

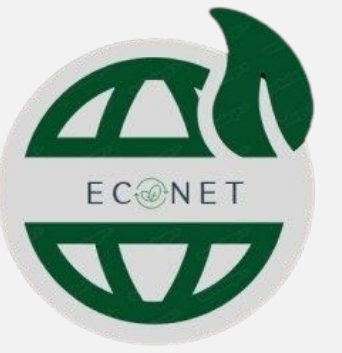


IGNITE Pitch



Milestone 4

Who we are



Name of your Venture: EcoNet

Why ?

Explain why do you want to pursue this Business Idea.



To improve recycling rates and provides internet access by using vending machine to collect recyclables. It engage the community, addresses plastic waste issues, and enhances connectivity.

What ?

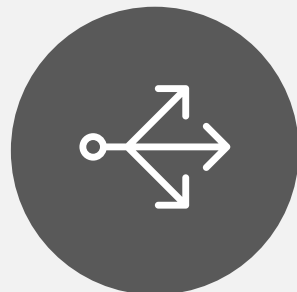
Provide a brief on what does your venture do.



We aims to enhance recycling rates while providing internet access by incentivizing the community to bring recyclable materials through vending machine.

How ?

Explain how your venture solves the problem and make its revenue.



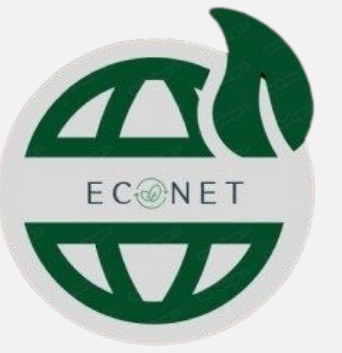
Our venture solves the problem by incentivizing the community to bring recyclable materials, due to this action it increase the collection rates and reducing the plastic waste. We decided to establish a subscription-based system to our client to City ENRO so that we can give maintenance to the system.

Problem/Opportunity



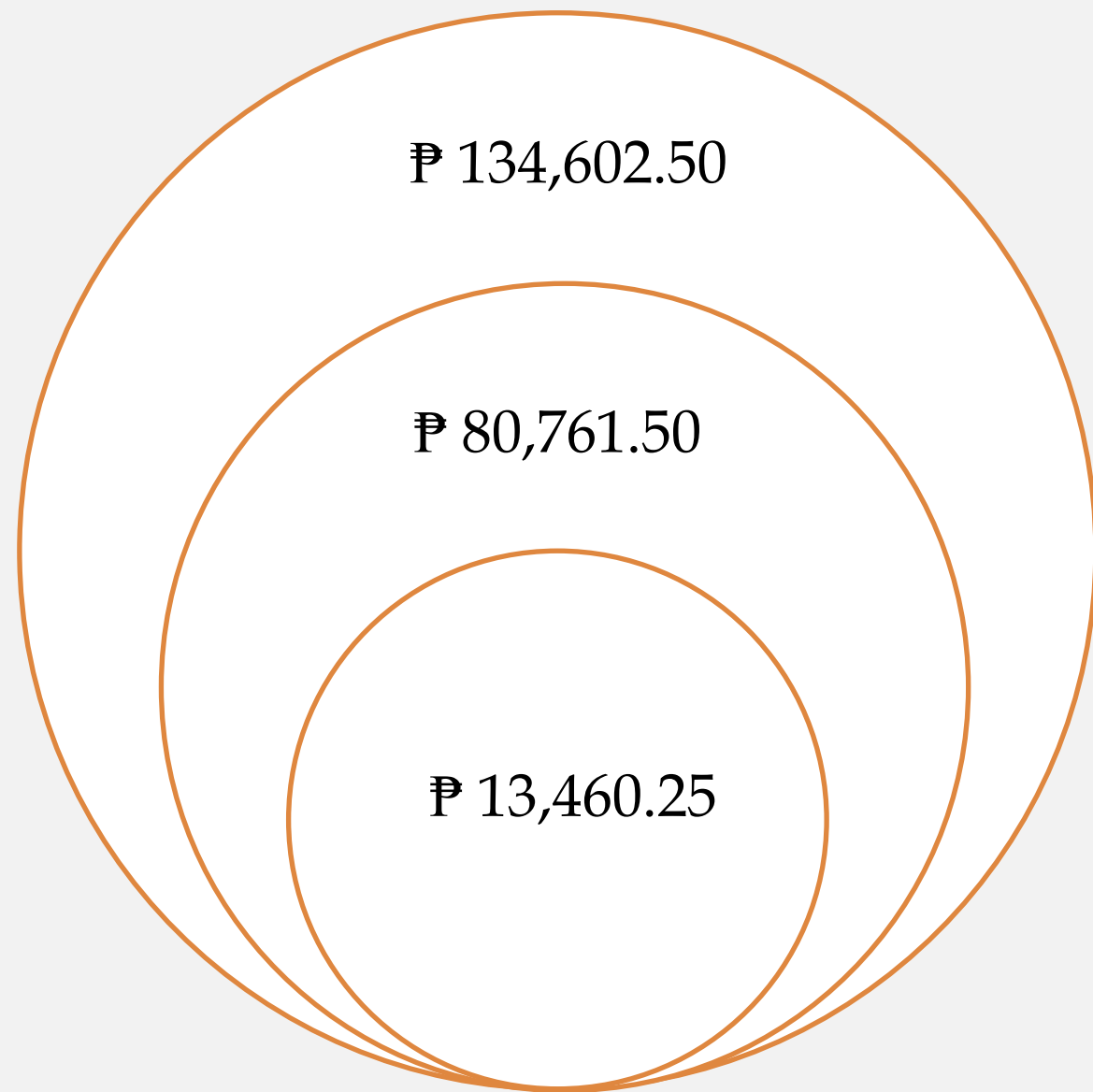
<p>CONTEXT</p> <p>During our interview with a client on September 10, 2024, they mentioned that the problem occurs:</p> <ul style="list-style-type: none">• When residents of Barangay 3 (across 6 Puroks) dealing with recyclable materials disposal;• During regular waste collection periods;• Barangay 3 having highest volume (8,973.5 kg) among top 10 barangays (MRF Inventory 2023).	<p>PROBLEM</p> <ul style="list-style-type: none">• Valuable recyclable materials potentially going to waste due to lack of engagement.• No direct tangible benefits for residents who actively recycle.• Low motivation for proper waste disposal due to widespread littering	<p>ALTERNATIVES</p> <ul style="list-style-type: none">• Selling to local junk shops• Community cleanup drives• Regular garbage collection
<p>CUSTOMERS</p> <p>Primary: Residents of Barangay 3 in Malaybalay City across all 6 Puroks</p> <p>Particularly those who:</p> <ul style="list-style-type: none">• Are interested in contributing to community environmental efforts• People needing internet access• Environmentally conscious residents• Families producing recyclable materials	<p>EMOTIONAL IMPACT</p> <p>Customers feel frustrated and overwhelmed by the widespread litter problem in the community, making them feel helpless regarding environmental degradation.</p> <p>QUANTIFIABLE IMPACT</p> <p>Approximately 8,973.5 kilograms of recyclable materials were collected in Barangay 3 in 2023, indicating a significant amount of recyclable and non-recyclable waste.</p>	<p>ALTERNATIVE SHORTCOMINGS</p> <p>The current options are limited and don't help recycle non-profitable bottles, which continues to create waste management issues and fails to motivate residents to recycle.</p>

Problem Interviews And Surveys Results



- How many customers did you interview?
 - The client only.
- What was the interview mode?
 - The mode of interview was face-to-face.
- How many of them agree this is a problem and wants a solution?
 - The client recognized the problem and supports the solutions we proposed which is implementing the EcoNet to collect recyclable materials through vending machine.
- How many of them said they don't need a new solution?
 - None

Market Size Estimation



How to calculate market size?

1. Start with Total Addressable market - TAM = $8,973.5 \text{ kg} \times \text{₱}15 = \text{₱} 134,602.50$ annually
2. TAM refers to the total market demand for a product or service.
If you're entering a pre-existing space (like small business banking) you can research it and provide credible sources or reference points on how you arrived at the TAM. If you're creating a new product or space (like Slack), you can estimate the number of customers that would want your product and approximate how much you could charge them.
2. Take your target market (SAM), within that TAM, which varies depending on geography and other logistical factors. Determine the penetration potential of your target market. This is the portion of the market you can reasonably compete with:

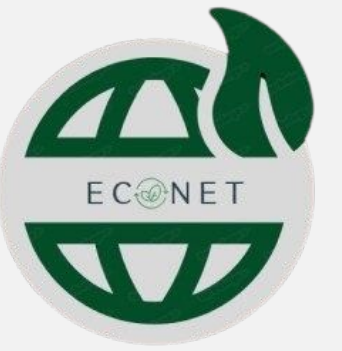
Considering actively participating households
Based on 60% participation rate
 $\text{SAM} = (8,973.5 \text{ kg} \times 0.60) \times \text{₱}15$
 $\text{SAM} = 5,384.1 \text{ kg} \times \text{₱}15 = \text{₱} 80,761.50$ annually

3. By conducting research with existing competitors, distributors etc., understand the likely penetration rate: Target of 200 residents (10% of population).

4. Multiply target market by penetration rate to find your market size:

Target of 200 residents (10% of population)
Estimated capture of recyclable materials
 $\text{SOM} = (8,973.5 \text{ kg} \times 0.10) \times \text{₱}15$
 $\text{SOM} = 897.35 \text{ kg} \times \text{₱}15 = \text{₱} 13,460.25$ annually

Customer Persona



Personality trait

Personality trait

Personality trait

Goals

Ensure that all measures are considered by the City Government to protect, restore, and enhance environmental quality for sustainable development.

