

CEB Hacks

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2025

PROGRAM MANUAL

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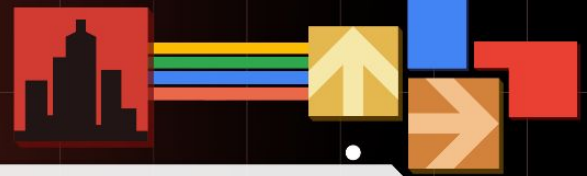


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Overview

What is CEB-i Hacks?

CEB-i Hacks is a 6-week idea challenge designed to spark student-led innovation that reimagines how people travel to, from, and around Cebu.

Rooted in the belief that technology and creativity can transform experiences, the “CEB” in the name pays homage to Mactan-Cebu International Airport (MCIA), the gateway to the island, while the “i” stands for innovation, intelligence, and impact. Hacks refers to the sprint-like process of building rapid, high-impact solutions — much like a hackathon.

This program empowers college and university students across Cebu to build AI-powered solutions that improve tourism experiences, optimize airport operations, and elevate Cebu’s image as a smart, creative, and connected destination. It’s more than a competition — it’s a platform to develop real solutions with real-world impact.

Led by the Mactan-Cebu International Airport (MCIA), CEB-i Hacks also introduces student teams to AI as a practical tool for ideation, prototyping, and storytelling. From framing user problems to visualizing solutions, participants are equipped with tools and insights to develop their ideas into actionable projects.

Whether you’re passionate about travel, tech, or storytelling — CEB-i Hacks is your runway to launch solutions that matter.

Overview

The Goal

CEB-i Hacks is designed to inspire, equip, and elevate the next generation of Cebuano innovators through a real-world challenge. Specifically, the program aims to:

- **Mobilize student creativity and innovation.**
Encourage college and university students to take an active role in solving real-world challenges in tourism and airport operations through AI-powered, human-centered solutions.
- **Demystify AI and highlight its potential for real-world impact.**
Showcase how AI tools can be used to brainstorm, design, and build high-impact solutions that are accessible to students from all backgrounds.
- **Explore new pathways for tourism growth.**
Empower students to surface new opportunities to enhance the passenger experience, attract more visitors, and position Cebu as a smarter, more connected destination.

Who is it for?

CEB-i Hacks is **open to college and university students based in Cebu** who are eager to explore how technology can shape the future of travel and tourism.

We welcome **students from any discipline** — whether you're into technology, tourism, business, design, communications, or just curious about AI and innovation. No prior experience with AI tools is required.

How to Join

Eligibility

- College or university **students based in Cebu**.
- Teams must be composed of up to a **maximum of 5 student members**.
- Each team is encouraged to have **1 mentor or faculty coach** from the same school.
- All members must be **currently enrolled** in the same college or university.
- **Open to all courses** – especially those in computer science, engineering or tourism.
 - Multi-disciplinary teams are highly encouraged.
 - No prior experience in AI or tourism is required!

Application Requirements

All requirements must be submitted through the official [application form](#).

Requirement	Description
Application Form	<p>Fully accomplished written application form:</p> <ul style="list-style-type: none"> • Team Information • Getting To Know You (GTKY) <ul style="list-style-type: none"> ◦ Tell us about your team ◦ Describe a challenge or opportunity in the Cebu travel experience. ◦ Why do you want to join CEB-i Hacks? • Availability and Commitment to the Program Schedule
2-Minute Team Introduction Video	<p>A short, creative video (max 2 mins) to:</p> <p>Introduce Your Team</p> <ul style="list-style-type: none"> • Who are you? (Name, school, program, fun fact or team vibe) • What brings you together as a team? What are you guys passionate about? <p>Talk About a Real Problem in Cebu's Tourism or Travel</p> <ul style="list-style-type: none"> • What's a pressing issue or challenge you've seen in how people explore, experience, or move through Cebu? • Why does this problem matter to you, your community, or travelers? <p>Why CEB-i Hacks?</p> <ul style="list-style-type: none"> • Why are you joining CEB-i Hacks, and what do you hope to learn or do? <p>Video must be public and uploaded on Facebook, TikTok or Instagram. Don't forget to use the hashtags #CEBiHacks #MCIAforYouth #AIxTourism #CebuInnovation #TechForGood.</p>
Proof of Enrollment and Employment	<p>Any document showing current enrollment and employment of team members and faculty mentor. (e.g. school ID, registration form, certificate of enrollment, certificate of employment)</p>

How to Join

How Applications will be Evaluated

All applications will be reviewed by the organizing team based on the following criteria:

Criteria	Weight	Description
Understanding of the Challenge	30%	Thoughtfulness in identifying a real challenge or opportunity related to Cebu's travel or tourism experience
AI Potential	30%	Clarity and originality in how the team frames their idea and how AI might play a role
Team	20%	Composition, diversity of backgrounds, and demonstrated commitment to the program
Creativity	20%	Clarity, personality, and originality in the team video and application responses

Submit your applications [HERE](#).

