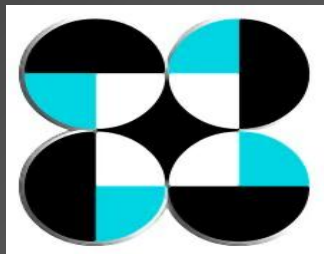


DOST - UP Cebu TBI

Technology Business Incubator



About CebuInIT

- Cebu Business Incubator for I.T. is the DOST-UP Cebu Technology Business Incubator made possible by DOST PCIEERD and UP Cebu
- An environment where technological innovations can be created and deployed to solve real problems



Vision

To be the most successful “inter-disciplinary” incubation facility in the Philippines

Helping technology enterprises be sustainable and

Successfully commercialize technology innovations.



Rationale - Strengthen the Economy

- Increase the number of financially viable SMEs in the nation
 - SMEs comprise about 99.6% of all registered firms nationwide
 - Employs 69.9% of the labor force
 - Contributes 32% to the economy
- Improve Skills of IT workers
 - Encourages established companies to relocate in the region



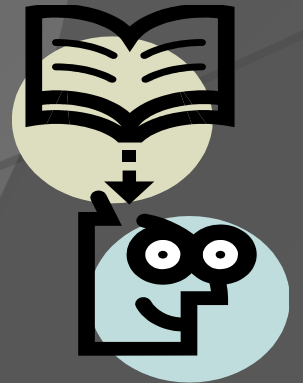
Rationale - Strengthen Academe and Research Programs

- Develop and strengthen academic initiatives in emerging science and technology fields
- Collaborate with industry and other universities to develop and deploy technologies, with a goal of commercializing



Rationale - Promote Innovation

- Promote Innovation, supporting the national innovation strategy (defined in DOST's Filipinno) in all its strategic areas, especially
 - Supporting Business Incubation and Acceleration Efforts
 - Upgrading the Filipino Mindset towards a Culture of Innovation



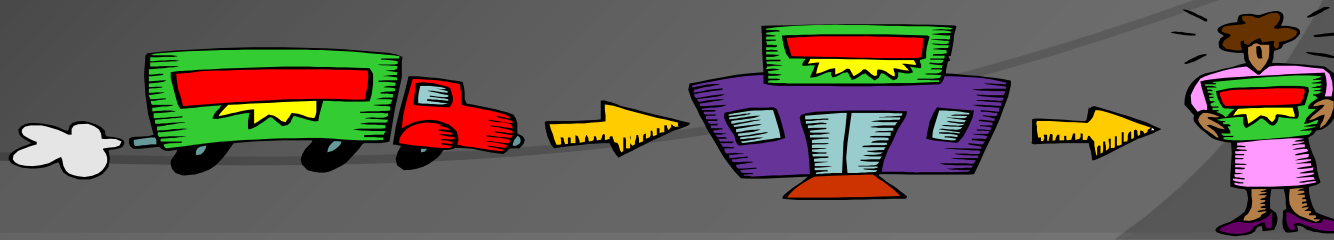
Outline

- Who We Are
- Innovation vs. Entrepreneurship
- CebuInIT Offerings
- Lessons Learned
- Join Us



Who are our Clients?

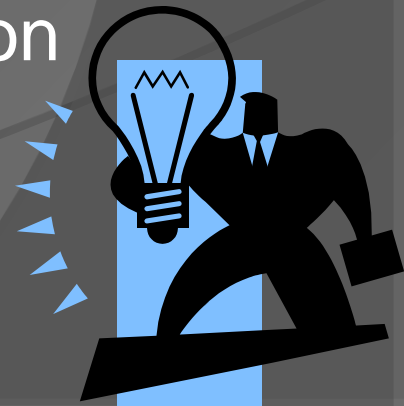
- Tech based enterprises ...
 - Involved in value creation in new and emerging technologies
 - Seeking new or unique solutions to existing problems
 - Plan to utilize UP human resources and facilities to pursue its activities



What the TBI offers

- Environment for success
 - Facilities
 - Services - Training / Consultation
 - Mentorship - by experienced entrepreneurs
- Practical Process of taking a technology based innovation to market**
- Networking Events to Promote Innovation

**Available 2nd half of 2011



Outline

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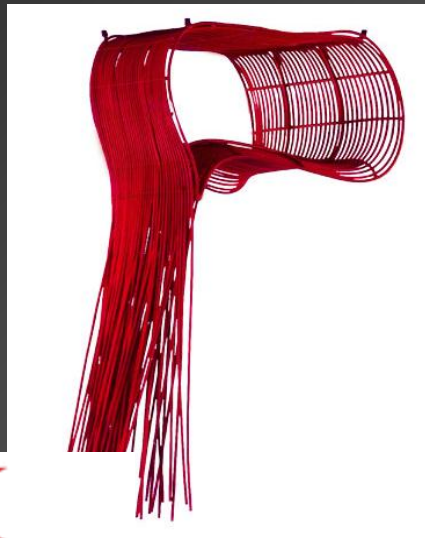