Frustrations

The office, tasked with environmental protection and sustainable resource management, has faced difficulties in effectively implementing policies and programs, particularly in waste management and infrastructure projects.

About

Dr. Jessie G. Suson is the chief of the City Environment and Natural Resources Office (ENRO) in Malaybalay City, where she plays a pivotal role in addressing environmental challenges. Under her leadership, the ENRO has been actively involved in managing issues such as forest fires, which have become increasingly prevalent due to human activities and climate conditions. In 2024, Dr. Suson reported that approximately 539 hectares of tree plantations were burned, with 98% of these incidents attributed to human causes, primarily linked to open burning practices by local farmers.



Position:
Chief of the City Environment and Natural Resources Office (ENRO)

Age: 48 years old

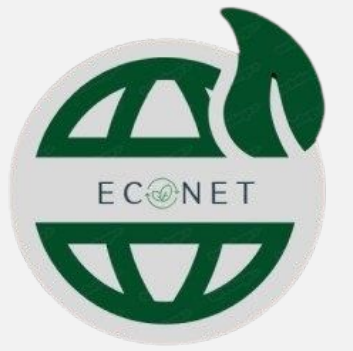
Occupation: City ENR Officer

Location: New City Hall, Barangay Casisang, Malaybalay City

Passion

Passion for Environmental Protection:
Dr. Suson is likely driven by a deep-seated belief in the importance of safeguarding natural resources and promoting sustainable development within her community.

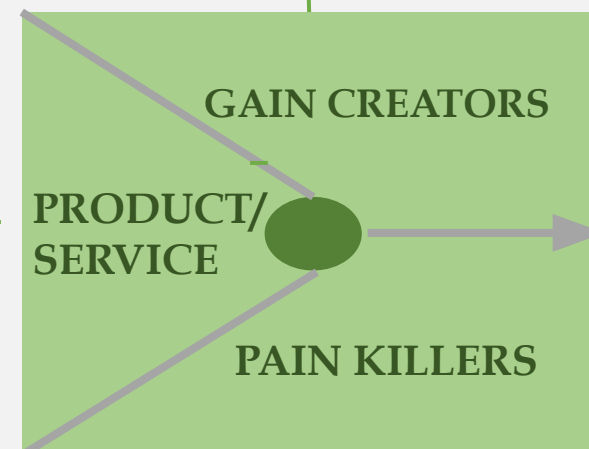
Value Proposition Canvas



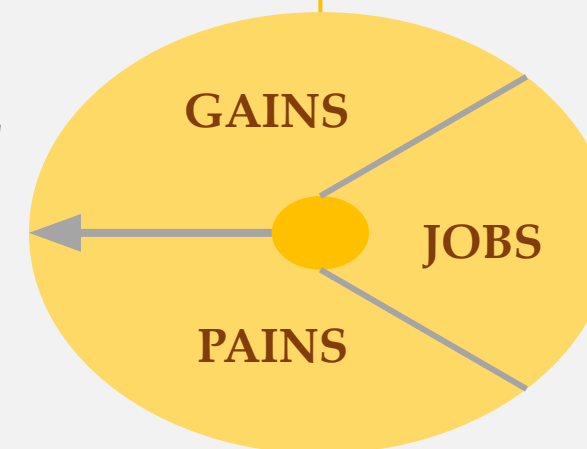
- ❖ We offer EcoNet, a program that converts recyclable materials into internet access, providing rewards for recycling, engaging the community, ensuring affordable internet, and fostering environmental responsibility.

EcoNet: Converting Recyclable Materials into Internet Access.

- ❖ Rewards for Recycling
- ❖ Affordable Internet Access
- ❖ Security and Trust
- ❖ Environmental Impact
- ❖ Community Empowerment
- ❖ Direct conversion of recyclables to internet access points
- ❖ Organized collection system across 6 Puroks
- ❖ Clear pricing/ point system for different materials



FIT



I would **LOVE** it if:

- ❖ Free/affordable internet access
- ❖ Recognition for environmental efforts
- ❖ Clean community environment
- ❖ Sense of contributing to sustainability
- ❖ Clear system for recycling
- ❖ Regular waste collection

I would **WANT**:

- ❖ Dispose of household recyclable materials properly
- ❖ Maintain a clean living environment
- ❖ Save money on internet connectivity
- ❖ Contribute to community cleanliness

I would **HATE** it if:

- ❖ Valuable recyclable materials potentially going to waste due to lack of engagement.
- ❖ Widespread littering in the community.
- ❖ No tangible benefits from recycling efforts.

Solutions Features



**INTERNET
ACCESS**



**PROMOTION OF
SUSTAINABILITY**



**WIFI VENDING
MACHINE**

We provide an innovative solution that turns recyclable materials into WiFi access, addressing waste management challenges while improving recycling processes. This solution directly addresses the key problems identified:

- Converts "recyclable" into valuable internet access
- Provides immediate benefits for recycling
- Creates motivation for proper waste disposal
- Builds community engagement
- Supports environmental sustainability

CUSTOMER BENEFITS

- 1** Affordability: Offers low-cost internet solutions.
- 2** Environmental Sustainability
- 3** Innovative Recycling Practices

ENTREPRENEUR BENEFITS

- 1** Government and NGOs Support
- 2** Flexible Business Model
- 3** Unique Market Opportunities

Competition Analysis



Benefits	Converting Recyclable Materials into Virtual Points	BOTE-WIFI	Aluminum Can to Wi-Fi Trading	Wireless-Internet-Connected Incentive System	EcoNet
Product	Incentivizing the users on participating the recycling activity.	Users can have internet access as the reward from the Recyclable materials.	Trading aluminum cans for internet access.	Acknowledging individual for taking part in recycling efforts by providing incentives.	Offering Internet access as the reward participating on recycling activities.
Price	The system offering virtual point rewards in the form of RAMCoins that can be spent on.	The system provides internet access from the recyclable materials which can be used in browsing, gaming other real-time interaction.	Offering internet access from aluminum cans, plastic bottle and metal cans.	Having internet connection as the incentive from Recyclable materials.	Offering Internet access from paper, plastic bottles and cans.
Branding channels	Adopted a partnership-based branding strategy collaborating with business and community organization.	Partnership with schools and community organization to promote the recycling initiative while obtaining rewards from it.	Focusing on working closely with the school community.	Partnerships with businesses, local community and organization to expand user reach.	Focusing on working with local community organization to promote recycling activity while earning virtual points.
Packaging	It has efficient recycling process due to scanning every piece of materials and has a QR code for faster rewarding system.	Digital tracking of recyclable materials to have internet access.	Utilizing sensors to identify recyclable Materials for accurate and equitable rewards.	Utilizing the sensors for digital tracking of recyclable materials for accurate value of rewards.	Allowing users use Offering account-based system for the security of the earned points.
Market reviews	Transparent and fair reward system, where different materials are rewarded based on their value.	The device can't do video streaming but it works well for chatting and gaming up to 1-7 meters away.	The System is useful in schools, helping them to handle recyclable materials but it doesn't expand to other areas like community and businesses.	Appealing to areas with large amounts of recyclable materials, but plastic bottles should be cleaned before disposing of them in the recycling bin.	The project focuses in local communities particularly those areas with a lot of recyclable materials to improve recycling and protect the environment. It offers incentives such as internet access to encourage people to join in and make a difference.
UVP	Offering a virtual points reward for flexibility. Points can be redeemed for a variety of rewards, providing users with the freedom to choose how and where they want to spend their earned points.	Turning Recyclable Materials to internet access that is capable in chatting and gaming.	Direct method of converting aluminum can, metal cans, and plastic bottle to internet connection which provides comfortability to the students.	Direct internet access after the recyclable materials inserted, different sizes of material has different value of internet connection.	We incentivize eco-friendly behavior by turning recyclables into reliable, essential internet access, providing both environmental and digital benefits.

Lean Canvas



PROBLEM

- Valuable recyclable materials potentially going to waste due to lack of engagement.
- No direct tangible benefits for residents who actively recycle.
- Low motivation for proper waste disposal due to widespread littering of recyclable materials.

EXISTING ALTERNATIVES

- Traditional ISPs (Internet Service Providers).
- Public Wi-Fi hotspots (limited coverage).
- Selling recyclables to local junk shops.
- Disposing recyclable waste with regular garbage collection.
- Community cleanup drives (not incentivized).

SOLUTION

Residents exchange recyclable materials for internet access points.

Implementation of a system to track recyclables turned in and reward points.

Partnerships with ISPs to offer affordable internet bundles in exchange for recyclables.

KEY METRICS

Volume of recyclable materials collected (in kg).

Number of participants actively recycling and redeeming points.

Internet usage time redeemed through the program.

Reduction in improperly disposed recyclable waste.

Customer satisfaction rates.

UNIQUE VALUE PROPOSITION

"Turn your trash into treasure!"

A unique recycling program that provides internet access as an immediate reward for environmentally conscious actions.

Combines environmental sustainability with digital inclusion.

HIGH-LEVEL CONCEPT

EcoNet is a community-based initiative that convert recyclable materials into affordable internet access, bridging the digital divide and promoting sustainability. By engaging locals in recycling and connectivity, EcoNet empowers communities to take charge of their digital futures.

UNFAIR ADVANTAGE

Exclusive partnerships with recycling centers and local governments.

Proprietary technology for converting recyclables into internet infrastructure.

Established trust within local communities through engagement and involvement.

CHANNELS

Partnerships with local and organizations.

