

Technology-based Business Innovation and Incubation (TBII) Center



SYMPOSIUM - WORKSHOP PROCEEDINGS



14-15 August 2014
Teodoro Room, UP ISSI Bldg.
UP Campus Diliman, Quezon City



**PROCEEDINGS OF THE TECHNOLOGY-BASED
BUSINESS INNOVATION AND INCUBATION CENTER
SYMPOSIUM-WORKSHOP**

**TEODORO ROOM, UP ISSI BUILDING
AUGUST 14 & 15, 2014**

**BUSINESS ENTERPRISE DEVELOPMENT DIVISION
UNIVERSITY OF THE PHILIPPINES
INSTITUTE FOR SMALL-SCALE ENTERPRISES**

CONTENTS

Welcome Remarks Dr. Paterno V. Vilorio, President SERDEF and former ISSI Director	i
Overview: Accelerating Start-up Development and Innovation Prof. Nestor O. Rañeses, Director UP Institute for Small-Scale Industries	ii
About the Resource Persons	v
Symposium-workshop Program	x
<u>Summary of Presentations</u>	
Strengthening Technology Business Innovation and Incubation (TBII) in the ASEAN Jerry T. Clavesillas, Director, DTI-BMSMED	1
Innovating and Incubating for Inclusive Growth and Technology-based Enterprise Development Prof. Fortunato T. Dela Peña, Undersecretary Scientific and Technological Services Department of Science and Technology (DOST)	2
Advancing Technology Innovation with TBII Centers Dr. Rowena Cristina L. Guevara, Executive Director Philippine Council for Industry, Energy and Emerging Technology Research & Development (PCIEERD)	4
Journey: Start-up to Successful Business Enterprise Engr. Jimmy Itao, President, Mechatronics Corporation (MTC) Mr. Rocky Doctor, Owner, Longlive Pharmaceuticals	6 7
Technology Business Innovation and Incubation (TBII) Center Models and Best Practices: DOST Government-Industries TBI Dr. Ma. Josefina P. Abilay, Regional Director, DOST- MIMAROPA	8

Mr. Jovito Rey E. Gonzales, Division Head, Investment and Business Operation - TAPI-DOST	11
Technology Business Innovation and Incubation (TBII) Center Best Practices: University-Industries TBI	
Dr. Enrico P. Supangco TBI Head, Center for Technology Transfer & Entrepreneurship UP Los Baños TBI	14
Atty. Liza D. Corro, Dean, DOST-UP Cebu TBI	17
Dr. Luis G. Sison, TBI Project Leader, DOST-UP Enterprise Center for Technopreneurship	19
Technology Business Innovation and Incubation (TBII) Center Best Practices: Private-Industries TBI	
Ms. Diane Angela Eustaquio Executive Director, IDEASPACE	22
Visit to TBII Locations	
DOST-UP Enterprise Center for Technopreneurship, UP Campus	23
DOST-PEZA Open Technology Business Incubator, C.P. Garcia Ave.	24
Soft Launching of TBII Incubatees	25
Soundscope Marketing Inc. Mechatronics Technologies Corporation Brew Up Longlive Pharma Summers and Sundays Ethertec ICT	
Workshop and Discussions	27
Annexes	
Annex 1 Directory of Participants	
Annex 2 Photo Documentation	

Welcome Remarks
Dr. Paterno V. Vilorio
President, SERDEF and former ISSI Director

From the Institute's inception in March 2, 1966 through a bilateral agreement between the Republic of the Philippines and the Government of the Kingdom of the Netherlands, and the Passage of RA 6041, making the Institute an organic research and extension unit of the University of the Philippines in 1969, UP ISSI, together with its private partner, the Small Enterprises Research and Development Foundation (SERDEF), has been in the forefront of enterprise promotion and business innovation in the country.

For us who have been here since the start, seeing the exponential growth of the SME sector these past 48 years have been heartening. Seeing the institute's continued leadership in the promotion of small enterprises in the country after all these years, even more so. When we pioneered the different entrepreneurship programs back then, it was but a dream for all of us that the SME sector would one day be the backbone of the country's economy – a dream that has since come true. Today, SMEs comprise 99% of all businesses in the country.

With the imminent ASEAN Integration in 2015, MSMEs in the country not only have to compete with other Filipino entrepreneurs, but with their counterparts in the region as well. It is therefore imperative for the SME sector to be equipped with the necessary skills and technology to face challenges brought about by regional and global competition.

Now more than ever, Pinoy Entrepreneurs need to be ready to excel in the world stage.

We will be learning more about the best technology-based innovation and incubation models and practices in ASEAN members states, appreciate the critical success for the setting up and operations of TBIs, understand the implementation guidelines for integrated technology business innovation and incubation centers, and formulate strategic action program for TBI set-ups.

For the SME sector to be truly prepared for the impending integration, we all must unite and give Pinoy entrepreneurs as much leverage as possible. Only when we all work together can we ensure the success of Filipino entrepreneurs.

Overview TBII: Accelerating Start-Up Development and Innovation

Prof. Nestor O. Rañeses

Director, UP Institute for Small-Scale Industries

One of the big challenges of UP is to produce entrepreneurs. Globally, universities and colleges now also measure how many graduates they've produce who became entrepreneurs. A retired Japanese teacher from MIT once said "Teaching is arrogance" and with this premise we are not going to teach you how to set-up an incubation center, we are not going to brag what has been done, but what we'll create is an environment where you will be encouraged to look at incubation and innovation as an opportunity by which we can advance the SME development.

Shared former UP President Egdardo Angara's thoughts:

- Competitiveness is a dangerous obsession.
- We do not have enough innovators.
- Universities are seat and incubator of change – technological faculty.
- We should have a National Innovation Program.
- Innovation clusters in cloud computing, food, algae alternative energy, eco-mining and disaster management and climate change.

According to Albert Einstein, knowledge is an obsolete substance, imagination is a better substance. We are not going to create inventors out of you but we are going to create innovators out of you.

The greater picture is that we want our country to grow and prosper. But growth is driven by 2 mind-sets – Entrepreneurship and Innovation. Innovation is creating something new and something different. In the onset of ASEAN integration, the mantra today is "Innovate or Die"

The Global Innovation Index (GII) is composed of Innovation inputs and Innovation Outputs and used as measurement and comparison on a per country level of innovativeness.

GII defines innovation as the implementation of a new and significantly improved product, a new process, a new marketing method or a new organizational method in business practices, workplace organization or external relations. It covers the hard and soft innovation.

How is the Philippines ranked against global leaders in the Global Innovation Index? Ranked 90 in 2013 and 7th in ASEAN where there are only 10 ASEAN Member states.

Innovating Management for Improvement (IMI) is a concept of change management in the organization to improve process and products through innovation.

Value-Chain – everything is connected to something. Innovation is about connectivity, relationship, and networking. It's about teaming. And what does team means? Together Everyone Achieves More!

TEAMOCRACY – Reinventing Teams:

From Homogeneous Autonomous Teams to Heterogeneous Multi-Functional Teams to Self-directed Teams to Flexible Teams

Flexible teams are:

- Agile
- Nimble
- Pro-Active
- Anticipatory
- Design-Oriented
- Prospective
- Multi-Disciplinary

Customers are very important in innovation. Innovation is meaningless if it's actually technology pushed. It should be driven by customer needs. The voice of the customer should be centered in innovation.

If I need to be productive I need to be producing quality. Quality is the absence of deficiency. But it's not enough. Today, Quality must have Innovativeness. What is it in your product that I will patronize and come back again and again?

