



Republic of the Philippines
Department of Education

REGION I
SCHOOLS DIVISION OF THE CITY OF BATAC

DIVISION MEMORANDUM
No. **079**, s. 2026

04 FEB 2026

2ND PROVINCIAL YOUTH BUSINESS CONFERENCE (PYBC) 2026

To: Assistant Schools Division Superintendent
Chief Education Supervisors
Unit and Section Heads
All Concerned Public and Private Secondary School Heads
All Others Concerned

1. The Mariano Marcos State University (MMSU)- College of Business, Economics, and Accountancy (CBEA) shall conduct the 2nd Provincial Youth Business Conference (PYBC) with the theme, "Ignite, Innovate, Impact: Empowering Ilokano Youth Toward Entrepreneurial Leadership" on February 11, 2026, at SM City Laoag.
2. The conference aims to spark interest in business, expose students to academic and entrepreneurial pathways, and build their leadership capacity while fostering partnerships among schools and local youth sectors. The event will feature plenary sessions on financial literacy and youth-led economic growth, followed by interactive business-related competitions in the afternoon.
3. The participants from the Schools Division of the City of Batac are the following:

No	No. of Student-Participants (SHS-ABM)	No. of Teacher Participants	School
1	30	2	Gen. Artemio Ricarte SHS
2	15	1	Batac Junior College
3	15	1	Immaculate Conception Academy

4. School heads are requested to implement necessary administrative arrangements to ensure learning continuity for the subjects handled by teachers attending the activity.
5. Attached are the letter from MMSU-CBEA and the event guide for reference.
6. This Memorandum shall serve as the authority to travel of the teacher-participants.
7. For information and guidance.


ANSELMO R. ALUDINO
Schools Division Superintendent

Encl.: Letter and Event Guide Reference
Reference: Letter and Event Guide Reference
To be included in the Perpetual Index
Under the following subject:

Business
Conference

ABG/3 2nd PYBC 2026
2601777/26038/February 3, 2026



DepEd Batac City



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www.csdbatac.com

Asuncion Street, 16-S Quiling Sur,
City of Batac, Ilocos Norte
Telephone No.: (077) 677-1993



MARIANO MARCOS STATE UNIVERSITY
College of Business, Economics and Accountancy
OFFICE OF THE STUDENT COUNCIL



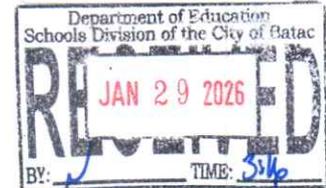
SDCB RECORDS UNIT

2601777

ANSELMO R. ALUDINO, CESO VI
Schools Division Superintendent
Department of Education - Division of Batac City

Sir:

Handwritten signature: BPS: [Signature]



May we first take this opportunity to thank you for your continuous commitment ensuring the welfare of every Ilokano learner. We look forward to working with you for the community.

We are pleased to inform you that the College of Business, Economics, and Accountancy (CBEA) will conduct the **2nd Provincial Youth Business Conference (PYBC) 2026 at SM City Laoag**. Guided by the theme, **"Ignite. Innovate. Impact: Empowering Ilokano Youth Toward Entrepreneurial Leadership,"** this one-day conference is designed to empower youth, particularly Senior High School students and College students from business colleges through immersive learning in entrepreneurship, innovation, and leadership.

The conference aims to spark interest in business, expose students to academic and entrepreneurial pathways, and build their leadership capacity while fostering partnerships among schools and local youth sectors. The event will feature plenary sessions on financial literacy and youth-led economic growth, followed by interactive business-related competitions in the afternoon.

In this regard, we cordially invite Grade 11 and Grade 12 students from the Senior High School ABM strand to participate in this conference. We have allotted **sixty (60) slots for the entire division**. This opportunity offers students an immersive experience, providing real-world insights into entrepreneurship and fostering leadership skills that will benefit their respective communities.