Entrepreneurship Starts with Innovation

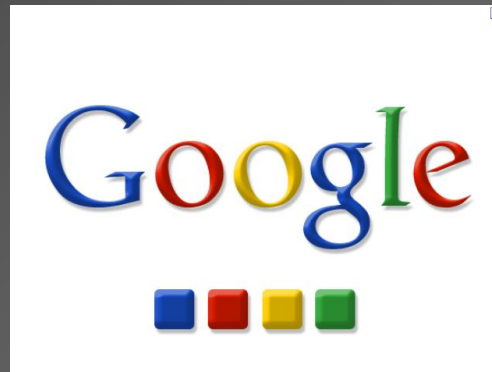
What is Innovation?

“...PROCESS THAT TURNS AN INVENTION INTO SOMETHING USEFUL AND HAVING COMMERCIAL VALUE .. “

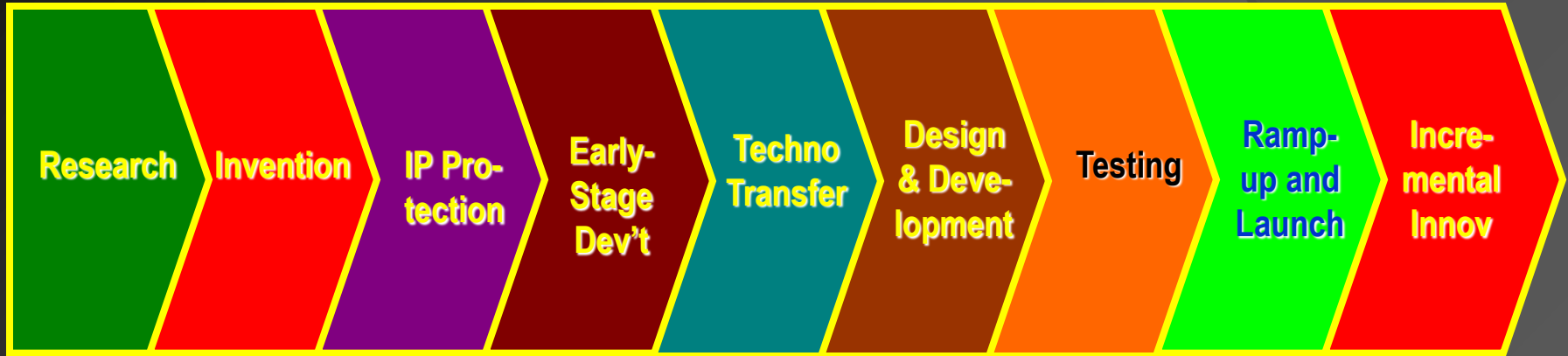
(KATHLEEN ALLEN)




KENNETH COBONPUE



INNOVATION - A LIFECYCLE OF A TECH INNOVATION



Research and Development (R&D)