- Quickly
- Understand &
- Act on
- Losses
- Innovatively for
- Technical (Theoretical)
- Yield

Andy Grove – The wisdom about productivity is that it relates to continuous improvement, doing the same thing in lesser time. There must a passion for continuous improvement.

- Better – Quality
- Higher – Productivity
- Faster – Cycle Time
- Cheaper – Added Value
- Happier – People Power
- Longer – Sustainable Growth

Principles of Innovation by Peter Drucker:

1. Systematically analyze sources of innovative opportunities
2. Look, ask and listen
3. Make innovation simple and focused “This is obvious, why didn't I think of it?”
4. Start small
5. Innovate for the present
6. Aim for leadership

Entrepreneurship Processes and Paradoxes

“Entrepreneurship is a way of thinking, reasoning, and acting that is opportunity obsessed, holistic in approach and leadership balanced.”

When you say “Entrepreneurship” it always involves “Innovation.” Entrepreneurship is about continual innovation and creativity.

As we go into the TBI, we are not just going to create and innovate or incubate something but we would really like to encourage everybody to create value. We are incubating enterprises that create value.

The demographics of the Philippines is in its sweet spot. By the numbers, the median age of the country today is at 23 years old.

Peter Drucker: In any organization there are only 2 critical functions – Marketing and Innovation.

What are the best practices for driving growth through innovation?

- Innovation should be a disciplined process
- Innovation should be comprehensive
- Innovation should include an organized, systematic and continuous search for new opportunities
- Innovation should be directed from the top and involve the total enterprise
- Innovation should be customer centric

Mindsets that should set the TBII – whatever we try to nurture, incubate, innovate should actually be in the context of why we are doing it.

Dramatic & radical improvement – breakthrough Innovation.

Look at things from the perspective of an artist and execute like a scientist. We need to exploit science to make innovation better.

You can wait 100 years for enlightenment or you can solve a problem in 15 minutes. – Theory on Inventive Problem Solving

We are making innovation systematic. We are exploiting science to make it much better.

Find a new way - Not everyone can be inventors, but anyone can be innovators.

Innovation Sequence of Steve Jobs:

- Do what you love to do
- Put a dent in the universe
- There must be a vision
- Sell dreams, not your products
- Say no to 1000 things
- Create instantly great experience
- Tell a story

All innovative companies have visionary leaders. There must be an inspiring vision.

Customers will not innovate, it is YOU who will innovate. Use customers to determine your innovation.

Steve Jobs: Do not move products. Sell the customer dream. Enrich their lives.

DO NOT LIVE THE LIFE OF OTHERS

ABOUT THE RESOURCE PERSONS

Jerry T. Clavesillas is the Director of the Bureau of Micro, Small and Medium Enterprise Development (BMSMED). He is the Program Manager of the Rural Micro Enterprise Promotion Program (RUMEPP) of the Department of Trade and Industry.

Mr. Clavesillas is a Certified Public Accountant. He earned his degree in Bachelor of Science in Commerce major in Accounting from Notre Dame of Marbel College.

His fields of specialization include Small & Medium Enterprise promotion and Enterprise & Entrepreneurship Development.

Usec. Fortunato T. Dela Peña is the Undersecretary of the Science and Technological services, department of Science and Technology. He is a Professor at the Department of Industrial Engineering, UP College of Engineering.

Prof. Dela Peña earned his degrees in BS Chemical Engineering, Master of Science in Industrial Engineering, and Ph.D. Business Administration from UP Diliman. He also has a Diploma in Industrial Quality Control from Bowcentrum International Education, The Netherlands; and Graduate Studies in Operations Research from the Polytechnic Institute of New York.

Prof. Dela Peña's fields of specialization include Enterprise Promotion & Development, Technology Management, Technology and Technology Transfer, Manufacturing Productivity, Quality Management Process, and Work Measurement.

Dr. Rowena Cristina L. Guevara is the Executive Director of the Philippine Council for Industry, Energy and Emerging Technology Research and Development (PCIEERD) of the Department of Science and Technology (DOST).

A well-respected engineer and educator for 27 years, Dr. Guevara is a Professor of Electrical Engineering at the University of the Philippines in Diliman specializing in speech and audio signal processing, time-frequency analysis and synthesis, and artificial intelligence.

Dr. Guevara is a BSEE and MSEE graduate of the University of the Philippines Diliman and PhDEE graduate of the University of Michigan in Ann Arbor.

She served as Dean of the UP Diliman College of Engineering and was Executive Director of the UP National Engineering Center from 2004 to 2010. She has been the recipient of several awards in engineering and education, including the 2010 Metrobank

Foundation Search for Outstanding Teachers of the Philippines for the higher education category.

Engr. Gamaliel F. Itao is President and General Manager of Mechatronics Technologies Corporation. He is also President of the Industrial Controls Corporation.

He graduated from the University of San Carlos with a BS Degree in Electrical Engineering and obtained his Master's Degree in Business Administration at the Asian Institute of Management.

Ma. Josefina Pormento Abilay is the incumbent leader of DOST-MIMAROPA, an ISO 9001:2008-certified agency and youngest among the 16 regional arms of the Department of Science and Technology (DOST), credited for her dedication in the delivery of science and technology (S&T) interventions to attain industrialization in the countryside. Serving as a Regional Director of MIMAROPA for barely 4 years, she has shaped a consistently responsive and results-driven office and has mentored a team committed to serve the needs of community organizations and micro, small and medium enterprises (MSMEs) among others.

After graduating from the University of the Philippines Los Banos with a Bachelor of Science in Agribusiness, Abilay gained her valuable business development and management background from her professional engagements of about 10 years in various dynamic business and academic institutions. Her career as a public servant began in 1982 when she first joined Philippine Council for Agriculture, Forestry and Natural Resources Research and Development (PCARRD)-DOST as a Science Research Assistant. Through 20 years of hard work, perseverance, and loyalty to DOST, she became the Regional Director of DOST-MIMAROPA.

With her increasing responsibility throughout her career, Abilay aggressively responds to the call of her profession. She was able to secure a Master of Management in UPLB and a post graduate degree in Business Administration in UP Diliman on top of her executive and personal responsibilities. Currently, she is keen on securing eligibility as a Career executive Officer as she continues to manage an office providing quality services in high-spirit.

Unquestionably an empowered woman, Abilay also performs her management expertise at home as the committed wife of Wenceslao Jr., the Vice President for Regional Operations of DOLE-ASIA Inc., and mother of two achievers namely, Wilford and Mary Josette.

Jovito Rey E. Gonzales is the Chief Science Research Specialist of Investment and Business Operations Division at the technology Application and Promotion Institute.

He finished his Master of Information Technology at the University of the Philippines Los Banos, completed the academic requirements for Masters in Business Administration and BS Industrial Engineering at the University of Santo Tomas.

His areas of expertise include Information Technology, Plant Production Rationalization, Process and Systems Design Improvement, Project Management and Alternative Dispute Resolution.

Dr. Enrico Plata Supangco is a Professor at the College of Agriculture, UP Los Baños. He earned his Master of Science in Animal Science from UPLB. He went on to get his Doctor of Philosophy degree in Range Science at the Texas A & M University.

He has held various administrative positions UPLB such as:

1. Director, Center for Technology Transfer and Entrepreneurship
2. Vice Chancellor for Research and Extension
3. Director, CHED-UPLB Zonal Research Center for Regions 4 and 5
4. Consortium Director, PCARRD Southern Tagalog Agriculture and Resources Research & Development Consortium (STARRDEC)

Bestowed with 10 various awards from different associations including the

1. 2011 William D. Dar Leadership Awards from the Philippine Association of Research Managers,
2. 2003 Merial (Phils.) Inc. Outstanding Teacher in Animal Science from the Philippine Society of Animal Science
3. 2001 Most Outstanding Research Manager from the Philippine Association of Research Managers.