Social media and online platforms for promotion.

Direct communication with community leaders and volunteers to build trust.

Word of mouth within Puroks.

CUSTOMER SEGMENTS

Residents of Barangay 3, Malaybalay City (across 6 Puroks).

Households producing recyclable waste.

Internet-dependent individuals and families with limited access to affordable connectivity.

Environmentally conscious residents.

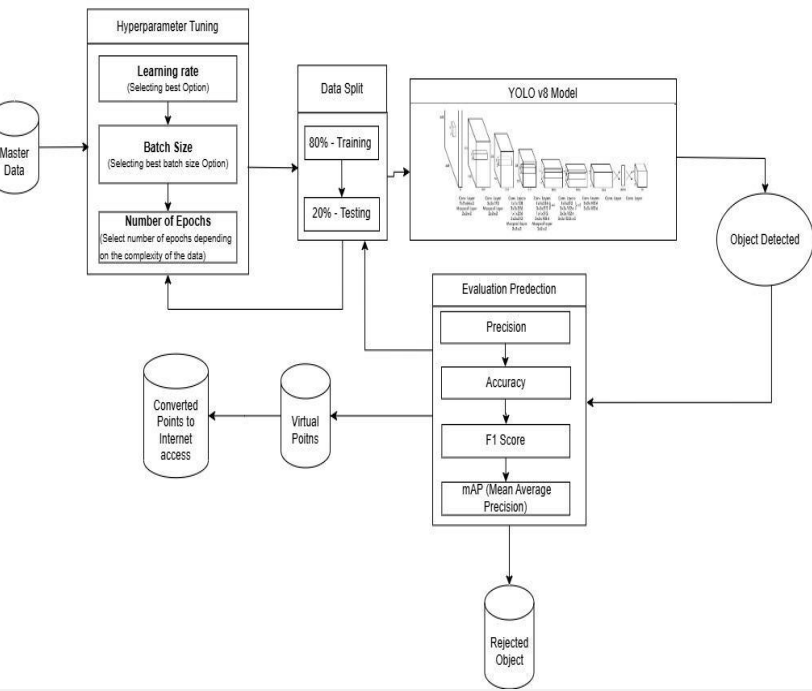
EARLY ADOPTERS

Internet-reliant students and families.

Environmentally aware residents who already segregate their waste.

Households without existing internet connectivity.

Business Model



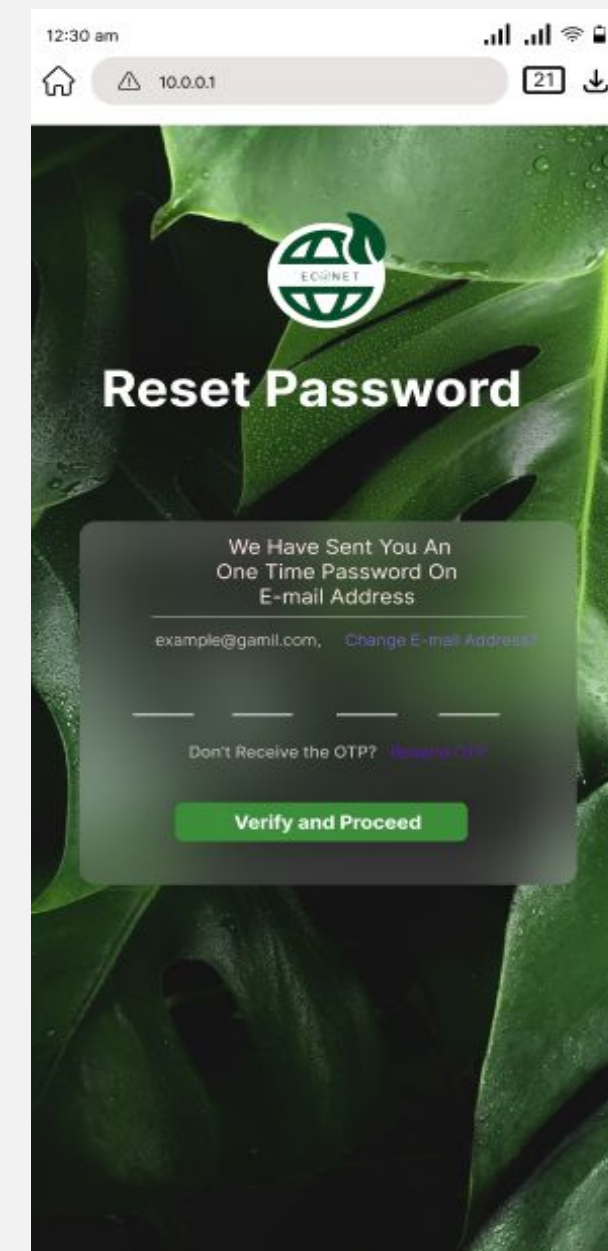
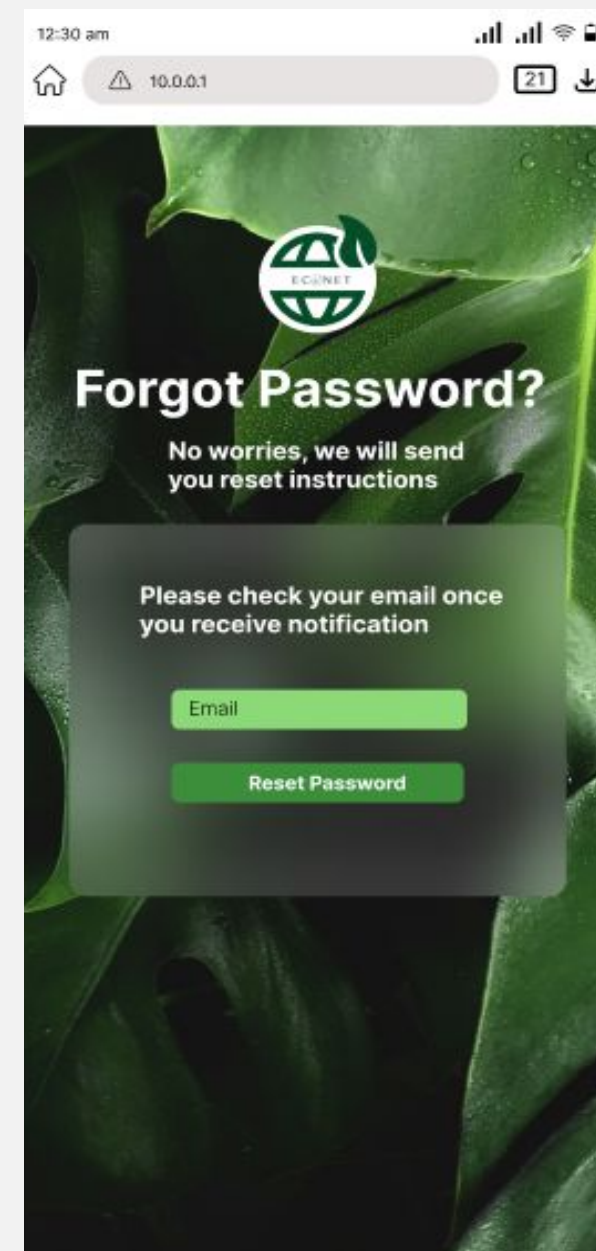
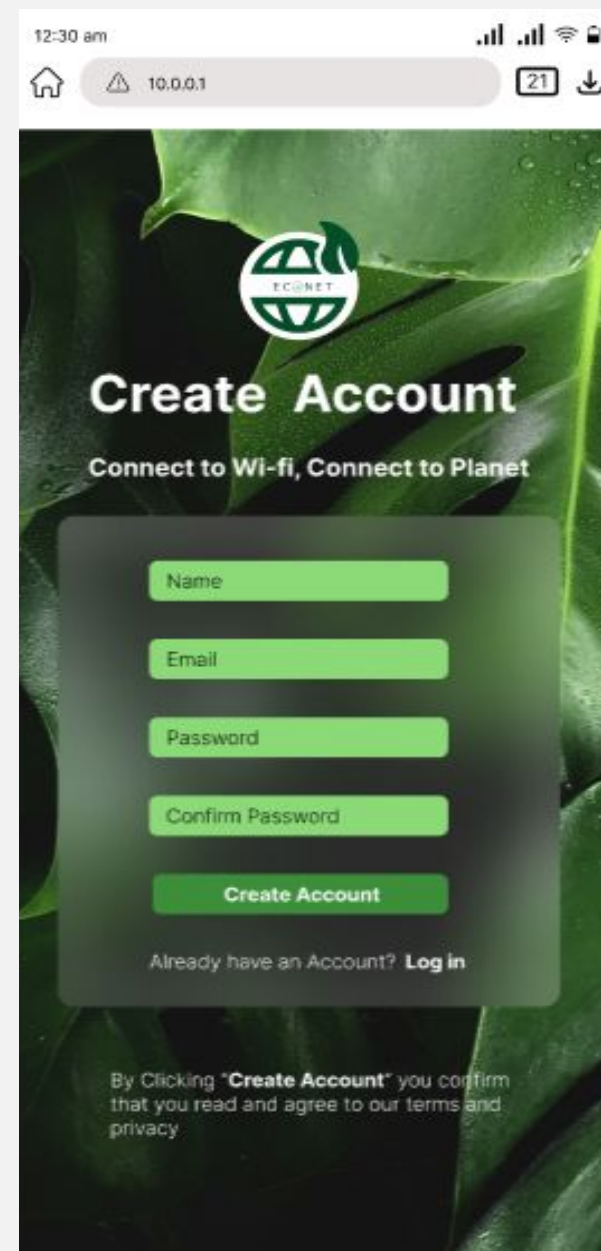
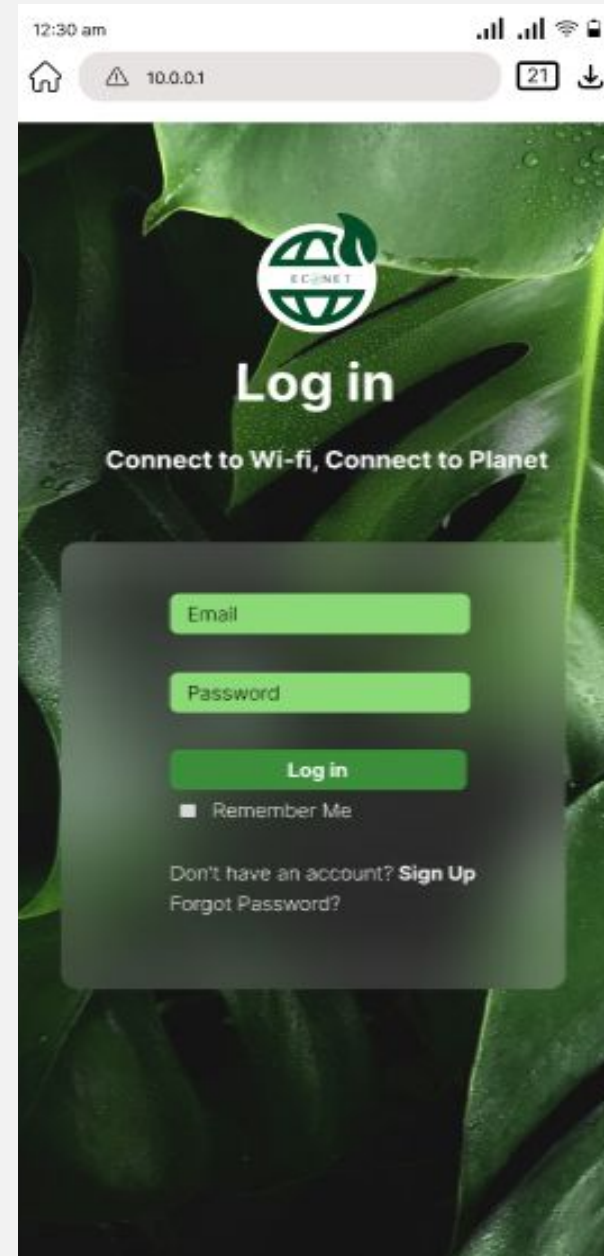
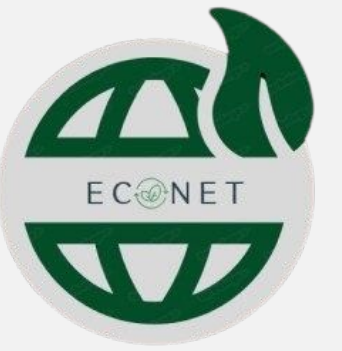
COST STRUCTURE

