

Department of Education

Cordillera Administrative Region
SCHOOLS DIVISION OF BAGUIO CITY



04 December 2024

No.7 0 2 - 2 0 2 4

CONDUCT OF SENIOR HIGH SCHOOL (SHS) - TECHNICAL VOCATIONAL LIVELIHOOD EDUCATION (TVL) BUSINESS PITCHING

To

Chief Education Supervisors

Public Schools District Supervisors Education Program Supervisors

Public-School Heads - SHS TVL (Secondary)

SHS TVL Coordinators All Others Concerned

1. In alignment with Division Memorandum 559, s. 2024, regarding the conduct of the **TrabNeg Program for SHS TVL**, please be informed that the **business pitching activity** of Senior High School TVL participating schools will take place as follows:

Activity	Date		Time	Venue	
SHS TVL Business Pitching	December 13,	2024	8:00 AM – 4:00 PM	Orchard Hotel,	

2. All participating schools are expected to pre-register in the link below https://forms.office.com/r/g1LFFa1dy2 or scan this QR code.



- 3. Participants are required to prepare a **3-minute video business pitch** and submit it on or before **December 10, 2024**; this video will be played as an introduction to their **5-minute live business pitching presentation** during the event. Additionally, all business plans must be submitted to the program focal on or before the same date.
- 4. The **general guidelines and business plan template** are provided in the attached enclosure for your reference.







Email Address: baguio.city@deped.gov.ph







Department of Education

Cordillera Administrative Region SCHOOLS DIVISION OF BAGUIO CITY

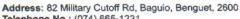
- For further queries, please contact CES Juliet Sannad, Curriculum Implementation Division, phone number 619 – 3491.
- 6. Immediate and wide dissemination of this Memorandum is directed.

Schools Division Superintendent

CID/JCS/mjm 12/04/2024







Telephone No.: (074) 665-1231

Email Address: baguio.city@deped.gov.ph









Department of Education

Cordillera Administrative Region
SCHOOLS DIVISION OF BAGUIO CITY

Enclosure 1: General Guidelines and Template

BUSINESS PITCHING Trabaho Negosyo Program of SHS – TVL

Date and Venue: December 13, 2024, Orchard Hotel, Baguio City

Objective:

To provide learners with the opportunity to showcase their entrepreneurial ideas, pitch their products, and receive feedback from judges during the contest.

To help nurture the entrepreneurial spirit of learners, providing them with a platform to present and refine their business ideas while fostering a spirit of innovation and creativity.

Category:

Best Business Pitch

Evaluation of the clarity, persuasiveness, and innovation of the business pitch.

Emphasis on effective communication, including presentation skills and ability to address questions.

General Guidelines:

- Open to all learners/ teams participating in Trabaho Negosyo Program of the SHS – TVL Booth/ Bazaar Display Contest from the 10 districts of the Baguio City Schools Division.
- 2. Each district can enter a maximum of three participants for the Business Pitch Contest.

Pitch Format:

Each participant or team will have a maximum of 3 to 5 minutes to present their business pitch.

A question-and-answer session of up to 5 minutes will follow each pitch.

Presentation Materials:

Participants are encouraged to use visual aids, slides, or prototypes to enhance their pitches.

All presentation materials must be prepared in advance and provided to the organizers.

Judging and Evaluation:

A panel of judges with expertise in business, entrepreneurship, and education will evaluate each pitch.

Criteria include clarity, innovation, feasibility, and social impact.















