



UP CeBwinIT

UP Cebu Business Incubator for IT

DOST-UP Cebu TBI Project

HOW WE BUILT OUR TBI: CHALLENGES & OPPORTUNITIES

LIZA D. CORRO

Cebu Parklane Hotel

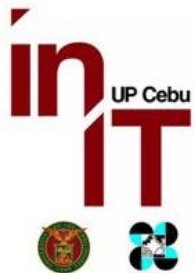
November 24, 2017

OUTLINE

- ▶ **DOST & UP CEBU Collaboration**
- ▶ **Project Implementation**
- ▶ **Sustaining the Project**
 - ▶ **Facility Operations**
 - ▶ **Facility Support to Locators**

DOST & UP CEBU Collaboration

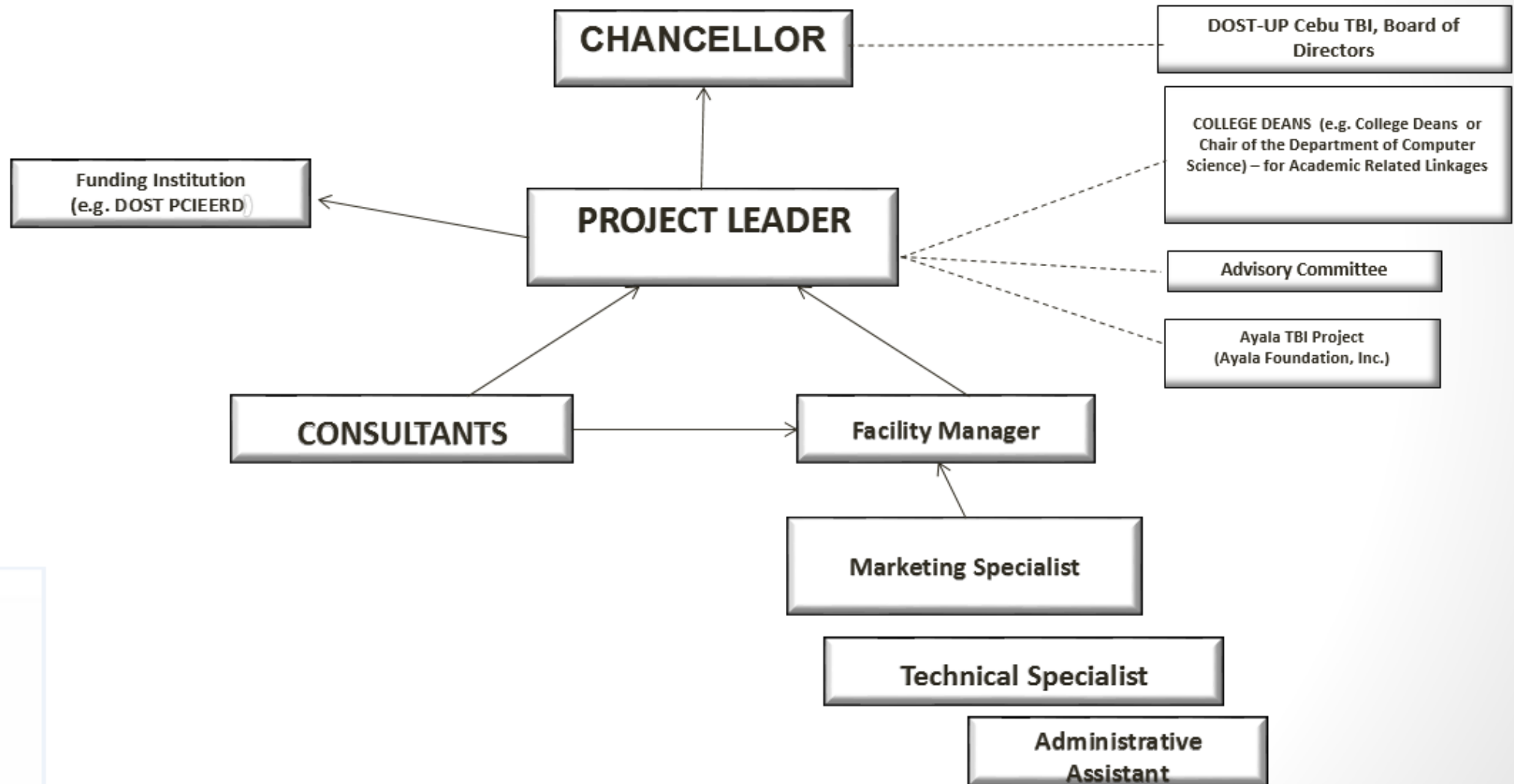
- Second generation TBI
- Operational in January 2010
- Funded by DOST PCIEERD (originally proposed by Prof. Pauline Wade and then UP Cebu Dean Dr. Enrique Avila)
- P10 Million for 3 years



