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Space Business Innovation Challenge Overview and Competition Guidelines



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SBIC Presentation



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Overview

What is the challenge?

Participants are challenged to conceptualize and develop satellite-based solutions to address real-world problems across sectors such as but not limited to:

- Agriculture
- Disaster Resilience
- Finance
- Energy and resource
- Supply chain and logistics
- Tourism
- Land

To strengthen its value, participants are also encouraged to integrate complementary ground-level datasets such as point-of-sale (POS) transactions, inventory logs, property prices, elevation model, community data and risk layers for floods and earthquakes, among other datasets.



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Overview

Objectives:

- Raise awareness and strengthen the capacity of startups and early-stage entrepreneurs to use satellite-based data.
- Inspire the creation of innovative business concepts that apply satellite data to real-world challenges.
- Offer a national platform for mentorship, idea validation, and pitching data-driven solutions.



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Key Dates

Key Dates and Mentorship Tracks

11 August – 13 October 2025

Application Period

13 September – 04 October 2025

Online Mentorship Sessions

06 October – 13 October 2025

Submission of 1st deliverables

14 October – 23 October 2025

Screening and Evaluation

24 October 2025

Announcement of qualified finalists

05 November 2025

Submission of final deliverables

08 November 2025

Final Pitch and Awarding Ceremony



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Deliverables

1st deliverables submission deadline is on 13 October 2025

Student:

- Concept Pitch Deck, includes problem identification, value proposition for satellite data, market potential and other details
- Proof of Concept, including satellite data integration plan, demonstrated in any of the following forms like mockup or wireframe screens, system flow diagram/architecture, and storyboard/use case walkthrough.

Professional:

- Pitch Deck (PDF format)
- 5-minute Demo Video of the First Prototype (e.g., Android/iOS mobile application, desktop software, web-based system, support tools hosted as a private/unlisted video link)
- User Guide/Manual (PDF format)



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Final Judging Criteria: Student Category

Criteria	Weight	Description
Market Potential	30%	Shows potential customer desirability and market demand for the proposed solution.
Problem-Solution Fit	30%	Relevance and clarity of the problem addressed using satellite data
Innovation and Technical Feasibility	30%	Originality of the concept and feasibility of technical implementation
Pitch Quality	10%	Effectiveness, clarity, and professionalism of the final presentation



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Final Judging Criteria: Professional Category

Criteria	Weight	Description
Market Potential	20%	Shows potential customer desirability and market demand for the proposed solution.
Problem-Solution Fit	20%	Relevance and clarity of the problem addressed using satellite data
Innovation and Technical Viability	20%	Originality of the concept, prototype development and functionality
Business Model	20%	Strength of business model, target market definition and revenue model
Impact & Sustainability	10%	Potential for community, environmental or policy impact
Pitch Quality	10%	Effectiveness, clarity, and professionalism of the final presentation



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Prizes

Five (5) finalists will be selected from each category, guaranteed to win a cash prize:

Finalists

Top 2 finalists
Remaining finalists

Professional

100,000.00 each
30,000.00 each

Student

50,000.00 each
15,000.00 each



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Participation Terms and Conditions

By participating in SBIC 2025, each participant, team, and their respective members, hereby acknowledge and agree to the following terms and conditions:

- Participants will retain full ownership of their intellectual property, while mentors and judges shall not claim any rights to submitted ideas.
- PhilSA may use team names, logos, or descriptions for promotional purposes.
- All participation-related expenses are the responsibility of the participating teams.
- Disqualification may result from plagiarism, misrepresentation, or failure to follow the challenge guidelines.
- Participation does not imply PhilSA's endorsement, warranty, or guarantee of the safety, reliability, or effectiveness of any solution or prototype. Participants are solely responsible for ensuring the legality and functionality of their own projects.
- PhilSA is not liable for any damages or losses related to participation.



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