



## SCAN Program: Smart Cities Adapting the New Normal

Smart Cities Adapting the New Normal (SCAN) Program is an open call for innovation that aims to make our cities smarter, inclusive, and sustainable. The program was participated by various aspiring innovators/startup founders in Region IV-A. The program includes a series of capacity-building webinars and mentoring sessions that will recognize and nurture tech-based founders' potential.

Through the initiative of the CTI, SCAN's Branded Banner Program series called the "INTRODUCTION Series" and the "INTERACTION Series," were carried out this year. The INTERACTION series includes interactive training methods in an engaging environment setting for its learners to interact in activities, understand simulation, or participate in collaborative work, typically in a niche audience. The learners adopt a more active and collaborative role as they learn.



Objective: build a solid foundation of the business by identifying customers and discovering the right market.



Objective: learn the right brand for the market and how to top the brand through effective marketing campaign and strategy.



Objective: find the right business and revenue model by creating a Business Model Canvas which is one of the efficient ways to encapsulate the essence of the business and why starting an enterprise for that matter.



Objective: get expert pitch advice, pitch secrets, and tools that will help launch tech companies.

Meanwhile, the INTRODUCTION Series involves a series of lectures focused on knowledge sharing on the basics of a specific topic to grasp a starting point. Typically, in a larger audience group, centered on a talk delivered by the expert.



Objective: discuss topics on being effective founders, the roles of co-founders, and ways to connect with potential co-founders.



Objective: share knowledge on Intellectual Property, such as IP Laws in the Philippines, branches of IP, period of protection in copyrights, and the limitations.



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Also part of the program is a pitching competition of the seven (7) start-up finalists in line with the areas of Smart Health, Smart Governance, and Smart Agriculture. The event was held on March 6, 2021, via Zoom Online Platform and was broadcasted live via CTI official FB page. The event was part of the center's initiatives in promoting and strengthening the presence of innovation in the region.



Objective: provide an avenue for discovering and showcasing innovative smart city solutions to challenges brought by the pandemic to adapt to the New Normal.