Commercialization

INNOVATION = R&D + COMMERCIALIZATION

INNOVATION vs. ENTREPRENEURSHIP

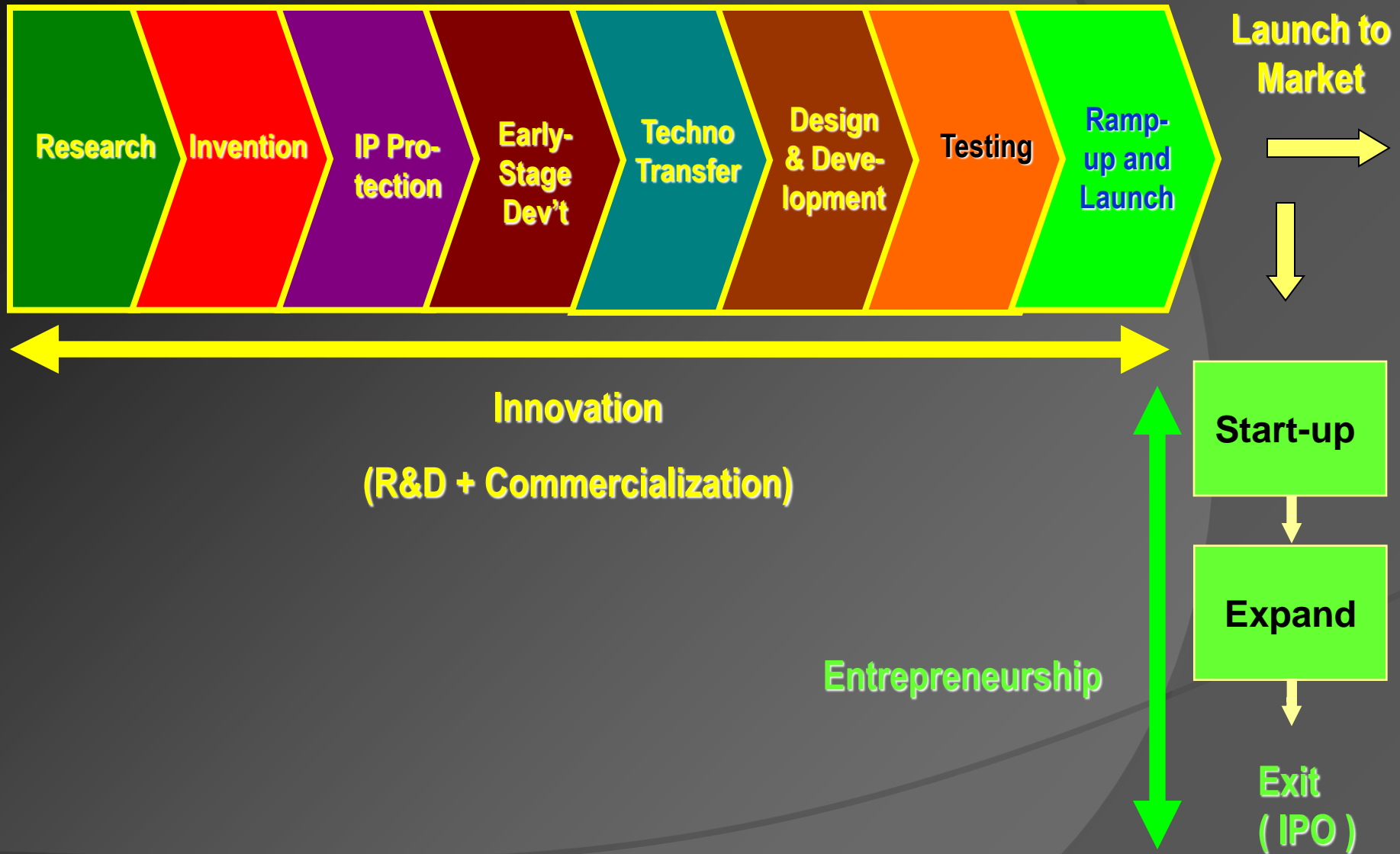
- **Innovation** - process of developing an invention or creative idea into something useful to the market.

ENDS after the launching of the product / service to the market.

- While **Entrepreneurship** is the process of developing an invention or creative idea into something marketable through the creation of a viable and profitable company.

ENDS only after the company's initial public offering or IPO.