- Development and maintenance of the tracking/reward system.
- Logistics for collecting and processing recyclable materials.
- Partnership agreements with ISPs.
- Community training and support services.
- Marketing and outreach to engage users.

REVENUE STREAMS

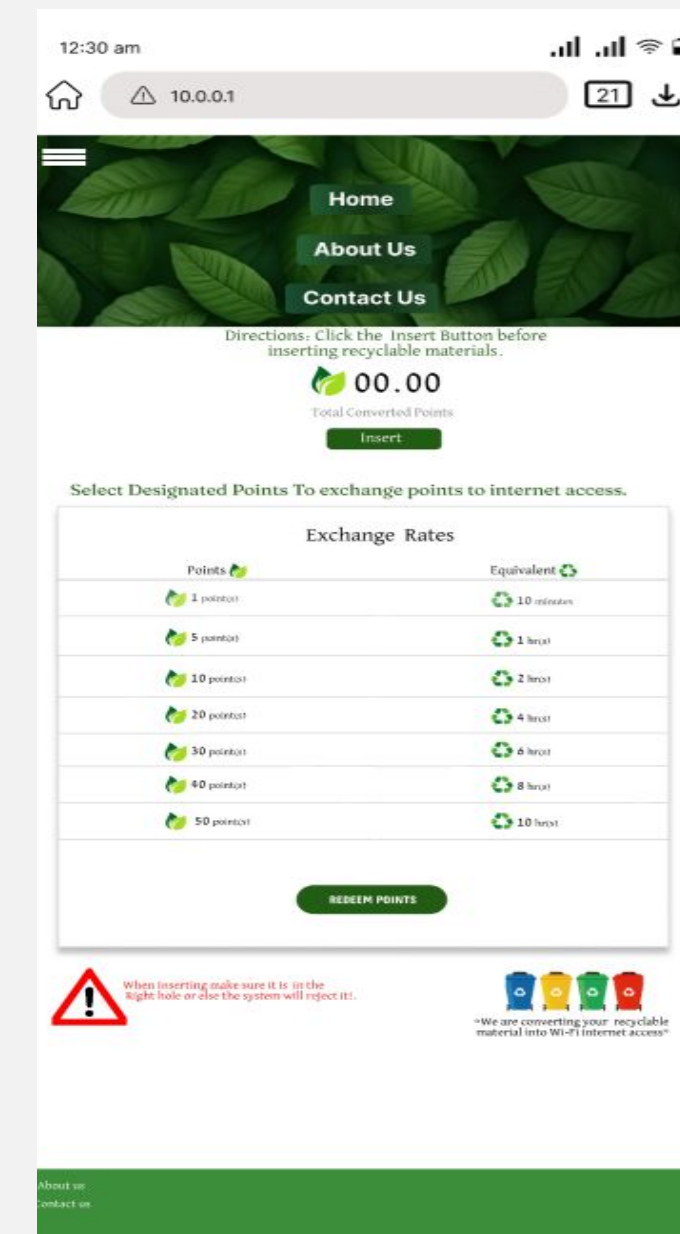
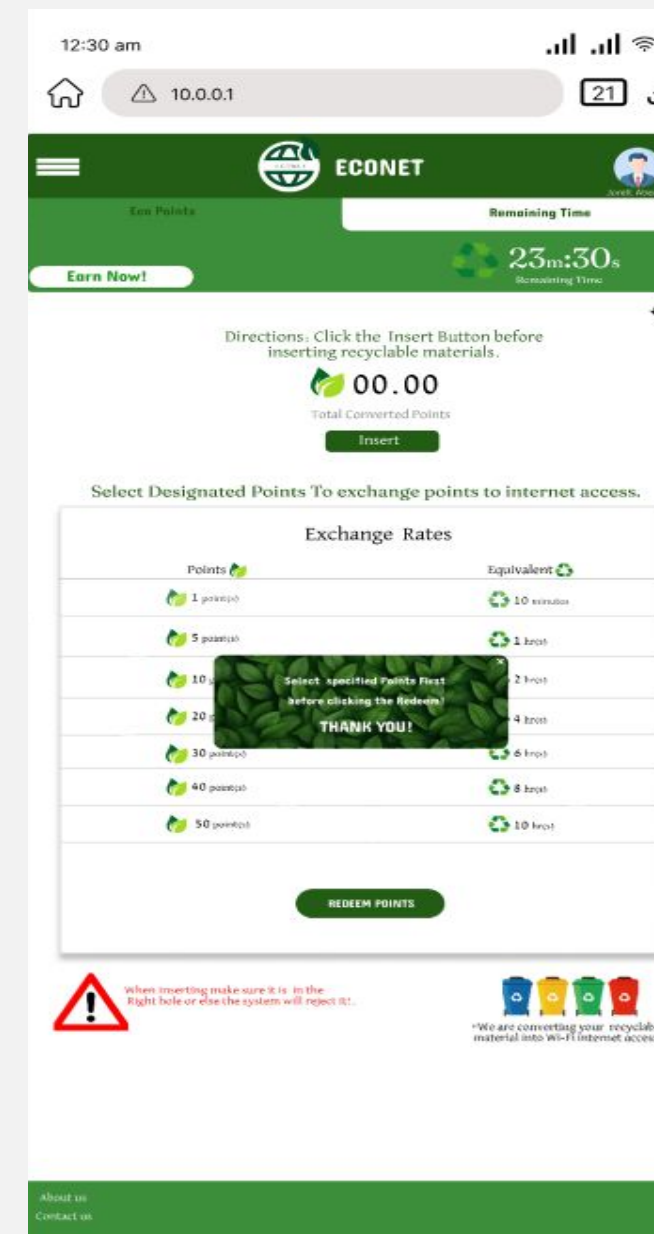
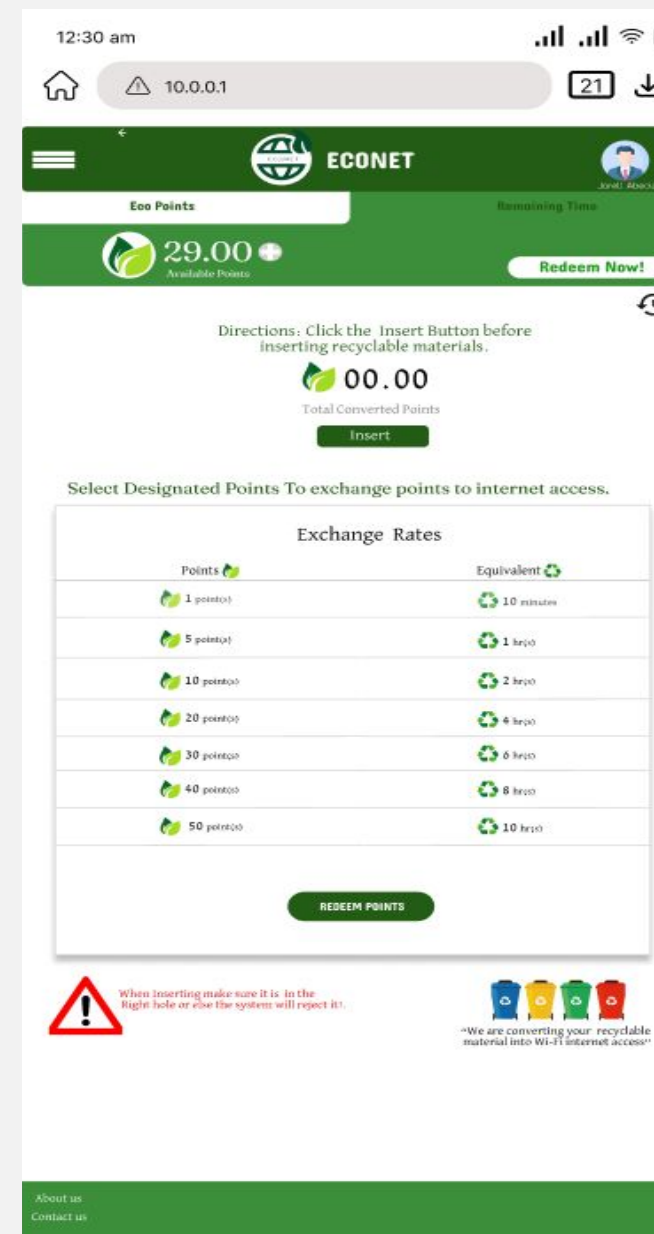
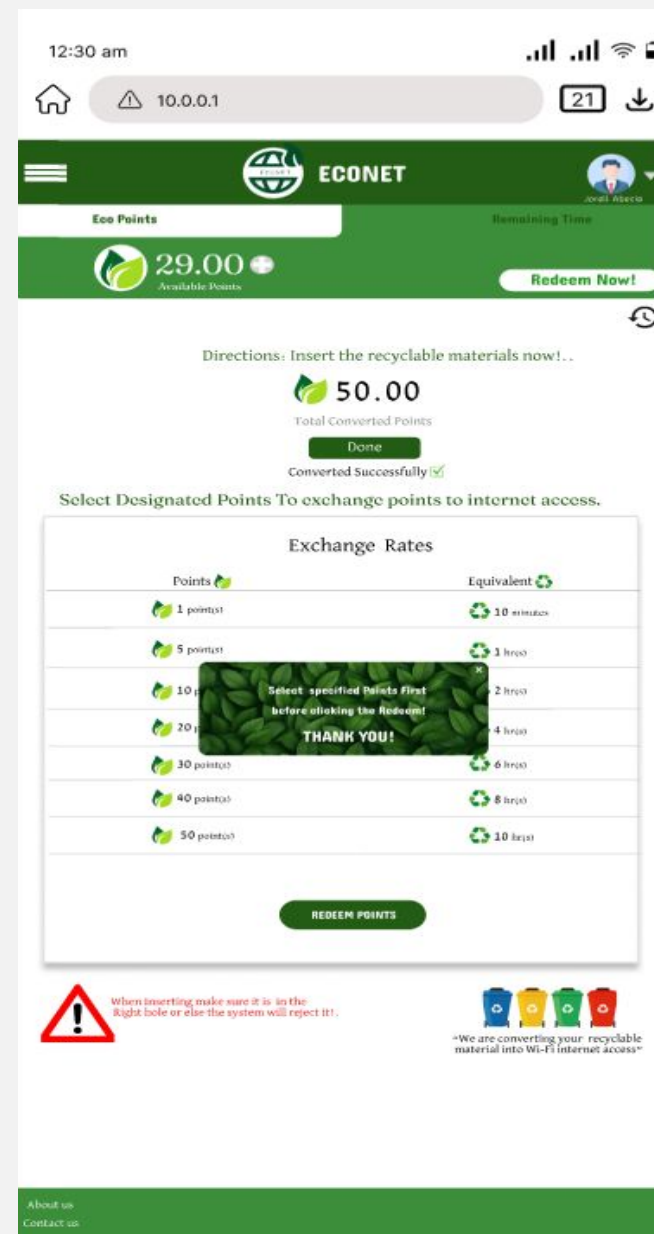
- Subscription fees for internet access.
- Grants and funding from non-profit organizations and government programs.
- Partnerships with businesses for sponsored connectivity initiatives.

