

# Brief for Pitching

## SECA Innovathon 2025

*Innovating for a Sustainable Future: Engineering and Technology Solutions*

### **SDG 9: Industry, Innovation, and Infrastructure**

Build resilient and sustainable infrastructure, promote inclusive and sustainable industrialization, and foster innovation.

### **SDG 11: Sustainable Cities and Communities**

Make cities and human settlements inclusive, safe, resilient, and sustainable.

## 1. Overview

The **SECA Innovathon 2025** is a one-day pitching competition that brings together the brightest minds from the **School of Engineering, Computing, and Architecture (SECA)** to develop innovative, technology-driven, and sustainable solutions for today's most pressing challenges.

Anchored on two interconnected United Nations Sustainable Development Goals: **SDG 9 (Industry, Innovation, and Infrastructure)** and **SDG 11 (Sustainable Cities and Communities)**. The Innovathon aims to inspire students to design solutions that build resilient industries, promote innovation, and create sustainable, inclusive urban environments.

Participating departments, Architecture, Civil Engineering, Computer Engineering, Computer Science, and Information Technology, will each present a project that reflects their discipline's unique contribution to shaping smart, sustainable, and future-ready communities.

SECA Innovathon 2025 serves as a platform to cultivate collaboration, innovation, and social responsibility among future architects, engineers, and technologists, empowering them to build cities and industries that are not only intelligent and efficient but also sustainable and inclusive for generations to come.

## 2. Objective

The pitching aims to:

- To cultivate innovation and interdisciplinary collaboration among students.
- To promote awareness and practical application of the UN Sustainable Development Goals.
- To showcase student-led solutions addressing real-world sustainability challenges.

## 3. Schedule and Venue

**Date:** December 3, 2025

**Time:** Assembly at 12:30 PM

**Venue:** SM Dasmariñas Events Center

Each team must confirm their attendance on or before December 1, 2025, through the provided confirmation form.

## 4. Mechanism

### a. Team Composition

- i. 1 Official team **per department** (Architecture, Civil Engineering, Computer Engineering, Computer Science, Information Technology)

*Departments with multiple team entries will receive a confirmation email on December 2 regarding the qualifiers. The program chair and the faculty members of the department will serve as the peer reviewers.*

- ii. 3–5 members per team
- iii. 1 **Team Representative** will do the live pitch

### b. Pitching Format (10 – 12 Slides)

Each Team will be given:

- **7 minutes** for the pitch presentation
- **5 minutes** for Q&A with the panel of evaluators

Your presentation should cover:

- i. **Problem and Market Need** – What gap does it address?
- ii. **Technology Overview** – What is the innovation about?
- iii. **SDG** - Alignment to SDG 9 and/or 11
- iv. **Value Proposition** – Why is it better or different?
- v. **Implementation Plan / Design / Model / Prototype** (if applicable)
- vi. **Target Market and Business Model** – Who will benefit and how will it generate value?
- vii. **Team and Institutional Support** – Who are behind the innovation?

### c. Judging Criteria

Criteria	Description	Weight
Relevance to SDG 9 and/or 11	Project addresses issues related to sustainable cities and communities	20%
Innovation & Originality	Uniqueness and creativity of the proposed idea	20%
Technical Feasibility & Market Potential	Soundness and practicality of the design or system Soundness and practicality of the design or system	20%
Impact & Sustainability	Long-term benefit, scalability, and community value	20%
Pitch Delivery	Communication, confidence, and audience engagement	20%

d. **Submission Requirements**

Each team must submit the following on or before December 1, 2025:

Requirement	Description
Pitch Deck	10-12 slide presentation used for live pitching (PowerPoint, Canva, or PDF format)
2-Minute Video Teaser	Creative summary of the project for People's Choice Award. With name and photo of your team.

## 4. Contact Information

For inquiries and confirmation, please contact:

**Mr. Lord Edgardian J. Tavu**

Program Chair, Computer Science

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### *Sample Concept Proposal*

Department	Sample Concept Aligned to SDG 11
Architecture	Green building design using local materials; modular eco-housing
Civil Engineering	Flood-resilient drainage system for urban areas
Computer Engineering	IoT-based smart waste management bins
Computer Science	AI model predicting traffic congestion in urban cities
Information Technology	Web-based monitoring system for community waste or energy usage

Department	Sample Concept Aligned to SDG 9
Architecture	Eco-industrial hub design integrating renewable materials and energy-efficient systems
Civil Engineering	Smart bridge monitoring system using IoT sensors for structural safety and maintenance
Computer Engineering	IoT-based predictive maintenance device for industrial machinery
Computer Science	AI-driven traffic management system for efficient urban mobility
Information Technology	Smart infrastructure management platform integrating real-time data for city operations

***\*\* Nothing Follows \*\****