Dr. Supangco has published refereed journal articles, lecture and laboratory manuals totalling to 26.

Atty. Liza D. Corro is the Dean of the University of the Philippines, Cebu, an autonomous unit under the University of the Philippines System. She is an Assistant Professor under the Business Management Cluster, teaching Business Organization and Labor Laws, obligation and Contracts and other related laws.

Atty. Corro obtained her Bachelor of Arts Degree in Political Science as well as her bachelor of Laws Degree from the university of the Philippines, Diliman, Quezon City. Her first job in the legal world was as a confidential attorney in the Supreme Court of the Philippines.

She had the experience of a private legal practitioner, being a former managing partner of the Law Firm of Corro Cavada and Associates. She had specialized then in civil and corporate law. She assisted several start-up companies, particularly in line with tourism, manufacturing and IT Business, aside from multinational companies, in the setting up and operation of their corporations in Cebu.

She is a past president of the Federacion Internacional De Abogadas (FIDA), Cebu Chapter, a world-wide based non-government organization of women lawyers. She is a member of the Integrated Bar of the Philippines, Cebu City Chapter, UP Women Lawyers' Circle (WILOCI), Federated organization of Women Active and Responsive to Development (FORWARD), a Cebu-based NGO. She is a Corporate Secretary of the Special Olympics, Cebu and former Commissioner of the Provincial Women's Commission of Cebu Province.

She is a past president of the Rotary Club of Cebu Gloria Maris and was awarded by Rotary International District 3860 as the Most Outstanding Club President, as well as a recipient of the Service Award of RI District 3860, wherein she is a past Assistant Governor. Currently, she is the President of the UP Law Alumni Cebu Foundation, Inc., an organization of lawyers who graduated from UP Diliman, now based in Cebu.

She is also an Ex-officio member of the Board of Trustees and a former President of the Legal Alternatives for Women Center, Inc. (or LAW Inc.), an Ngo which provides free legal aid and psycho-social counselling to women victims of violence.

Dr. Luis G. Sison is a Professor at the Electrical and Electronics Engineering Institute of the University of the Philippines Diliman and the program leader of the DOST-UP Enterprise Center for Technopreneurship where he advises start-up companies on technology and business strategy.

He was Vice-Chancellor for Research and Development from 2006 to 2011. He established the Technology Transfer Office, and the Instrumentation, Robotics, and Control Laboratory. He is also the co-founder of the Microcontroller Applications Design Contest, and was the Chair of the Rules Committee and Board of Judges for the World Robotics Olympiad 2010.

He was awarded by the Philippine Development Foundation in 2010 for his outstanding achievements in Science and Engineering Education. He was a visiting researcher at the University of California Berkeley as a Banatao Fellow. He holds an MS and PhD EE Degree from Purdue University and a BS EE Degree from UP Diliman. His research interests are telemedicine, biomedical instrumentation, education technology, and wireless sensor networks.

Diane Angela Eustaquio is the Executive Director of IDEASPACE Foundation. She has been part of the Ideospace Team from the early stages of conception. Ideospace' goal is to develop and nurture innovation and entrepreneurship by delivering a support program to local technopreneurs who bear great ideas that exhibit potential as a solid investment and the foundation for nation-building.

START UP NOW! TECHNOLOGY-BASED BUSINESS INNOVATION AND INCUBATION (TBII) CENTER SYMPOSIUM-WORKSHOP

Teodoro Room, UP ISSI Building

August 14-15, 2014 (Thursday-Friday) 8:00 am - 5:00 pm

DAY 1 – August 14, 2014, Thursday

TIME	ACTIVITIES	SPEAKERS
8:00 - 8:30 am	Registration	
8:30 - 8:45 am	Opening Ceremonies Invocation Philippine National Anthem Recognition of Guests and Participants	
8:45 – 9:00 am	Welcome Remarks	Dr. Paterno V. Vitoria President SERDEF and former ISSI Director
9:00 – 9:30 am	Overview Accelerating Start-up Development and Innovation	Prof. Nestor O. Rañeses Director UP Institute for Small-Scale Industries
9:30 – 10:00 am	Strengthening Technology Business Innovation and Incubation (TBII) in the ASEAN	Jerry T. Clavesillas, Director, DTI-Bureau of Micro, Small and Medium Enterprise Development (DTI-BMSMED)
10:00 – 10:30 am	Innovating and Incubating for Inclusive Growth and Technology-based Enterprise Development	Prof. Fortunato T. Dela Peña Undersecretary, Scientific and Technological Services Department of Science and Technology (DOST)
10:30 – 10:45 am	Coffee Break	
10:45 – 11:15 am	Advancing Technology Innovation with TBII Centers	Dr. Rowena Cristina L. Guevara, Executive Director, Philippine Council for Industry, Energy and Emerging Technology Research & Development (PCIEERD)
11:15 – 11:30 am	Journey: Start-up to Successful Business Enterprise	Engr. Jimmy Itao President Mechatronics Corporation (MTC)

		Rocky Doctor, Owner, Longlive Pharmaceuticals
11:30 – 12:00 pm	Technology-based Business Innovation and Incubation (TBII) Center Models and Best Practices: DOST Government-Industries TBI	Dr. Ma. Josefina P. Abilay Regional Director, DOST- MIMAROPA
12:00 –12:15 pm	Open Forum	
12:15 –1:00 pm	Lunch Break	
1:00 pm – 1:30 pm	Technology-based Business Innovation and Incubation (TBII) Center Best Models and Practices: DOST Government-Industries TBI (con't)	Mr. Jovito Rey E. Gonzales Division Head, Investment and Business Operation - Technology Application and Promotion Institute (TAPI) Department of Science and Technology (DOST)
1:30 – 2:00 pm	Technology-based Business Innovation and Incubation (TBII) Center Best Practices: University-Industries TBI	Dr. Enrico P. Supangco, TBI Head, Center for Technology Transfer & Entrepreneurship UP Los Baños TBI
2:00 – 2:30 pm	Technology-based Business Innovation and Incubation (TBII) Center Best Practices: University-Industries TBI	Atty. Liza D. Corro, Dean, DOST-UP Cebu TBI
2:30 – 3:00 pm	Open Forum	
3:00 – 3:30 pm	Technology-based Business Innovation and Incubation (TBII) Center Best Practices: University-Industries TBI	Dr. Luis G. Sison, TBI Project Leader, DOST-UP Enterprise Center for Technopreneurship
3:30 – 4:00 pm	Technology-based Business Innovation and Incubation (TBII) Center Best Practices: Private-Industries TBI	Ms. Diane Angela Eustaquio, Executive Director, IDEASPACE
4:00 – 4:45 pm	Integration	
4:45 – 5:00 pm	Closing Remarks	