MVP



- Econet Working Prototype - <https://tinyurl.com/4p3j4dew>
- Figma link - <https://tinyurl.com/3che7ec6>

MVP

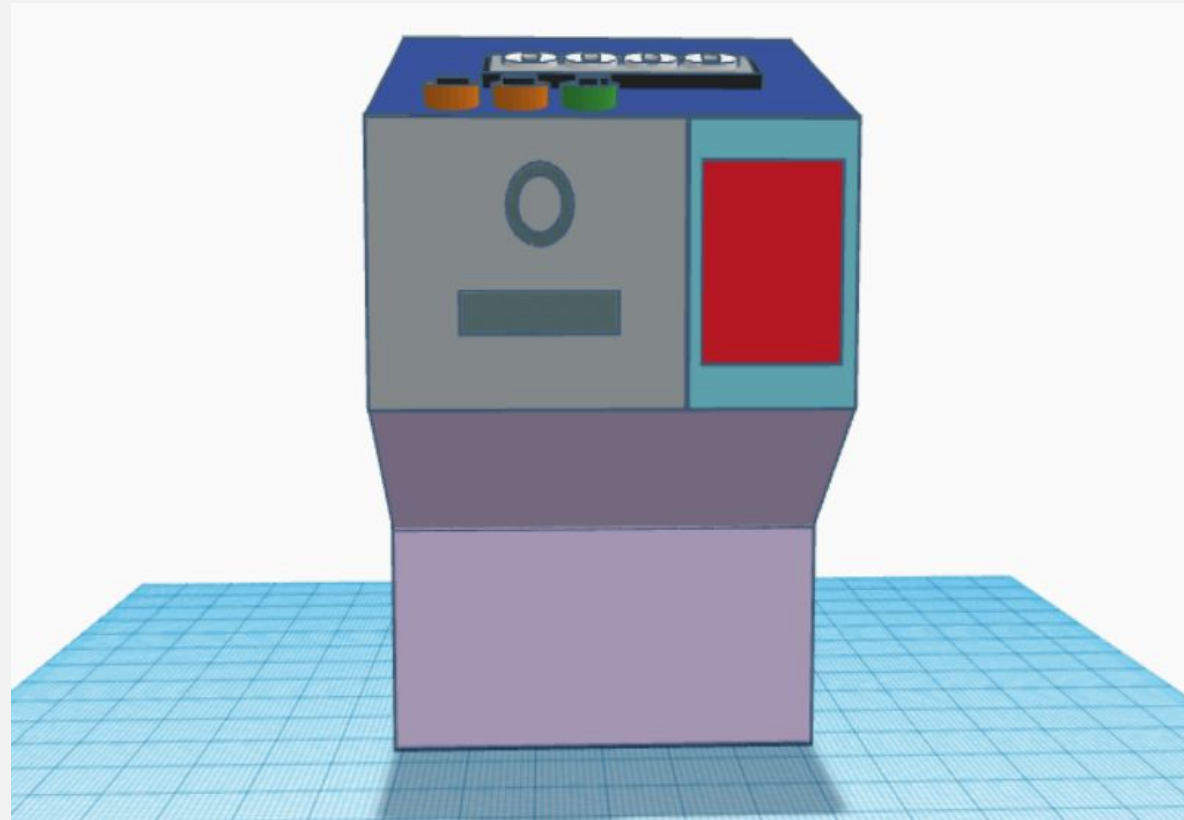


EcoNet bridges the digital divide and promotes sustainability by converting recyclable materials into internet access points. We believe internet access is a fundamental right and strive to empower communities with affordable, eco-friendly solutions. Our venture addresses the problem of plastic waste by incentivizing recycling through vending machines, enhancing collection rates. We collaborate with local programs to collect materials, transform them into access points, and conduct tests in a single barangay, thereby boosting recycling efforts and strengthening community connectivity.

