

2019 ULI Philippines Urban Innovation Challenge



**Urban Land
Institute**

Philippines

**ULI Young
Leaders Group**



MAIN.PH
MANILA ANGEL INVESTORS NETWORK

COMPETITION BRIEF



The Urban Land Institute, or ULI, is a nonprofit research and education organization with offices in Washington, D.C., Hong Kong, London, and Frankfurt. Its stated mission is "to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide".



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MANILA ANGEL INVESTORS NETWORK

The Manila Angel Investors Network is the largest network of committed independent and private investors in the Philippines.

BACKGROUND



THE CHALLENGE

Entrepreneurs, professionals, and innovators are invited to propose solutions to Poblacion's challenges, commonly found among other rapidly-urbanizing communities. These typically include the lack of affordable housing solutions, pollution, safety and security, traffic congestion and parking deficiency, and gentrification.

Proposals and ideas can relate to any aspect of urban development (e.g., physical, socio-cultural, environmental, economic, technological, etc.) with a focus on improving the status quo.

SCOPE

The competition shall focus on Poblacion, Makati, a rapidly-growing area of Makati with a bustling community of residents and businesses, and a trend-setting night life. It shall run in conjunction with the efforts of ULI Philippines' Technical Assistance Panel ("TAP"), an all-volunteer group of experts that will be offering advisory services regarding the Poblacion district.

THE PROPONENTS

Urban Land Institute Philippines ("ULI Philippines"), the oldest and largest network of cross-disciplinary real estate and land use experts globally, in partnership with Manila Angel Investors Network ("MAIN"), the largest network of committed independent and private investors in the Philippines.

DETAILS

WHAT

An ideas competition to address the pain points of Brgy. Poblacion, Makati. Solutions may be in the form of products and services, urban design proposals or technological systems or innovations

WHO

Open to teams with ideas and solutions to address Poblacion's pain points. Entrants may be individuals or teams

WHERE

Brgy. Poblacion, Makati - bound by Polaris, Kalayaan, Estrella, Antipolo and Nicanor Garcia Streets

WHEN

Round 1 (Online Submissions) - Opens on February 22, 2019 and closes on March 22, 2019

Round 2 (Live Pitch) - Shortlisted teams pitch on March 29, 2019

Round 3 (Live Pitch) - Top 3 teams will pitch at the ULI Philippines Conference: The Future Summit on April 4, 2019

REGISTRATION

Please proceed to this link to register your team:

<https://philippinesconference.uli.org/application/>

There is no registration fee to join this competition

SCOPE

POBLACION - NORTHWEST CLUSTER OF MAKATI - A VIBRANT MIXED USE DISTRICT (103.50 HECTARES)

STREET BOUNDARIES

North : Pasig River
South: Polaris St. and Kalayaan Ave.
East: Estrella St.
West : Antipolo St. and Nicanor Garcia St.

Poblacion was chosen as the focus area because, while it boasts a thriving community and nightlife, it also faces some of the most common challenges faced by other rapidly-urbanizing neighborhoods.



RECOGNITIONS

Poblacion is the cultural and heritage district of Makati. It is the City's seat of government then and now. It is also a secondary business district and lucrative investment area in the City of Makati

PREDOMINANT ECONOMIC ACTIVITIES

Malls, hotels, condotels and inns, banks, schools, restaurants, night clubs and bars, drugstores, pawnshops, health and wellness spas, beauty salons, family and dental clinics, hardware stores, computer shops and internet cafes, convenience stores, bakeries, eateries, sari-sari stores, and funeral parlors

MAJOR BUSINESS ESTABLISHMENTS

Rockwell Center (Powerplant Mall), A. Venue Events Mall, Century City Mall, Nestle Philippines, Asian Eye Institute, PHINMA, commercial strips along J.P. Rizal, Makati Avenue, P. Burgos and Kalayaan Ave

MAJOR SOURCE OF HOUSEHOLD INCOME

Entrepreneurs, office employees, government employees, call center agents, doctors and dentists

Source: makati.gov.ph

PAIN POINTS



NAVIGATION/ INFRASTRUCTURE PAIN POINTS

Traffic congestion, lack of parking, walkability, and access to public transit

CRIME PAIN POINTS

Safety and security, noise management, crime reduction, and drugs

ENVIRONMENTAL PAIN POINTS

Pollution, solid waste management, and flooding

SOCIO-CULTURAL PAIN POINTS

Community displacement, failure to preserve identity, and cultural traditions

ECONOMIC PAIN POINTS

Security of tenure, ease of doing business, rising rents and affordability, unemployment and poverty, informal settlers, and obstacles to tourism

MECHANICS

ROUND 1 (ONLINE SUBMISSION)

1. Propose a solution to address one or more pain points of Poblacion
2. Presentation components may include, but are not restricted to, the following:
 - a. Executive Summary
 - b. Introduction of team
 - c. Opportunity Sizing
 - d. Needs/ Problem Identification
 - e. Solution/ Product/ Benefit Mapping
 - f. Business Model
 - g. Implementation Plan
 - h. Funding/Budget/Financial Plan

SUBMISSION GUIDELINES

1. Submissions must include a presentation of no more than 10 slides
2. Other online submissions (e.g., videos, CAD files, prototypes, etc.) are welcome, but not mandatory
3. Submissions must be emailed to philippines@uli.org on or before March 22, 2019, 10:00 p.m. (Manila time) / with the subject "<Team Name> - Entry for Urban Innovation Challenge"
4. Shortlisted teams who will be proceeding to Round 2 will be announced on March 27, 2019