INNOVATION vs. ENTREPRENEURSHIP





PROJECTS

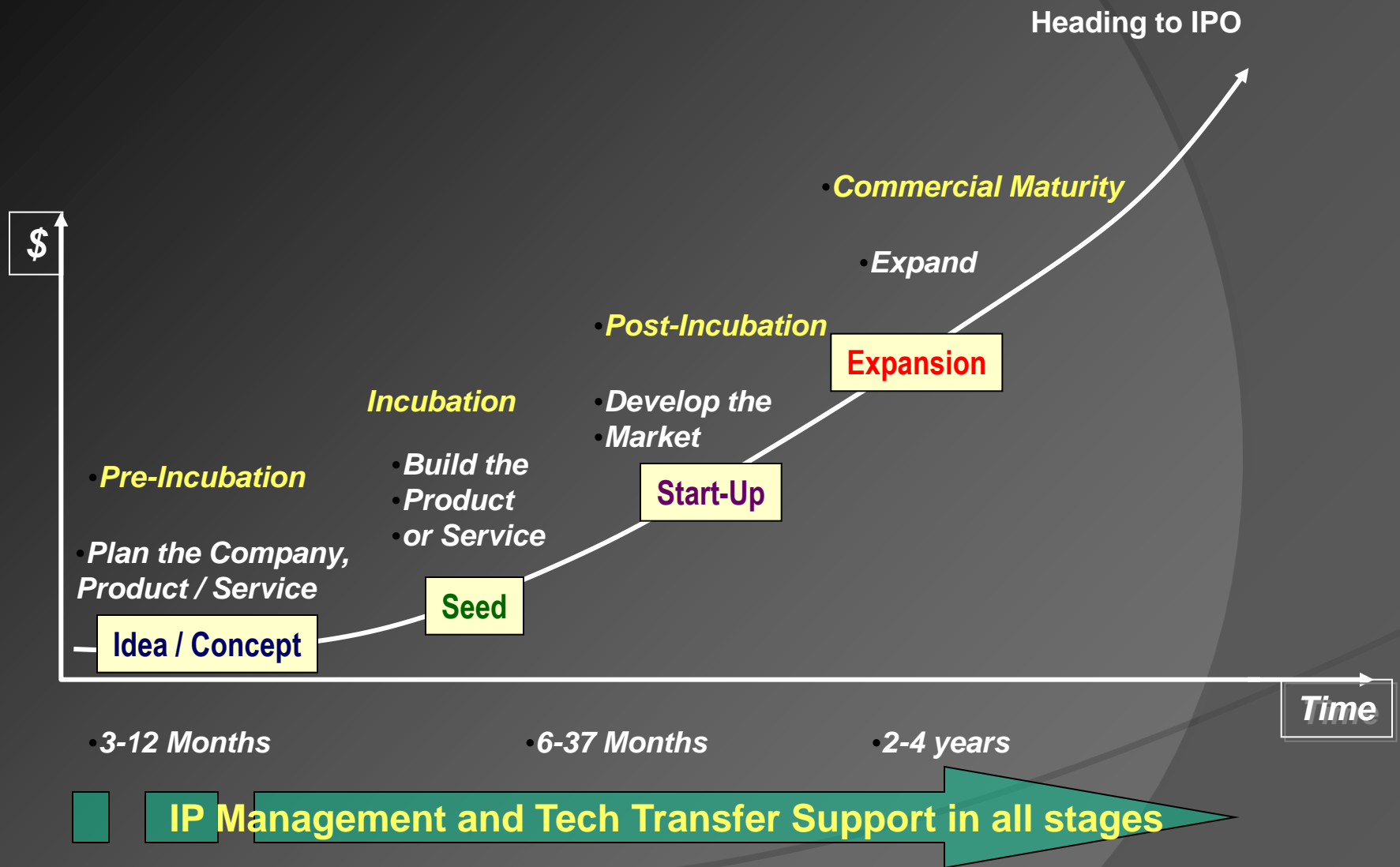
- 1835 White Palm Hotel, Cannes, France
- 210 Washington Square Restaurant, Philadelphia, PA, USA
- Advanced Flight Heliport, Auckland, New Zealand
- Agaria Restaurant, Washington, DC, USA
- Al Areen Tower, Doha, Qatar
- Al Sharq Village & Spa, Doha, Qatar
- Ananyana Beach Resort, Bohol, Philippines
- Atlantis, Paradise Island, Bahamas
- Amirandes, Crete, Greece
- Beverly Hills Hotel, Beverly Hills, CA, USA
- Bistrot Lepic, Washington, DC, USA
- Double Tree Hotel, Sommerset, NJ, USA
- Drops Cafe Bar, Volos, Greece
- Eddie Song, Malaysia
- Eden Islands, Seychelles
- Eli Eli, Thessaloniki, Greece
- Fairmont Hotel Mayakoba, Mexico
- Fontana Park Hotel, Lisbon, Portugal
- Forty 1° North, Newport, Rhode Island
- Four Seasons Hotel Dubai Gold Clubhouse, Dubai
- Four Seasons Resort, Kuda Huraa, Maldives
- Gold Lounge, Fairmont Hotel, Chicago, IL, USA
- Hilton Tropics Bar & Grill, Honolulu, HI, USA
- Hotel Casanova, Barcelona, Spain
- Hotel Indigo, Columbus, IA, USA
- Hotel Taiwana, St. Barth
- Hyatt Regency Cancun, Mexico
- Ivy Hotel, San Diego, CA, USA
- J. Bridge, Fiji Islands
- Jia Shanghai, Shanghai, China



W HOTEL MALDIVES, MALDIVES

Stages of the Entrepreneurial Process

The Needs of Each Stage



Need for Business Incubators

- *Facilitate idea (e.g., innovation) creation*
- *Accelerate implementation speed*
- *Offer more “hand holding” for a start-up business*

