



Republic of the Philippines
Department of Education
REGION IV- A CALABARZON
CITY SCHOOLS DIVISION OF THE CITY OF TAYABAS

Advisory No. **285**, s. 2026
October 27, 2026

In compliance with Deped Order (DO) No. 8, s. 2013
this advisory is issued not for endorsement per DO 28, s. 2001
but only for the information of Deped officials,
personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

AMPLIFY PITCH UP 4: BUILDING THE FUTURE THROUGH SOCIAL BUSINESS

The **Negros Women for Tomorrow Foundation, Inc. (NWTF)** and the **3ZERO Club Philippine Network** encourage **all eligible learners** to apply for and help promote the nationwide youth pitching competition, which empowers young Filipinos to develop innovative, sustainable, and community-driven solutions through social entrepreneurship. The application deadline is **October 31, 2026, at 11:59 PM.**

Application details:

Who Can Apply: Junior High School, and Senior High Schools students or youth aged 12-23 who are members of a youth or youth-representing organization.

Team Composition: Applications may be submitted by individuals or teams of 2-5 members. A recommendation from the school or organization is required.

Competition Areas: Batangas City

Seed Funding and Further Support: Nine regional winners-three from each competition area-will receive Php30,000.00 in initial seed funding. The top three pitches selected from the regional winners will receive an additional Php50,000.00 each, alongside the Sandbox Stage incubation Program scheduled from December 2026 to June 2027

For more details, contact:

MS. AG ZAPATER
Strategic Project Staff
3zero@nwtf.org.ph
0966 538 4022

Participation of learners shall be purely voluntary and will not hamper instructional time in compliance with the provisions of **DepEd Order (DO) No. 009, s. 2026**, titled Guidelines on the Implementation of the Three-Term School Calendar in Basic Education and Activities and **DO 9, s. 2005** titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith and the policy on off-campus activities stated in **DO 66, s. 2017**.

Division Advisory No.: **285**

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Immediate and wide dissemination of this advisory is hereby requested.

✓



23 October 2026

TO THE SCHOOLS DIVISION OFFICES
Department of Education CALABARZON
Region IV-A

Subject: Invitation for Learners to Participate in and SDO to Amplify the Pitch Up 4: Future Communities—Local Solutions for a Better Tomorrow | Deadline of Application on October 31, 2026, 11:59 PM.

Dear Schools Division Superintendent:

Mabuhay!

We are thrilled to invite your Schools Division Office to join us in bringing Pitch Up 4: Future Communities—Local Solutions for a Better Tomorrow to more young people across the Philippines!

Pitch Up is a youth social business competition that challenges young people to turn community challenges into innovative, sustainable solutions. Through this initiative, we hope to ignite entrepreneurship, creativity, and social responsibility among Filipino youth and show them that their ideas can help build better communities.

This year, we are asking young innovators to answer one important question:

“How might young people transform local community challenges into sustainable social businesses that improve lives, create livelihoods, and protect the environment?”

Anchored in the principles of social business—the 3ZERO Vision: Zero Net Carbon Emissions, Zero Wealth Concentration, and Zero Unemployment through Entrepreneurship—Pitch Up 4 encourages participants to develop solutions that create meaningful social impact, economic opportunities, and environmental value.

What's in it for youth?

- **Seed Funding:** *Nine regional winners*—three from each competition area across Luzon, Visayas, and Mindanao—will receive ₱30,000 each to develop their social business ideas.
- **Mentorship and Incubation:** Regional winners will receive mentorship, development sessions, and project incubation during the Sandbox Stage from December 2026 to June 2027.
- **Additional Funding:** The top three pitches from the regional winners will receive an additional ₱50,000 each to further develop their solutions.
- **Learning and Collaboration:** Participants will gain opportunities to strengthen their ideas, learn from others, and explore how social business can address real community needs.



Who Can Join?

The competition is open to junior high school, senior high school, and college students, as well as youth aged 12–23 who are members of youth or youth-representing organizations operating in the Philippines. Participants may join individually or in teams of up to five members, subject to the competition guidelines.

Be Our Amplifying Partner!

We believe that schools and educators play an important role in helping young people recognize their potential and turn their ideas into action. With your support, we can bring this opportunity closer to learners who may have the creativity and passion to make a difference but simply need a platform to begin.

