

## *Real World Issues, Real World Problems*



Haiyan Numbers:  
6,300 people dead, 28,689 injured, and 1,061 missing.

8-9 Cyclones Landfall  
10+ in Area of Responsibility



# *Real World Issues, Real World Problems*



25% are below the poverty line



01



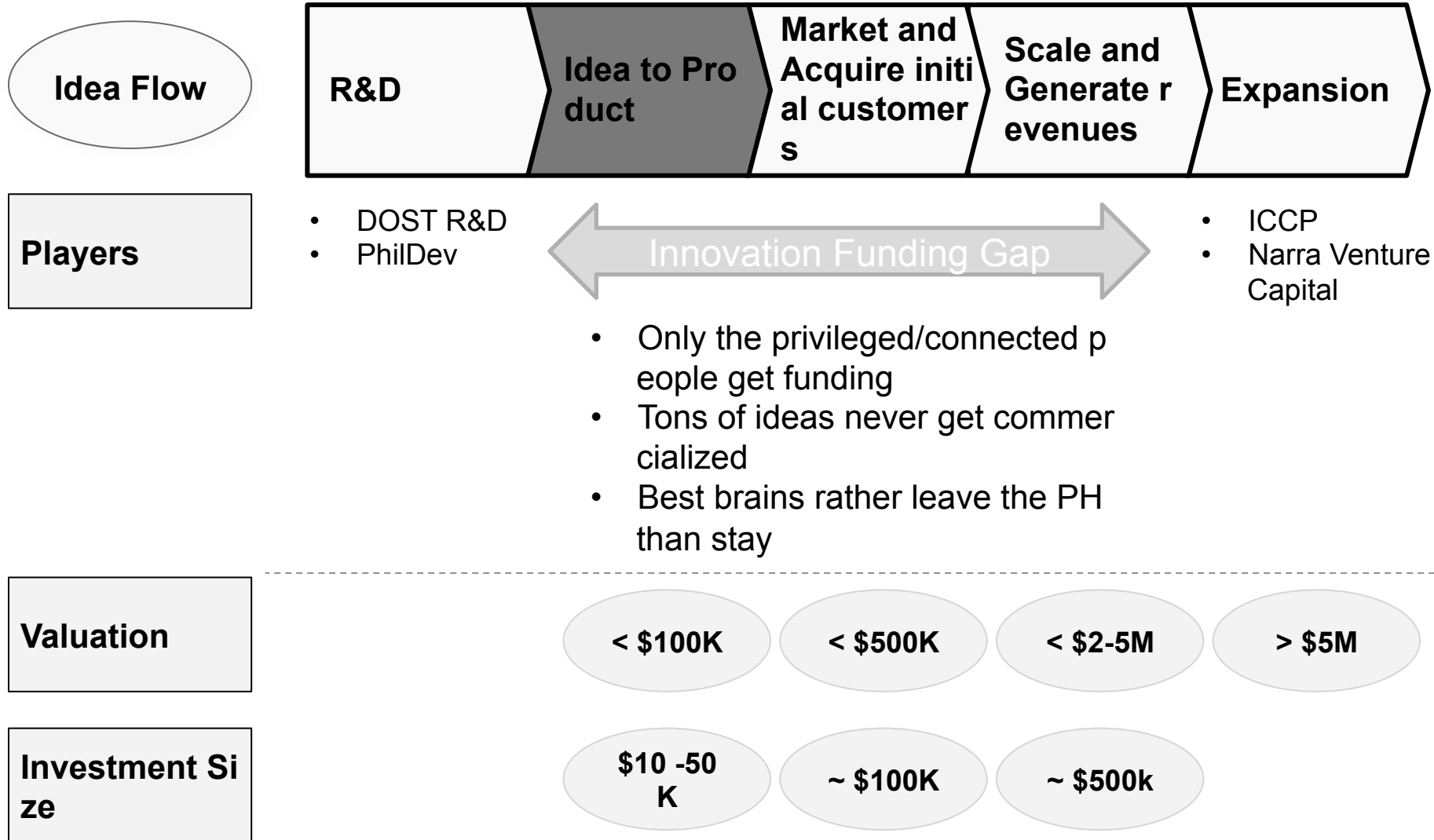
# *Real World Issues, Real World Problems*