87% of incubator graduates
stay in business long term

vs. 9% without an incubator

Outline

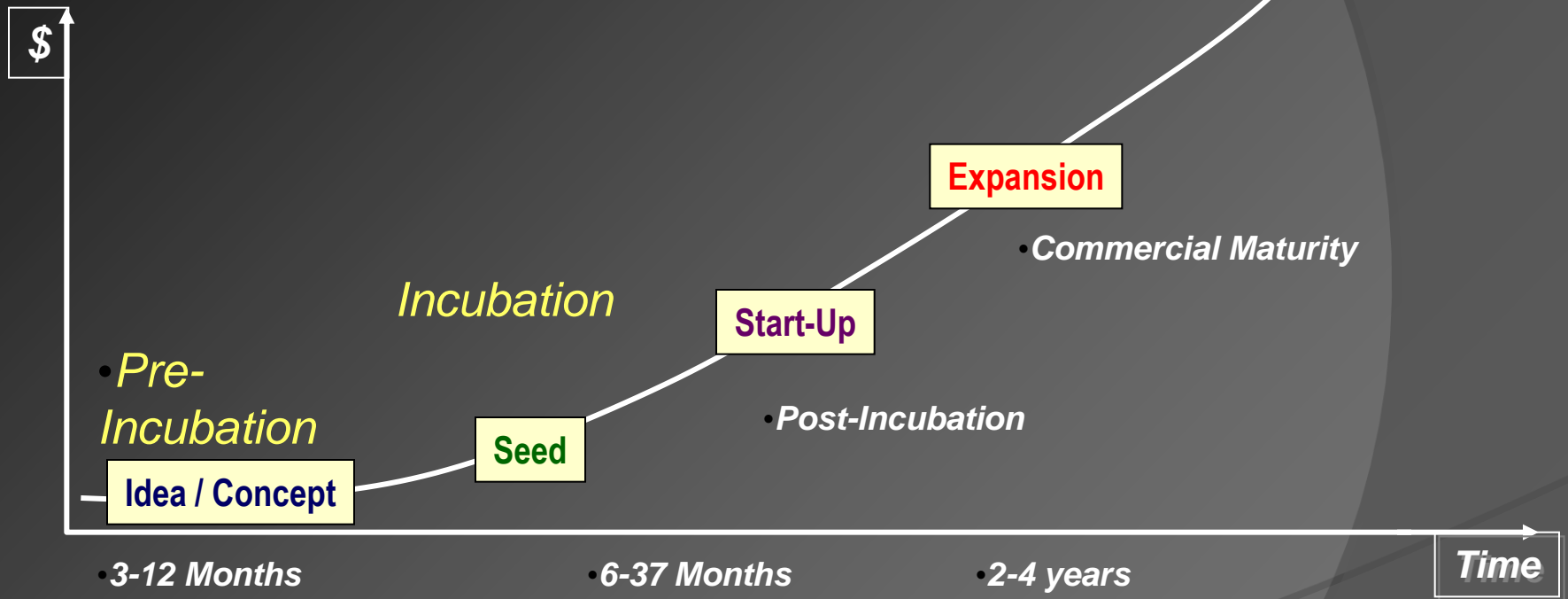
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CebuInIT Offerings

The Needs of Each Stage

CebuInIT Offerings in Yellow



IP Management and Tech Transfer Support in all stages

Source: Guriqbal Singh Jaiya

Technology Based Idea / Concept

ENTRY

APPLICATION / INITIAL SCREENING / ASSESSMENT

ACCEPTANCE

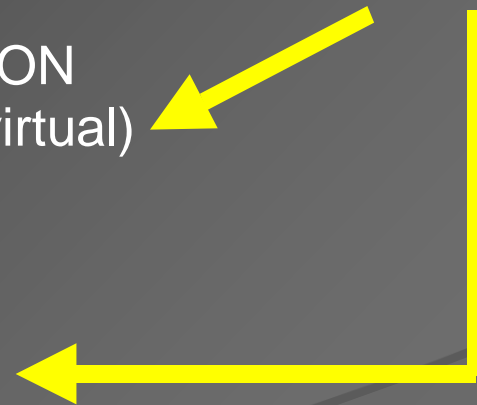
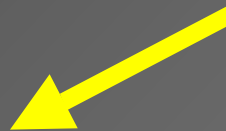
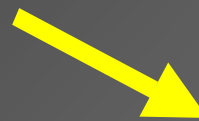
Pre-Incubation

INCUBATION
(resident or virtual)

EXIT

EXIT ASSESSMENT

**CebuInIT
Offering**



Pre-Incubation Program

Pre-incubation Phase

Phase of the entrepreneurial process when the entrepreneur

- (1) develops his/her invention or creative idea to a commercializable product or service
- (2) prepares a realistic preliminary business plan
- (3) establishes a company

Entry Criteria:

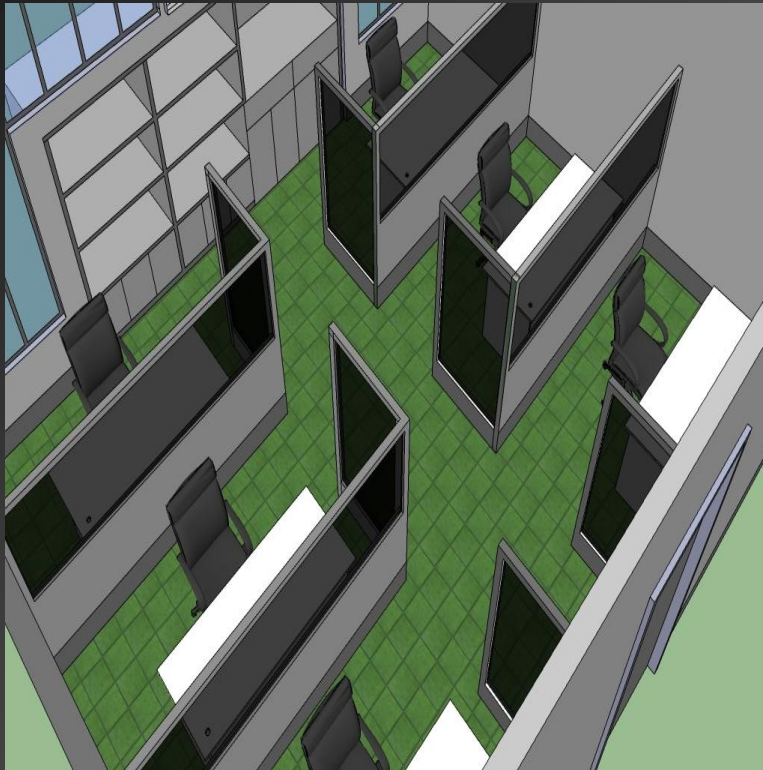
- *Bright Idea*
- *Experimental Research*
- *Business Concept*

