Institution in the Cagayan Valley Region that will be supported by the DISC-TBI as start-up incubatees toward promoting SDG 8 Decent Work and Economic Growth. Specifically the iDeaTech aims to attain the following:

1. **Encourage 21st Century Skills:** Foster a mindset of creativity and innovative thinking among students and participants in the Cagayan Valley Region.
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4. **Effective Pitch Presentations:** Develop effective pitch presentations for the innovative technology ideas generated during the challenge for presentation to potential investors.

Through this event, the DISC-TBI office aims to generate ten (10) start-ups/spin-offs that will help the center sustain its human resource and continuously provide the generation of innovative technologies. This event will be the 1st ideation even in the country that will focus on Smart and Sustainable Communities using Smart City Technologies which will serve as a model to the members of Cagayan Valley Smart City Belt and other regions.

Relative to this, the undersigned would like to request endorsement from your good office to permit this activity and invite HEIs in Region 2. Expenses on meals, snacks, accommodation and workshop kits shall be charged to the DOST grant excluding of travel expenses to and from the station as well as other incidental expenses of attendees participating HEIs. Attached is the mechanics of the event for your immediate reference.

I am looking forward for your affirmative response on this matter.

Thank you very much.

Very truly yours,

RICMAR P. AQUINO, Ph.D.
University President

ISUE-OPr-Com-013b
Effectivity: September 1, 2013
Revision: 0

iDeaTech Challenge 2023

"Fostering Smart and Sustainable Innovations:

Igniting Startup Economy using Smart City Technologies"

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Cauayan City, Isabela 3305

I. iDeaTech Challenge 2023 Guidelines

The Business Intelligence Research & Development Center as a forefront arm of DOST R2 and LGU Cauayan City is dedicated to providing Science, Technology and Innovation (STI) to the Cagayan Valley Smart City Belt through data science and analytics. Hence, this project aims to propose the conduct of 2023 iDeaTech Challenge. This event addresses the need of DOST ISU Smart City Technology Business Incubator (DISC-TBI) for the Cagayan Valley) to identify potential ideas from participating Higher Education Institution in the Cagayan Valley Region that will be supported by the DISC-TBI as start-up incubatees toward promoting SDG 8 Decent Work and Economic Growth.

Through this event, the DISC-TBI office would be able to generate ten (10) start-ups/spin-offs that will help the center sustain its human resource and continuously provide the generation of innovative technologies. This event will be the 1st ideation event in the country that will focus on Smart and Sustainable Communities using Smart City Technologies which will serve as a model to the members of Cagayan Valley Smart City Belt and other regions.

This event will be a remarkable accomplishment of DISC-TBI as it aims to be institutionalized as yearly event of DISC-TBI for the Cagayan Valley Region. For this year the Thematic Areas include (1) Community Solutions Technologies; (2) MSMEs Sustainable Solutions; (3) Climate Change Technologies; (4) Sustainable Learning Technologies; and (5) Government Data-Driven Solutions

II. Goals

The primary objectives of the iDeaTech Challenge 2023 are as follows:

- **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.

III. Mechanics

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.
- 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 in the official iDeaTech Challenge 2023 website and official social media page of DOST - ISU Smart City Technology Business Incubator (DISC-TBI), providing details such as participant names, startup names (if applicable), the problem they address, and their proposed solutions or ideas.

Idea Submission:

- Participants will submit their final ideas for evaluation in PDF format, adhering to the provided template. Submissions can be new ideas, Capstone Projects, or completed Capstone/Thesis projects.

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Selection Phase:

- A pre-screening process will be conducted through online paper reviews, and the top 25 teams will be selected to participate in the iDeaTech Challenge.

Criteria for Judging:

The judging criteria for the ideas include:

CATEGORY	DESCRIPTION	PERCENTAGE (%)
Problem-Solution Fit	The effectiveness of the proposed solutions in addressing the identified problems.	25%
Innovativeness and Uniqueness	The novelty and originality of the ideas presented.	25%
Market Feasibility and Scalability	The potential for the ideas to be implemented and scaled in the market.	20%
Business Model Viability	The sustainability and viability of the business model associated with the ideas.	10%
Sustainability	The consideration of environmental, social, and economic sustainability in the proposed ideas.	10%
Team Composition	The diversity and complementarity of skills within the team.	10%
TOTAL		100

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

Follow-up Opportunities:

Participants may have the chance to receive further support or mentorship to develop their ideas into viable projects or startups under DISC-TBI (if applicable).

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Networking sessions or collaboration opportunities with potential investors, industry experts, or incubation programs may also be provided.

Thematic Areas for iDeaTech Challenge 2023:

1. Government Data-driven Solutions
2. MSMEs Sustainable Solutions
3. Climate Change Technologies
4. Sustainable Learning Technologies
5. Community Solutions Technologies

IV. TIMELINE OF ACTIVITIES

DATE	ACTIVITIES
August 23 - September 5, 2023	Online Registration/Application
Sep 6-8, 2023	Pre-screening (Online Paper Review)
Sep 11, 2023	Announcement of Top 25 Finalists
Sep 11 - 15, 2023	Registration of Top 25 Finalists
September 19, 2023	Ideation Workshop
September 20, 2023	Official Launching of iDeaTech 2023/Announcement of Top 10 Finalists
September 21-30	Pre-incubation Period
October 1-3, 2023	Incubation Proper of Batch 2 DISC-TBI Incubatees