Department of Education

Cordillera Administrative Region
SCHOOLS DIVISION OF BAGUIO CITY

Criteria:

Total	100%
Business Viability and Market Potential	15
Innovation and Uniqueness	15
creativity	
maximum of 10 slide decks	
time allotment (2-3 minutes)	
pre-recorded video presentation	
platform, example is that it made use of plain PPT without	30
Coherence with the following:	
Appealing infographic content (font, size, color)	
Presentation of the Pitch Deck	
Clear and concise explanation of ideas	
Fluency of Communication Skills	
Statement of Financial Condition, ROI)	
projections, 3 to 5 year income statement, Cash Flow Statement,	
Investments and Funding(Strat up Cost, financial	
Management Team	
Marketing and Sales Strategy	
Solution	20
Target Market	20
Introduction Problem	
Completeness of the Elements (may be simplified)	

Special Awards:

Most Viable Business Model (Assessment of the feasibility and sustainability of the proposed business model. Consideration of market research, target audience, and potential for growth.)

Social Impact Award (Recognition of business ideas that demonstrate a positive impact on the community or address a social issue. Emphasis on the potential for community development and social responsibility.















Department of Education

Cordillera Administrative Region SCHOOLS DIVISION OF BAGUIO CITY

Business Plan Template for a Pitch Contest

Cover Page (Includes the Business Name, Tagline or Motto, Logo, Contact info like email, cp numbers, address)

I. Introduction

Business Overview: Briefly describe the nature of the business (e.g., product/service, industry, and value proposition).

Mission and Vision: State the purpose of the business and its longterm goals.

Business Objectives: Highlight 2–3 key objectives you aim to achieve within the first 3-5 years.

II. Problem

Identify the Problem: Clearly articulate the problem or pain point in the market that your business aims to solve. Use data, statistics, or anecdotes to make it relatable.

Why It's Important: Explain the impact of the problem on the target audience or industry.

III. Target Market

Market Segmentation: Describe your target audience (e.g., demographics, psychographics, geographic location).

Market Size: Provide data on the potential size and growth of the market.

Customer Persona: Include a brief profile of your ideal customer to make the target market tangible.

IV. Solution

Describe Your Product or Service: Outline how your offering addresses the identified problem.

Unique Selling Proposition (USP): Highlight what makes your solution better or different from competitors.

Benefits: Focus on the tangible and emotional benefits your product/service provides.

V. Marketing and Sales Strategy









Department of Education

Cordillera Administrative Region SCHOOLS DIVISION OF BAGUIO CITY

Marketing Plan: Detail the strategies to promote your product or service (e.g., digital marketing, partnerships, PR, events).

Sales Strategy: Outline your approach to converting leads into customers (e.g., direct sales, e-commerce, subscription models).

Channels and Platforms: Identify the platforms you will use to reach your target market.

Customer Retention: Explain how you plan to retain and grow your customer base.

VI. Management Team

Core Team: Introduce the key team members, their roles, and relevant experience.

Advisors or Mentors: Highlight additional expertise that supports the business.

Why This Team: Explain why your team is well-suited to execute the business plan.

VII. Investments and Funding

A. Startup Costs

Itemized Costs: Provide a table or list of the initial expenses (e.g., equipment, software, marketing, legal fees).

Total Funding Needed: Clearly state how much funding is required and for what purposes.

B. Financial Projections

3–5 Year Projections: Include key financial metrics such as revenue, gross profit, and net income.

C. Projected Income Statement (3-5 Years)

Highlight anticipated revenue, expenses, and profit over time.

D. Cash Flow Statement

Show how cash will be generated and utilized, demonstrating liquidity and sustainability.

E. Statement of Financial Condition (The Balance Sheet)

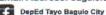
Project the business's assets, liabilities, and equity at the end of the first year and subsequent key intervals.







Email Address: baguio.city@deped.gov.ph







Department of Education

Cordillera Administrative Region
SCHOOLS DIVISION OF BAGUIO CITY

F. Return on Investment (ROI)

Provide calculations showing the expected ROI for investors and the estimated payback period.

VIII. Conclusion and Call to Action

Summary: Reiterate the unique value of your business and why it's an excellent investment opportunity.

Call to Action: Clearly state what you are asking for (e.g., funding amount, partnerships) and how to proceed.

Contact Information: Provide clear details for follow-up.

Appendices (Optional)

Additional data or charts

Product prototypes or designs

Market research details

Resumes of key team members











