

March 24, 2023

Circular No. 015 - 2023

Subject: **Call for Nominations for the SCALE PROGRAM**

Dear MAP Member:

On behalf of the MAP Board of Governors and the MAP Tech Start-Up Committee, we would like to invite you to submit your nominations and/or volunteer as mentor for the **SCALE PROGRAM**.

The **SCALE PROGRAM** is a joint project of Department of Trade and Industry (DTI), Foxmont Capital Partners, IdeaSpace Foundation Inc./QBO, PwC Philippines and MAP.

Here below for your reference are the key information about the **SCALE PROGRAM**:

### **OBJECTIVES**

1. Prepare start-ups to scale up and admit investors by providing them important knowledge on governance, business valuation, deal processes as well as challenging them on their product and business model.
2. Enable MAP members, who would like to be investors and/or mentors of promising start-ups, to contribute to the development of the Philippine start-up ecosystem.

### **TARGET PARTICIPANTS**

1. Start-ups that are looking for ways to grow and scale up.
2. Start-ups that are moving towards or already in the A and B Series levels.

(Series A refers to the level where shares of the start-ups are offered in exchange for capital. Series B level refers to start-ups with steady streams of revenue and have proven that they can scale up.)

Note: Nominations will be coming from MAP members and MAP's partners for the **SCALE PROGRAM**: (1) DTI, (2) Foxmont, (3) IdeaSpace/QBO and (4) PwC Philippines.

## VETTING PROCESS

Each nomination will undergo vetting by the MAP Tech Start-Up Committee. The vetting process will consist of:

1. An evaluation of the company, its operations and its officers,
2. An interview with its officers, and
3. An ocular of its place of business.

## CRITERIA

1. The start-up should be bringing new and innovative technology-based products and/or services to the market.
2. The start-up has been operating for at least two years in the Philippines.
3. The start-up is operating in any of the following sectors:
  - 3.1 Agribusiness
  - 3.2 Artificial Intelligence (AI)
  - 3.3 E-commerce
  - 3.4 Educational technology
  - 3.5 Financial technology
  - 3.6 Food
  - 3.7 Healthcare
  - 3.8 Insurance technology
  - 3.9 Supply chain management and logistics
  - 3.10 Sustainability, Climate Change, Environment

Note: The criteria have been made easy and simple, and excluded the audited financial statement requirement as most start-ups find this difficult to provide.

## TIMETABLE

April 12, 2023	Launch of <b>SCALE PROGRAM</b> at the April 12, 2023 MAP General Membership Meeting
April 19, 2023	Deadline of submission of nominations
Last week of April	Launch Party at the Sinigang Valley
April 20 to May 5, 2023	Pre-screening
May 10, 2023	Announcement of short-listed nominees during the May 10, 2023 MAP General Membership Meeting
May	Vetting Period to generate 12 to 15 participants
June - August	Mentorship Program
	1st module - Scaling up
	2nd module - Valuation
	3rd module - Revalida
	4th module - Governance and Reporting
	Fireside Chats and Mixers
September	Culmination Activities (Final Pitch, Awarding, etc.)

## MENTORS

Each start-up will be assigned at least one mentor from MAP. The mentors will be identified after the participating start-ups have been chosen.

## HOW TO NOMINATE

Submit thru this Google Form link:

<<https://forms.gle/wAvyQnxQYKDGvgiP9>>

the following information:

1. Name of Nominator
2. Name of Start-up
3. Description of Start-up's products/services
4. Names and Profiles of the Start-up's officers

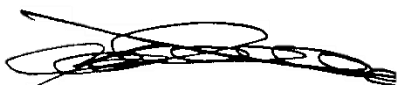
If you have questions, please call MAP Executive Director Arnold P. Salvador via <[map@map.org.ph](mailto:map@map.org.ph)> or +63917-820-2456, or PwC Deals and Corporate Finance Senior Manager Trissy Rogacion via <[karen.patricia.rogacion@pwc.com](mailto:karen.patricia.rogacion@pwc.com)> or +63917-836-8673.

Thank you.

Sincerely,



**BENEDICTA DU-BALADAD**  
MAP President



**ALEXANDER B. CABRERA**  
Governor-in-Charge  
MAP Tech Start-Up Committee



**ALDIE P. GARCIA**  
Chair  
MAP Tech Start-Up Committee