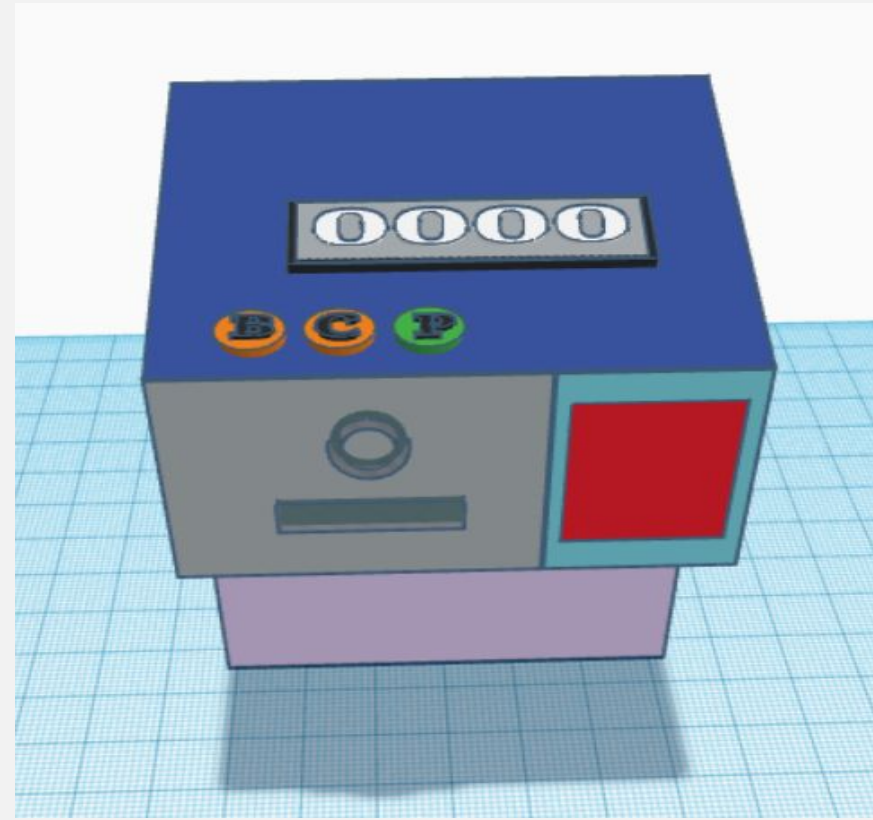
MVP



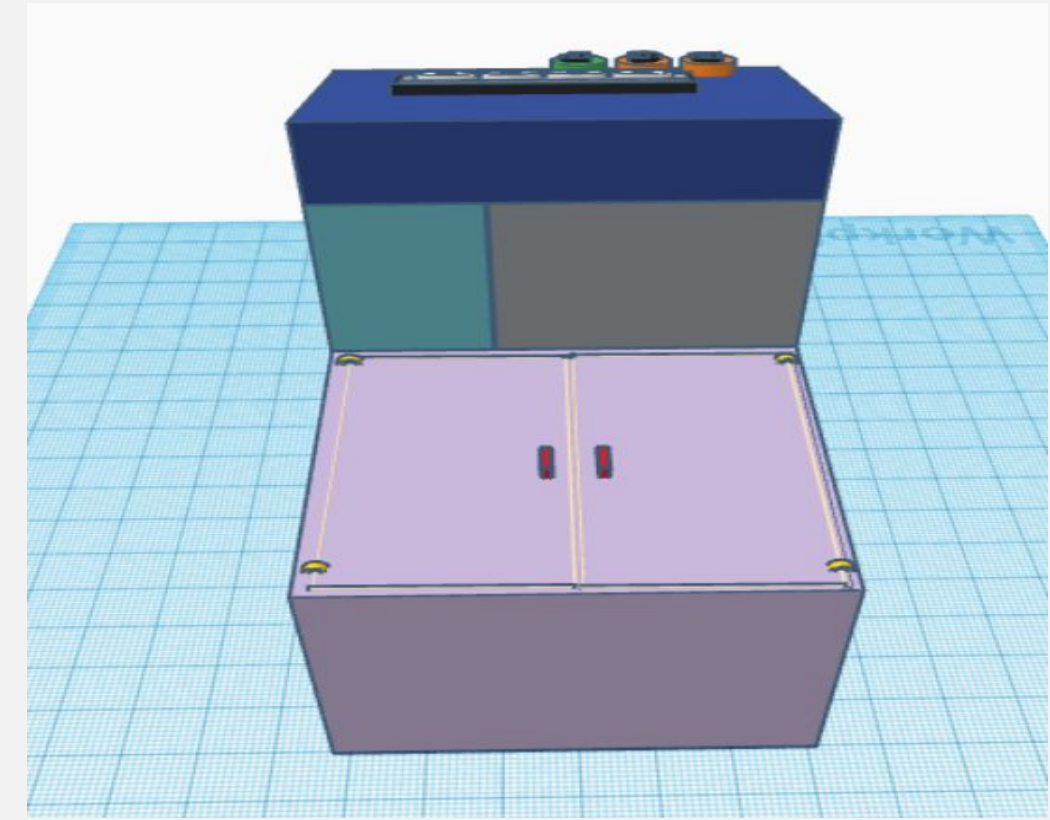
FRONT



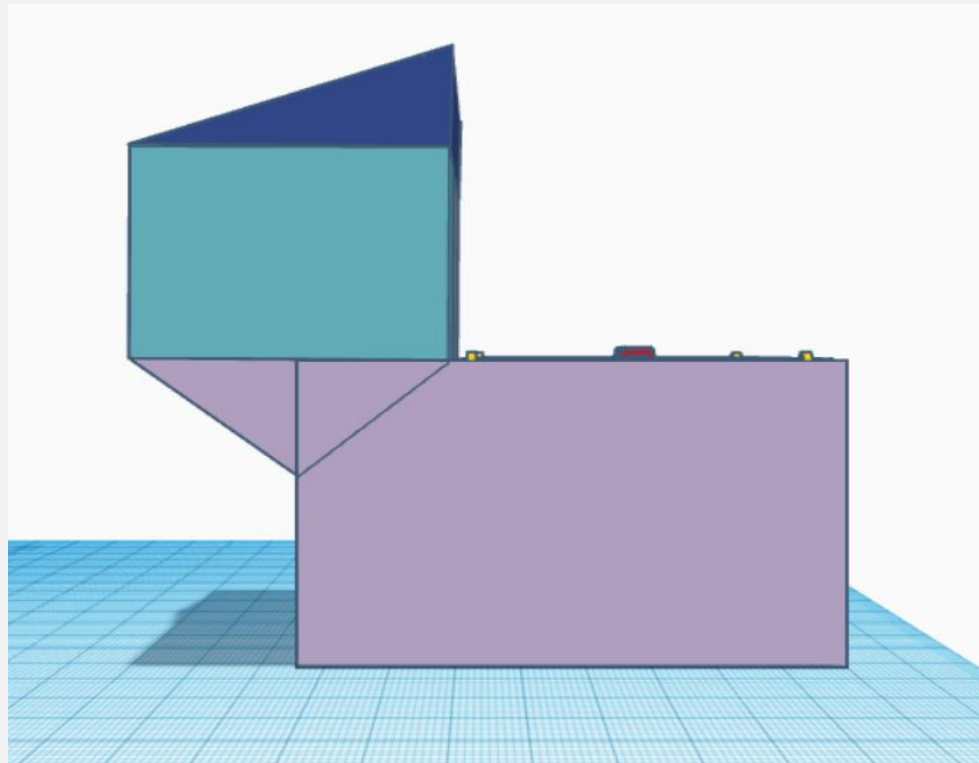
TOP



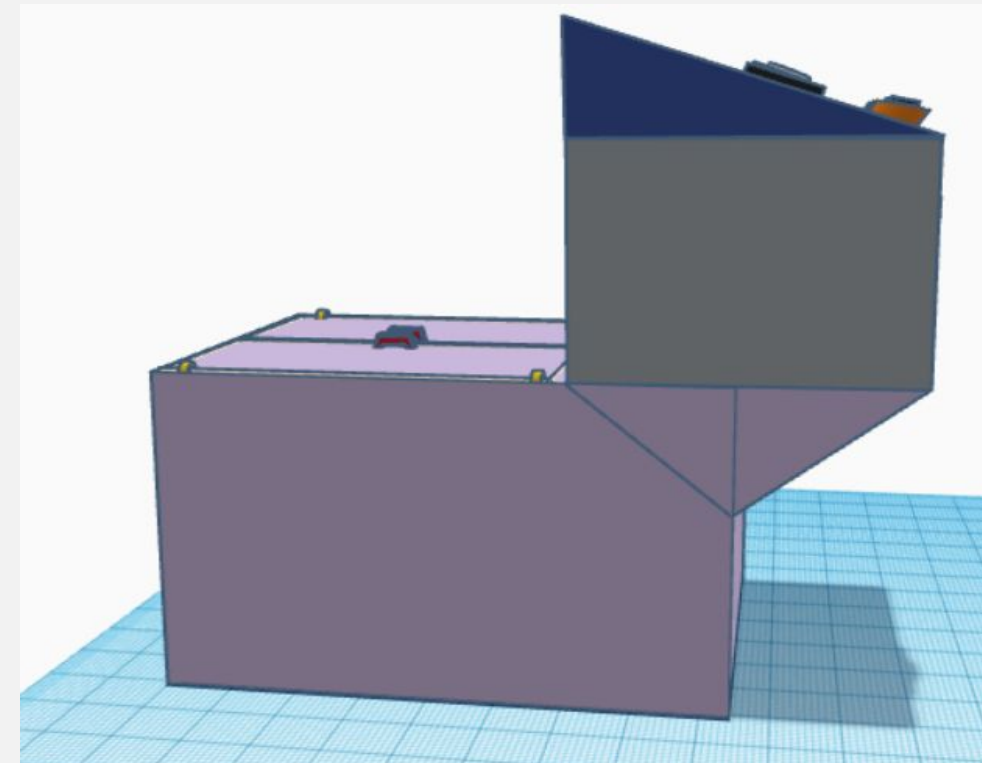
BACK



RIGHT



LEFT



- Video link of our hardware - <https://tinyurl.com/4dvyz6k3>

MVP Validation



What is your MVP - EcoNet: Converting Recyclable Materials into Internet Access

Test Details:

How long will we test this MVP?

We will test the system for three month in a selected barangay, monitoring usage and community engagement during this period.

Who is our target audience for the test? How many of them?

Residents of Barangay 3 in Malaybalay City, focusing on **200 households** (10% of the total population).

How will we get to that audience?

Partnerships with Barangay 3 officials and Purok leaders for awareness campaigns.

Conclusion:

- ☒ Persevere
- ☐ Pivot
- ☐ Not conclusive

Results of Test:

Did enough customers buy? Why or why not?

