



Republic of the Philippines
Department of Education
 Cordillera Administrative Region
SCHOOLS DIVISION OF BAGUIO CITY



04 December 2024

DIVISION MEMORANDUM
 No. **702-2024**

**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/g1LFFaldy2> 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.





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5. 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.

SORAYA T. FACULO PhD, CESO VI
Schools Division Superintendent 

CID/JCS/mjm
12/04/2024



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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:

1. 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.



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Criteria:

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

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.)



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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 long-term 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





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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.



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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