In line with this, we are pleased to announce that registration is now officially open. We request participating schools to form a team of **exactly three (3) members for the Impact Pitch: Business Pitching Competition**. Each team must submit their business model canvas, anchored in an SDG and may be categorized under **Food, Apparel, or Technology** on or before February 04, 2026, for the pre-selection phase. Additionally, we encourage your students to prepare for the **Virtual Accounting Quest**, another key competitive highlight designed to test their technical proficiency and academic excellence. Further details regarding the said event will be posted in the official Facebook page of the Student Council.

Attached herein is the program of activity and guidelines for your reference.

Respectfully yours,

DANIEL JAMES A. CORALES
President, CBEA Student Council
09164422841

Handwritten notes:
GMSHS - 20
BJC - 15
JCA - 15
60



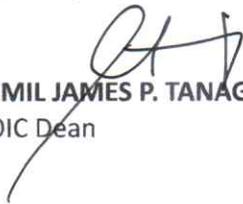


MARIANO MARCOS STATE UNIVERSITY
College of Business, Economics and Accountancy
OFFICE OF THE STUDENT COUNCIL



Noted by:


JOHN WEL B. PASCUA
Adviser, CBEA Student Council


EMIL JAMES P. TANAGON
OIC Dean





PROGRAM FLOW

Time	Activity
9:00 AM - 9:30 AM	Registration
9:30 AM - 9:40 AM	Preliminaries National Anthem and MMSU Hymn
9:40 AM - 9:45 AM	Opening Remarks Prof. Emil James P. Tanagon OIC Dean
9:45 AM - 9:50 AM	Rationale Daniel James A. Corales President, CBEA Student Council
9:50 AM - 10:00 AM	Message from the University President
10:00 AM - 10:30 AM	Taripnong Series #1 The Ignite Mindset: Blueprint for Ilokano Youth-led Economic Transformation Keynote Speaker: Gov. Cecilia Araneta-Marcos Governor, PGIN
10:30 AM - 11:00 AM	Taripnong Series #2 Innovate to Elevate: Financial Literary and Modern Business Modeling Resource Speaker: Mrs. Elma O. Gabriel Head, PGIN-MSME
11:00 AM - 11:30 AM	Taripnong Series #3 The Impact Blueprint: Framework for Ethical Entrepreneurship and SDG Integration Resource Speaker: Mr. Gian Carlos Quiaoit Assistant Mall Manager, SM City Laoag
11:30 AM - 12:00 NN	Open Forum
LUNCH BREAK	
1:00 PM - 1:10 PM	Introduction to the Competition
1:10 PM - 4:30 PM	Impact Pitch: Business Pitching Competition
4:30 PM - 5:00 PM	Awarding and Closing Remarks





PYBAC

PROVINCIAL YOUTH BUSINESS CONFERENCE

IGNITE. INNOVATE. IMPACT.: Empowering Ilokano Youth
Toward Entrepreneurial Leadership

9:00 AM - 5:00 PM | SM CITY LAOAG, ILOCOS NORTE



MMSU CBEA Student Council



cbeasc@mmsu.edu.ph



Brgy. Quiling Sur, Batac City, Ilocos Norte

MMSU CBEA STUDENT COUNCIL



VISION STATEMENT

A premier student body empowered by unity and democratic values, leading the way in academic excellence and community development.

MISSION STATEMENT

The Council commits to protecting student rights and promoting solidarity by coordinating the efforts of academic and interest organizations. We strive to provide a platform for democratic consultation, civic action, and harmonious collaboration to uphold the honor of our College and University.



ABOUT THE EVENT

The Provincial Youth Business Conference (PYBC) 2026 stands as the flagship youth leadership and entrepreneurship conference in the province, proudly organized by the MMSU CBEA Student Council. The legacy of the PYBC began in March 2018, when the first conference was launched as a pioneering initiative to activate the entrepreneurial spirit of the Ilokano youth, serving as a landmark event that introduced students to the possibilities of local enterprise. Now, eight years later, the conference makes its highly anticipated return for the Academic Year 2025-2026, evolving from its inaugural foundation into a premier catalyst for regional economic development. This is designed to meet the challenges of a new decade, bridging the critical gap between academic classroom theory and the gritty realities of real-world enterprise with a significantly greater purpose and more ambitious goals.

