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

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| Name of Startup (max of 2 words) | | |
| FilCitizen | | |
| Describe your Startup in brief (max of 10 words) | | |
| Government frontline services and benefits recommendation app for Filipino citizens. | | |
| Company Email | | |
|  | | |
| Landing Page URL | | |
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| Team Profile | | |
| Project Manager – Hustler | | |
| Name: | Jephunneh C. Mabini | |
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| System Analyst/Database Designer – Hipster | | |
| Name: | Rhea Shane M. Chiong | |
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| Software Engineer – Hacker | | |
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| Network / UI Designer - Hipster | | |
| Name: | | Cristian G. Paragoso |
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|  | | |
| Software Tester / Technical Writer – Writer | | |
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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)* |
| The government is operating frontline services and running benefit programs for sectors of the population. However, most people don’t hear about these and are not able to benefit from it. Each person has their unique circumstance and can be the best candidate for some benefits if they know about them. |
| 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)* |
| The market consists of the following: people who are in need of assistance from the government but do not know which specific program they should apply for; people wanting to know any benefits they are eligible to get; people who need guidance on how to apply for basic frontline services; people wanting update with the new programs of their local government. The government will be our partner, specifically the local government units (LGUs), to give them a wider coverage in information drives and announcements. In return, the government can get statistical data on what different demographics need.  The app will act as a bridge for citizens and government services and benefits by directing the people to offers of the government best suited for them. The citizens will have a guide in navigating the programs of the government and get the help they need. This will help in the positive engagement with the government and promote the betterment of civilian lives. |
| 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?* |
| The technology is disruptive with the current system of information dissemination of government services. It is in the hands of the citizens to actively seek support and services, or randomly learning about programs based on connections. So with our app, Filipinos could get a personalized list of services and benefits that is either required for them to get or opportunities they could apply for.  The idea is for Filipino (users) to answer demographic questions and additional information surveys to build up their living circumstance. A database of government services and benefit programs, maintained by government agency accounts, is made available. A recommendation system, using machine learning algorithms, will be used to filter through the database and select a list of services and programs is best for a user. Notifications based on life events and announcement of new services will consistently update the recommender. A productivity system will be added to guide users when they decide to apply for the services recommended. In return, the government agencies will be given results on surveys based on interactions with users relevant to the services they offered. |
| 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)* |
| The team has three members; Jephunneh is project manager, Rhea is the analyst and lead programmer, Cristian is the writer, UI designer, and lead tester.  We are Filipino citizens who recognize the effort of the government to support the populace, but also acknowledge the difficulties of engagement, from information dissemination to application processing. The project started with the frustration of not knowing how to navigate the government systems and miss opportunities from benefits that would have helped us in times of need. |
| 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.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

*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*