Yes, number of households that participate in the program (goal: 60% of target households).

Did customers pay the price we expected? Why or why not?

Points act as currency, so participation and redemption rates will indicate "payment."

Evaluate if the rewards (internet access) are appealing enough.

Did customers come back to our product or show interest in doing so? Why or why not?

Yes, customers expressed interest in returning, appreciating the eco-friendly initiative. However, some wanted more information about the recycling process, which could increase their willingness to come back.

Did customers recommend our product to others or evangelize about it? Why or why not?

Yes, customers recommended our product, citing the eco-friendly initiative as key benefit. However, some felt they needed more information to promote it confidently.

Realizations / Insights:

Customers value the eco-friendly initiative and its proper recycling processes, but clear communication about the recycling process is essential for building trust. Strong community engagement can enhance participation and support, and educating customers could foster greater advocacy and recommendations for our product.

Next Steps:

We will improve communication by creating clear materials about the recycling process and its benefits. To boost community engagement, we'll hold workshops to gather feedback. We will also monitor usage and satisfaction for improvements, offer informational sessions to help customers promote the venture, and seek partnerships with local organizations to increase participation.

Sales Plan



Customer Sales Funnel

TARGET MARKET:
200 Residents

LEADS:
101 Residents

OPPORTUNITIES/PROSPECTS:
₱ 36,000 per month
₱ 216,000 per quarter
₱ 432,000 per year

CUSTOMER:
30

Customer Acquisition Plan

1	2	3	4	5
Target Customer Segment (Type)	Target Customer Segment (Number)	Channels to be used to attract the target customer segment	Estimated number of leads	Estimated cost to convert these leads to actual customers
Purok 1 Residents	30 households	Facebook Page	15 leads	PHP 1,500
Purok 2 Residents	35 households	Facebook Page	18 leads	PHP 1,700
Purok 3 Residents	40 households	Facebook Page	20 leads	PHP 2,000
Purok 4 Residents	30 households	Facebook Page	15 leads	PHP 1,500
Purok 5 Residents	35 households	Facebook Page	18 leads	PHP 1,700
Purok 6 Residents	30 households	Facebook Page	15 leads	PHP 1,500

MARKETING AND SALES



BRAND LOGO



POSITIONING STATEMENT

EcoNet is positioned as an innovative solution for improving recycling rates while bridging the digital divide. By incentivizing communities to bring recyclable materials to vending machines in exchange for internet access, EcoNet simultaneously addresses waste management challenges and enhances connectivity.

MARKET SEGMENTS AND CHANNELS

Local Governments and NGOs:

- Stakeholders in environmental sustainability and waste management, such as the City ENRO.
- Focus on partnerships to integrate EcoNet into community projects.

Community Residents:

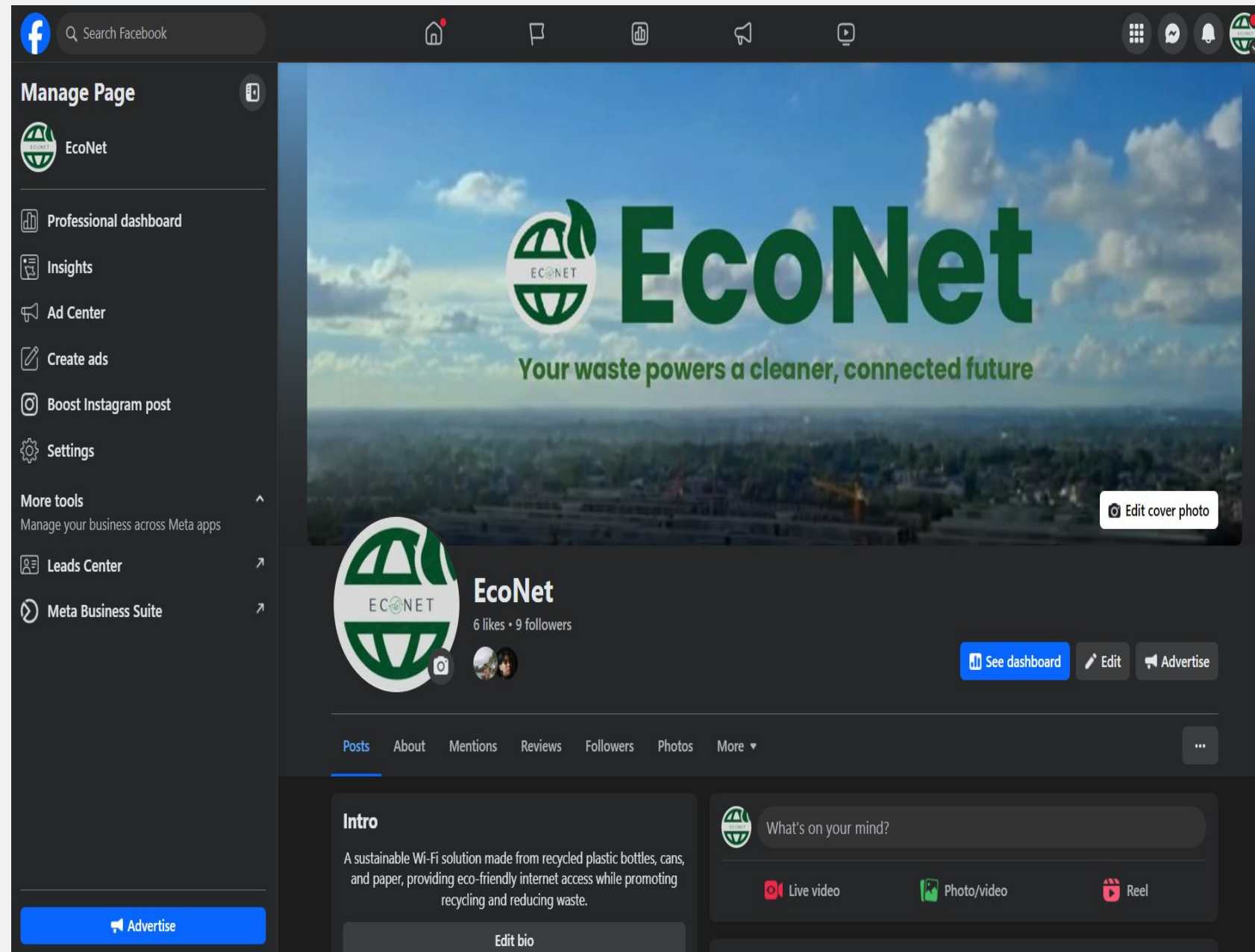
- Households and individuals in barangays, particularly those with limited access to internet services.
- Target groups interested in eco-friendly initiatives and improving local infrastructure.

Marketing Channels:

- Community Outreach
- Social Media
- Partnerships with Local Organizations
- On-Site Demonstrations



Go-to-Market Strategy



- FB Page Link - <https://web.facebook.com/profile.php?id=61568429731699>
- EcoNet Branding Video - <https://tinyurl.com/5b9aup5e>

FINANCIAL PLAN



Starting Costs	
Startup Cost	₱ 60,000
Business Registration fees	₱ 5,000
Product Development	₱ 20,000
Website Design	₱ 8,000
Website Development	₱ 12,000
Computer Systems	₱ 15,000
Capital Work in Progress (Fixed Asset)	₱ 10,000
Additional Workstation	₱ 10,000
Starting Operations (Budgeted)	₱ 70,000
Product Launch Expenses	₱ 10,000
Rental expenses	₱ 5,000
Stationery and office supplies	₱ 10,000
Miscellaneous	₱ 5,000
Start-up capital	₱ 140,000
Share Captial (by Team)	₱ 40,000
Loans (from Bank or Others)	₱ 100,000

Explanation:

The starting costs breakdown shows a total capital requirement of ₱140,000 for the business venture, which covers three main expense categories: ₱60,000 for startup costs (including business registration, product development, website creation, and computer systems), ₱10,000 for capital work in progress (additional workstation), and ₱70,000 for starting operations (covering product launch, rental, office supplies, and miscellaneous expenses). This total investment will be funded through a combination of ₱40,000 in team share capital and ₱100,000 in bank or other loans.