DAY 2 - August 15, 2014, Friday

TIME	ACTIVITIES	
8:00 - 8:30 am	Registration	
8:30 – 11:00 am	Visit to TBII Locations	
	(1) DOST-UP Enterprise Center for Technopreneurship, UP Campus	(2) DOST-PEZA Open Technology Business Incubator, C.P. Garcia Avenue
11:00 – 12:00 pm	Soft Launching of UP ISSI TBII Coordinator: Mr. Reynold Ferdinand G. Manegdeg	
12nn – 1:00 pm	Lunch Break	
1:00 – 3:45 pm	<p>Discussion and Group Workshops Coordinator: Mr. Leoncio T. Cubillas, Jr. and Atty. Liza D. Corro</p> <p>How to Set-up your BIC</p> <ol style="list-style-type: none"> 1. Feasibility Study & Business Plan 2. Implementation Guidelines for BIC Model <ol style="list-style-type: none"> 2.1. Initiation 2.2. Start Operation <ol style="list-style-type: none"> 2.2.1. Organizational Structure of BIC Management & Team 2.2.2. Recruitment of Incubatees 2.2.3. Pre-Incubation, Incubation and Post-Incubation 2.3. Incubator Development – Building Networks Disengagement 	
3:45 – 4:45 pm	Presentation and Learning Points	
4:45 – 5:00 pm	Integration and Concluding Remarks	

MAIN TOPIC : Strengthening Technology Business Innovation & Incubation in the ASEAN

SPEAKER : JERRY T. CLAVESILLAS, Director, DTI-Bureau of Micro, Small and Medium Enterprise Development (DTI-BMSMED)

MAJOR POINTS :

The focus now in terms of assistance and intervention by the government and the private sector in the ASEAN Region and even in the APEC are the young ones. These are students who don't have any businesses yet. There is a motivation factor now to encourage everyone to start up a business. But when you start up a business you really need to apply innovation to become competitive.

After all the government assistance and intervention, what we really would like to see is an enterprising community. Even if you are working as a medical professional, you can also venture eventually into medical services business.

Why do we want to innovate? Because we want our business to be sustainable.

Recently there has been this initiative to convene various TBI administrators with the goal is to harmonize the incubation process and facilities among the ASEAN Region. The output is an integrated TBI model and the establishment of TBI networks.

The objective of the TBI is really for the start-ups, to accelerate their development and enable start-ups to operate without heavy investment of equipments and operating costs.

Success factors of a TBI: Government support which is crucial – government subsidy for either funding or facilities, highly professionalized TBI Management Team, passion of SME clients to grow their businesses, funding and facilities infrastructure, good network of technology resources, access to mentors and associations.

Not a lot of entrepreneurs acquire funding due to inaccessibility, too many requirements. But financial institutions are running after them. A sound business model can be a key factor for financial institutions to release loans, capital.

The whole sector in the Philippines should be working together as an integrated ecosystem. The science parks, technology parks, TBI, Business community, academe should be working as one.

Kinds of TBIs within the ASEAN Region: IT based TBI, Manufacturing TBI, Virtual incubation model

- MAIN TOPIC** : Innovating and Incubating for Inclusive Growth and Technology-based enterprise Development (How Technology-based Business Incubators can benefit the entrepreneurs, universities and the community)
- SPEAKER** : PROF. FORTUNATO T. DELA PEÑA, Undersecretary Scientific and Technological Services, Department of Science and Technology (DOST)
- MAJOR POINTS** :

Technological Incubators

- TBIs belong to the general category of technological support organizations called technological incubators
- It gives start-up entrepreneurs an opportunity to develop their innovative technological ideas and set-up new businesses in order to commercialize them

TBI Objective:

- Program aims to support start-ups at the earliest stage of technological entrepreneurship and helps them implement their ideas by turning them into commercial products and forming productive business ventures
- In order to keep good innovative ideas from being wasted the implementer of the TBI program assumes the risks that are highest at this stage of business development

TBI Support Program:

- Physical premises
- Financial resources
- Facilities and equipment
- Professional guidance
- Administrative assistance

Benefits to the Entrepreneur:

In the incubation process, the entrepreneurs should considerably enhance their prospects of raising the financial investment they need, finding strategic partners, and emerging from the TBI with businesses that can stand on their own.

1. Assistance in organizing
2. Provision of company premises
3. R&D assistance towards prototype development
4. Provision of facilities and equipment
5. Assistance in obtaining financial resources
6. Professional guidance
7. Administrative assistance
8. Assistance in preparing for marketing
9. Sharing of risks

Benefits to the Implementer:

1. Increasing innovation rate
2. Human resource development (particularly towards technological entrepreneurship)
3. Institutionalization of mechanism for technology transfer and commercialization
4. Increased relevance
5. Strengthening university-industry-government collaboration
6. Financial returns thru royalties
7. Generating new knowledge
8. Sharing of expertise
9. Nurturing of researcher potentials
10. Prestige in the academic and scientific community

Benefits to the Community:

1. Increased entrepreneurial activity
2. Building of technological expertise pool
3. Employment and revenue generation
4. Linkages with the international community
5. Attraction of investors/venture capitalists
6. Development of potential for technology or industrial parks
7. Development of culture or innovation

MAIN TOPIC	:	Advancing Technology Innovation with Technology Business Incubation
SPEAKER	:	DR. ROWENA CRISTINA L. GUEVARA, Executive Director, Philippine Council for Industry, Energy and Emerging Technology Research & Development (PCIEERD)
MAJOR POINTS	:	

TBI is a process, ecosystem, and a facility. It is a process of nurturing start-ups, an ecosystem for innovation and commercialization promotion, and a facility to host and develop start ups.

The Technology Business Incubation (TBI) Program of DOST is one of the strategies to achieve the objective of diffusion of technologies.

TBI is a direct policy intervention adopted under the Science, Technology and Industry Chapter of the Medium-Term Development Plan to create greater demand for science, technology and industry.

TBI is one of the four strategies enunciated in the Philippine National Innovation Strategy called Filipinnoation.

Objectives:

- Create jobs
- Develop entrepreneurs
- Promote public-private partnership in regional economic development

DOST TBI Support Program: Fund commitment of P10M (total for two years) for the establishment and initial operation of TBI.

Role of DOST-PCIEERD

Provide support for capability building/strengthening of TBIs/TBI Program

Conduct evaluation and monitoring of DOST funded TBIs

1st generation TBIs as Common Service Facilities (since 1990s): Six (6)

- DOST-UP-Ayala TBI; Status: under management of Ayala Foundation Inc.
- DOST-Food and Nutrition Research Institute
- DOST-Industrial Technology Development Institute
- DOST-Metals Industry Research and Development Institute; Status: Still operational as common service facility/semi-TBI
- DOST-Technology Application and Promotion Institute
- UP Institute of Small Scale Industries; Status: Phased out

2nd Generation TBIs (since 2009): Five (5)

- DOST-Philippine Economic Zone Authority (PEZA) Open TBI
- DOST-UP Enterprise Center for Technopreneurship
- DOST-Cebu TBI
- DOST-University of the Philippines Los Baños TBI

- DOST-Central Luzon State University TBI

Key learning points:

Locating TBIs in academic institution ensure steady flow of new locators

Risk aversion is slowly eroding among young engineers and scientists

Family and friends are good venture capitalists

Financial institutions need to catch up on technology investing

The success rate in local TBIs is the same as those in other countries

TBI is a good platform for advancing technology innovation

MAIN TOPIC : Start-up to Successful Business Enterprise

SPEAKER : ENGR. GAMALIEL ITAO, President, Mechatronics Corporation (MTC)

MAJOR POINTS :

Engr. Itao shared his start-up story to inspire participants to start up their own. An electrical engineer by profession, his journey to success started in 1982 at UP ISSI as Senior Training Assistant. He attended six-week training in low cost automation and production management in Philippines and in Japan. In 1983, he started teaching industrial automation course but grabbed an opportunity to work in Saudi Arabia in 1984. After two years, he went back to the Philippines and continued to teach training programs in automation at UP ISSI.