UPCEBUinIT's MISSION:

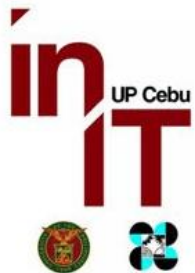
- **ESTABLISH AN ENABLING ENVIRONMENT FOR TECH BASED BUSINESSES**
- **EQUIP BUSINESSES WITH COMPETENCIES FOR LONG TERM SUSTAINABILITY**
- **ENSURE ADEQUATE REVENUES' INFLOW**

DOST — UP Cebu TBI Organization Structure



Portfolio of Programs

- Pre incubation
- Incubation
- Tech Transfer
- IP Services via ITSO
- Virtual Locator
- Training / Events



Portfolio of Services:

- **Market analysis**
- **Marketing strategy**
- **Pricing strategy**
- **Commercialization plan**
- **Personnel action plan**
- **Financial resources**
- **Business development plan**
- **Technical feasibility**

ITDC Trainings



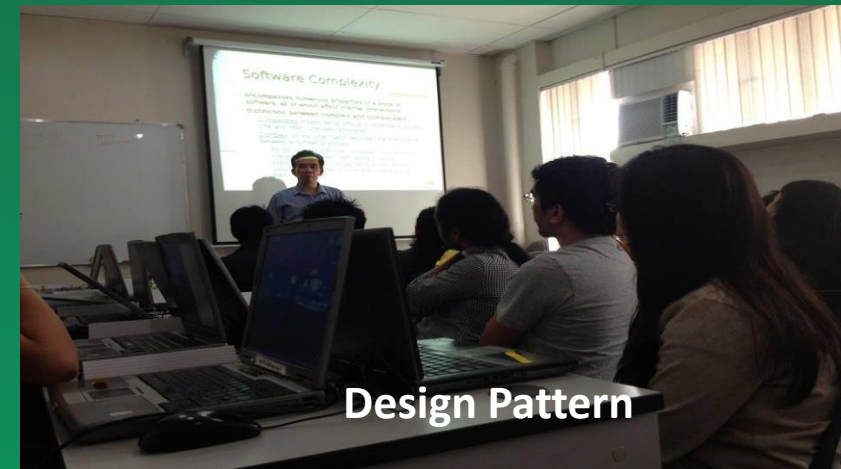
SHORT COURSES

Courses	Duration (Days)	Registration Fee
C Programming	5	7,000.00
C++ Programming	5	7,000.00
Java Programming I (Fundamentals)	5	7,000.00
Java Programming II (Intermediate)	5	7,000.00
Java EE	5	8,000.00
Mobile Applications Development Using Java ME	5	8,000.00
Linux System Administration 101	5	7,000.00
Linux System Administration 102	5	7,000.00
Basic Web Development	5	7,000.00
PHP&MySQL Fundamentals	5	8,000.00
PHP&MySQL Advanced	5	8,000.00
Introduction to Visual Basic .NET	5	7,000.00
ASP.NET Programming	5	7,000.00
C# Programming Using Microsoft .NET	5	8,000.00
Ruby on Rails	5	8,000.00
I.T. Project Management	5	9,000.00
I.T. Security Analysis	5	7,000.00
Software Engineering	5	9,000.00
Introduction to Oracle PL/SQL	5	9,000.00
Software Quality Assurance	5	8,000.00
Introduction to Database System	5	7,000.00
MS-ACCESS 2007	5	7,000.00
Game Development 1	5	8,000.00
Management of I.T. Outsourcing	5	9,000.00
Object Oriented Analysis & Design using UML (OOAD)	5	8,000.00
SAP TB 1000 Logistics	4	16,464.00
SAP TB 1100 Accounting	2	10,976.00
SAP TB 1200 Implementation & Support	5	27,440.00
Cisco Certified Network Associate 1 (CCNA 1)	10	10,000.00
Cisco Certified Network Associate 2 (CCNA 2)	10	10,000.00
Cisco Certified Network Associate 3 (CCNA 3)	10	10,000.00
Cisco Certified Network Associate 4 (CCNA 4)	10	10,000.00

2/F Vidal A. Tan Hall, Quirino Ave. cor. Velasquez St., UP Diliman, Q.C.
 Telephone Nos.: 920-2080, 436-2217 | Fax: 920-2036
 Email: info@ittc.up.edu.ph | URL: <http://ittc.up.edu.ph/>



Software Design



Design Pattern

IP Awareness

ITSO & Technology Transfer Seminar



Events



DOST-UP Cebu TBI Exhibit

Province of Cebu sponsored DOST-UP Cebu TBI Exhibit during the 445th Founding Anniversary of Cebu Province



Press Releases

business
business@sunstar.com.ph

Our economy.
Your MONEY.

Saturday, February 13, 2010 A17

CHERRY ANN T. LIM
Editor: This Issue

