APCTT / DOST-TAPI

DAY 2 · SESSION 5

Who pays for it?

Market intelligence

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Davao City · 17 October 2026

FIELD NOTES

01

BUYER

TEST

PROOF

THE BASICS

Three questions.

01 USER **Who needs it?**

02 BUYER **Who pays?**

03 RESULT **What changes?**

EXAMPLE **Alert user ≠ buyer.**

REGIONAL EXAMPLES

Copy the question.

ID

INDONESIA [1]

Village water

Who will operate it?

SG

SINGAPORE [2]

PUB test-bed

Can it work on site?

MY

MALAYSIA [3]

Flood warnings

Who acts on the warning?

VN

VIETNAM [4]

Lower-cost rice

Does it pay?

Different places. Different conditions.

FLOOD ALERT

USER

Needs it.

≠

BUYER

Pays for it.

POTENTIAL BUYERS

01 City DRR office

02 Port / factory / resort

03 Utility / insurer

ASK THIS FIRST

“Whose budget?”

ASK ABOUT REAL EVENTS

Ask about last time.

01 What happened?

02 What do you do now?

03 What does it cost?

04 **Who approves or pays?**

05 What justifies a test?

ASK THIS

“What did you buy last year?”

BOTTOM-UP

Count what you can reach.

BUYERS × UNITS / YEAR × PRICE = REACHABLE SALES

01 **List buyers**

02 **Check buying patterns**

03 **Verify price**

No source? An assumption.

30-DAY PLAN

One site. Thirty days. One decision.

WEEK 01

LISTEN

Talk to 5 buyers.

WEEK 02

AGREE

Set site + target.

WEEK 03

TEST

Measure result + cost.

WEEK 04

DECIDE

Agree next step.

Before the test

Define success first.

EVIDENCE

Interest ≠ demand.

01	INTEREST	“Sounds good.”
02	FREE TEST	It works.
03	MEASURED VALUE	A clear result.
04	BUYING STEP	Budget or payment.

> **A logo isn’t a sale.**

FOR THE CLINIC

Bring 3 things.

01	PAYER	Name + role
02	PROOF	One result
03	NEXT ASK	Site, data or paid test

One clear next step.

SOURCES

Regional examples.

01	INDONESIA	World Bank · Community-led resilience ↗
02	SINGAPORE	PUB · Global Innovation Challenge ↗
03	MALAYSIA	Malaysia DID · Flood warning ↗
04	VIETNAM	World Bank · Viet Nam rice project ↗

Results vary by context.

THANK YOU / SALAMAT

Maraming salamat!

Name the buyer. Test. Prove.

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FIELD NOTE

One conversation.