***Appendix AI: Generic Entry Form (for Startup Competitions)***

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| Name of Startup (max of 2 words) |
| Dressing Up |
| Describe your Startup in brief (max of 10 words) |
| App that mixes and matches clothes on a personalized avatar. |
| Company Email |
|  |
| Landing Page URL |
|  |
| Team Profile |
| Project Manager – Hustler |
| Name: Jephunneh Mabini |
| Current Address: |
| Mobile Number: |
| Email Address: |
|  |
| System Analyst/Database Designer – Hipster |
| Name: Rhea Shane Chiong |
| Current Address: |
| Mobile Number: |
| Email Address: |
|  |
| Software Engineer – Hacker |
| Name: Rhea Shane Chiong |
| Current Address: |
| Mobile Number: |
| Email Address: |
|  |
| Network / UI Designer - Hipster |
| Name: Cristian Paragoso |
| Current Address: |
| Mobile Number: |
| Email Address: |
|  |
| Software Tester / Technical Writer – Writer |
| Name: Cristian Paragoso |
| Current Address: |
| Mobile Number: |
| Email Address: |

Executive Summary (Bullet points are acceptable)

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| THE NEED *What is the need or customer pain point that you are solving? Why will your startup make the world a better place? (max of 50 words)* |
| We aim to improve the slow, old-fashioned RTW shopping. Not only that, personal access to users’ clothing will be easier than ever. They can mix and match their clothes without the hassle of physically fitting them one-by-one. |
| THE MARKET *What is the market for your startup, locally and globally? Define the size of the market from the perspective of the product defined. You may include data or findings that show the potential impact and opportunity of your product/service. (max of 150 words)* |
| We target regular individuals but mainly those fashionistas, models, shoppers, photographers & event coordinators.  Today’s shoppers are savvy and are getting more choosey. The app will drastically improve their experience. Window shopping? Quaint. Picking things up just to put them down? It’s a burden and a waste of time. Digitally, you will be able to mix and match clothes. Then, test and fit only the items you have selected. |
| THE TECHNOLOGY *Is your technology novel, unique, or disruptive? Describe how your idea works. What is the current state of your solution (idea, beta, prototype, alpha, launched?) Why is your proposed technology mile apart from the rest?* |
| Disruptive. This will revolutionize our shopping experience. There are a few applications that have been launched but none is very successful.  With our App, free users will have one (1) closet available for them. This already includes tops, bottoms and shoes. There will be premium levels which give users certain and specific privileges. Ultimate premium users will have access to the calendar and events. |
| THE TEAM *Why are you the men/women to make this idea into a global business? (Remember that you have a minimum of 2 and a max of 3 members per entry with at least 1 technical lead. Also, indicate the roles of each team members. (max of 200 words)* |
| We have a diverse team with talented individuals who are determined to make this project a SUCCESS! The teamwork that we have is unmatched and we are in constant communication to make sure that we are in-line with everything that we are about to do. We are not betting against us because we are very confident with our abilities.  Here’s our team composition:  Jephunneh Mabini – Project Manager  Rhea Shane Chiong – Database Designer and Software Engineer  Cristian Paragoso – UI Designer and Technical Writer |
| SYNERGY *Which industry is the closest fit to your product solution? (Please check).* |
| * Agriculture * Commerce * Communications * Disaster Preparedness and Response * Education * Environment * Governance * Health * Home * Livelihood * Media and Entertainment * Mobile Solutions * People-on-the-Go * Power and Energy * Transportation * Others (Please specify.) : \_\_\_Fashion/Clothing\_\_\_\_\_\_ |

*I certify to the best of my knowledge that the idea submitted is original.*

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*Signature over printed name of Project Manager*

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*Date Signed*