In this regard, we respectfully invite your office to become one of our Amplifying Partners by:

1. **Sharing the Pitch Up 4** announcement and attached primer with public and private schools under your division through appropriate communication channels.
2. **Encouraging eligible learners and interested schools** to participate in the competition.
3. **Supporting selected learners** in joining the competition activities, subject to applicable DepEd policies, school procedures, and required approvals.

And yes, we EXTENDED the deadline to October 31, 2026, at 11:59PM!

Attached is the Pitch Up Primer, which contains the eligibility requirements, application process, and competition guidelines for your reference and dissemination. Please note that participants will shoulder their own transportation, accommodation, and meal expenses for on-site activities (except for during sessions).

We would be grateful for the opportunity to continue working with your division to nurture young people who are not only ready to dream of a better future but also willing to take action to make it happen.

For questions or concerns, please contact **Ms. AG Zapater, Strategic Projects Staff**, at E: **3zero@nwtf.org.ph** or M: **0966 538 4022**.

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PRINCESS BALA-AN
Project Supervisor

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the program empowers young people to transform community challenges into sustainable social businesses that contribute to **Zero Wealth Concentration for Ending Poverty, Zero Unemployment, and Zero Net Carbon Emissions.**

Every year, Pitch Up features a new challenge while maintaining its signature two-phase program consisting of a regional innovation challenge followed by a national social business finals. Through intensive bootcamps, mentoring, community validation, prototype development, and implementation, participants move beyond pitching ideas to building practical, community-centered social business solutions.

Unlike conventional startup competitions, Pitch Up measures success not only by innovation and financial viability but also by measurable social, environmental, and economic impact.



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PROGRAM PHILOSOPHY

COMMUNITY FIRST

- Projects begin with real community needs, not assumptions.
- Participants are expected to immerse themselves in communities, validate problems, and co-create solutions with intended beneficiaries.

MEASURABLE IMPACT

- Every idea must produce measurable outcomes.
- Projects are expected to demonstrate evidence of change through implementation, community validation, and impact measurement.

SUSTAINABILITY

- Solutions should become financially sustainable while maximizing social and environmental value instead of maximizing profit.

PROGRAM PHILOSOPHY

3ZERO INTEGRATION

- Every proposal must intentionally contribute to the three pillars of the 3ZERO Vision:
 - **Zero wealth concentration for ending poverty**
 - through inclusive economic opportunities and improved quality of life.
 - **Zero unemployment by unleashing entrepreneurship in all**
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PROGRAM OBJECTIVES

THEME

Overall Goal

To empower youth to ideate, prototype, and scale sustainable projects that address community challenges through social business models.

Local Solutions for a Better Tomorrow

Specific Objectives:

- **Raise Awareness:** Promote innovation, design thinking, and solution-based thinking among youth.
- **Build Capacity:** Train participants in social business, innovation, and project development.
- **Facilitate Collaboration:** Foster cross-sector partnerships between youth, mentors, and community stakeholders.
- **Seed Sustainable Impact:** Provide seed funding and mentorship to support project implementation and scale.

CHALLENGE STATEMENT

How might young people transform local community challenges into sustainable social businesses that improve lives, create livelihoods, and protect the environment?



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SUPPORT & PRIZES

INITIAL SEED GRANT

9 Regional Winners

- 3 winners from each competition area will receive **₱30,000** in seed funding to develop their social business ideas.

MENTORSHIP & INCUBATION

Regional winners will gain access to mentorship, development sessions, and a project incubation period during the Sandbox Stage (December 2026 – June 2027).

FINAL GRANT

The Top 3 Best Pitches selected from the regional winners will receive an **additional ₱50,000** in funding to further develop their social business solutions.

ELIGIBILITY

The competition is open to **junior high school, senior high school, and college students** currently enrolled in any academic institution in the Philippines, as well as **youth aged 12–23** who are members of a youth organization or youth-representing organization operating in the Philippines.