JUDGING CRITERIA

Entries will be judged based on criteria such as the following:

1. **BENEFIT** – Ability to address the identified pain point(s)
2. **PRESENTATION** – Clarity and delivery of idea
3. **INNOVATION** – Novelty and uniqueness of idea
4. **FEASIBILITY** – Reasonable timeline and budget for implementation

MECHANICS



ROUNDS 2 AND 3 (LIVE PITCH)

1. Pitch your solution to one or more pain points of Poblacion
2. Answer queries from the panel of judges in the succeeding Q&A session

JUDGING CRITERIA

- Round 2: Similar to Round 1 Criteria
Round 3: Popular vote of audience

PITCH GUIDELINES

1. Pitch must not exceed 5 minutes
2. Slides and other submissions from Round 1 may be utilized
3. The pitch event will be held at Acceler8 by UnionSPACE at the 5th floor of Phinma Plaza in Rockwell Center on March 29, 2019 from 6:00pm to 9 pm. You will be assigned your time slot prior to the event

JUDGES



JAMES LETTE

*Executive Director,
MAIN.PH*

James is the Executive Director of the Manila Angel Investors Network, the largest committed private investors network in the Philippines. With a particular interest in impact investing, he is responsible for sourcing high-potential, early-stage Philippine startups, performing due diligence, mentoring entrepreneurs, and opening networks. The Manila Angel Investors Network (MAIN.PH) was formed in 2016 to support the country's start up ecosystem by connecting investors with promising early-stage companies.



MATTHEW KOLLING

*Portfolio Manager,
LLK Partners*

With an MBA from Wharton, Matt has 20 years of experience investing in companies. He has primarily focused on the Financial Services, Technology and Telecom sectors, through roles in Morgan Stanley's Investment Banking and Venture Capital groups, as well as at Och-Ziff Capital Management, Caxton Associates, and Providence Equity Partners. He is the Portfolio Manager of his LLK Partners Family Office. He is Co-Founder and CFO of Startup Ledger Atlas and Chair of the Screening Committee of Manila Angel Investors Network.



JOEL LUNA

*Principal,
Joel Luna Planning
and Design*

Formerly the Head of Innovation and Design Group, the in-house masterplanning and design group of Ayala Land, Inc., the Philippines' foremost real estate development company. Joel was overall in-charge of the planning and design of Ayala Land's products across multiple market segments and geographies. Joel is now the Principal of Joel Luna Planning and Design (JLPD).



ERIC MANUEL

*Chair of Programs,
ULI Philippines*

Eric is a recognized speaker/panelist across Asia Pacific, on topics such as Trends in Philippine Real Estate, Design Thinking in Office Development, and Future of Work. Recently, he has been appointed as Adjunct Faculty at the Asian Institute of Management. He has developed a new course to be launched in 2Q2019 called "RE/think: Disruptive Innovation in Real Estate", an interactive and collaborative course exploring the innovative products and technologies challenging the status quo in the real estate sector.



POBLACION BUSINESS OWNERS ORGANIZATION

An informal yet responsible organization of business owners of some of Brgy. Poblacion's restaurants & bars, hostels and other commercial establishments.



POBLACION LOCAL GOVERNMENT UNIT

The local government unit of Brgy Poblacion governing over its 25,000 residents as of 2015 and more than a hundred of business, commercial and amusement establishments.

PRIZES

ROUND 2: LIVE PITCH NIGHT

1. The top 10 teams shall receive **ACCELER** Day Passes and be featured on the ULI social media page and website BY UNIONSPACE
2. The top 3 teams get the opportunity to pitch at the ULI Philippines Conference: The Future Summit in front of 150 local and regional real estate professionals

ROUND 3: PRIZES FOR THE TOP 3 TEAMS

Champion - Php 110,000+ worth of prizes

1. Php 50,000 Cash Prize
2. Php 60,000+ worth of **FlySpaces** Corporate Passports (good for 6 months) to top coworking spaces in Metro Manila and all over Southeast Asia
3. Feature in ULI Philippines social media page and website

1st & 2nd Runner-Up

1. Feature in ULI Philippines social media page and website
2. Php 10,000+ worth of **FlySpaces** and **ACCELER** Coworking packages BY UNIONSPACE

POSTSCRIPT

“The Poblacion area has been the latest scene for youthful revelry—gritty, raucous, crowded and fun, joining the likes of Hong Kong’s Lan Kwai Fong or Kuala Lumpur’s Changkat Bhukit Bintang. Barangay Poblacion, despite being the newest happening place in the metropolis, is actually the oldest settlement of the City of Makati, predating the Central Business district by a couple of generations and is also known as Makati’s Heritage District. A community that has seen the growth of the city since Spanish colonial times, it is a mix of old neighborhoods, exclusive residential villages and upscale mixed-use developments.

More recently, the barangay has become a popular nighttime destination, offering dining and entertainment venues that have organically grown along its narrow streets. Small residential buildings have converted into pubs, restaurants, B&Bs and hostels and have nurtured a counterculture among young office workers and tourists that contrast sharply with the colder business environment of the Makati Central Business District, located just a few blocks away. On one hand, one sees the randomness of the Poblacion where the daytime image of sleepy mom and pop stores and boutiques by day transform into a mix of pubs and clubs by night; on the other hand, the hard-nosed, snooty area of Central Business District with its multinational headquarters, glass facades, orderly row of towering buildings and people in ties and suits.”

– **ARCH. JOEL LUNA, FROM COMPLEXITY AND CONTRADICTION IN CITIES: SOME INSIGHTS AND IMPRESSIONS ON BARANGAY POBLACION IN MAKATI**