UP to help start-ups

Incubation facility creates environment for technology-based companies in Cebu to succeed

TO HELP technology-based start-up businesses, the academe and an agency of the government have tied up in offering a program for them.

The University of the Philippines Visayas Cebu College (UPVCC) has a Technology Business Incubation (TBI) facility granted to the school by the Department of Science and Technology and the Philippine Council for Advanced Science and Technology Research and Development.

Pauline Wade, the UPVCC-TBI incubator manager, said they want to nurture and help start-up businesses in Cebu, specifically technology-based businesses, to succeed.

"This is where we give IT (information technology) start-ups or IT businesses the right environment, whether facility and services, with the right mix of the right elements so that they will succeed," she said. Wade said they want to create an en-

Harley is an incubation consultant to the World Bank and the governments of China, Japan and Korea.

The TBI facility in UPVCC offers a pre-incubation room for qualified start-ups for a maximum period of six months for free. They can also stay past the six-month period for up to one-and-a-half years with rent.

In a press briefing yesterday, Wade said start-up businesses can use the TBI facility and become resident clients or non-resident clients if they are involved in the creation of new and emerging technologies, seek new or unique solutions to existing problems, and plan to utilize the university's resources and facilities in their activities.

Residents

Resident clients are those starting new business ventures, while non-resident clients are those qualified start-ups that choose to locate elsewhere.



business

3 groups complete incubation

A "BRIGHT idea" presented by start-up companies a year ago has been transformed into prototype models that were presented during graduation rites yesterday.

There were three groups of young entrepreneurs that finished a course under the Technology Business Incubation (TBI) program granted to University of the Philippines Visayas Cebu College (UPVCC) by the Department of Science and Technology and the Philippine Council for Advanced Science and Technology Research and Development.

The people behind technology-based business ventures techjobs.ph, pindoco.com and Gazeubu were recognized yesterday.

Pino Document Company or pindoco.com is composed of three friends who have been in the print business since 1999. They started with POW Designs Inc. that had tie-ups with mostly restaurants to produce menus and tarpaulins.

