



Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION
SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY

Office of the Schools Division
Superintendent

JUL 18 2025

MEMORANDUM

2025 STARTUP MUNTINLUPA BUSINESS PITCHING COMPETITION

To: Assistant Schools Division Superintendent
Chief Education Supervisor, Curriculum Implementation Division
OIC- Chief Education Supervisor, Schools Governance and Operations Division
All Public Senior High School School Heads/OICs
All Others Concerned

1. Attached is a letter from Engr. Allan A. Cachuela, City Administrator/Acting Head, LEIPO, dated June 16, 2025 on the above-captioned activity, the contents of which are self-explanatory, for the information and guidance of all concerned.
2. Relative to this, a Startup Caravan will be held on Monday, July 21, 2025 from 2:00 – 4:00 P.M. at the 4th Floor, Student Center for Life Skills Building, Centennial Ave., Barangay Tunasan, Muntinlupa City
3. Participants to the said activity are eight (8) learners whose age is 18 years old and above and two (2) teachers from each senior high school.
4. Immediate compliance and wide dissemination of this memorandum is desired.


VIOLETA M. GONZALES

Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent

Encl: As stated

Reference: As stated

To be indicated in the Perpetual Index

Under the following subjects:

STUDENTS CONTESTS

FCM-CCA/2025 STARTUP MUNTINLUPA BUSINESS PITCHING COMPETITION

314 July 17, 2025

UN-2025-314

314



Student Center for Life Skills Bldg., Centennial Ave, Brgy. Tunasan, Muntinlupa City
8805-9935, 8805-9940



sdo.muntinlupa@gmail.com



deped-muntinlupa.com

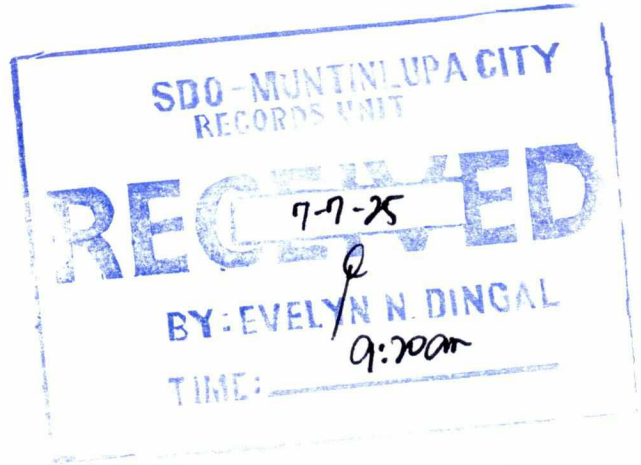


Republic of the Philippines
CITY GOVERNMENT OF MUNTINLUPA
Local Economic and Investment Promotion Office



June 16, 2025

Ms. VIOLETA M. GONZALES
Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent
Schools Division Office



Dear **Ms. Gonzales**,

Greetings!

The Local Economic and Investment Promotion Office (LEIPO), in partnership with the Strategic and Collaborative Alliance for Leveraging Ecosystems of Startups – National Capital Region (SCALE NCR) and the Department of Science and Technology - NCR (DOST-NCR), will be launching the **2025 STARTUP MUNTINLUPA Business Pitching Competition**.

Startup Muntinlupa is geared towards bridging academic theory with practical application, guided by the City's 7K Agenda: *Kabuhayan, Kalusugan, Karunungan, Kalikasan, Kapayapaan at Kaayusan, and Kaunlaran*. The program is designed to nurture future entrepreneurs, strengthen the local economy, bridge academia and industry, foster civic engagement, and build a startup ecosystem. It aims to serve as a catalyst for youth-driven innovation and inclusive economic development in Muntinlupa.

To mark this milestone, we invite up to **two (2) representatives** from your good office to attend the **Official Launch and Signing of the Memorandum of Agreement** of the **2025 STARTUP MUNTINLUPA Business Pitching Competition** on **July 11, 2025, at 9:30 AM**, at the **Audio Visual Room of Muntinlupa City Hall**.

We also encourage you to invite your students to join the program and take part in this dynamic journey of innovation and entrepreneurship. For your convenience, we've attached the competition guidelines for your reference.

Should you prefer, we would be happy to assist in promoting the activity to your students and bring the **Startup Caravan** to your school to provide more information about startups and the competition, making it easier for your students to get involved.

For coordination and any concerns, you may reach Ms. Maeve Simon via Viber at 0966 546 1400, landline at (02) 8862-2525 loc. 1033, or email at leipo@muntinlupacity.gov.ph

Let's work together to inspire the next wave of innovators! We look forward to hearing from you.