Operating under the official theme **“Ignite. Innovate. Impact: Empowering Ilokano Youth Toward Entrepreneurial Leadership,”** the event will be held as a high-impact, one-day summit at SM City Laoag, Ilocos Norte. The conference is born from the belief that bringing young minds together in a space that inspires collaboration and innovation sparks undeniable change, moving beyond conceptual dreaming to equip the youth with the courage to lead and the creativity to build something meaningful. By connecting Senior High School ABM students and College leaders from the College of Business, Economics, and Accountancy and other Higher Education Institutions, the PYBC 2026 builds a cohesive community of future changemakers who are ready to transform abstract ideas into tangible reality.

The program is meticulously structured to provide a 360-degree learning experience, beginning with a morning seminar series featuring esteemed industry experts who provide the fundamental tools of the trade, from digital transformation to sustainable management. Ultimately, the conference seeks to graduate a cohort of youth who no longer just see the future, but possess the leadership capacity and global alignment to build it, ensuring a lasting impact on the local development of Ilocos Norte.



THEME OF THE EVENT

IGNITE. INNOVATE. IMPACT.: EMPOWERING ILOKANO YOUTH TOWARD ENTREPRENEURIAL LEADERSHIP

The theme "**Ignite. Innovate. Impact: Empowering Ilokano Youth Toward Entrepreneurial Leadership**" was selected to address the observation that many young people possess passion and ideas but lack the necessary platform to explore their leadership and entrepreneurial spirit. It reflects the conference's goal of transitioning participants from "*dreamers*" to "*doers*" by providing a space that inspires learning and collaboration. This approach aims to create a community of future changemakers who are equipped with the courage to lead and the creativity to build meaningful ventures.

Furthermore, the theme serves as a strategic framework to spark interest in business and expose students to academic and entrepreneurial pathways. By focusing on innovation, the event seeks to develop a transformed mindset that empowers students to build sustainable solutions for local development and economic growth. Ultimately, the theme aligns the conference with global Sustainable Development Goals, ensuring that the youth's contributions have a significant and lasting impact on society.



OVERVIEW OF THE EVENT

TARIPNONG SERIES

PYBC 2026 convene student leaders and students from College and Senior High School levels to explore the following:

The Ignite Mindset: Blueprint for Ilokano Youth-led Economic Transformation

- This session serves to spark interest in business and expose students to entrepreneurial pathways. By focusing on the "Ignite" phase, this session aims to foster a transformed mindset that encourages young leaders to navigate and lead economic growth within the province of Ilocos Norte.

Innovate to Elevate: Financial Literacy and Modern Business Modeling

- This session provides participants with the technical tools and knowledge required to turn their ideas into reality. This aligns with the "Innovate" component of the theme, focusing on improving the understanding of innovation and providing clarity on business-related academic and career pathways.

The Impact Blueprint: Framework for Ethical Entrepreneurship and SDG Integration

- This session ensures that youth-led ventures result in a meaningful and lasting contribution to society. This session connects the "Impact" phase to global standards by aligning entrepreneurial efforts with Sustainable Development Goals 4, 8, and 17, ensuring that local leadership growth leads to sustainable global outcomes.



REGISTRATION

FOR SHS PARTICIPANTS

To register for the Provincial Youth Business Conference (PYBC) 2025-2026, participants can scan the provided QR code to access the official registration form or through this link: <https://forms.gle/bVRm7CaJPoC2RFpr7>. This event is open to Senior High School students and College students who are eager to transition from being "dreamers" to "doers" in the field of entrepreneurship.

By registering, participants will gain access to the full-day conference at SM City Laoag, which includes the "Taripnong" seminar series. Ensure you complete the registration to secure your spot and join a community of future changemakers ready to ignite, innovate, and make a lasting impact.