Legal help

The graphics design company pindoco.com offers "an efficient, inexpensive and template-based service to international clients." "It's like having a designer beside you," said Barry Canton, adding that the company also manages information structure that



ELMO NAZARENO talks about using technology to enhance learning through online class management. (SUN STAR PHOTO/ALLAN DEFENSOR)

can be retrieved any time. Jeffaro Estimo said TBI provided them with the needed expertise in formulating a business plan and the legal side of entrepreneurship.

The company is named after legendary folk hero Pedro Penduko as a way to present to prospective clients that a "small" Filipino company is backed by a competent creative staff.

The TBI, meanwhile, improved the business plan for Gazeubu project, which is aimed at "using technology to enhance learning" through online class management.

Project creator and manager Elmo Nazareno said his initial plan was

to create a school system that involves the enrollment process but through the incubator's mentoring process the idea evolved. "It would be difficult to market the school system project. It is through mentoring that the problem on how to create revenues was raised," he said.

The Gazeubu's objective is for teachers and parents to be able to monitor academic achievements of students and provide teachers with tools to also improve their skills. Nazareno said the website is functional but the official project launch will still be in June 2012. Meanwhile, a group of



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Monday, August 4, 2014 A19
MAX T. LIMPAG Editor

Capitol to help boost startups

Provincial Government, UP Cebu-based business incubator discuss ways to help entrepreneurs

● UP Cebu Dean Liza Corro says initiative should not be limited to the information and communication technology sector but also across industries like manufacturing, agriculture and tourism

SEEKING the potential of tech startups to contribute to the growth and advancement of Cebu, the Cebu Provincial Government has expressed interest to support them through the Cebu Business Incubation Center in Information Technology (CebuIT) at the University of the Philippines Cebu.

Cebu Provincial Administrator Mark C. Tolentino said the Capitol acknowledged the potential of startups to make Cebu a more internationally known city, especially the youth, in the province, he said.

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Capitol exhibit: Startups being incubated by the Cebu Business Incubation Center in Information Technology (CebuIT) at the University of the Philippines Cebu are joining the province's 445th founding anniversary.

formation and communication technology (ICT) sector but also across industries like manufacturing, agriculture and tourism.

"If they (small players) will be located properly, they will be the catalyst for the growth of Cebu and the country's economy," she said.

Corro said she welcomed the idea and UP will discuss with the governor soon to pursue the idea.

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Friday, July 15, 2011 A23

MAX T. LIMPAG Editor

IP protection 'important for creators'

UP licensing officer cites case of doctor who failed to make money from own work

care to protect a university will and

licensing Philippines scientist from Visayas

or patented technology solved

multinational

the



PATENT. Dr. Rey Garcia, the technology licensing officer of the University of the Philippines system, talks on the case of a Filipino scientist who developed a painkilling drug from Visayas.

of revenues acquired from the invention. Since patenting can cost, Garcia said it was best to commercialize on the invention.

He explained that most creators fear the need to develop everything on their own until they can finish a product that is good enough for the market, leaving them with big cash requirements.

He said they should also consider partnering or licensing off their inventions to big companies that can afford to take on the further development, saying they can already cash in at this stage. He added that there are big companies willing to pay for research.

Public domain

Another dilemma inventors face is the need to publish their work before earning their promotions.

He said that once technologies are published in journals, these are considered public domain and could affect patent applications. He suggested that if there is anything

A20 Sun.Star Cebu | Tuesday, November 5, 2013

business



HEALTH SOLUTIONS. The Cebu leg of the Social Innovation Camp Asia 2013 tackled healthcare-related technology solutions. (CONTRIBUTED FOTO)

Cebu teams propose solutions to health care issues in dev camp

ONE team wants to... who is studying medicine... manufactured - that could... as "remove Heparin."