In 1989, he started a business, a consultancy and service provider company that is a practice of what they are teaching in the training programs. His first office was a rented space at UP Bliss, with five staff. He then transferred the company in ISSI building through the TBI Project, and thus was able to grow and become a much-trusted service provider. Among the benefits he enjoyed through the TBI Program include promotions, free seminars in Sales and Marketing, HR, Operations, Finance.

As a company, they also struggled. His success was not instant but growth in the company is 20% every year. They just celebrated their 25th anniversary last May 2014.

Engr. Itao further shared, “We started small but we always think big”.

MAIN TOPIC : Start-up to Successful Business Enterprise

SPEAKER : ROCKY DOCTOR, President, Longlive Pharamaceuticals

MAJOR POINTS :

Rocky Doctor, owner of Longlive Pharmaceuticals, a manufacturer-distributor of hyposol/waterine, Rimo Curls Snack Food, Rimo Blend, Iron fortified Rice and Momsie ready-to-eat complementary food, shared his success story in business and gave tips and techniques as a successful entrepreneur and UP ISSI TBII locator. Doctor is into business because he is an opportunity-seeker and a risk taker, he loves opportunities and risks. Manufacturing is his passion and he believes that whatever he is into has an impact to the society. UP ISSI has mentored and helped him in his success. He took the 25th SYOB, Strategic Marketing Course, 93rd Manager's Course and other courses offered in UP ISSI. He learned a lot through these courses and entered as a TBI incubator that set the direction of his business. He also networked his business with DTI and DOST with the help of UP ISSI.

MAIN TOPIC : Technology-based Business Innovation and Incubation: The DOST- MIMAROPA Experience

SPEAKER : DR. MA. JOSEFINA P. ABILAY, Regional Director,
DOST- MIMAROPA

MAJOR POINTS :

Brooke's Point Kitchen Incubator (BPKI) Developing Technopreneurs through TBI

Project Objective:

To provide start-up MSMEs a dynamic environment for technology & entrepreneurial development through, technology support and a shared-use, GMP-compliant production facility, and mentoring services

S&T Interventions:

- Food technologies focused particularly on pre-identified priority commodities abundant within the locality;
- Manufacturing consultancy services to all anchor tenants and the BPKI management to streamline operations and ensure compliance to food safety;
- Specialized skills training to workers for quality consistency of production

Impact:

- Assisting 19 clients producing varied delicacies, jams, and snack products
- Incorporation of complementary baby foods technologies as a project offshoot

Stakeholder Commitments:

LGU Brooke's Point

- Physical space for the Kitchen Incubator (with electricity and water supply, manpower)
- Organize Project Management Board
- Operate and manage the BPKI

Western Philippines University

- Provide resource person to train clients
- Conduct R&D activities – Product development, Process enhancement

DTI-MIMAROPA

- Marketing & promotion
- Market Research
- Training in Merchandising and Book-keeping
- Provide information on the National and International Trends of consumer tastes and preference

HoneyFruit Gourmet Foods

- Access to demo kitchen at HoneyFruit
- Product development
- Character training
- Provide marketing resource information
- Assist in developing standard operating manual

The BPKI Services:

1. GMP-Compliant shared-use production facility
2. Referrals and linkage for raw material supplier and markets
3. Technology Adoption Support Services
4. Product Development & Enhancement Assistance
5. Overhead Cost Economy form Bulk-buying of raw and packaging materials
6. Product marketing-promotion, referral, and linkages
7. Packaging and labelling – technical advice, development, execution, and referrals
8. Mentoring Services

Initial Technologies Provided:

1. Production Oven
2. Grain Grinder
3. Peanut Grinder – Emulsifier
4. Coconut Grater
5. Coconut Milk Presser
6. Cassava Grater
7. Plastic Cup Sealer
8. Foot stamp Sealer
9. Stove (tabletop)
10. Stove (heavy-duty)
11. Chest Freezer

Commodities in Focus:

1. Coconut
2. Banana
3. Papaya
4. Peanut
5. Rice
6. Squash
7. Moringa
8. Turmeric
9. Cocoa

Profile Summary (for 2014)

Number of Products	17
Number of Clients/ Incubatees	19
Average Sales/Month	Php 81,815.00*

The BPKI | Flow Chart of Operation



Challenges for TBI Development and Operation

- Inadequate R&D Personnel
- Creating Market for New Products Developed
- Continuous Education on Entrepreneurship
- Locating and Bringing Mentors
- Low Government and Private Sector Investments/ Expenditures on R&D (before)

- MAIN TOPIC** : Technology Business Innovation and Incubation (TBII)
Center Best Models and Practices: DOST Government-
Industries TBI
- SPEAKER** : MR. JOVITO REY E. GONZALES, Division Head,
Investment and Business Operation - Technology
Application and Promotion Institute (TAPI) Department of
Science and Technology (DOST)
- MAJOR POINTS** :

DOST TBI was initiated by DOST Secretary Ceferino L. Follosco under the project entitled “Feasibility Program for the Establishment of TBIs in the Philippines”. It was approved in 1988 with fund source from UNDP, UNFSTD, DOST. The study team consisted of 6 local experts/consultants and was under the supervision of 2 foreign UNDP consultants on Incubators.

Identified TBI/S&T Parks:

- UP Diliman S&T Parks–Microelectronics
- UPLB S&T Parks–Biotech Industries
- UP Visayas S&T Parks–Aquaculture
- Pangasinan TBI –Light Metal Casting Enterprise
- Bohol TBI – Marine Farming and Processing
- CLSU TBI – Agriculture
- Bicutan Technology Business Incubator (BITECH)

Locations:

- FNRI
- ITDI
- MIRDC
- TAPI
- PTRI

Incubator program recognized a viable economic support tool for businesses. Incubators catalyze the process of starting and gaining companies by providing entrepreneurs the following to make the enterprises/venture successful: Expertise, Networks, and Tools.

Incubators provide more diverse range of value-adds and help start-up entrepreneurs with the following:

- Space
- Facilities
- Mentorship

- Business consultancy
- Technological expertise and development
- Funding/access to funding

As a leader in technology development, DOST's strengths include its research institutions that could provide technological activities to improve the economy and its support by healthy attitude of policy makers. However, they also have their weaknesses this includes lack of technologies for the private sector to develop resulting to few tenants involved in R&D. Also, they are more interested in the cheap rental of space and common service facilities rather than develop new technologies.

The stakeholders' roles in the incubator program are:

Government R&D Institution

- To pioneer leading edge technology;
- To initiate R&D and provide future key product opportunities for local companies;
- To provide technology transfer to the industry;
- To assist the industry in training R&D engineers.

Academe

- To constantly improve educational standards and produce qualified R&D engineers
- To meet the needs of the industry;
- To develop new technologies;
- To provide technology transfer and assistance to the industry

Industry

- To be involved in leading edge technology;
- To build and strengthen the company's internal R&D capabilities

What are the critical factors in running a TBI Program:

- Management
- TBI Manager should be knowledgeable in the functional areas of management to
- Be able to respond readily to the operational needs of locators/tenants/incubatees.
- Preferred Qualifications of a TBI manager:
- With a degree in engineering and/or business administration;

- Experience in marketing or technology-oriented organization or business consulting;
- Excellent public relations and outgoing;
- Idealistic and highly motivated

Where is the ideal location?

- Accessibility to the sources of technology;
- Accessibility to market for products and services of tenants;
- Availability of expertise/ skills;
- Existence of supports infrastructure;
- Presence of initiators or “champions”.

Government Support

- Legislation/policy statements that supports S&T Parks and TBIs as priority sectors.