Truly yours,


Engr. ALLAN A. CACHUELA
City Administrator/Acting Head, LEIPO



Ground Floor, Main Building, Muntinlupa City Hall,
National Road, Putatan, Muntinlupa City, Philippines 1772





STARTUP MUNTINLUPA GUIDELINES

1. The 2025 **STARTUP MUNTINLUPA** is a **Start-Up Business Pitching Competition** organized by the Local Economic and Investment Promotion Office (LEIPO) of Muntinlupa. This initiative aims to bridge academic theory with practical development, guided by **Mayor Ruffy Biazon's 7K Agenda: *Kabuhayan, Kalusugan, Karunungan, Kalikasan, Kapayapaan at Kaayusan, Katarungan and Kaunlaran.***

2. **STARTUP MUNTINLUPA** serves as a catalyst for youth-driven innovation and inclusive economic development in Muntinlupa. By empowering young entrepreneurs to solve real-world problems aligned with the city's 7K Agenda, the program contributes to:
 - a. **Nurture Future Entrepreneurs:** Builds confidence, creativity, and business acumen among Muntinlupeño youth, fostering a new generation of ethical and socially responsible innovators;
 - b. **Strengthen Local Economy:** Encourages the creation of viable, community-rooted startups that address pressing local needs while stimulating job creation and economic activity;
 - c. **Bridge Academia and Industry:** Connects students with mentors, business leaders, and government support systems—turning classroom ideas into sustainable ventures;
 - d. **Foster Civic Engagement:** Reinforces the role of youth as active contributors to the city's progress, aligned with Mayor Ruffy Biazon's vision of participatory governance and grassroots innovation; and
 - e. **Build a Startup Ecosystem:** Lays the groundwork for a robust entrepreneurial ecosystem in Muntinlupa, driven by collaboration between government, schools, and private sector partners.

3. **DOST NCR, through MUNTAPARLAS CASTO** will assist SCALE NCR and MUNTINLUPA LEIPO in the following areas but not limited to:
 - a. Evaluation of the scientific merit of the student entries during the screening process;
 - b. Enhance support for selected student teams by providing additional interventions through the DOST-NCR and MUNTAPARLAS Innovation Hubs (iHubs);
 - c. Connect selected participants evaluated by DOST-NCR and SCALE-NCR with other DOST programs, such as TECHNICOM, and relevant DOST financing initiatives for potential funding and support;
 - d. Collaborate with SCALE-NCR to conduct a comprehensive startup mapping initiative for the City of Muntinlupa;
 - e. In partnership with SCALE-NCR, deliver a TBI Innovation Crash Course to selected higher education institutions (HEIs) in Muntinlupa City;
 - f. Award the DOST Badge of Excellence to the winners of the Start-Up Business Pitching Competition in recognition of their innovation and entrepreneurial potential;



Republic of the Philippines
CITY GOVERNMENT OF MUNTINLUPA
Local Economic and Investment Promotion Office



- g. Offer additional technical assistance aligned with the capabilities of DOST-NCR and the broader DOST system.
4. **SCALE NCR** will serve as a key implementation partner of the Muntinlupa LEIPO for the **STARTUP MUNTINLUPA** program, providing end-to-end strategic, operational, and consultative support throughout the duration of the initiative. With its expertise in youth innovation and entrepreneurship development, SCALE NCR commits to delivering the following services, including but not limited to:
- a. **STARTUP MUNTINLUPA Program Framework and Design:** Crafting a comprehensive structure that aligns with the goals of **STARTUP MUNTINLUPA** and Muntinlupa City's 7K Agenda;
 - b. **Development of Evaluation Rubrics and Submission Forms:** Creating standardized tools and templates to ensure objective and streamlined assessment.
 - c. **Establishment of Judging Criteria:** Defining transparent and impact-driven evaluation benchmarks for all phases of the competition;
 - d. **Cadetship Rationale, Program Design, and Module Development:** Designing an intensive learning and mentorship phase tailored to enhance the capabilities of the Top 10 teams;
 - e. **Cadetship Phase Implementation:** Facilitating learning sessions, mentorship matching, and performance monitoring to ensure participant growth and readiness for the Final Pitch;
 - f. **Consultancy Throughout the Program Lifecycle:** Providing expert advice, progress monitoring assistance, and adaptive strategies in response to emerging needs and challenges throughout the program duration; and
 - g. **Incubation Support to the finalists and winners of STARTUP MUNTINLUPA:** SCALE NCR will assess the readiness of the finalists and winners to qualify to the incubation program of SCALE NCR members.
5. The innovation managers of the startup competition are as follows:
- a. Foster collaboration among local government, academe, industry, and civil society (Triple/Quadruple Helix Model);
 - b. Support Muntinlupa LEIPO in engaging students, youth, and professionals in innovation initiatives to build a culture of entrepreneurship;
 - c. Provide guidance during the planning, implementation, and evaluation phases of the **STARTUP MUNTINLUPA** Program;
 - d. Design necessary tools (rubrics and templates) related to the different phases of **STARTUP MUNTINLUPA** Program;
 - e. Invite resource speakers, evaluators, and mentors for the different phases **STARTUP MUNTINLUPA** Program;
 - f. Support the different activities of the **STARTUP MUNTINLUPA** Program; and
 - g. Plan with Muntinlupa LEIPO the direction of the **STARTUP MUNTINLUPA** Program and other startup initiatives of the LGU.