MOA Signing with Gov. Alfredo Marañon

MOA signing for Negros First Cybercentre-UP Cebu TBI Extension Program

Thursday, May 29, 2014

MORE NEWS

The Visayan
Daily Star 3

Guv inks MOAs to create IT jobs

★CARLA P. GOMEZ

Negros Occidental Gov. Alfredo Marañon Jr. yesterday signed two memoranda of agreement that he said will lead to the creation of thousands of information technology jobs for Negrenses, and reduce poverty.

Marañon signed an addendum to a memorandum of agreement between the province of Negros Occidental through the Negros Occidental Language and Information Technology Center and Panasiatic Call Center Inc.,



Gov. Alfredo Marañon Jr. and Liza Corro (3rd and 2nd from left), sign a MOA for the Negros First CyberCentre-UP Cebu Technology Business Incubator Project, in the presence of Pauline Wade and Paula Esplanada of UP Cebu, and Bacolod Councilor Jocelle Batapa-Sigue.

represented by its general manager in Bacolod, Siony Hijara.

Under the agreement, Panasiatic will provide P5,000 for the call centre training of each scholar at NOLITC whom it will have the option to hire, Cristina Orbecido, NOLITC officer-in-charge, said.

Hijara said Panasiatic is looking at hiring 4,000 call center agents in Negros Occidental.

The governor also signed a MOA with the University of the Philippines-Cebu, represented by dean Liza Corro, to

conceptualize, develop and promote training courses and programs on how to start a technology business incubator to be set up at the Negros First CyberCentre in Bacolod City.

This is aimed at developing entrepreneurs, technology-based start-ups, creating jobs and an IT hub, the MOA said.

This is just the start of the campaign of the provincial government to create thousands of jobs for Negrenses in the IT industry to help solve the problem of poverty, the governor said.

He also said he expects the cybercentre to be filled with IT locators before the end of the year.

Bacolod Councilor Jocelle Batapa-Sigue, chairperson of the Bacolod-Negros Occidental Educational Foundation for ICT, said the target is to have total of 6,000 information technology jobs at the cybercentre by 2016.

The Department of Science and Technology has approved a P1 million grant for computers for the technology business incubator project at the cybercentre, she also said.

City GSO accepts patrol boat

★CHRYSÉE G. SAMILLANO

The controversial patrol boat for Bacolod City have been formally accepted yesterday by

Bacolod City Government Center.

Lopez said the accessories of the patrol boat have been certified complete by Alcalá

the representatives of the city were advised by the Ombudsman to accept the patrol boat if all its equipment and accessories are complete.

sources director wrote to inform him that they are sending a marine engineer and mechanic to train the city's Bantay Dagat on the actual use and

connected with the City Agriculture Office.

Lopez said the patrol boat is now assigned to the DRRMC after it was accepted by the

WEATHER

The whole country will have partly cloudy to at times cloudy skies with isolated rain showers or thunderstorms mostly in the afternoon or evening.

Light to moderate winds blowing from the southeast

NEGROS

Daily Bulletin

Your Vigilant Community Newspaper

YEAR 54 NO. 375 BACOLOD CITY, PHILIPPINES

THURSDAY, MAY 29, 2014

P8.00/COPY



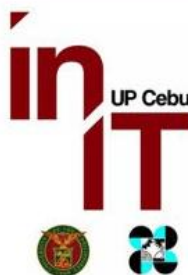
Executive Director IV Estanislao Granados, Jr. through Mina Pellejo and Rose Madrigal award the Local Government of Bacolod with a Certificate of Recognition and a brand new Acer Projector for being the Top 2 Client of the Procurement Service Regional Depot for Region VI. (CMO-PIO photo)

Bacolod SP Minority



Gov. Alfredo G. Marañon, Jr. (center) and Atty. Liza D. Corro (2nd from left), Dean of Cebu sign the Memorandum of Agreement for the joint project, Negros First CyberCentre Incubator (TBI) Project, held at the Governor's Office, yesterday. Also in photo are provincial government, and Pauline Wade and Paula Esplanada of UP Cebu. (Capitol PIO)