MAIN TOPIC : Technology Business Innovation and Incubation (TBII)
Center Best Practices: University-Industries TBI

SPEAKER : DR. ENRICO SUPANGCO, TBI Head, Center for
Technology Transfer & Entrepreneurship UP Los Baños
TBI

MAJOR POINTS :

UP Los Baños Center for Technology Transfer & Entrepreneurship was approved by the UP Board of Regents on July 27, 2007 to integrate programs, policies and activities towards the protection, promotion and successful disposition of the University's technologies through licensing and technology business incubation to both the private and public sectors; and assist in the implementation of laws and policies governing intellectual property rights and technology transfer.

UPLB CTTE comprises three offices, namely:

1. APEC Center for Technology Exchange and Training for Small and Medium Enterprises (ACTETSME)- fosters and promotes Technology Exchange among SMEs at the regional and national levels
2. Intellectual Property Office- looks after the interest of UPLB researchers, faculty, staff and students to ensure that their creative works are properly protected, promoted and used
3. Science and Technology Park/ Technology Business Incubator – provides infrastructure facilities, technical and scientific expertise to clients/ locators.

DOST-UPLB Technology Business Incubator

The establishment of the DOST-UPLB TBI aims to accelerate the commercialization of UPLB and non-UPLB generated technologies by nurturing start-ups and early stage enterprises to provide entrepreneurs with an inexpensive start-up environment and array of business support, administrative, consultations, networking services and other amenities

History of UPLB TBI

1992 Establishment of the UPLB Science and Technology Park with Technology Business Incubator as one of its major component

The original Science and Technology Park sits on a 22-hectare area beside the Agricultural and Life Sciences Research Complex of UPLB where the main research units of UPLB

To pilot the concept of science and technology park in promoting agro-industrial and information technology development

- 1996 Establishment of the APEC Center for Technology Exchange and Training for Small and Medium Enterprises (ACTETSME)
- 1997 Creation of the UPLB Intellectual Property Office
- 2006 Visited US universities (study visit on technology transfer offices)
- 2007 Creation of the UPLB Center for Technology Transfer and Entrepreneurship
Participated in the DOST-PCASTRD (now PCIEERD) and InWent Capability Building Program on Technology Business Incubation
- 2008 Preparation of Feasibility Study (Phase II)
- 2009 Development of Business Plan (Phase III)
- 2010 Implementation of the Business Plan (Phase IV)
- 2011 DOST provided P10M grant for the operationalization of the TBI (2-year project)
- 2012 Launching of the DOST-UPLB TBI in conjunction with the UPLB's Technology Exhibit and Investors Forum
- Participated in the 18th Asian Association of Business Incubation (AABI) International Conference in South Korea
- 2013 Participated in the International Conference on Co-incubation in Bandung, Indonesia
- Participated in the Launching of Asian Business Incubator Network (AbiNet) in Bogor, Indonesia (*Founding Member of AbiNet*)
- Visit of the ASEAN Study Team on Business Incubation
- Participated in the 19th Asian Association of Business Incubation (AABI) and 6th Pujiang Innovation Forum in Shanghai, China (*Official Incubator Member of the AABI*)
- Training Camp on Enterprise Creation and Business Development
- 2014 Appreciation visit to the TBI of the Bicol University, Mindanao State University, and the Indonesian Helm Project

UPLB TBI focuses on Agriculture, Food and dairy, Biotechnology and Information and Communication Technology.

Their facilities include 2 technology business incubator buildings for food and feeds processing and biotechnology, 16 office workspace (6 square meters each- cubicle type), 40-seat conference room complete with audio-visual equipment and an Exhibit Display System

The services they offer are Operations Services, General Business and Professional Services. Operations Services include rental or lease of land and buildings, analytical and laboratory services, contract research, product development assistance, training and human resource development. General Business Services include administration and clerical work, management and business strategy services, business plan development and business registration assistance. Professional Services include intellectual property management, licensing negotiation assistance, legal counselling, financial support matching and consultation and experts networking and business matching

MAIN TOPIC : Technology Business Innovation and Incubation (TBII)
Center Best Practices: University-Industries TBI

SPEAKER : ATTY. LIZA D. CORRO, Dean, DOST-UP Cebu TBI

MAJOR POINTS :

DOST UP Cebu Business Incubation for Information Technology or CEBUinIT is a Technology Business Incubator made possible by the University of the Philippines Cebu and DOST PCIEERD and is located in the campus of University of the Philippines Cebu, Cebu City. It aims to create an environment where technological innovations can be created and deployed to solve real problems and to nurture startup businesses to success.

Vision

To be the most successful interdisciplinary incubation facility in the Philippines, helping technology enterprises be sustainable and successfully commercialize technology innovations.

Mission

Establish an enabling environment for technology based businesses, composed of above-average facilities and services, partnering with stakeholders from the different sectors and disciplines.

Equip the businesses, which participate in the TBI, with competencies for long-term sustainability and technology transfer.

Clients and services offered:

TBI targets enterprises which meet the following criteria for pre-incubation and incubation programs:

- Involved in value creation in new and emerging technologies
- Plan to utilize the UP Cebu human resources and facilities to pursue its activities
- Seeking new or unique solutions to existing problems

Types of clients for incubation program:

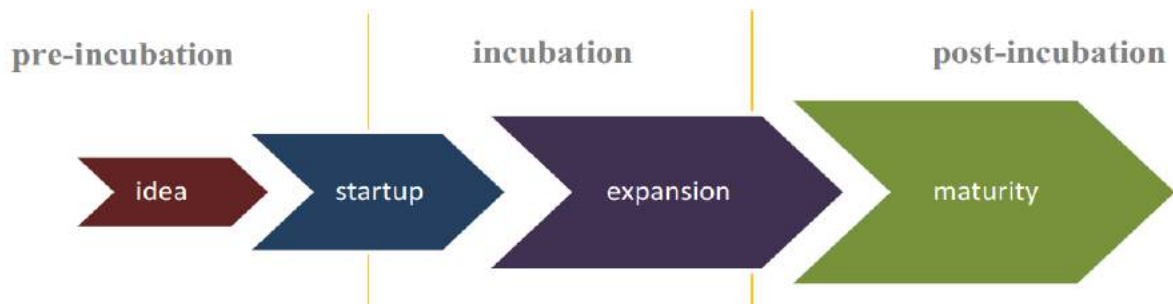
- Resident clients who physically reside in the TBI in either a cubicle or room unit
- Virtual or non-resident clients are those who reside elsewhere, but avail the different services such as training, mentorship, event, etc.