Pre-Incubation Program Facility Support

- 3 - 6 months use of facilities / services (once Business Concept is approved and other requirements submitted)
- Facilities
 - Cubicle office space, 24 x 7 access, with air-conditioning
 - Internet
 - Office Furniture



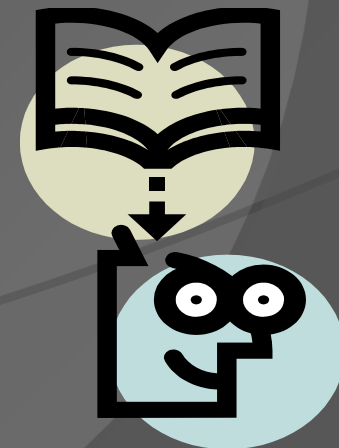
PRE-INCUBATION ROOM / CUBICLE TYPE



1st 3 months of Pre-incubation

Training and Mentoring

1. Business Planning – 8 hours
2. Market Planning – 6 hours
3. Financial Planning – 8 hours
4. Financing - Identifying Funding sources – 4 hours
5. Mentoring by experienced entrepreneur via “Adopt an Entrep” program



Pre-incubation Training

“Adopt-an-Entrep”



1st 3 months of pre-incubation

Expected Results (at the end of 3 months):

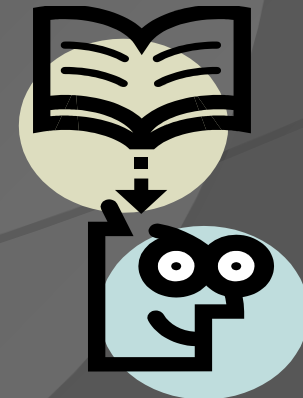
- Initial version of a business plan



4th to 6th month of Pre-incubation

Training and Mentoring

- Project Management – 8 hours
- Commercialization of Technology / Tech Transfer – 8 hours
- Legal/Intellectual Property Rights – 4 hours
- Technical - Development of a Prototype / Initial Product
- Setting up of a business - SEC Registration, Business permit, etc. – 2 hours



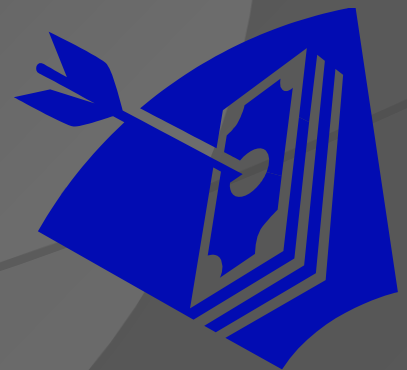
Intellectual Property Seminar Parklane Hotel



4th to 6th month of Pre-incubation

Expected Results (at the end of the 6th month)

- Approved business plan
- Legally constituted company
- Marketable product/service
(or at least a prototype)



Networking Opportunities

- Linkages to the following
 - Financiers
 - Service providers
 - Local entrepreneurs as mentors, channels to market
 - Potential Clients
- Promote and Encourage Innovation



Inspiring Innovation: THE GOOGLE WAY @ Conference Hall UP Cebu



Incubation Program

Resident or Virtual

Incubation Phase

Phase of the entrepreneurial process when the entrepreneur

- Seeks additional financing
- Formulates a deployment strategy for his product or service
- Promotes adoption

Entry Criteria:

- *Legal Entity that is SEC registered and has Business Permit*
- *Management Team which could be the founders*
- *Initial prototype for products / services developed ready to be tested / offered to the market*

