# Reverse Pitching: Driving Sustainable Solutions in the Philippines

This event challenges participants to tackle pressing challenges across various sectors, aligning with the United Nations Sustainable Development Goals (SDGs). By focusing on real-world issues, the hackathon encourages participants to design solutions that are ethical, culturally relevant, and uniquely suited to the Filipino community's needs.

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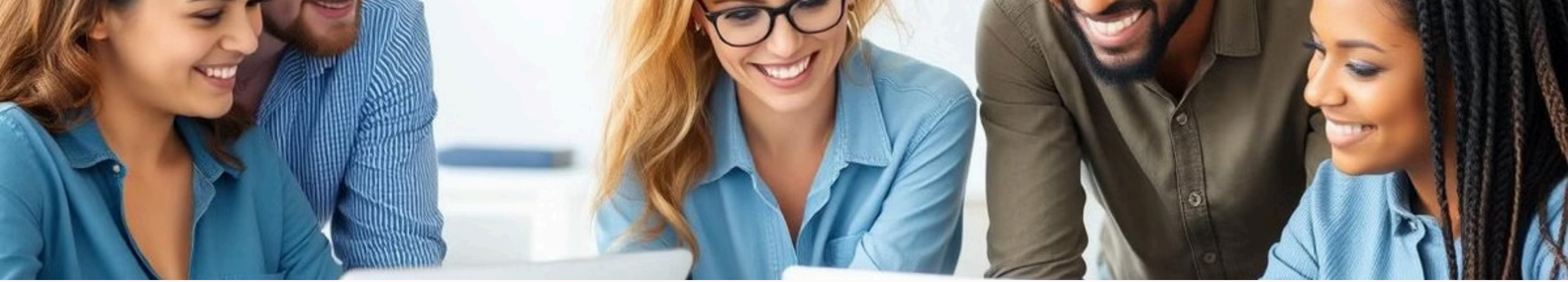
Startup Hackathon Overview

1 **Driving Innovation**

The primary goal of this startup hackathon is to drive innovative, sustainable solutions for pressing challenges in the Philippines, aligning closely with the United Nations Sustainable Development Goals (SDGs).

2 **Systemic Change**

Participants are encouraged to consider the broader impact of their work, aiming for systemic change, resilience, and inclusivity across sectors such as healthcare, MSMEs (Micro, Small, and Medium Enterprises), finance, education, energy, and public transportation.

3 **Real-World Impact**

By focusing on real-world issues, the hackathon challenges participants to design solutions that are ethical, culturally relevant, and uniquely suited to the Filipino community's needs.

4 **Lasting Benefits**

Solutions should look beyond immediate gains, instead striving to create lasting social and economic benefits.

Empowering Business Growth & Financial Independence

Defining the Problem Statement

Many MSMEs, especially in underserved areas, face limitations in accessing predictive business insights and financial literacy resources. The challenge is to create AI-driven tools that empower these businesses with real-time market insights and actionable growth strategies.

Current Approaches and Limitations

Traditional market analysis tools often lack personalization and may not account for the specific challenges faced by MSMEs in underdeveloped regions. Furthermore, existing solutions tend to focus on automation rather than business empowerment, which limits their impact on financial independence.

Potential Resources and Constraints

Resources: Financial data sets, market trends, economic indicators. Constraints: Limited internet infrastructure in rural areas, data privacy concerns, and potential high costs of AI implementation.

Enabling Fair and Equitable Access

Defining the Problem Statement

The goal is to use machine learning to promote fairer access to financial services and opportunities for marginalized MSMEs. This includes exploring models that incorporate social impact metrics, as well as creating tailored financial products for underserved sectors like agriculture and women-owned businesses.

Current Approaches and Limitations

Traditional lending models often rely solely on financial history, which can unfairly disadvantage high-potential MSMEs with limited credit records. There is a lack of inclusive financial products that adapt to the seasonal cash flow and sustainability needs of these small enterprises.

Potential Resources and Constraints

Resources: Community-based data, demographic insights, agricultural production data. Constraints: Data privacy, potential biases in algorithms, and financial institution limitations.

Inspiring Action with Data

Defining the Problem Statement

The objective is to create compelling narratives that emphasize the contributions of MSMEs to the economy and the barriers they face in financing. Through impactful data storytelling, participants can inspire policymakers and stakeholders to drive inclusive financial reforms and support.

Current Approaches and Limitations

Current visualizations often lack emotional appeal and are limited to economic statistics without connecting to the human stories of MSMEs. This can reduce stakeholder engagement and fail to convey the urgency of financial inclusivity.