Programs: TBI Model – Portfolio of Products

- Pre incubation- entrepreneurs who want to develop an innovative idea to a commercializable product or service, through the development of a business plan and initial prototype

- Incubation- entrepreneurs who are seeking for additional financing options and want to take their deployment strategy to the next level
- Technology Transfer- assistance in transfer of technology and commercialization of products and/or services
- Intellectual Property Rights via Innovation Technology Support Office (ITSO)- supports by protecting the intellectual property rights
- Virtual Locator
- Training / Events c/o UP ITTC- IT and non-IT Trainings relevant to the needs of entrepreneurs, which can be customized to specific training needs

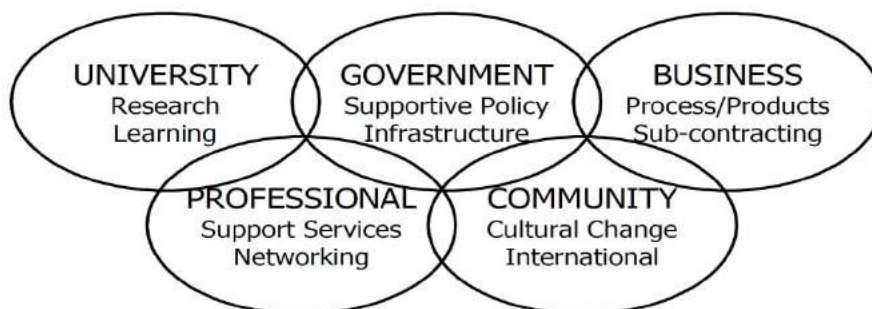
Start-up cycle of a business



Assessment criteria checklist for admission

1. Basic admission requirements
2. Market analysis
3. Technical feasibility
4. Development plan
5. Society impact
6. Marketing strategy
7. Pricing strategy
8. Commercialization plan
9. Personnel action plan
10. Financial resources plan

INTERACTIONS AMONG INCUBATOR STAKEHOLDERS



MAIN TOPIC : Technology Business Innovation and Incubation (TBII)
Center Best Practices: University-Industries TBI

SPEAKER : DR. LUIS SISON, TBI Project Leader
DOST-UP Enterprise Center for Technopreneurship

MAJOR POINTS :

Services Provided

- Mentoring
- Work Spaces
- ICT and Staff Support
- Seed Funding
- Networking
- Campus linkages

Succesful ventures at the Enterprise:

- Itemhound
- GSMetrix
- MyRemitHub
- Filimagineers
- Paybilis
- Woodlearning

In starting a business venture, goals and expectations as well as issues and challenges should be identified.

Structure:

- Structure Identification
 - Innovation Canvass
 - Lean Startup
 - Case Study
 - Customer Segments
 - Business Planning
- TBI Planning
 - Models
 - Customer segments
- Co-incubation

The Enterprise Challenge: More start-ups from academe, more collaboration with academe.

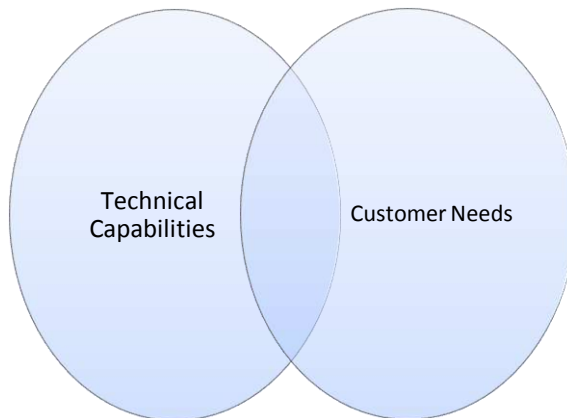
Entrepreneurship is the pursuit of opportunity without regard to resources currently controlled. -Howard Stevenson, Harvard

Pre-incubation overview:

Can Entrepreneurship be learned?

Do you need to have family backgrounds?

Value Creation with Innovation Innovation Technology Process Product Service



There is no value until customer needs and technical capabilities intersect

Innovation Canvass

- Key Partners
- Key Activities
- Key Resources
- Value Propositions
- Customer Segments

Startup key problems/constraints:

- Money
- Time
- No staff

Everyone has a great plan till they get punched in the mouth –Mike Tyson

No business plan survives first contact with the customer – Steve Blank, Stanford Professor

Traditional linear innovation

- Basic Research
- Applied Research
- Development

- Tech Transfer

Why do start-ups fail?

“Failing to involve customers and their feedback from literally the first day of a startup’s life...”

Discovery Driven Planning

- Plan to learn
Don’t need to know everything before starting
Learn as you go
- Key Assumptions checklist
What technical and market conditions must be proven for the project to succeed?
- Milestone Planning Chart
Specifies when the assumptions need to be tested

MAIN TOPIC : Technology Business Innovation and Incubation (TBII)
Center Best Practices: Private-Industries TBI

SPEAKER : MS. DIANE ANGELA EUSTAQUIO, Executive Director,
IDEASPACE

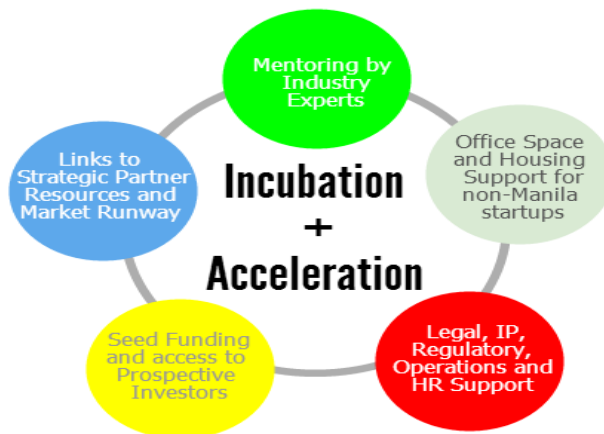
MAJOR POINTS :

IDEASPACE is a non-profit organization that advocates technology development that is focused on science and technology, innovation and entrepreneurship as a path to nation-building. It focuses on four aspects:

1. Inspiring people to take the path of entrepreneurship and to aspire to do good for other people;
2. Incubation programs every year, and select incubatees to a national competition.
3. Investing with incubatees and require each start-up to give the foundation 20% for future start-ups batches
4. Integration because it takes an ecosystem to make an entrepreneur survive because we need support system for them to keep on going.

IDEASPACE provides the following:

1. Seed Funding- 500K cash and more than 500k in kind e.g. office space, incorporation, intellectual property, patent application, trademark, etc. and facilities up to 5 million funding
2. Mentoring & Training – provides courses and syllabus
3. Strategic Partners – DOST, UP, CebuIT, etc. Amazon, Microsoft
4. Market Runway
5. Support



SESSION	:	VISIT TO TECHNOLOGY BUSINESS INCUBATORS
VENUE	:	DOST-UP Enterprise Center for Technopreneurship
COORDINATORS	:	REYNOLD FERDINAND G. MANEGDEG, TBII Program Manager and Specialist, Business Enterprise Development Division, UP ISSI MARSHA LEE A. DELFINADO, Associate, Business Enterprise Development Division, UP ISSI

Participants were divided into two groups that simultaneously and alternately visited two Technology Business Incubators around the vicinity of University of the Philippines. One is DOST-UP Enterprise Center for Technopreneurship and the other, DOST-PEZA Open Technology Business Incubator, C.P. Garcia Avenue. The main objective of the study visit is for the participants to actually see and understand how other incubation centers operate to assist and engage startups.

DOST-UP Enterprise Center for Technopreneurship is located at National Engineering Center. It caters to various technology fields such as Information and communications technology; Electronics, industrial machinery; materials/nanotechnology; Digital gaming, creatives and multimedia; Learning and education; Health and biotechnology; Food technology; Agricultural technology; Energy and green technology; Technology-based Social Enterprises; With services, facilities and a wide network of partners and contacts, Enterprise will help startups successfully launch its innovation with higher success rate and at a lower cost.

SESSION	:	VISIT TO TECHNOLOGY BUSINESS INCUBATORS
VENUE	:	DOST-PEZA Open Technology Business Incubator, C.P. Garcia Avenue.
COORDINATORS	:	REYNOLD FERDINAND G. MANEGDEG, TBII Program Manager and Specialist, Business Enterprise Development Division, UP ISSI MARSHA LEE A. DELFINADO, Associate, Business Enterprise Development Division, UP ISSI

DOST-PEZA Open Technology Business Incubator is located along C.P. Garcia Avenue. This aims to foster innovation, economic development and global competitiveness. The DOST-PEZA Open TBI caters to the needs of start-up companies dealing in software, content, and hardware development, especially those incorporating open technologies. It offers in-house and virtual incubatees a range of services such as business coaching, marketing consultation and IP assistance.