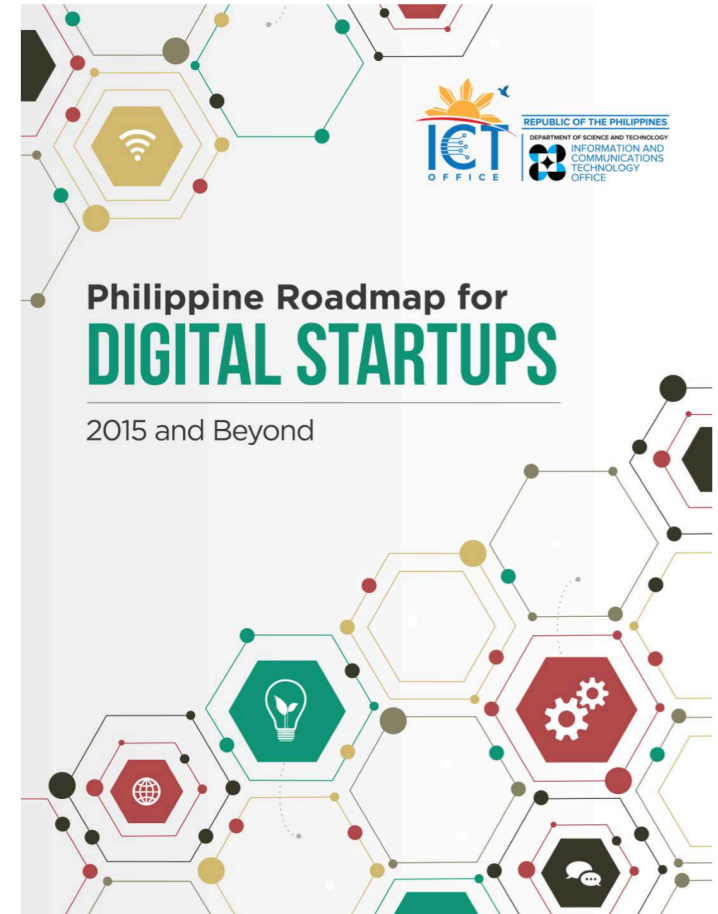
12% of GDP  
30% of employment



# This was the innovation ecosystem in the PH in 2011



- **Origin: Start-up Round Table Gathered by**
- **DOST ICTO. Started in 2013.**
- **Issues and Challenges**
- **Mapping out of Ecosystem**
- **Recommendations of What to do in 5 years**
- **Looking at the Goals for the Start-up World by 2020**



# SWOT in 2015 – A lot of Opportunities and Challenges



# Unleash the Ecosystem Through Funding



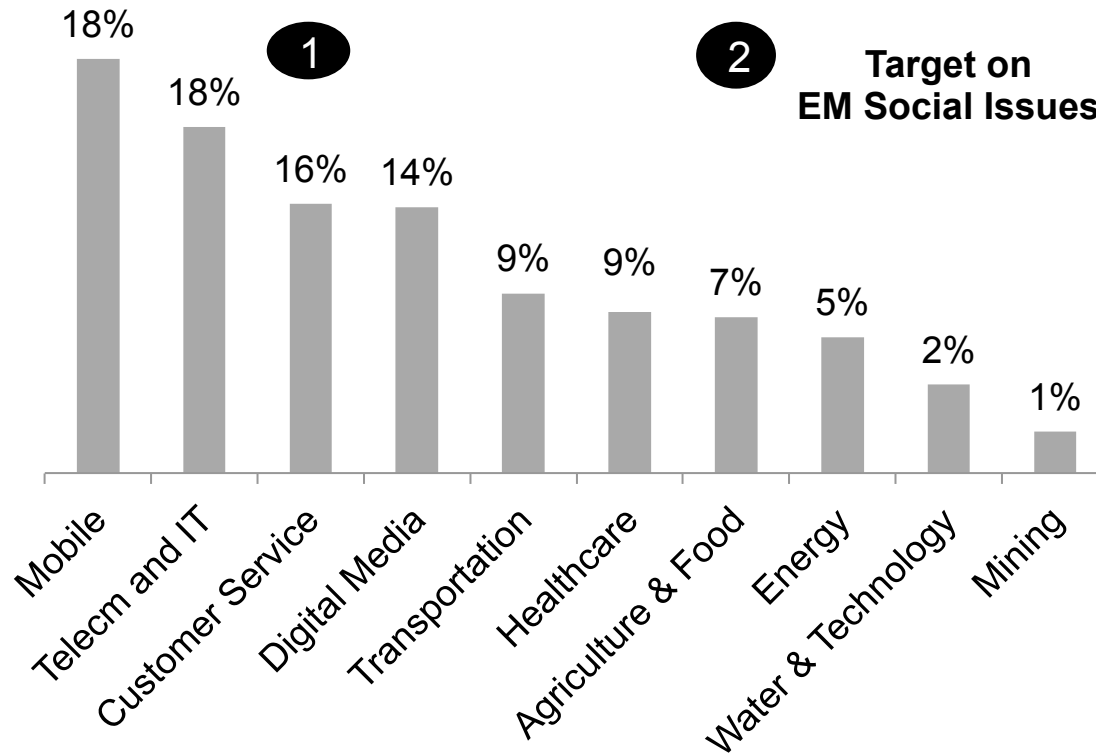
The banner features the Ideaspace logo in the top left corner. The navigation menu in the top right includes 'PROGRAMS', 'STARTUPS', 'TEAM', and 'APPLY'. The main headline reads 'CAN YOU SURVIVE A *STARTUP?*' in large, bold, red and black text. Below this, the text says 'IGNITE THE FLAME GET IN THE RACE AND JOIN THE 2017'. The bottom left contains the 'ideaspace startup competition' logo with the tagline 'It's worth your all'. On the right side, there is a photograph of a male athlete in a blue and red uniform running, with a semi-transparent blue overlay of his figure behind him. A white downward-pointing arrow is centered at the bottom of the banner.