OVERVIEW OF THE EVENT

IMPACT PITCH: BUSINESS PITCHING COMPETITION

The Impact Pitch: Business Pitching Competition is a key event of the Provincial Youth Business Conference designed to transition students from "dreamers to doers". It challenges participants to refine creative ideas into viable, high-impact business models that address real-world local challenges.

The competition focuses on Ethical Entrepreneurship, requiring all proposals to be anchored in Sustainable Development Goals (SDGs) to prioritize community welfare alongside financial sustainability. Open to teams of exactly three members, it features specific categories for high school students—**Food, Apparel, and Technology**—while college-level participants can submit proposals in any field. Finalists are selected through a pre-screening of Business Model Canvases and must present a three-minute live pitch at SM City Laoag on February 11, 2026.



REGISTRATION

FOR SHS PARTICIPANTS

To register for the Impact Pitch: Business Pitching Competition, participants can scan the provided QR code or link (<https://forms.gle/iScqRWVXuctiqs4n8>) to access the official registration and submission portal. This competition is open to Senior High School (ABM) students who are ready to transition from "dreaming to doing" by applying academic knowledge to real-world local challenges.

By registering, participants will compete in one of the specialized categories—**Food, Apparel, or Technology**—to develop innovative, SDG-anchored solutions for the local economy. Senior High School teams must choose one specific category to compete in, focusing on modernizing local industries while prioritizing community welfare. Ensure your team of exactly three members completes the registration to secure a spot in the pre-selection phase for a chance to pitch live at SM City Laoag.



THE COMPETITION GUIDELINES

ELIGIBILITY AND CATEGORIES

Team Composition

- All team must be composed of exactly three (3) members only)

Senior High School Level

- For Senior High School participants, Business Model Canvas must fit best on of the following categories:
 - **Food:** Innovations in local delicacies, sustainable agriculture, or food processing
 - **Apparel:** Creative fashion, sustainable textiles (ex. Abel Iloco) or functional apparel
 - **Technology:** Digital solutions, mobile applications, or hardware innovations for local problems.

BUSINESS MODEL CANVAS CONTENTS

1. Customer Segments

Who are you creating value for? This defines the different groups of people or organizations an enterprise aims to reach and serve (e.g., mass market, niche market, or multi-sided platforms).

2. Value Propositions

The heart of the canvas. This describes the bundle of products and services that create value for a specific Customer Segment. Why should customers choose you over a competitor? (e.g., price, design, brand status, or "getting the job done").

3. Channels

How do you communicate with and reach your customers to deliver your value proposition? This includes communication, distribution, and sales channels (e.g., social media, storefronts, or wholesale).

THE COMPETITION GUIDELINES

4. Customer Relationships

The type of relationship you establish with specific segments. Is it automated (self-service), deeply personal (dedicated assistance), or driven by community?

5. Revenue Streams

How the business earns cash from each Customer Segment. This isn't just price, but the mechanism: subscription fees, one-time sales, licensing, or advertising.

6. Key Resources

The most important assets required to make the business model work. These can be Physical (factories), Intellectual (patents/brands), Human (staff), or Financial.

7. Key Activities

The most important things a company must do to make its business model work—such as software development, supply chain management, or problem-solving.

8. Key Partnerships

The network of suppliers and partners that make the business model effective. Companies forge partnerships to optimize their models, reduce risk, or acquire resources (e.g., joint ventures or strategic alliances).

9. Cost Structure

All costs incurred to operate the business model. Is the business Cost-driven (minimizing costs everywhere) or Value-driven (focusing on premium value creation)?



THE COMPETITION GUIDELINES

PRE-SELECTION SUBMISSION AND SCORING SYSTEM

- **Submission of Proposals:** All SHS teams must submit a Business Model Canvas until **February 08, 2026** for initial screening.
- **Screening Committee:** A technical committee will review all submissions to ensure they meet the minimum requirements for innovation and feasibility.
- **Finalist Selection:** Only the top-scoring proposals from the pre-selection phase will be invited to pitch live during the afternoon session of the conference.