Potential Resources and Constraints

Resources: MSME financial and demographic data, economic impact studies, survey data. Constraints: Limited access to comprehensive MSME data, complexity in creating relatable narratives for diverse stakeholders.

Preventive and Predictive Healthcare

Defining the Problem Statement

How can data and technology enhance access to preventive healthcare, particularly for high-risk and underserved populations? Solutions could include predictive analytics for high-risk groups or geo-mapping health facilities to ensure timely interventions.

Current Approaches and Limitations

Current healthcare access and intervention models often lack predictive insights and are limited to reactive approaches. Many communities, especially rural ones, are underserved and have little preventive support.

Potential Resources and Constraints

Resources: Health demographic data, disease prevalence data, mapping software. Constraints: Privacy concerns with health data, limited healthcare infrastructure, and logistical challenges in remote areas.

Inclusive and Resilient Health Services Delivery

Defining the Problem Statement

Solutions should focus on delivering uninterrupted healthcare services to geographically isolated and disadvantaged areas (GIDAs) during crises. Approaches could include telemedicine platforms, emergency response tools, and alternative medicine delivery models.

Current Approaches and Limitations

Many health services rely on physical infrastructure that can be compromised during crises. There is also a lack of inclusive telemedicine and support systems for remote communities.

Potential Resources and Constraints

Resources: Telemedicine software, mobile health platforms, local health data. Constraints: Infrastructure limitations in remote areas, regulatory requirements for telemedicine, cultural acceptance of digital health solutions.

Open Finance: Reducing Barriers to MSME Lending

Defining the Problem Statement

How can Open Finance principles help improve access to credit for MSMEs? The aim is to create consent-driven, data-sharing mechanisms that enable more equitable lending practices, especially for businesses in rural or underserved sectors.

Current Approaches and Limitations

Conventional lending practices restrict MSME access to credit by relying heavily on financial history. Many high-potential MSMEs lack formal records, which limits their eligibility for traditional loans.

Potential Resources and Constraints

Resources: Financial data aggregation tools, Open Finance APIs, FinTech partnerships. Constraints: Data privacy and security concerns, regulatory compliance, potential costs of integrating Open Finance tools.

Scholarship Management and Student Performance Prediction

Defining the Problem Statement

Create AI-powered tools that can streamline the scholarship application process, predict academic success, and identify at-risk students. This includes automating grade verification, tracking scholar progress, and forecasting student needs.

Current Approaches and Limitations

Existing scholarship management systems often rely on manual processes for verification and tracking, which can be prone to fraud and inefficiency. Predictive analytics for student success are generally underutilized.

Potential Resources and Constraints

Resources: Historical academic performance data, OCR technology, predictive analytics tools. Constraints: Privacy considerations for student data, access to comprehensive educational data, and ensuring that predictive models are fair and accurate.

Affordable and Clean Energy Access (SDG 7)

Defining the Problem Statement

Develop accessible, clean energy solutions for rural and remote communities, bridging the energy access gap to promote equitable development and economic opportunities.

Current Approaches and Limitations

Existing energy solutions often fail to reach rural areas due to high costs and logistical challenges. This limits economic development and quality of life in these regions.

Potential Resources and Constraints

Resources: Renewable energy technologies, community engagement platforms, government incentives. Constraints: Infrastructure costs, geographical challenges, and cultural acceptance of new technologies.

Keep in Mind!

1 ☐ **What problem are you trying to solve?**

◆ Describe the state of the industry and or people involved

◆ How urgent does this problem need to be addressed?

◆ What impact does it have on people's lives or the industries involved?

2 ☐ **Who are your target customers?**

Describe them in certain qualities relevant to their problem such as:

◆ How old are they?

◆ Are they mostly male or female?

◆ What do they do?

◆ How much do they earn?

◆ What is their lifestyle like?

◆ Why are they the most affected by the problem?

3 ☐ **Create A brief summary of your tech-based, innovative, and scalable Startup Idea**

◆ How does technology aid in answering the problem more efficiently, appropriately and widely for your intended customers?

◆ Will this kind of technology be easily accessible, usable by the target market?

4 ☐ **What is your initial revenue model**

◆ How do you see this idea possibly earning profit or being financially sustainable?

◆ Kindly describe:

● Where or from which customer the revenue will be coming from?

● How often revenues come in?

● Why is this source of revenue sustainable in the long term?

5 ☐ **What is your biggest WHY?**

◆ Why is your team a good fit to tackle this problem with your proposed solution?

MSME's

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