The deadline of applications is on September 12, 2025.

Program Proper

Challenge Tracks

Participants will choose **one (1) challenge track** to focus their AI-powered solution on. Each track reflects a key area where innovation can make a real difference in how people travel to, from, and around Cebu:

- **Tourism Experience**
 - Improve how travelers discover, enjoy, and share their visit to Cebu.
 - Build AI-powered tools or services that help tourists discover hidden gems, plan better itineraries, or share richer travel stories — from arrival to adventure.
- **Airport Operations**
 - Make airport processes smoother and more efficient for travelers.
 - Use AI to improve how passengers move through the airport — think faster check-ins, better wayfinding, or real-time assistance that makes flying in and out of Cebu feel seamless.
- **Destination Marketing**
 - Promote Cebu as a smart, creative, and tech-enabled destination through innovative use of AI.
 - Solutions may include tools that generate promotional content, support storytelling, or assist in designing marketing campaigns to attract more travelers.

Important Note:

Teams are allowed to pivot or refine their ideas during the program. Your final output may be different from your initial application, as long as it stays within the challenge tracks.

Program Proper

Timeline

The CEB-i Hacks journey begins with team applications in August and runs through a **structured 6-week program**, ending with a Demo Day showcasing top solutions.

Phase	Timeline	What Happens
Application Period	August	Teams submit their applications, including a 1-minute team video and challenge track selection.
Learning Sprint	Week 1 (October)	Participants join 5 core sessions covering design thinking, tourism and airport challenges, AI tools, solution design, and pitching.
Development Phase	Weeks 2–5	Teams refine their ideas, submit their outputs, and receive guidance through scheduled mentoring sessions with AI specialists and industry experts
Final Deliberation	Week 6	Judges review submissions and select the top teams to move forward to Demo Day.
Demo Day & Awarding	November	Finalist teams pitch live in front of judges and guests. Winning teams will be announced and recognized, with potential for collaboration with MCIA or partners.

Learning Sessions

The Learning Sprint takes place during Week 1 of the program. It features five expert-led sessions designed to equip participants with the mindset, tools, and skills they need to build AI-powered solutions.

Each session is 2–3 hours long and delivered in **online or hybrid format**.

Program Proper

Session	Coverage	Expected Learnings
Problem Identification & Opportunity Framing	Introduces design thinking as a problem-solving tool to help participants frame user-centered challenges, identify pain points in travel and tourism, and craft clear problem statements through empathy, insight gathering, and opportunity mapping.	Understand how to identify real user problems, define opportunity areas, and apply design thinking to tourism and airport contexts.
Designing for MCIA: Real Challenges, Real Impact	Behind-the-scenes look at how MCIA develops new airline routes, works with tourism stakeholders, and enhances airport operations to attract more travelers to Cebu. Participants will explore key challenges in tourism growth and airport efficiency, providing context that they can use to shape meaningful and relevant solutions in the sessions ahead.	Gain insights into MCIA operations and tourism pain points, and learn how to align ideas with real-world needs and stakeholder priorities.
AI in Real Life: Google Gemini in Action	Participants learn how to use Gemini to generate ideas, build content, analyze user journeys, simulate traveler experiences, and prototype tourism or airport-related solutions using AI.	Learn practical ways to use AI (especially Gemini) to support ideation, storytelling, prototyping, and problem solving.
Solution Design & Mock-up Creation	Introduces the basics of prototyping, focusing on how to turn ideas into low-fidelity mockups. Participants will learn how to use tools like Gemini and simple design apps to visualize user flows and show how their solution works.	Understand the role of prototyping in solution development and learn how to create low-fidelity mockups to visualize and test ideas.
How to Pitch	Crafting and structuring an effective pitch; storytelling techniques, presentation strategy, and feedback from mentors; focus on making ideas clear to both technical and non-technical audiences.	Gain skills in pitch writing and delivery, develop storytelling confidence, and learn to communicate solutions clearly and persuasively.