# Profile of Ideas in 2015 – Solution to EM challenges



**Category of Idea**  
(Based on submissions: Top 2 box)



**Target on EM Social Issues**

- 1 Strong **mobile** solutions using mobile app and software
- 2 Impact Innovation presence to solve prominent **emerging markets issues**





# 2015 STARTUP COMPETITION

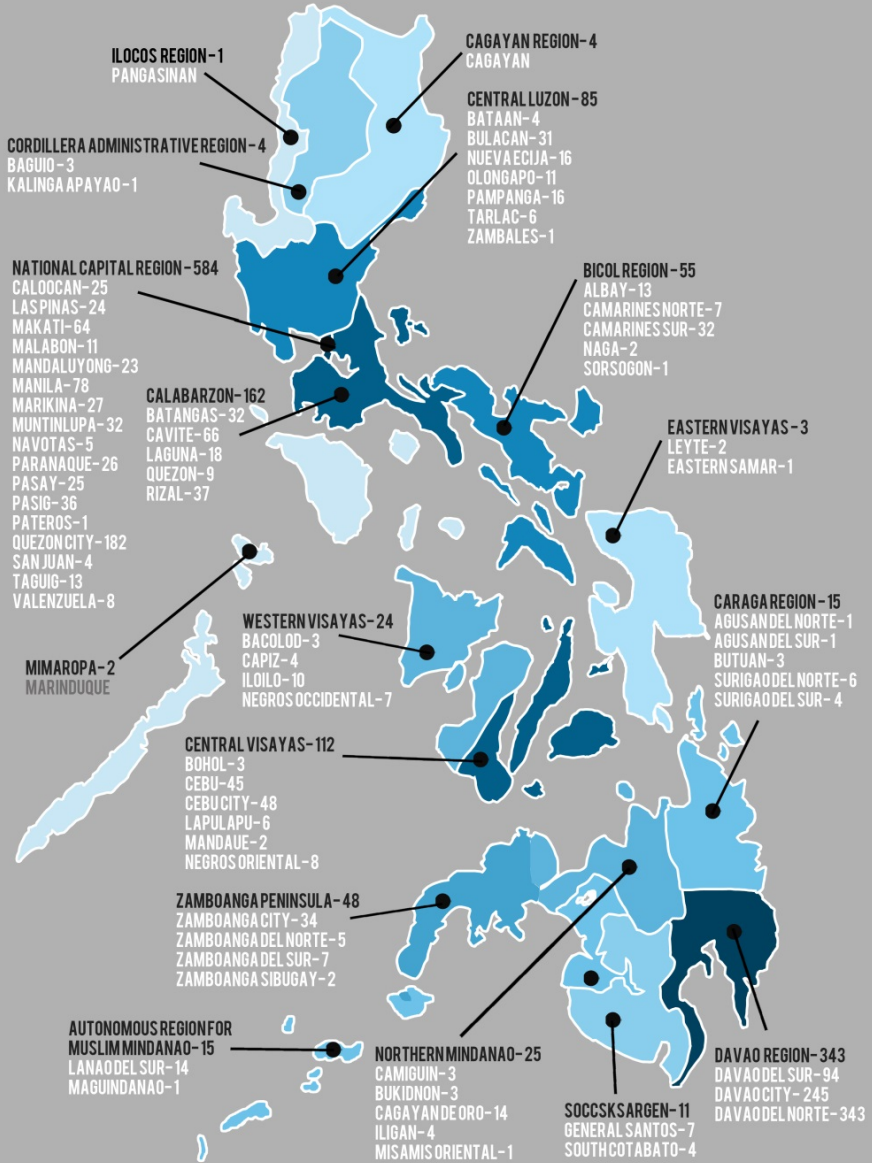


