

## BIDA2014 WORKING COMMITTEES

- Dr. Eduardo Gutierrez-Ong  
PCCI Chairman for Education
- Dr. Bella Marie Fabian  
Chairperson, BIDA 2014
- Dr. Ronald Juanatas  
Co-Chair, BIDA 2014

## ~ INFORMATION DISSEMINATION

- Dr. Ronaldo A. Juanatas, Chair
- Mr. Claro G. Gañac, Co-Chair
- Ms. Juliet Espino, PCCI Secretariat

## ~ PRELIMINARY SCREENING

- Confederation of Philippine Jewellers, Inc.
- Department of Science and Technology
- Department of Trade and Industry
- Entrepreneurship Society of the Philippines
- Junior Achievement of the Phils.
- Philippine Association of Colleges and Universities
- Philippine Association of Collegiate Schools of Business
- Philippine Association of State Universities and Colleges
- Philippine Council of Deans and Educators in Business
- Philippine Exporters Confederation, Inc.
- Technical Education and Skills Development Authority
- UP-Institute of Small Scale Industries

## ~ SPONSORSHIP

- Dr. Ronald A. Juanatas
- Mr. Claro G. Gañac
- Mr. Nixon Salimbangon
- Ms. Juliet Espino, PCCI Secretariat

## ~ PROGRAM /CORRESPONDENCE

- Ms. Juliet Espino, PCCI Secretariat

## ~ EVALUATION AND DOCUMENTATION

- Ms. Juliet Espino, PCCI Secretariat



Philippine Chamber of  
Commerce and Industry

*“Creating Student Entrepreneurs:  
A Mind for Business,  
A Bright Future Ahead”*

**BIDA**  
**2014**  
**8th BUSINESS IDEA &  
DEVELOPMENT AWARD**



**Philippine Chamber of Commerce and Industry**

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Like us on  at [www.facebook.com/BIDAAward](http://www.facebook.com/BIDAAward)

An initiative of the  
PCCI-Education Committee

*In cooperation with the  
Commission on Higher Education (CHED), Department of Science and  
Technology (DOST), Department of Trade and Industry (DTI), Technical  
Skills and Development Authority (TESDA), Philippine Association of  
Colleges and Universities (PACU), Philippine Association of Collegiate  
Schools of Business (PACSB), Philippine Association of State  
Universities and Colleges (PASUC), and Philippine Council of Deans  
and Educators in Business (PCDEB).*

# BIDA 2014

The Philippine Chamber of Commerce and Industry (PCCI)-Education Committee seeks to contribute to the development of a globally competitive manpower-based and highly dynamic and successful entrepreneurs through training and education activities. Its primary role is to initiate and or participate in programs and activities that would promote human resource development aligned with the requirements of today's business environment.

One of its mission is to develop and promote creative Filipino entrepreneurs among students. In the year 1995, the PCCI together with the Planters Bank of the Philippines and Department of Trade and Industry (DTI) launched the 1st BIDA. In the year 2007, under the leadership of the PCCI Vice President for Education, Dr. Eduardo Gutierrez-Ong, the committee spearheaded the Search with a distinct competition where the students were recognized for their ideas in entrepreneurship emphasizing the attributes of a Filipino.

With this in view, a project dubbed as "Business Idea and Development Award" or BIDA, was conceptualized to bring out the entrepreneurial spirit and creativeness of the students.

To date, Dr. Ong, Chairman for Education, continues to pursue the commitment of PCCI to play a big role in the creation of wealth in the countryside through agriculture, manufacturing and services. Recognizing the role of student entrepreneurs in nation building, the Education Committee is embarking the 8th Search for the Best Business Idea and Development Award (BIDA) competition 2014.

## OBJECTIVES

The Search for the Best Business Idea and Development Award (BIDA) seeks to:

- Recognize creative or innovative products or services using available local, indigenous or recycled materials
- Develop entrepreneurial culture among Filipino youth
- Promote and develop a sense of nationalism among Filipino youth through product or service development
- Promote entrepreneurship as major component in our Economic Sustainable Development (ESD).

## AWARD CATEGORIES

- Food
- Non-Food
- Services
- Technology

## CRITERIA FOR SELECTION

Entries will be judged based on the following criteria:

1. Originality (new and innovative product)	30%
2. Creativity (extent of creative use of indigenous and recycled materials)	30%
3. Viability (economic, social and environmental impact)	30%
4. Presentation	10%
Total	100%

## AWARD MECHANICS

1. The Search for the Best Business Idea and Development Award (BIDA) is open to any group of 3 to 5 college students enrolled in business education, science & technology, and related programs (Associate or Bachelor's Degree) in schools affiliated with Philippine Association of Colleges and Universities (PACU), Philippine Association of Collegiate Schools of Business (PACSB), Philippine Association of State Universities and Colleges (PASUC), Philippine Council of Deans and Educators in Business (PCDEB), and other Business Education Program (Educators or Students) Organizations. The project is co-sponsored and supported by the Commission on Higher Education (CHED), Department of Science of Technology (DOST), and Technical Education and Skills Development Authority (TESDA).

2. All entries must be endorsed by their respective college/university Dean or any Local Chamber affiliated with PCCI. However, all colleges/universities are allowed to send maximum of two (2) entries per category.

3. The business plan will require a minimum of P100,000 to start the operation of the business.

4. Entry forms together with the Business Plan Format can be secured from the PCCI Secretariat or in any participating agencies. You may also visit <http://bidasearch.weebly.com>.

5. All participating groups shall submit the fully accomplished Official BIDA Entry Form and Executive Summary of their business plans to the PCCI Secretariat Office not later than 29 August 2014.

6. Ten (10) group finalists per category (Food, Non-Food, Service, Technology) will be determined by a panel of judges from the PCCI Education Sub-Committee on BIDA. These finalists will be ranked from highest to lowest.

7. The Business Plan shall be submitted together with the product/service prototype to the PCCI following the BIDA format. A product/service prototype is optional except for Food category. Finalists will be requested to make a 15-minute oral presentation to a panel of judges (no mentioning of School Name on business plans/presentation materials as well as no wearing of school uniform during the Preliminary Screening and/or Final Judging & Oral Presentation. The Board of Judges shall deliberate based on the submitted Business Plans and shall rate and rank them from highest to lowest.

8. The ceiling of criteria for winning entries is 70%, it will be rounded off to its nearest tenths. No winner will be declared if the ceiling points was not achieved. However, the decision of the Board of Judges shall be final.

9. The idea in the submitted business plan must not have been previously entered in national competitions.

10. The winning entries for the BIDA may be considered for adoption by Local Chambers or Investors\* in the implementation stage until the realization of the project (\*to be invited as observers during the Final Judging).

11. All prototypes including the ownership of the ideas will remain as the property of the students and college/university represented.

## PRIZES

There will be one (1) grand winning team for each category and shall receive **P50,000.00** cash prize and plaque. First and second runner-ups may also receive prizes.

## ANNOUNCEMENT OF WINNERS

The awards shall be presented to the winners during the 40<sup>th</sup> Philippine Business Conference in **October 2014** at the Manila Hotel.

## PARTICIPATION FEE

There will be a participation fee of **Two Thousand Pesos (P2,000.00)** per entry payable to the Philippine Chamber of Commerce and Industry upon submission of Official BIDA Entry Form with Executive Summary.

**DEADLINE OF SUBMISSION** of entries is on **29 August 2014, Friday**.