Incubation Phase

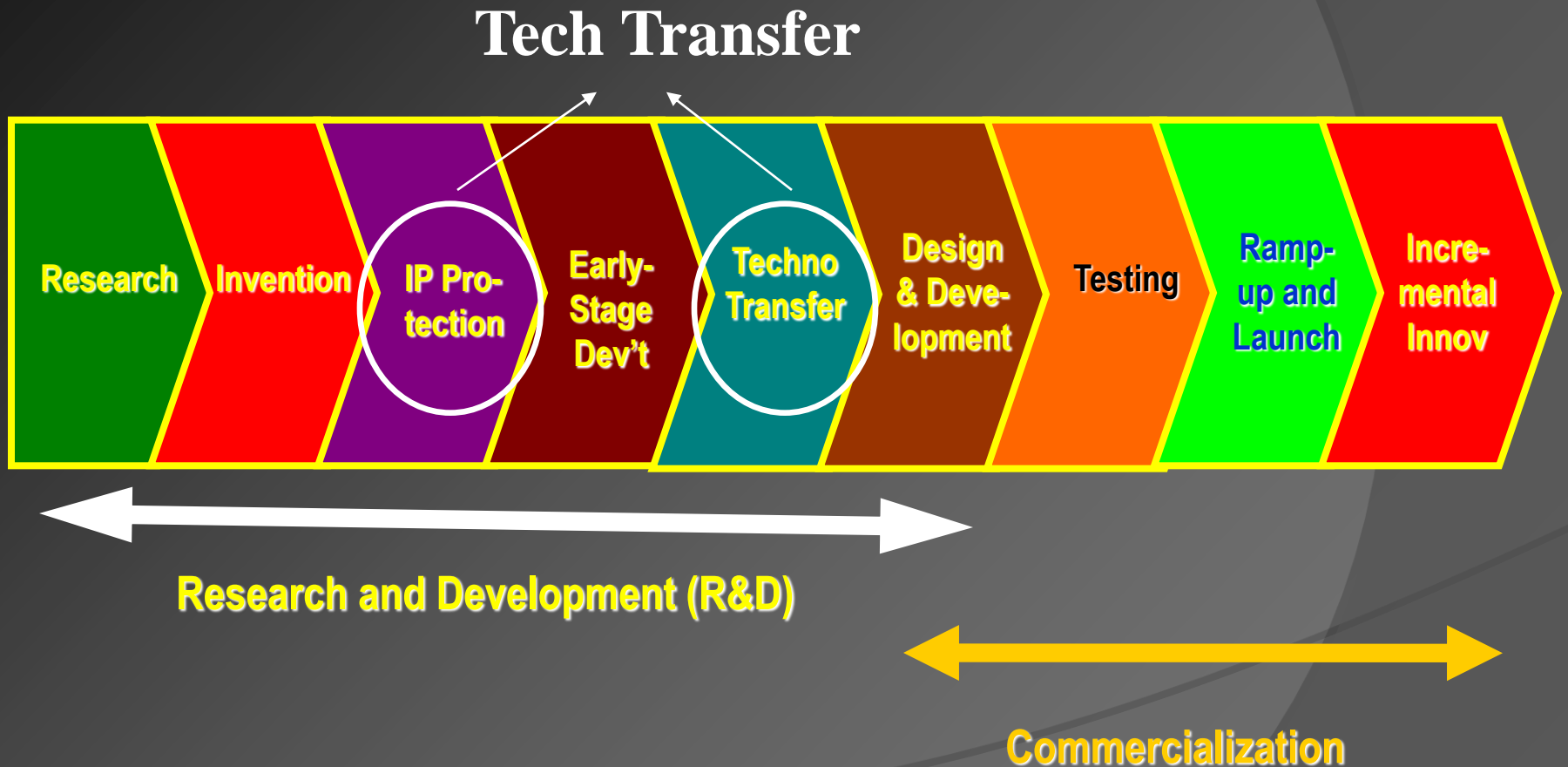
Expected Results

- Viable business that can be presented to a venture financing company
- Defined deployment strategy
- Begun marketing the product or service or determined the timing of market entry/launch
- Started operations or determined date of start-up