Program Proper

Mentorship Support

During Weeks 2–5, teams will have access to **curated mentoring sessions**. These sessions will connect them with:

- **AI experts** who can provide input on technical feasibility, tool usage, and ethical AI
- **Industry mentors** from tourism, airports, and marketing who can give feedback on business relevance and implementation

Mentoring will be scheduled in small-group formats or office hours, with at least **1 session per team** guaranteed.

Deliverables

By the end of the development phase, teams must submit the following:

Deliverable	Description
Concept paper	A written document outlining your proposed solution aligned with your selected challenge track. It should clearly describe the problem you're addressing, your AI-powered idea, how it works, and its potential impact. The concept must demonstrate a meaningful application of AI (e.g., through Gemini or other tools) in addressing a tourism or airport-related challenge.
Low-Fidelity Mock-Up or Demo Video	A visual representation of your solution. This could include screen flows, wireframes, or sample content created using Gemini or similar tools. It should illustrate how the solution works from a user's perspective.
Pitch Deck	<p>A clear and compelling presentation deck (no longer than 15 slides) summarizing the problem, solution, AI integration, and target impact.</p> <p>This deck will be used during in-person pitching at Demo Day if the team is selected among the Top 10 Finalists.</p>

Program Proper

How the Deliverables Will Be Evaluated

All final outputs will be reviewed by a panel of judges based on the following criteria:

Criteria	Weight	Description
Innovation & Creativity	30%	Originality of the idea, boldness of approach, and potential to create meaningful impact
Use of AI	30%	Effective and strategic integration of AI tools (e.g., Gemini) in the solution design or user experience
Quality of Outputs	10%	Clarity, completeness, and presentation of the concept paper, mock-up, and pitch deck

Demo Day & Awarding

The Demo Day marks the culmination of the CEB-i Hacks program — a chance for the **Top 10 teams to showcase their ideas** in front of a live audience.

Selected through the shortlisting process, these 10 finalist teams will present a live 3-minute pitch of their AI-powered solution to a panel of judges from MCIA, Google, Globe, and other industry partners. Each pitch will be followed by a brief Q&A.

The **Top 3 teams will be selected as the overall winners** of CEB-i Hacks.

Important Note:

While there will be **no cash prizes**, winners and finalists will receive exclusive swags and in-kind prizes from program partners, including MCIA, Google, and Globe.

Most importantly, top teams may also be considered for pilot opportunities, exposure, or mentorship extensions beyond the program.

FAQs

Application

- **Do we need to know how to code or use AI tools before joining?**
Nope! CEB-i Hacks is open to all disciplines — you'll learn how to use AI tools like Google Gemini during the program. No prior tech experience needed.
- **Can we join even if we're not taking tourism or tech courses?**
Yes! The program encourages multi-disciplinary teams. Students from business, design, communications, arts, engineering, and other fields are welcome.
- **Can we still join if one of our members is under 18?**
Yes, but they'll need to submit a parental consent form as part of the application.

Program Proper

- **Does our team need to stick with the same idea we applied with?**
Not necessarily. Teams are allowed to pivot or refine their ideas during the program, as long as they stay within the posed challenge tracks.
- **Will the program be fully online?**
Most sessions (Week 1) will be held online or hybrid. The Demo Day will be an in-person event in Cebu, with logistics to be confirmed.
- **Are all team members required to attend every session?**
Not necessarily. While it's ideal for all members to attend, at least one (1) member must be present to represent the team in all official activities.
- **What sessions are we required to attend?**
The following are mandatory for all teams:
 - Full Learning Sprint (Week 1 Sessions)
 - Scheduled Mentoring Sessions (Week 2-5)
 - Demo Day for finalist teams (Top 10)
 - Open to all other participants to celebrate the culmination!
- **Can we watch recorded sessions if we miss them?**
Recordings may be provided, but live attendance is expected for key sessions. Teams must still attend at least one mentoring session and ensure representation in live activities.

FAQs

Demo Day

- **Who pitches during Demo Day?**
If your team is selected as a finalist, only one team member must pitch live using your submitted pitch deck. Multiple members may participate in the Q&A, but only if present on-site during Demo Day.
- **Are there cash prizes for the winners?**
There are no cash incentives, but the Top 3 teams will receive exclusive swags and in-kind prizes from MCIA, Google, and Globe — plus recognition and visibility.
- **Will there be support if we want to pursue our idea after the program?**
Select teams may be connected to partners for possible piloting or further development, depending on solution viability and alignment.



Contact Information

All concerns, questions, and coordination will be handled by the Program Organizer, **The Sandbox Foundation**.

For official communication, please reach out to:

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