Ground Floor, Main Building, Muntinlupa City Hall,
National Road, Putatan, Muntinlupa City, Philippines 1772





Republic of the Philippines
CITY GOVERNMENT OF MUNTINLUPA
Local Economic and Investment Promotion Office



6. The following are the **eligibility criteria for applicants** who wish to join the program:
 - a. 18 years old or above;
 - b. A valid proof of residency in Muntinlupa City of at least one member of the team;
 - c. Currently enrolled in any Senior High School or College within the Philippines;
 - d. Maintains a record of conduct and moral integrity;
 - e. Teams, or any of their individual members, must not be currently participating in other startup competitions; and
 - f. Teams or members must not have previously won any similar business pitch or startup contests.

7. A team with a **minimum of 3 members and a maximum of 5 members** must submit the following requirements:
 - a. Application form;
 - b. Proof of residency;
 - c. Proof of enrollment; and
 - d. Endorsement from the school guidance office / adviser.
 - e. 3-page proposal paper which includes the following:
 - The Challenge - problem being address;
 - The Product - the solution to the problem with its features and technology use;
 - The Market / The Community - who is the user;
 - The Business Model;
 - The Impact and Benefits; and
 - The Future Plans.

8. The **Local Economic and Investment Promotion Office (LEIPO) of Muntinlupa City** will assess the eligibility and the submitted requirements of applicants who wish to join the program.

9. Applicants with ineligibility and / or incomplete requirements will not be able to proceed to the second round.

10. Once the team passes the first round, they will need to **submit a 3-minute recorded pitch** containing the following:
 - a. The Challenge - problem being address;
 - b. The Product - the solution to the problem with its features and technology use;
 - c. The Market / The Community - who is the user;
 - d. The Business Model;
 - e. The Impact and Benefits; and
 - f. The Future Plans.

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11. The proposal paper and recorded pitch shall be graded as follows:

Customer & Market <ul style="list-style-type: none">• Thoroughness and depth of market knowledge	25%
Financial and/or Social Benefit Savings potential/ROI <ul style="list-style-type: none">• Savings potential/ROI• Level and breadth of social impact	25%
Technology <ul style="list-style-type: none">• Unique use case and selling proposition	15%
Scalability <ul style="list-style-type: none">• Ability to expand with customer growth• Conformance with design for manufacturability principles• Access to high volume manufacturing or mass production facilities	20%
Business Model <ul style="list-style-type: none">• Customer segments and relationships• Value proposition• Revenue stream and cost structure• Organization (including time commitment and focus of proponents)	15%
TOTAL	100%

12. The judges for the second round are listed below:

- Ms. Diane Angella Eustaquio
- Ms. Jennifer Queddeng (DOST NCR)
- Mr. Kim Atienza (DOST NCR MUNTAPARLAS)
- Engr. Neil Christian Reyes, RCh
- Ms. Shoraliah Macalbe



Republic of the Philippines
CITY GOVERNMENT OF MUNTINLUPA
Local Economic and Investment Promotion Office



13. The Top 10 teams will advance to the Cadetship Phase and must complete all required sessions in order to qualify for the Final Pitch.

- a. One month of Cadetship with 4 learning modules:
- Problem-Solution Fit
 - Market Validation
 - Business Modeling
 - Art of Pitching
- b. Mentoring sessions

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 DOST-NCR

14. The Top 10 teams will present their final pitch before a panel of judges, chaired by the Mayor of Muntinlupa. From these, the Top 3 teams will be selected as winners.

15. The panel of judges for the final pitch are as follows:

- a. Philippine Chamber of Commerce and Industry (PCCI)
- President Philippine Chamber of Commerce and Industry Muntinlupa City Inc., or their representative
- b. Department of Trade and Industry (DTI)
- DTI-NCRO Officer-in-Charge Regional Director, or their representative
- c. Department of Science and Technology (DOST)
- DOST-NCR Regional Director, or their representative
- d. University of the Philippines, Cesar E.A. Virata School of Business (VSB)
- Professor and College Secretary UP Virata School of Business, or their representative
- e. A member of the Muntinlupa Business Advisory Council (MBAC), or their representative.

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*reading of names
 8/8*

16. The decision of screening and panel judges on all matters associated with the proposal shall be final and unappealable.

17. Awards shall be given are as follows:

CATEGORY	AWARDS
Top 3 Winners	1. Php 50,000 seed grant (for Top 1) 2. Php 30,000 seed grant (for Top 2) 3. Php 10,000 seed grant (for Top 3) 4. Certificate of Participation 5. DOST NCR will award Badge of Excellence
Other Finalists	1. Certificate of Participation

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