1. What’s the problem?
   1. High rate of HIV in the Philippines
   2. Unsafe Sex
   3. Ignorance/Irresponsibility
   4. Sexual Health Awareness
   5. Sexual Health Accessibility
2. What’s your solution?
   1. SMS to App support line (one social worker to one message), keyword rather than admin, admin will go up with operational cost, chatbot of facebook. 1
   2. Find the nearest sexual health center
   3. Web-App:
      1. Gives you a reliable and credible resources to answer your questions, blogs are written by doctors with instructional videos or articles, plus visuals (only doctors can post because they are credible).
      2. Doctors can write blogs, answer FAQ.
      3. NLP, BOT answering FAQ
      4. Chatbot, built in NLP
      5. Connected to the national registry
3. Target Market
   1. Everyone
   2. With/without smartphones
   3. With/without internet
4. Market Adoption
   1. Because it will be reliable and credible.
   2. Free text message to this hotline. (Public health issue, best interest of everyone especially the DOH)
   3. To lessen operational cost
5. Execution
   1. Pilot station in metro manila,
6. Scalability
   1. Freemium
   2. Payment to doctors for consultations
   3. You can send ask questions with SMS
   4. Verified by health professionals and doctors and health workers
   5. Outsourced doctors and the like by the DOH
   6. HIV and other sexual matters are very close0 to these communities

Pitching approach:

Not for the sake of winning but for the sake of getting sponsors.

“If you invest your money this is how much we’re going to earn.”

Market assumptions (lahat ba ng 2500 makukuha ko and kung gaano katagal).

In hack-a-thons, as a team, list down solutions (for brainstorming).

Finding the solution that fits the most:

Hindi lagi botohan, think of all the scenarios for every solution (kung sa ganitong scenario tayo ano irreact ng mga stakeholders, sino stakeholders mo. E.g. pag transport problem yung mga ltfrb etc).

How to monetize your solution: (once identified yung pinakafit na solution):

E.g. gawa ka ng application para sa solution, paguusapan niyo as a team yung pinaka feasible.

Kaya may mentoring, kasi itturo sainyo kung ano yung mas magandang approach (if meron).

Walang final answer, continuous yung mga applications e (kaya may version 1, version 2, etc).

Tips:

Mukha siyang mahirap, mukha siyang complex, pero simple lang siya.

Hindi kailangan mataas yung IQ, mataas yung level ng learning mo, mostly its common sense.

Uber: dalawang tao na walang masakyan, gumawa sila ng app, they monetized, and yun multi-millionare company na sila.

Grab: they haven’t gone to the west kasi malaki na yung market nila sa south east asia.

In Jakarta, traffic is twice as bad as in manila, 2-3km supposedly kaya ng 5 mins nagging 43 minutes. (Gojek). Instead of cars, motorcycles and mas mabilis siya.

Madaming innovation, madaming bagong pumapasok sa india, pero mabilis ring mamatay.