

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

|  |   |  |
|--|---|--|
| <p><b>CONTEXT</b><br/>When does the problem occur?</p> <p><i>Prospective investors exploring Cagayan de Oro City often conduct pre-investment research independently to evaluate business viability. The problem arises before and during investment decision-making, when they need reliable, updated, and easily accessible data on the city's economy, available locations, and incentives.</i></p>   | <p><b>PROBLEM</b><br/>What is the root cause of the problem?</p> <p><i>Economic and investment data are fragmented across multiple offices (CPDO, CLENRO, BPLD, PESO, Oro-TIPC, National Government Agencies, etc.) and not updated in real-time. The city lacks an integrated and interactive data system that allows investors to visualize key indicators, identify suitable locations, and assess site viability (e.g., hazard exposure, nearby facilities, infrastructure readiness). Current systems in NGAs and Local systems like the Unified Land Information System (ULIS) and Business Permits and Licensing System (BPLS) exist but are not fully interconnected or publicly accessible for investment decision support.</i></p>  | <p><b>ALTERNATIVES</b><br/>What do customers do now to fix the problem?</p> <ul style="list-style-type: none"> <li>• <i>Search for information manually through websites, LGU reports, or national databases (e.g., PSA, DTI, DOE).</i></li> <li>• <i>Directly contact Oro-TIPC or other offices for assistance.</i></li> <li>• <i>Commission third-party consultants for feasibility studies.</i></li> <li>• <i>Use outdated printed maps or inconsistent datasets from various LGU departments.</i></li> </ul>             |
| <p><b>CUSTOMERS</b><br/>Who has the problem most often?</p> <ul style="list-style-type: none"> <li>• <i>Prospective local and foreign investors evaluating possible business sites.</i></li> <li>• <i>Developers and locators in industrial estates and special economic zones.</i></li> <li>• <i>Chambers of commerce and industry associations seeking data for expansion advocacy.</i></li> <li>• <i>Local policymakers and planners who require consistent baseline data for investment planning.</i></li> </ul> | <p><b>EMOTIONAL IMPACT</b><br/>How does the customer feel?</p> <ul 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> <p><b>QUANTIFIABLE IMPACT</b><br/>What is the measurable impact (include units)?</p> <ul 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> | <p><b>ALTERNATIVE SHORTCOMINGS</b><br/>What are the disadvantages of the alternatives?</p> <ul 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 (CDRRMD), 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.”*