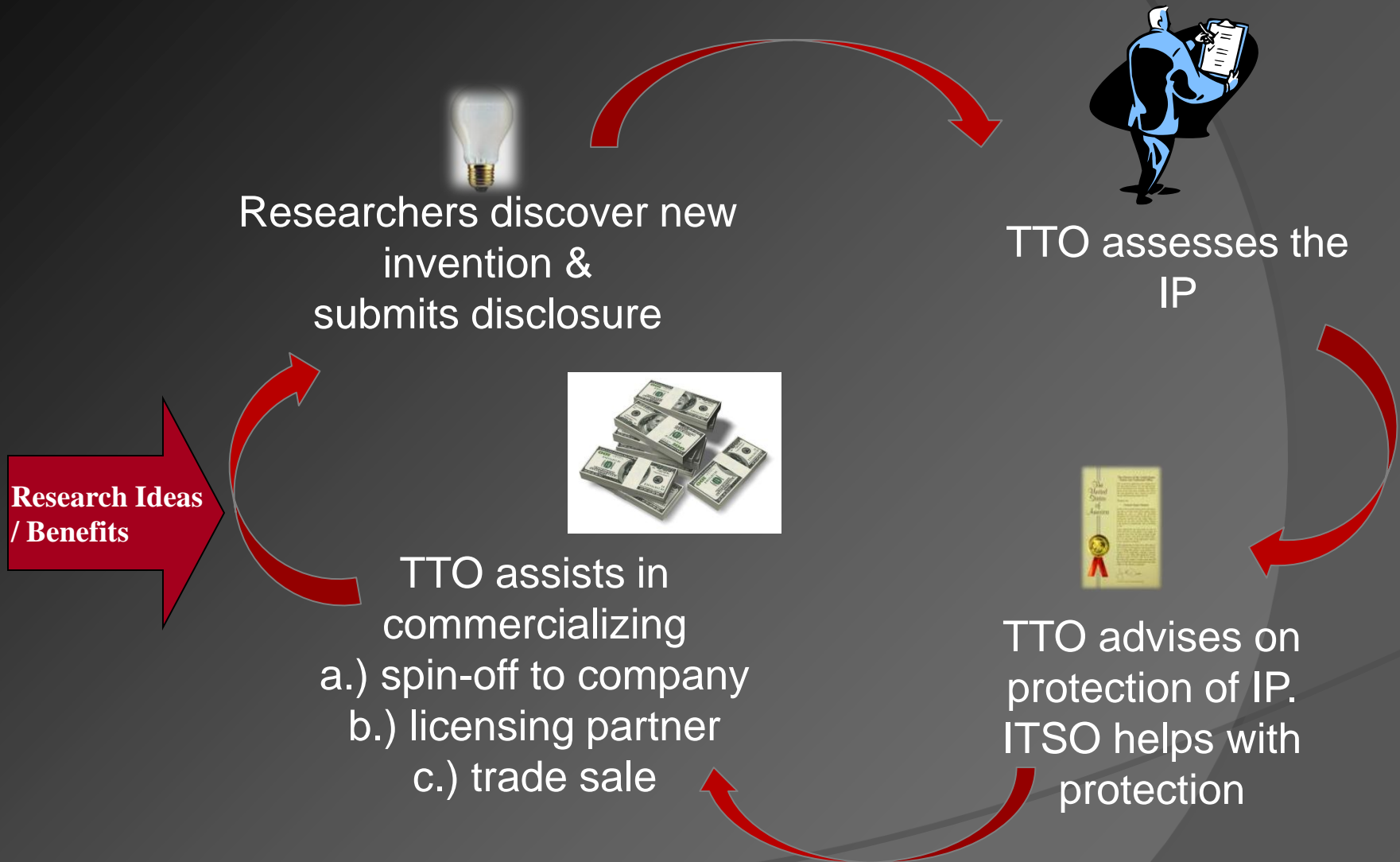


Tech Transfer

Lifecycle of a Technological Innovation

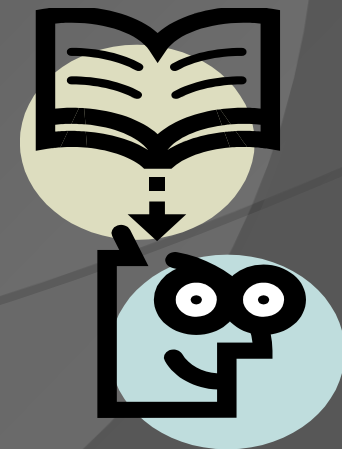


Technology Transfer Process



How We Support Your IP Needs

- We have an Innovation and Technology Support Office (ITSO) !
- Equipped in conducting patent search, patent drafting & assisting in patent prosecution
- Results: increased IP creation, protection and commercialization in the local community



Training via the UP IT Training Center - Cebu

- Develop IT training programs
 - Public courses
 - Customized - based on audience needs



Outline

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Lessons Learned

- Set-up the TBI using structured methodology
 - Feasibility study followed by Business Planning
- Include someone with the following backgrounds in the team
 - Business or management
 - Finance and accounting
- Development of the Financial Framework – Time & Resource Intensive

Lessons Learned

- Capitalize on the Strengths of the Hosting Institution / Location
- Stakeholder Support CRITICAL
- Learn from someone else's experience vs. yours

Overall Accomplishments (since 2010)



<u>Objectives</u>	<u>Actual</u>	<u>% over Target</u>
# Room Units Occupied	4	> 100%
# of pre-incubatees	6	100%
# jobs created	22	> 100%
	31 OJTs	
# collaborative projects	3	> 100%
# Tech Commercializable	2	> 100%

Pre-incubatees



Future Challenges

- Sustainability
- Managing Stakeholders' Needs



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Join Us !



- Letter of Intent
- Business Concept
(Business Plan when available)
- Client Application Form
- Resume
- Proposed Use of the Space Detailing
Activities to be Performed
- List of References (e.g., Clients and/or
Landlords)

Thank you!

Visit us at www.cebuint.org

Call us at 032-232-4995



Contact Us:

Jeffrey Montecillos

Glenda Arreza

Pauline Wade

Come Visit Us !