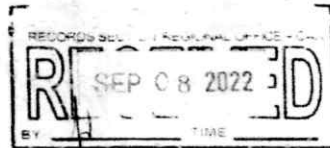




Republic of the Philippines
Department of Education



26 AUG 2022

MEMORANDUM
No. 002, s. 2022

To: Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Regional Directors) National Capital Region and
Schools Division Superintendents) Region IV-A CALABARZON
Public Elementary and Secondary School Heads
All Others Concerned

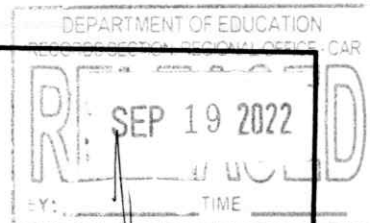
**DISKARTECHPRENEUR BOOTCAMP AND COMPETITION
OF THE RIZAL COMMERCIAL BANKING CORPORATION**

1. The Department of Education (DepEd), through the External Partnerships Service (EPS), partnered with the Rizal Commercial Banking Corporation (RCBC) through a Memorandum of Agreement (MOA) in support to its campaign on financial literacy for teachers and learners.
2. The collaboration is consistent with DepEd Order No. 022, s. 2021 titled **Financial Education Policy** and with the *Bangko Sentral ng Pilipinas* (BSP) National Strategy for Financial Inclusion which is aligned with DepEd programs to include financial lessons in the K to 12 Basic Education Curriculum.
3. DepEd Memorandum No. 053, s. 2022 titled **Aralin sa Madiskarteng Pananalapi of Rizal Commercial Banking Corporation's Diskartech Program** was issued for the supplementary learning material (SLM) developed as a result of this partnership. The said SLM is a primer, digital coffee table book on financial education that focuses on the philosophy and practices in earning, spending, saving and investing money through inclusive digital finance technologies and applications.
4. As an extension program and application of the *Diskartech's Aralin sa Madiskarteng Pananalapi* Financial Education Module, **DiskarTechpreneur Bootcamp and Competition** will be launched as the country's first digital-based startup business ideation and incubation capacity-building program.
5. *DiskarTechpreneur* Bootcamp and Competition is a virtual webinar and business case competition which is open to all public and private Senior High School learners in the National Capital Region (NCR) and Region IV-A CALABARZON for its pilot implementation.
6. The competition aims to produce learners that have their own *diskarte* as early as senior high school, by equipping them with the knowledge and skills needed for them to experience *asenso at ginhawa* as its result.
7. The mechanics of the *DiskarTechpreneur* Bootcamp and Competition is provided in the enclosure for information and guidance.

DepEd Complex, Meralco Avenue, Pasig City 1600 ☎ 8633-7208/8633-7228/8632-1361 ☎ 8636-4876/8637-6209 🌐 www.deped.gov.ph



Republic of the Philippines
DEPARTMENT OF EDUCATION
CORDILLERA ADMINISTRATIVE REGION



September 15, 2022

To : Schools Division Superintendents
All Division

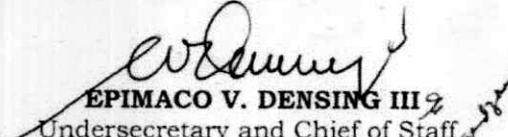
For information, guidance and appropriate action.


ESTELA P. LEON-CARIÑO EdD, CESO III
Director IV/Regional Director

8. For more information, please contact the **External Partnerships Service**, Ground Floor Mabini Building, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City through email at externalpartnerships@deped.gov.ph or at telephone number (02) 8638-8639.

