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## Science, Technology, Research and Innovation for Development (STRIDE)

### Charge and Advertise (ChAd)

**GRANTEE:** Technological Institute of the Philippines (TIP)

**PRINCIPAL INVESTIGATOR:** Dr. Drandreb Juanico

**GRANT PERIOD:** September 16, 2016 to September 15, 2017

**CONTRACT AMOUNT:** Php 1,000,000 (approximately USD21,300)

#### **Education through apps**

Wireless charging is now becoming a necessity because it offers a convenient way for people to operate their mobile devices at all times. The project seeks to combine wireless charging with a seamless push of informative apps to mobile devices, to unlock the potential for effective communication and education.

The TIP research team, with support from USAID STRIDE, is developing and pilot-testing ChAd, a system that activates a pre-installed app on mobile devices through wireless charging. The system consists of a transmitter and receiver that sends electrical power to charge a mobile device without wires. Although wireless charging has been around for quite a time, ChAd introduces an innovation that utilizes mobile apps that are as yet unavailable in the Philippines.



*The research team demonstrates to STRIDE representative on how the 3D printer is operated*

## Potential application and benefits

ChAd works like media advertising, but focuses more on educating users to use apps that relay information or administer educational games. For instance, faculty members can receive information about patent training while they charge their mobile devices. ChAd also functions as a gateway to the Career Center of the institution. The messaging strategies are effective in creating brand awareness, enhancing knowledge, and disseminating information that would cultivate changes in attitude and behavior among students. Likewise, students reluctant to visit the Career Center will be able to access information through ChAd on careers, skills trainings, and other information crucial to their education.



*The project team reviews the transmission layout design*

Once ChAd is complete, it will be pilot-tested at the institution as an initial step for commercialization, and market validation of the usefulness of the wireless charger system. Seventy percent of Filipinos could be smartphone users by 2018. The project seeks to reach that audience with useful, informative technology.