SESSION	:	SOFT LAUNCHING OF THE UP ISSI TECHNOLOGY-BASED BUSINESS INNOVATION AND INCUBATION
VENUE	:	2 ND FLOOR UP ISSI BUILDING
COORDINATOR	:	REYNOLD FERDINAND G. MANEGDEG, TBII Program Manager and Specialist, Business Enterprise Development Division, UP ISSI

UP ISSI, in the coming months, will be converting more of its facilities into incubation facilities to help and assist more startups. A soft launching of the UP ISSI TBII Center, a significant step for this successful program, was led by Reynold Ferdinand G. Manegdeg, TBII Program Manager, and Engr. Luisa Solarte-Lee, Training Division Chairperson, in behalf of Prof. Nestor O Raneses, UP ISSI Director. Our distinguished guests from UP Cebu, Dean, Atty. Liza Corro, and CebuINIT Marketing Specialist, Jeffrey Montecillos, graced the ribbon cutting and showed support during visits to locators/incubatees. Presently, UP ISSI TBII Center has six (6) locators/ incubatees that are being mentored and assisted, namely: Soundscope Marketing Inc., Mechatronics Technologies Corporation, Brew Up, Longlive Pharma, Summers and Sundays and Ethertec ICT.

- **SOUNDSCOPE MARKETING INC.** is the only publisher-manufacturer-distributor of Montessori-based workbooks, Montessori equipment and printed materials in the Philippines from 2001 to present.
- **MECHATRONICS TECHNOLOGIES CORPORATION** is a TESDA accredited training and assessment center for mechatronics, instrumentation and electrical installation and maintenance started by Engr. Gamaliel Itao.
- **BREW UP** is a specialty coffee shop that specializes in the manual brewing of beans using the traditional French press. The café also serves cold brews as well as “reinterpreted” traditional Filipino food by our incubatee, Eilleen Grace B. Rivera, a graduate of the 37th SYOB.
- **LOGLIVE PHARMA** is a manufacturer-distributor of hyposol/waterine, Rimo Curls Snack Food, Rimo Blend, Iron fortified Rice and Momsie ready-to-eat complementary food.

- **SUMMERS AND SUNDAYS** is operated by our locator Mark Joy Opinaldo which started as an online store that sells trendy clothes on Instagram and Facebook. It then opened another venture, a customized t-shirt printing using the heat press machine and other corporate giveaways like mugs, foldable fan, ID tags etc. It also caters web design for all kinds of business, companies, organization; and web development such as inventory, payroll, enrolment, time tracking and other systems with customized functionality.
- **ETHERTECH ICT** was started in 2009. It focuses on the innovation of low cost or free technical tools or equipment for the academe. It has already produced a low-cost 3D Printer (GCobe) and a scanner (FlexC). Both units of equipment make simplified production processes. The enterprise also does in-house R&D and open-source of basic to advance laboratory training materials for K12 track, technical courses and science and engineering courses.

SESSION : WORKSHOP AND DISCUSSIONS

TOPIC : BUSINESS CANVASS MODEL

FACILITATORS : ATTY. LIZA D. CORRO, Dean, DOST-UP Cebu TBI

ENGR. LEONCIO T. CUBILLAS JR, Head, Business
Enterprise Development Division, UP ISSI

In the afternoon session of the second day, the participants were engaged in a workshop with presentation and critiquing of outputs; and enriched discussions. These were facilitated by Atty. Liza Corro and Engr. Leoncio T. Cubillas Jr. with UP CebuINIT Marketing Specialist, Jeffrey Montecillos and UP ISSI Program Manager, Reynold Ferdinand Manegdeg. The symposium-workshop targeted, professionals/students who have technology-based business ideas; entrepreneurs; deans, trainers, instructors, faculty and officers of universities and colleges, to demonstrate how to set-up a Business Incubation Center, starting from feasibility study and business plan to incubator development- building networks disengagement. However, most of the participants were students; the scheduled workshop was then limited and focused according to the group's need- to create their own start up company. Clustered according to industry, they worked on the business canvass model, an analytical tool which allowed them to jointly start to identify and discuss the components or building blocks of their business, namely : key partners, key activities, value proposition, customer relationships, customer segments, key resources, channels, cost structure and revenue streams.

The groups that presented their product proposals as potential business ventures to enter into incubation facilities were Womenterprise, JMMA Group, Charrot, Juan Online, Chocorec Candy, Nutritious Cupcake and Native Chicken. Each presentation comprised a minute to convince the facilitators and judges on why they should invest in their products. It was followed by a question and answer with the audience and enriched discussions with Dean Corro and Montecillos. Manegdeg and Montecillos judged their presentations according to their marketing and pricing strategies and society impact. The winner, Juan Online, a potential startup company which provides job opportunities to Filipinos through the internet, was awarded with a three-month free virtual TBII subscription, worth P1,800.00, courtesy of UP CebuINIT.

Annex 1

Directory of Participants

Annex 2

Photo Documentation



Dr. Paterno V. Vilorio, President, SERDEF



**Prof. Nestor O. Raneses, Director,
UP Institute for Small-Scale Industries**



**Jerry T. Clavesillas, Director, DTI-BMSMED
DTI-Bureau of Micro, Small and Medium
Enterprise Development (DTI-BMSMED)**



**Prof. Fortunato T. Dela Peña,
Undersecretary Scientific and
Technological Services Department
of Science and Technology (DOST)**



Dr. Rowena Cristina L. Guevara, Executive Director, Philippine Council for Industry, Energy and Emerging Technology Research & Development (PCIEERD)



Engr. Jimmy Itao, President Mechatronics Corporation (MTC)



Dr. Ma. Josefina P. Abilay
Regional Director, DOST- MIMAROPA



Mr. Jovito Rey E. Gonzales, Division Head
Investment and Business Operation -Technology
Application and Promotion Institute (TAPI)
Department of Science and Technology (DOST)



Dr. Enrico P. Supangco, TBI Head
Center for Technology Transfer &
Entrepreneurship, UP Los Baños TBI



Atty. Liza D. Corro, Dean
DOST-UP Cebu TBI



Dr. Luis G. Sison, TBI Project Leader
DOST-UP Enterprise Center for
Technopreneurship



Ms. Diane Angela Eustaquio
Executive Director
IDEASPACE



Engr. Leoncio T. Cubillas Jr., Head
Business Enterprise Development
Division, UP ISSI



Mr. Reynold Ferdinand G. Manegdeg, TBII
Project Lead and Specialist, Business Enterprise
Development Division UP ISSI



Ms. Crispina B. Almonte,
Master of Ceremonies



Mr. Rocky Doctor, TBII Incubatee,
UP ISSI



Speakers



Day 1
Registration



Visit to TBII Locations



DOST-UP Enterprise Center for
Technopreneurship, UP Campus



DOST-PEZA Open Technology Business
Incubator, C.P. Garcia Avenue



Soft Launching of UP ISSI TBII



UP ISSI Incubatees





UP ISSI Incubatees





UP ISSI Incubatees



Workshop was facilitated by Atty. Liza Corro, UP Cebu Dean



Presentation of workshop outputs





Presentation of workshop outputs





Presentation of workshop outputs





“Juan Online” was awarded the best presentation



Some participants with Prof. Nestor O. Rañeses and Atty. Liza Corro



UP Institute for Small-Scale Industries
E.Virata Hall, E. Jacinto St.,
UP Campus Diliman, Quezon City