## SUBMISSIONS WORLD WIDE

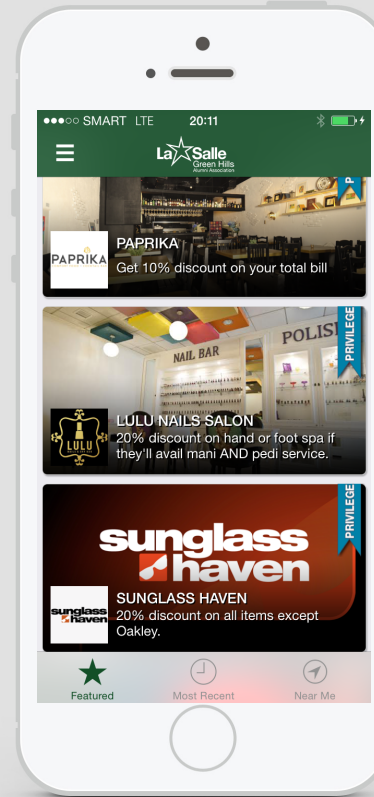
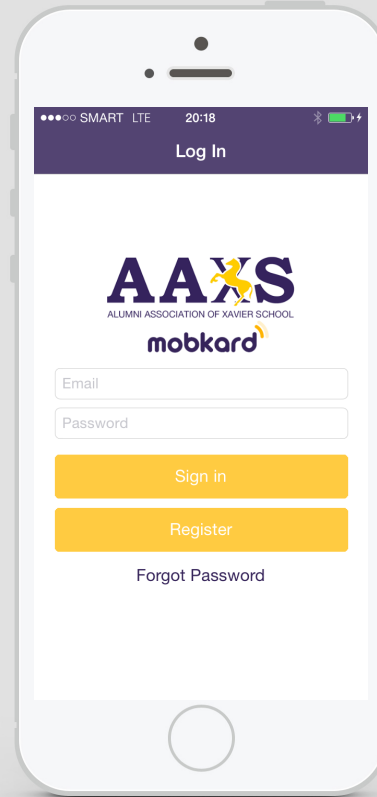
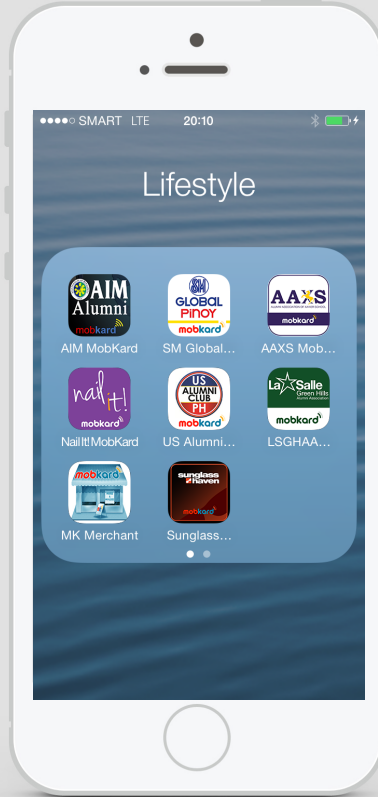


# 2015 NATIONAL COMPETITION

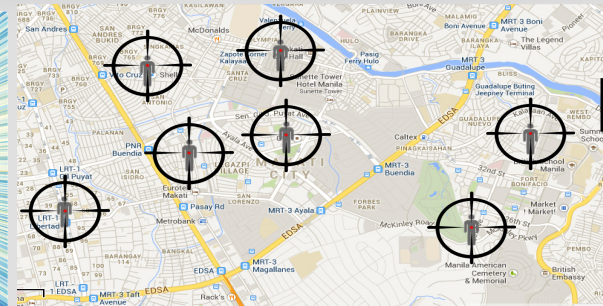
## APPLICANT GEOGRAPHIC ORIGIN BREAKDOWN



# MOBILE PRIVILEGES



FLASH SALES



LOCATION BASED PROMOTIONS