9. Immediate dissemination of this Memorandum is desired.

By Authority of the Secretary:


EPIMACO V. DENING III
Undersecretary and Chief of Staff

Encl.:
As stated



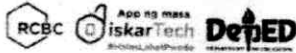
To authenticate this document,
please scan the QR code. **DEPED-08EC466181**

SMMA/APA/MPC, MLA DiskarTechpreneur Bootcamp...
0197 - July 22/25/August 17, 2022



DiskarTechPreneur Bootcamp and Competition

A Webinar and Business Case Contest
for Senior High School Students



MECHANICS OF THE DISKARTECHPRENEUR BOOTCAMP AND COMPETITION:

I. QUALIFICATIONS

- A. Participating teams must have 5 senior high school student members and 1 coach/adviser. Each school can field in a maximum number of 3 teams.
- B. At least one team member should have a fully verified DiskarTech account.
- C. Participating teams must be enrolled in public or private senior high schools located in NCR or CALABARZON.

II. TIMELINE

- A. Submission of entry for the elimination round will be on July 15, 2022 until September 15, 2022.
- B. Entries must be submitted in PDF file and must not exceed 5MB in file size. with the file naming format: GROUP BUSINESSNAME_SCHOOLNAME_SCHOOLDIVISION_REGION_DATE OFSUBMISSION.pdf to <https://forms.gle/diuG24NtorCjhGw7>
 - Example:
DISBIZ_RIZALHIGHSCHOOL_PASIGCITY_NCR_07162022.pdf
- C. The top 20 teams for the elimination round will be announced on September 23, 2022.
- D. September 26 - September 30, 2022 (Week 1) will be the Bootcamp Round.
- E. Live selling event on DiskarTech TV every Fridays & Saturdays starting Week 2. The schedules are as follows:
 - Week 2 - September 30-October 1, 2022
 - Week 3 - October 7-8, 2022
- F. Announcement of Winners will be on October 31, 2022.

III. ELIMINATION ROUND

1. Each participating team must submit a business case presentation following the content outline provided by DiskarTech. The presentation must highlight the following three (3) key main points. Some key questions are provided below to serve as a guide in creating the business case.

a. Business Case containing the Product "Big Idea" (40%)

- What is the Product "Big Idea"?



- Who are your target customers?
- What is your competitive advantage?
- b. Social Media Marketing Strategy (30%)**
 - How will you utilize social media as a marketing tool?
 - Which platforms will you include as part of your social media marketing strategy?
 - What kind of social media marketing strategy will you employ?
- c. Business Execution Strategy (30%)**
 - What is your business execution strategy?
 - How will you achieve your sales and revenue targets?

2. All business cases are to be implemented ONLINE. This means business cases must focus on setting up an ONLINE BUSINESS VENTURE.

3. Business Case entries to the elimination round must be submitted in PowerPoint format saved as a PDF version. Each team has the liberty to visualize their submissions using graphics and other visual aids.

4. Cite your sources accordingly.

CRITERIA FOR JUDGING FOR THE ELIMINATION ROUND

- a. Business Case/Product "Big Idea" - 40 percent
- b. Social Media Marketing Plan/Strategy - 30 percent
- c. Business/Sales Execution Strategy - 30 percent

IV. BOOTCAMP ROUND

Only the Top 20 teams (10 from NCR & 10 from Region IVA) who passed the elimination round will make it to the bootcamp round where each team will be mentored by designated RCBC and DiskarTech managers. They will also attend a one-day webinar with industry leaders and successful entrepreneurs.

After the bootcamp, each team will receive a **seed money** from DiskarTech as initial capital.

V. DISKARTECHPRENEUR VIRTUAL BAZAAR

The Diskartechpreneur Virtual Bazaar will be the final round of the competition where students will be given one (1) month to execute their business plans through online live selling on any of their chosen platforms (eg. Facebook, Instagram, etc). Each team will also be given a specific schedule to be part of the DiskarTech TV Channel to conduct one episode of live selling.

VI. CRITERIA FOR JUDGING

The basis for judging the output of the participating teams will be as follows:



Weight	Criteria
50%	Sales Volume and Value
50%	Quality of Business Case

VII. PRIZES

Top 5 for each region (NCR & Region IV-A) will win the following:

Category	Prizes
Grand Winner	Php50,000.00 + Smartphones <i>*6 Smartphones (5 Students + 1 Adviser/Coach)</i>
2nd Placer	Php 15,000.00
3rd Placer	Php 10,000.00
4th & 5th Placers	Php 5,000.00