Forecast P&L



Profit & Loss Account (Income Statement)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Sales													
Monthly Subscriptions	₱ 300,000	₱ 320,000	₱ 340,000	₱ 360,000	₱ 380,000	₱ 400,000	₱ 420,000	₱ 440,000	₱ 460,000	₱ 480,000	₱ 500,000	₱ 520,000	₱ 4,920,000
Number of Active Units	300	320	340	360	380	400	420	440	460	480	500	520	4,920
Price per Subscription	₱ 1,000	₱ 1,000	₱ 1,000	₱ 1,000	₱ 1,000	₱ 1,000	₱ 1,000	₱ 1,000	₱ 1,000	₱ 1,000	₱ 1,000	₱ 1,000	₱ 12,000
Grants	₱ 50,000	₱ 50,000	₱ 50,000	₱ 50,000	₱ 50,000	₱ 50,000	₱ 50,000	₱ 50,000	₱ 50,000	₱ 50,000	₱ 50,000	₱ 50,000	₱ 600,000
Partnerships & Sponsorships	₱ 30,000	₱ 30,000	₱ 30,000	₱ 30,000	₱ 30,000	₱ 30,000	₱ 30,000	₱ 30,000	₱ 30,000	₱ 30,000	₱ 30,000	₱ 30,000	₱ 360,000
Total Sales	₱ 380,000	₱ 400,000	₱ 420,000	₱ 440,000	₱ 460,000	₱ 480,000	₱ 500,000	₱ 520,000	₱ 540,000	₱ 560,000	₱ 580,000	₱ 600,000	₱ 5,880,000
COGS													
Cost of Services (Bandwidth)	₱ 90,000	₱ 95,000	₱ 100,000	₱ 105,000	₱ 110,000	₱ 115,000	₱ 120,000	₱ 125,000	₱ 130,000	₱ 135,000	₱ 140,000	₱ 145,000	₱ 1,410,000
Cost Per Unit	₱ 55,000	₱ 55,000	₱ 55,000	₱ 55,000	₱ 55,000	₱ 55,000	₱ 55,000	₱ 55,000	₱ 55,000	₱ 55,000	₱ 55,000	₱ 55,000	₱ 55,000
Gross profit	₱ 290,000	₱ 305,000	₱ 320,000	₱ 335,000	₱ 350,000	₱ 365,000	₱ 380,000	₱ 395,000	₱ 410,000	₱ 425,000	₱ 440,000	₱ 455,000	₱ 4,470,000
Fixed Expenses													
Salaries	₱ 80,000	₱ 80,000	₱ 80,000	₱ 80,000	₱ 80,000	₱ 80,000	₱ 80,000	₱ 80,000	₱ 80,000	₱ 80,000	₱ 80,000	₱ 80,000	₱ 960,000
Marketing and Promotion	₱ 20,000	₱ 20,000	₱ 20,000	₱ 20,000	₱ 20,000	₱ 20,000	₱ 20,000	₱ 20,000	₱ 20,000	₱ 20,000	₱ 20,000	₱ 20,000	₱ 240,000
Digital Marketing & Cust Services	₱ 15,000	₱ 15,000	₱ 15,000	₱ 15,000	₱ 15,000	₱ 15,000	₱ 15,000	₱ 15,000	₱ 15,000	₱ 15,000	₱ 15,000	₱ 15,000	₱ 180,000
Utilities (Electricity etc.)	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000	₱ 120,000
Office Supplies & Misc	₱ 5,000	₱ 5,000	₱ 5,000	₱ 5,000	₱ 5,000	₱ 5,000	₱ 5,000	₱ 5,000	₱ 5,000	₱ 5,000	₱ 5,000	₱ 5,000	₱ 60,000
Rent	₱ 25,000	₱ 25,000	₱ 25,000	₱ 25,000	₱ 25,000	₱ 25,000	₱ 25,000	₱ 25,000	₱ 25,000	₱ 25,000	₱ 25,000	₱ 25,000	₱ 300,000
Total Expenses	₱ 155,000	₱ 155,000	₱ 155,000	₱ 155,000	₱ 155,000	₱ 155,000	₱ 155,000	₱ 155,000	₱ 155,000	₱ 155,000	₱ 155,000	₱ 155,000	₱ 1,860,000
Result													
Net Profit/Loss	₱ 135,000	₱ 150,000	₱ 165,000	₱ 180,000	₱ 195,000	₱ 210,000	₱ 225,000	₱ 240,000	₱ 255,000	₱ 270,000	₱ 285,000	₱ 300,000	₱ 2,610,000
Gross Profit Margin	76%	76%	76%	76%	76%	76%	76%	76%	76%	76%	76%	76%	76%
Net Profit Margin	36%	38%	39%	41%	42%	44%	45%	46%	47%	48%	49%	50%	44%

Explanation:

The Profit & Loss Account (Income Statement) shows a 12-month financial projection with total sales of ₱5,880,000, primarily driven by monthly subscriptions that grow from ₱300,000 in January to ₱520,000 in December, along with consistent additional revenue from grants (₱50,000 monthly) and partnerships (₱30,000 monthly). After deducting COGS (mainly bandwidth costs) and fixed expenses (including salaries, marketing, utilities, and rent), the business projects a healthy net profit of ₱2,610,000 for the year, with monthly net profits increasing from ₱135,000 in January to ₱300,000 in December, maintaining a strong net profit margin of around 44% annually.



Financial Projections



Financial Projection					
	Year 1	Year 2	Year 3	Year 4	Year 5
Number of Subscriptions	4,920	4,960	4,980	5,000	5,040
Subscription Rate	₱ 1,000	₱ 1,000	₱ 1,000	₱ 1,000	₱ 1,000
Total Revenue	₱4,920,000	₱4,960,000	₱4,980,000	₱5,000,000	₱5,040,000
Capital Cost					
Land and Buildings	₱25,000	₱25,000	₱25,000	₱25,000	₱25,000
Equipment	₱ 10,000	₱ 5,000	₱ 8,000	₱ 5,000	₱ 10,000
Product Development Cost	₱ 20,000	₱ 20,000	₱ 20,000	₱ 20,000	₱ 20,000
Others	₱ 10,000	₱ -	₱ -	₱ -	₱ -
Total Capital Cost	₱65,000	₱50,000	₱53,000	₱50,000	₱55,000
Expenses(Annual)					
Salaries	₱ 80,000	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000
Marketing and Promotion	₱ 20,000	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000
Utilities (Electricity, etc.)	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000	₱ 10,000
Transportation	₱ 5,000	₱ 5,550	₱ 7,000	₱ 7,423	₱ 8,904
Office Supplies	₱ 5,000	₱ 5,340	₱ 5,904	₱ 6,000	₱ 6,504
Repairs and Maintenance	₱ 8,000	₱ 8,000	₱ 8,000	₱ 8,000	₱ 8,000
Miscellaneous Expenses	₱ 7,054	₱ 7,908	₱ 7,890	₱ 8,969	₱ 90,000
Total Expenses	₱ 135,054	₱ 56,798	₱ 58,794	₱ 60,392	₱ 143,408
Net Income (EBITDA)	₱ 4,719,946	₱ 4,853,202	₱ 4,868,206	₱ 4,889,608	₱ 4,841,592

Number of existing shares	10,000
Amount to be invested	₱1,000,000
Earnings after 5 years	₱4,841,592
P/E ratio	10
Discount rate	10%
Number of years	5

Estimated terminal value	₱48,415,920
Present value	₱30,034,149
Required ownership percentage	3.33%
Required ownership percentage	333
Required ownership percentage	₱3,003.41

Unit Economics



P & L/ unit	Year 1
Revenue	₱ 4,000,000
COGS	₱ 1,410,000
Gross Profit	₱ 2,590,000
Gross Profit Margin	₱ 71.4%
Operating Costs	₱ 1,860,000
Operating Profit	₱ 1,650,000

Unit Economics	Year 1
CAC	₱5,500
CLV	₱405,000.85
ARPU	₱ 813.002

The above is the Unit Economics for year 1 . Refer to P&L statement for year 1 in slide 16.

Terms	Explanation (For the actual calculations, refer to the Financial Plan Excel sheet link)
CAC	(Cost of Sales + Cost of Marketing) / Number of new customers acquired (in currency terms)
CLV	Average purchase value x Average purchase frequency x Average Customer Lifespan x Gross Margin
ARPU	Total revenue in specific period/Total number of customers during the same period (in currency terms)
GROSS PROFIT	Total revenue – Total COGS (In currency terms)
OPERATING COSTS	Cost of goods sold (COGS) + operating expenses (OPEX)
OPERATING PROFIT	Revenue from Core Operations – Cost of Goods Sold – Operating Expenses – Depreciation – Amortization Expenses
CHURN RATE	(Customers at the beginning of the period – customers at the end of the period) / customers at the beginning of the period

Assumptions (Year 1)

In Year 1, **revenue** is expected to reach PHP 4,000,000, generated primarily through subscription fees and supported by partnerships and grants.

The **Cost of Goods Sold (COGS)** is estimated at PHP 1,410,000, covering direct expenses like bandwidth and maintenance for each unit. This results in a **gross profit** of PHP 2,590,000, yielding a **gross profit margin** of 71.4%. **Operating costs** amount to PHP 1,860,000, encompassing salaries, marketing, utilities, and rent, which are fixed monthly expenses to sustain operations.

The **operating profit** for the year is projected to be PHP 1,650,000, reflecting efficient cost management relative to revenue. These estimates assume steady growth in subscriptions and stable cost structures over the year.

Funding Plan



How much funds required to reach to the next level of the venture?

- 1,500,000

How much have been bootstrapped? If not, why ?

- 250,000

How much can be bootstrapped?

- 400,000

How much external funding required? If not, why?

- 1,250,000

Funds utilization strategy (Details)

- Technology Development: \$500,000 (33.3%)
Core Investment Areas
- Team Expansion: \$350,000 (23.3%) Talent Acquisition Strategy
- Marketing & Customer Acquisition: \$250,000 (16.7%) Strategic Marketing Initiatives
- Infrastructure & Equipment: \$250,000 (16.7%) Physical Resources Investment
- Operational Contingency: \$150,000 (10%) Risk Management Allocation

Team Composition



Airies C. Abuso



Role/Position:
CEO

I am a proactive individual with a strong sense of initiative, effective leadership skills, exceptional time management, skillful delegation, collaborative abilities, and a keen focus on achieving goals.

Jorell E. Abecia



Role/Position:
COO/CTO

I am a proactive individual with strengths in adaptability, critical thinking, teamwork, and active listening. My abilities include beginner programming, analytical skills, and effective time management.

Romeo T. Estember Jr.



Role/Position:
CFO/CMO

I am a flexible individual who thrives in dynamic environments. My openness to change allows me to adapt quickly to new situations. However, I can be self-critical, often doubting my own abilities despite positive feedback.

Our team consist of three dedicated members. As a team we have a good collaboration skills, enabling us to effectively solve our chosen problem. Together, we are confident to our ability to successfully achieve our proposed solutions.



Thank
You!