

MOBILE CHALLENGE ASIA PACIFIC PHILIPPINES 2015



PRIMER v4

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WHAT IS MOBILE CHALLENGE ASIA PACIFIC (MCAP) PHILIPPINES?

The **MOBILE APPLICATION CHALLENGE (MCAP) PHILIPPINES** is organized by the Philippine Center for Entrepreneurship- GoNegosyo and the Peace and Equity Foundation (PEF) for the Philippine run of the Mobile Challenge Asia Pacific in partnership with Applied Innovation Institute, IE Business School and JSeed Ventures in conjunction with GSMA.

TIMELINE

Web/ Soft Launch	September 28
Team Registration Deadline	October 16
Selection of the Top 50 for the Bootcamp	October 19
Acceleration Bootcamp	October 24 Manila
Final Pitch Submissions (PPT + Video)	November 9
Semi Finals (Philippine Finals)	December 5* Manila
Regional Finals	January 14- 15 2016 Hawaii
Mobile World Congress	February 22-15, 2016 Barcelona

**for confirmation*

HOW TO REGISTER

Are you interested in mobile solution development or mobile/ digital enterprise?
Do you have a great idea for a new and innovative mobile solution?
Do you think you are or can be an entrepreneur?

If you answered YES to any of the questions above, then you should register your team to take part in this challenge.

Registration should be done online at www.gonegosyo.net/mobilechallenge

The details that will be provided in the online registration are the following:

- Team Name
- Team Leader
- Mobile Number
- E-Mail Address
- Mobile Solution Name
- Description
- No of team members

Register your team details only once. We ask that the team leader from every team to enter your mobile solution detail to avoid duplicate entries.

Once you register, you will have the chance to be one of the 50 teams that will be invited to attend the MCAP PH Acceleration Program in Manila and eventually submit the following:

- A two-minute video representation of the mobile solution concept and functionality
- A PowerPoint presentation using the template provided to include:
 - Solution to the problem you are solving
 - Marketing strategy
 - Operations
 - Financials

ELIGIBILITY

- The team must consist of 2-6 applicants
- At least one applicant from the team has to be between the ages of 18 and 35
- At least one applicant from the team has to be a resident of a participating country
- Applicants should not have any current Venture-Capital funding of more than USD \$250,000

GUIDELINES & FREQUENTLY ASKED QUESTIONS

	ANSWER
What is the scope of the competition?	The competition is open to ALL TYPES OF MOBILE SOLUTIONS , this may range from but not limited to education, sme solutions, entertainment, communication etc.
What is the team size and how is a team expected to be formed?	Your team should comprise between 2-6 members with at least one Filipino citizen, and with at least one (1) member from ages between 18 and 35 . We encourage participants from all backgrounds, because we believe diversity influences innovation. Discuss and form your team with friends who are passionate about offering an ingenious solution to a prevailing problem.
How can the team register their interest?	Registration must be completed on the www.gonegosyo.net/mobilechallenge . When you register, you will need to indicate the nature and description of the mobile solution in mind. After which an email will be sent to the team leader for the official team application form. The team should not have any current Venture-Capital funding of more than USD\$250,000. We encourage teams who are at the early stage of their applications to join the competition.
When is the submission deadline	All teams must register their interest by October 16, 2015 . Fifty (50) will be notified to participate in an Acceleration Programme, to be conducted on October 24, 2015 . Final submissions for the competition must be made by November 9, 2015 in order for it to be considered by the judges. For advance stage entries, the Acceleration Bootcamp is not required. Each team must submit a video about the mobile solution and a Power!Point with slides discussing the following: the problem, solution (innovation and technology), marketing and business model, execution (operations and finance) and the team. The Philippine Finals will be on December 5, 2015 where there will be 20 finalists and 2 winners.
We were not able to submit our registration on October 16, can we still participate?	Yes, the October 16 deadline is the initial deadline. Fifty teams will be selected to take advantage of an Acceleration Bootcamp. Those who were not able to submit may still join. Final deadline (of the Power Point and the video) is on November 9.
Will the participants be receiving any form of training and guidance? Is attendance mandatory?	Unlike most app competitions and weekend hackathons, we want the experience of developing your app to be immersive. Hence, J-Seed Ventures, Inc., IE Business School, Peace & Equity Foundation and Philippine Center for Entrepreneurship are committed to offering an exclusive Acceleration Programme on October 24 to all selected teams. The programme offers close mentorship and guidance.
What deliverables are expected at the Philippines and Regional MCAP finals? Should a prototype be included?	Your team is expected to have at least a functional prototype and slides to present to the jury.
Who will be on the jury panel?	We are currently finalizing the jury panel. You can expect the jury panel to come from diverse backgrounds across Asia-Pacific.
What is the prize for joining the competition?	The top two (2) teams will receive one (1) ticket each to Hawaii, USA to represent the Philippines for the Regional finals to be held in Hawaii, USA . The organizers will be covering the hotel accommodation and the flight requirements. At the regional (Hawaii) finals, the top three teams will share in the prize pool and

	team members will be offered a sponsored trip to Barcelona, Spain to showcase their app at the GSMA Conference in February 2016 .
What happens after the Philippine Finals?	The top 2 teams will undergo mentoring sessions with relevant organizations (pitching, technology experts, etc.). They are also expected to process their passport and visa requirements.
Who owns the rights to the apps created by the teams?	The teams will hold 100% rights to their mobile solutions.
Is there a hashtag for use on twitter/facebook?	Yes, #MCAPPH2015
What do we need to prepare as of the moment?	Please prepare your valid passports (at least 1 year prior to expiration date) . A valid US Visa is also recommended but not a requirement.
Who is organizing the Mobile Application Challenge- Philippines	The local run of MCAP, otherwise known as the MOBILE CHALLENGE ASIA PACIFIC-PHILIPPINES , is ran by the Philippine Center for Entrepreneurship GoNegosyo and the Peace and Equity Foundation . Applied Innovation Institute, IE Business School and J-Seed Ventures are the founding organizers for the Regional Finals.

THE PHILIPPINE ORGANIZERS:



THE REGIONAL ORGANIZERS



FOR MORE DETAILS

Contact the Philippine Center for Entrepreneurship – GoNegosyo
(632) 6379229/ (632) 6344060 loc 7106

www.mobile-asia.com/philippines; www.gonegoyo.net/mobilechallenge