Criteria	Point	Description
Problem-Solution Fit	30	How clearly the team identifies a local community challenges and provides a logical solution
SDG Alignment	20	The depth of the connection to a chosen SDG (Food, Apparel, or Technology)
Feasibility	25	The realism of the business model and the team's ability to execute it with their resources
Innovation	15	The uniqueness of the idea compared to existing local businesses or products
Technical Writing	10	The clarity, organization, and professionalism of the submitted written proposal

THE COMPETITION GUIDELINES

LIVE PITCH MECHANICS AND CRITERIA FOR JUDGING

- **Presentation Time:** Finalists are allotted three (3) minutes for their pitch followed by a two (2) minute Q&A with the panel of judges.
- **Visual Aids:** Teams are encouraged to use slide decks or digital mockups to illustrate their business model and impact. All materials must be submitted a day before the conference.

Criteria	Point	Description
Creativity and Innovativeness	10	Evaluates the uniqueness of the solution and the "ignite" factor in modernizing local industries or addressing specific community challenges.
Impact and Significance	10	Assesses the depth of the project's alignment with the chosen SDG and its potential to create a meaningful, lasting difference in the local community.
Idea Viability and Feasibility	50	Examines the realism of the business model and the team's ability to execute the proposal given current resources and local conditions.
Market Potential	10	Measures the demand for the product or service, the identification of a clear target audience, and the potential for financial sustainability.
Delivery and Teamwork	20	Rates the clarity, persuasiveness, and professionalism of the 3-minute presentation, as well as the cohesion of the 3-member team during the Q&A.

PROGRAM FLOW

TIME	ACTIVITY
9:00 AM - 9:30 AM	Registration
9:30 AM - 9:40 AM	Preliminaries
9:40 AM - 9:45 AM	Opening Remarks
9:45 AM - 9:50 AM	Rationale
9:50 AM - 10:00 AM	Message
10:00 AM - 10:30 AM	Taripnong Series #1: The Ignite Mindset: Blueprint for Ilokano Youth-led Economic Transformation
10:30 AM - 11:00AM	Taripnong Series #2: Innovate to Elevate: Financial Literary and Modern Business Modeling
11:00 AM - 11:30 AM	Taripnong Series #3: The Impact Blueprint: Framework for Ethical Entrepreneurship and SDG Integration
11:30 AM - 12:00 PM	Open Forum
12:00 NN - 1:00 PM	Lunch Break
1:00 PM - 1:10 PM	Introduction to the Competition
1:10 PM - 4:30 PM	Competition Proper
4:30 PM - 5:00 PM	Awarding and Closing Ceremony



OTHER DETAILS AND REMINDERS

1. **Registration & Catering:** There is no registration fee for this event. Please note that snacks and lunch will not be provided; participants are encouraged to bring their own refreshments.
2. **Attendance (SHS & College):** All Senior High School participants –including both qualifiers and non-qualifiers of the Impact Pitch –are required to attend the entire duration of the event.
3. **General Registration:** The deadline for both College and Senior High School participants to register is February 04, 2026.
4. **Impact Pitch Competition Deadlines:**
 - o **Senior High School:** February 08, 2026
 - o **College Level:** February 10, 2026
5. **Virtual Accounting Quest:** Specific mechanics and guidelines will be posted on the MMSU CBEA Student Council Facebook page. **Limited to Senior High School participants only.**
6. **Dress Code:** Participants are encouraged to wear their college, organizational, or Type B uniform.
7. **Conduct:** Proper decorum and professional behavior must be observed throughout the event.

CONTACT INFORMATION

FOR SPECIFIC EVENT INQUIRIES:

DANNIEL JAMES A. CORALES

Event Chairperson

09164422841 | danieljames.corales.osc@gmail.com

CARMELIZA R. ASUNCION

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