- Eligible participants may represent a school, Sangguniang Kabataan, youth organization, or other civil society organizations.
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SGOD- amplify pitch up 4: building the future through social business
RECHST2N-011070/October 27, 2026



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PROGRAM OBJECTIVES

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THEME

Local Solutions for a Better Tomorrow

CHALLENGE STATEMENT

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SUPPORT & PRIZES

INITIAL SEED GRANT

9 Regional Winners

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The competition is open to **junior high school, senior high school, and college students** currently enrolled in any academic institution in the Philippines, as well as **youth aged 12–23** who are members of a youth organization or youth-representing organization operating in the Philippines.

- Eligible participants may represent a school, Sangguniang Kabataan, youth organization, or other civil society organizations.
- Teams may consist of 1 to a maximum of 5 members, and preferably with multidisciplinary backgrounds.
- Teams may remove members during the competition, subject to program rules. Adding new members after registration is not allowed.



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ELIGIBILITY

- A recommendation letter from the represented school or organization is **required**.
- Participants must commit to attending all official program activities (both online and on-site). **Expenses for on-site sessions are to be shouldered by the participating team.** Such as accommodation, transportation, and meals before and beyond session schedules.
- Teams are not required to be registered 3ZERO Club members, though membership is encouraged and appreciated.

APPLICATION

Imagine the Future. Write It Into Being.

“If we do not imagine, it will not be done. If we imagine, someday it will happen.”
— Professor Muhammad Yunus

CHALLENGE STATEMENT

How might young people transform local community challenges into sustainable social businesses that improve lives, create livelihoods, and protect the environment?

YOUR CHALLENGE

Write a 500–2,000-word Social Fiction that takes readers into your imagined world in 2050—a world where today’s social and environmental challenges have become opportunities for change.

Your story must align with the theme and challenge statement and should explore how young people can contribute to creating sustainable, inclusive, and resilient communities.



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APPLICATION

You may explore areas such as:

Climate Change • Agriculture & Food • Technology & Innovation • Waste & Circular Economy • Employment & Entrepreneurship • Education • Tourism • WASH • Poverty & Inequality • or other relevant social and environmental issues

Show us how this future became possible.

What are young people, government, businesses, schools, entrepreneurs, and communities doing differently? How has everyday life changed?

THE BIG QUESTION

If we started building the future we want today, what could our world look like in 2050?

Scan QR to apply!

Or click the link: [Apply for PU4!](#)

Deadline of applications on
October 25, 2026, 11:59 PM!



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CRITERIA

APPLICATION STAGE

**UNDERSTANDING OF THE
COMMUNITY CHALLENGE** **30%**

**MOTIVATION AND
COMMITMENT** **25%**

INNOVATION POTENTIAL **30%**

**ALIGNMENT WITH THE
ANNUAL THEME** **15%**



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SCHEDULE

APPLICATION

Open: October 5, 2026

Deadline of Application: October 25, 2026

Online Orientation: November 5, 2026, 2:00 PM - 5:30 PM

PHASE 1

Design Sprint (a 3-day onsite session)

- **Bacolod, Negros Occidental:** November 19-21, 2026
- **Batangas, Batangas:** November 26-28, 2026
- **Maramag, Bukidnon:** December 3-5, 2026

On-site Area Pitch:

- **Bacolod, Negros Occidental:** November 22, 2026
- **Batangas, Batangas:** November 29, 2026
- **Maramag, Bukidnon:** December 6, 2026



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SCHEDULE

PHASE 2

Sandbox stage: December 2026 to June 2027

The Phase 1 winning teams advance to the Sandbox Stage, a period to refine their ideas, strengthen their solutions, and prepare for the final challenge.

On-site Final Pitch (for Phase 1 winning teams)

June 27, 2027

Negros Women for Tomorrow Foundation
Bacolod City, Negros Occidental

*Transportation, accommodation, and meals for one (1) representative each Phase 1 winning team will be covered by the organizer.



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ORGANIZER



Negros Women for Tomorrow Foundation (NWTF) is a microfinance-NGO committed to empowering underserved communities through inclusive and sustainable initiatives. NWTF provides institutional support and guidance for Pitch Up, its flagship youth social business innovation program.



The 3ZERO Club Philippine Network is NWTF's youth arm, engaging young people in creating innovative solutions to social and environmental challenges. It leads the organization and implementation of Pitch Up, including youth engagement, program coordination, and competition activities.



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PARTNERS



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