

## PROBLEM STATEMENT CANVAS: Investor Access to Economic and Location Data

CONTEXT When does the problem occur?	PROBLEM What is the root cause of the problem?	ALTERNATIVES What do customers do now to fix the problem?
CUSTOMERS Who has the problem most often?	<b>EMOTIONAL IMPACT</b> How does the customer feel? <ul data-bbox="798 801 1353 1041" style="list-style-type: none"> <li><i>Frustrated by delays, inconsistencies, and lack of transparency in accessing data.</i></li> <li><i>Uncertain about risk factors and location viability.</i></li> <li><i>Anxious that investment opportunities may be missed or misinformed due to unreliable or outdated data.</i></li> </ul> <b>QUANTIFIABLE IMPACT</b> What is the measurable impact (include units)? <ul data-bbox="798 1171 1353 1478" style="list-style-type: none"> <li><i>Average 2–4 weeks delay in data acquisition per investor inquiry.</i></li> <li><i>Missed or deferred investments due to incomplete information.</i></li> <li><i>Reduced investor confidence reflected in fewer formal inquiries or endorsements.</i></li> <li><i>Increased workload for Oro-TIPC staff handling redundant data requests (estimated +30% time spent consolidating information).</i></li> </ul>	ALTERNATIVE SHORTCOMINGS What are the disadvantages of the alternatives? <ul data-bbox="1431 833 2008 1111" style="list-style-type: none"> <li><i>Manual requests are time-consuming and dependent on inter-office coordination.</i></li> <li><i>Data from various offices are not standardized or synchronized.</i></li> <li><i>Static PDF or Excel formats lack interactive visualization for comparative analysis.</i></li> <li><i>No real-time update mechanism or data governance policy ensures reliability.</i></li> </ul>

## **CONCEPT NOTE**

### **Interactive Investment Intelligence Dashboard for Cagayan de Oro City**

Cagayan de Oro Trade and Investment Promotions Center (Oro-TIPC)

## **BACKGROUND AND RATIONALE**

Cagayan de Oro City is widely recognized as Northern Mindanao's economic hub, serving as the regional center for trade, logistics, education, and innovation. As a prime investment destination, the city attracts a growing number of local and foreign investors exploring opportunities in manufacturing, real estate, information technology, logistics, and services.

Before making investment decisions, however, prospective investors typically conduct independent research to determine the viability of locating in the city. They examine a wide range of information — including the economic performance of the city, availability of skilled labor, cost and availability of land and utilities, investment incentives, and resilience indicators such as disaster risk and climate vulnerability.

While these data sets exist within the local government and its partner agencies, they are fragmented across multiple offices — for instance, economic indicators from the City Planning and Development Office (CPDO) and national agencies, business statistics from the Business Permits and Licensing Division (BPLD), workforce data from the Public Employment Service Office (PESO), environmental and hazard data from the City Disaster Risk Reduction and Management Department (CDRRMMD), and investment profiles from Oro-TIPC. Each office maintains valuable datasets, but there is no single system that consolidates, visualizes, and updates these information sources in an integrated, investor-friendly manner.

As a result, investors often experience delays in data retrieval, inconsistencies in reported figures, and difficulty in locating credible and updated references. Even when data can be accessed through request, the process is manual and time-consuming, requiring coordination between multiple offices. For investors exploring opportunities remotely, these limitations weaken confidence in the city's investment readiness and may lead to lost or delayed investment opportunities.

At present, Oro-TIPC has initiated digital tools such as the [Unified Land Information System \(ULIS\)](#), which provides spatial data on land use, and access to the Business Permits and Licensing System (BPLS), which captures real-time business registration data. However, these systems are not yet fully integrated or designed for external, decision-making use by investors. The city also lacks a platform that visualizes economic and locational data interactively, enabling quick analysis of market potential, available industrial sites, and surrounding infrastructure.

To address this gap, Oro-TIPC envisions a data-driven digital transformation initiative that will empower the city to respond swiftly and effectively to investor information needs while reinforcing Cagayan de Oro's reputation as a transparent, responsive, and innovation-driven local government.

## **PROPOSED SOLUTION**

The proposed Interactive Investment Intelligence Dashboard aims to serve as a centralized, web-based decision-support system for investors, planners, and policymakers. It will provide a one-stop data access and visualization tool that brings together multiple data layers relevant

to business location decisions, including economic, spatial, environmental, and infrastructure information.

**Key features envisioned for the platform include:**

**1. *Integrated Data Repository:***

Centralized access to datasets from NGAs, Oro-TIPC, CPDO, BPLD, PESO, CDRRMD, and other data-generating units, harmonized through a common data standard and metadata framework.

**2. *Dynamic Visualization and Mapping:***

A user-friendly geographic information system (GIS) interface allowing users to explore available investment locations, property availability, hazard zones, nearby facilities (ports, roads, hotels, residential areas), and utilities.

**3. *Automated or Periodic Data Updates:***

Connection to existing digital systems such as the BPLS, or through scheduled quarterly updates for key economic indicators (*e.g., business registrations, gross sales, employment figures*).

**4. *Investor Decision Tools:***

Interactive modules that display investment incentives, sectoral opportunities, cost-of-doing-business comparisons, and local infrastructure data.

**5. *Inquiry and Matching Function:***

Built-in form or chatbot interface allowing investors to directly connect with Oro-TIPC staff for site visits, available warehouse listings, or customized reports.

**6. *Scalable Architecture:***

Designed for phased implementation — beginning with key datasets from local LGU, and later integrating other city and regional data sources, including national databases such as PSA, DTI, and DOE.

## **EXPECTED OUTCOMES AND BENEFITS**

The initiative is expected to yield significant improvements in the city's investment promotion ecosystem, including:

- *Faster Response Time:***

Reduction of investor information turnaround time from an average of 2–4 weeks to 1–2 days, resulting in faster decision-making and increased investor satisfaction.

- *Improved Transparency and Credibility:***

Provision of reliable, LGU-verified data enhances trust and confidence in Cagayan de Oro as an investment destination.

- *Enhanced Data Governance:***

Promotion of inter-departmental coordination and standardized data management practices across LGU offices.

- *Strengthened Investor Conversion Rate:***

Easier access to verified data encourages more investors to formalize their inquiries, resulting in higher lead-to-investment conversion.

- ***Support for Evidence-Based Planning:***

The same data ecosystem will benefit internal users — such as Oro-TIPC analysts and city planners — in preparing investment briefs, policy recommendations, and annual reports.

## ALIGNMENT WITH CITY PRIORITIES

This initiative directly supports the Cagayan de Oro Economic Development and Investment Promotions (CEDIP) Plan 2025–2031, particularly under the thematic areas of:

- Business Climate and Investment Promotion,
- Business Support and Innovation, and
- Sustainability through Smart Governance.

It also contributes to the RISE Development Framework of Mayor Rolando “Klarex” Uy, specifically under the pillar of Resilient and Inclusive Growth through Smart Governance, and aligns with the city’s Vision of being *“the strategic and prime development hub of the south, managed through good governance, with an empowered citizenry and a sustainable environment.”*