Space Business Innovation Challenge

Deliverables and Evaluation Criteria

Prepared by:

PHILIPPINE SPACE AGENCY

October 03, 2025

DELIVERABLES

Upon conclusion of the mentoring sessions, participants must fill out the online Form 2 and submit the following deliverables <u>on or before 13 October 2025, at 11:59 PM</u>, to be qualified for evaluation.

<u>Required Documents by Competitive Category:</u>

Professional Category

By the end of the program, participating teams are expected to produce a functional prototype that demonstrates the application of satellite-based data in solving real-world problems. Solutions must demonstrate clear relevance to local or sectoral challenges in the Philippine context.

The prototype can be any of these:

- Mobile application (Android/iOS)
- Desktop software (Windows, Linux, or Mac OS)
- Web-based system (e.g. dashboards, decision-support tools)

Deliverables (details in the succeeding section)
1. Pitch Deck (PDF format)
2. Maximum 5 minutes for a Demo Video of the First Prototype
3. User Guide/Manual (PDF format)

Pitch Deck

- PDF format for the presentation (other formats such as PPT, PPS, Keynote, or Canva online deck are not allowed).
- The pitch deck should be created with the intent that the full story can be explained during the 5-minute duration allocated for the main pitch itself during the finals; if some slides were not used this will result in lower scores.
- The story of innovation that should consider the following points:
  - Customer
  - Customer insights or profile
  - Problem definition
  - Value proposition
  - Product delivery
  - Differentiation fit
  - Positioning
  - Impact

5-minute Demo Video

- The demo video should be at most 5:00 minutes in duration. Those that exceed the duration will result in the team's automatic disqualification. The overall quality of the video is important; unnecessary and confusing parts will result in lower scores.
- At least 720p resolution, horizontal orientation. Videos with vertical orientation will not be accepted.
- Video must be uploaded to Youtube as "unlisted" with the link provided in the submission.
- The demo video should be similar to a software or IT service technical video.
  Sample video:
  NG9-1-1 GIS Validator Product Demo
  <https://www.youtube.com/watch?v=yQNFq6xWwhM>
- Voice-over should be by one or more of the team members. Other persons voicing or text-to-voice tools should not be used.

User Guide/Manual (PDF format)

- "Quick Set-up and User Guide" that explains the overall functionality and the individual features of the prototype, and how to use it.

Student Category

Student teams will submit a conceptual output that highlights their innovative use of satellite-based data. Solutions should demonstrate desirability, feasibility/attainability, and clear relevance to local or sectoral challenges. A prototype is not required.

Deliverables (details in the succeeding section):

1. Concept Pitch Deck
2. Proof of Concept

Concept Pitch Deck

- PDF format for the presentation (other formats such as PPT, PPS, Keynote, or Canva online deck are not allowed)
- The pitch deck should be created with the intent that the full story can be explained during the 5-minute duration allocated for the main pitch itself during the finals; if some slides were not used this will result in lower scores
- The story of innovation that should consider the following points:
  - Customer
  - Customer insights or profile
  - Problem definition
  - Value proposition
  - Product delivery
  - Differentiation fit
  - Positioning
  - Impact

Proof of concept

- A PDF technical document that explains the operation of the intended product or service, you may refer to the following sample segments:
    - Title
    - Who we Are
    - Introduction (Why this problem or opportunity exists, why does it remain relatively unaddressed or untapped)
    - Technical Solution (How does this directly address the problem)
    - Components of the Solution (Hardware, software, data, sensors, etc)
        - Diagrams to show the system flow, system architecture, transaction processing, etc.
        - Technology stack
        - Data sources being used
    - Satellite data usage and how it makes the solution more effective
    - User situations, stories
    - How will the user open, operate, and attain his desired outcome?
        - Ex: Mockup or wireframe screens, storyboard, use case walkthrough
    - "Point of Purchase"
        - At which point during the operation can the customer or user be convinced the transaction is worth its price?
    - Limitations of the solution

JUDGING AND EVALUATION

Evaluation Criteria

Professional Category:

- **Market Potential**: Shows potential customer desirability and market demand for the proposed solution
- **Problem-Solution Fit**: Relevance and clarity of the problem addressed using satellite data
- **Innovation and Technical Viability**: Originality of the concept, prototype development and functionality
- **Business Model**: Strength of business model, target market definition and revenue model
- **Impact & Sustainability:** Potential for community, environmental or policy impact; the proposed solution can be effective over a long period of time
- **Pitch Quality**: Effectiveness, clarity, and professionalism of the applications

Student Category:

- **Market Potential**: Shows potential customer desirability and market demand for the proposed solution
- **Problem-Solution Fit**: Relevance and clarity of the problem addressed using satellite data
- **Innovation and Technical Viability**: Originality of the concept, prototype development and functionality
- **Pitch Quality**: Effectiveness, clarity, and professionalism of the applications