The Blade SPA
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Sun.Star Bacolod Thursday, May 29, 2014

Business



Gov. Alfredo G. Marañon Jr. (center) and UP Cebu Dean Liza Corro (2nd from left) sign the MOA for the joint project of the Negros First Cyber Centre-UP Cebu TBI Project, in the presence of Councilor Jocelle Batapa-Sigue, and Pauline Wade and Paula Esplanada of UP Cebu. (Capitol PIO)

Capitol, UP Cebu sign pact on tech business incubation

BY TERESA D. ELLERA

THE Province of Negros Occidental has partnered with the University of the Philippines-Cebu for the development of trainings on technology business incubation at the Negros First Cyber Centre.

Gov. Alfredo Marañon Jr. signed the memorandum of agreement with UP Cebu Dean Liza Corro in rites held at the Governor's Office yesterday.

UP-Cebu is managing the the Department of Science and Technology (DOST)-UP Cebu Technology Business Incubator (TBI) for Information Technology tasked to create jobs, develop entrepreneurs, nurture technology-based start ups and establish an IT hub by in-

creasing the pool of qualified IT personnel.

Under the MOA, the Capitol and UP Cebu will establish a joint project at the Negros First Cyber Centre, where the latter will conceptualize, develop and promote training courses/programs on how to start a technology business incubator.

Bacolod City Councilor Jocelle Batapa-Sigue, executive director of Bacolod-Negros Occidental Federation for Information and Communications Technology (BNEFIT), said 600 to 1000 square meters of space at the Cyber Centre has been set aside for start-up IT entrepreneurs.

Corro said that after touring the Cyber Centre,

she saw "great potential" in the facility.

Marañon said they expect the Negros First Cyber Centre to be fully occupied by year 2016 and to generate 6,000 jobs.

The ground floor of the Cyber Centre intended for commercial shops is already set for bidding and that many businesses have already signified intention to occupy spaces.

Marañon said the second and third floor of the Cyber Centre intended for Business Process Outsourcing (BPOs) will also be fully occupied soon.

Also yesterday, Marañon signed a MOA with Panasiatic Solutions-Bacolod represented its general manager Siony Hijara.

Hijara said most of

their employees are products of the Negros Occidental Language and Information Technology Center (NOLITC).

The agreement stipulates that Panasiatic will subsidize part of the training of possible employees at the NOLITC.

"The subsidy is unlimited as to the number of students that can avail of it," Hijara said. "Our company needs an additional 4,000 employees as we are set to open our new facility beside the People's House in Bacolod."

Ma.Cristina Orbecido, NOLITC officer-in-charge, said that each training course costs P5,000 and this is what Panasiatic will be paying.

"This will also mean additional revenues for NOLITC," Orbecido said.*

PHL 'more attractive' to investors

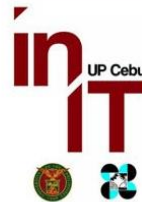
THE jump of the Philippines' present ranking to 69th in terms of "bet-

DOST-UP Cebu TBI Exhibit

Province of Cebu sponsored DOST-UP Cebu TBI Exhibit during the 445th Founding Anniversary of Cebu Province



Vice-Gov. Magpale and Gov.
Davide

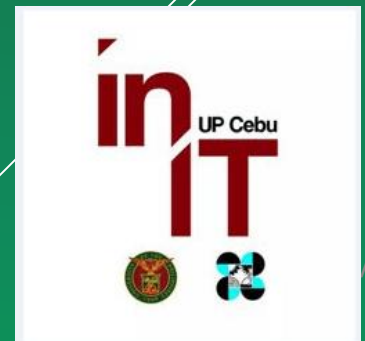


NATURE OF LOCATORS' PRODUCTS AND SERVICES

- Software Development
- Website Development
- Mobile Applications
- Search Engine Development
- Product Online Sale

PROJECT IMPLEMENTATION

8/12/14



C H A L L E N G E S

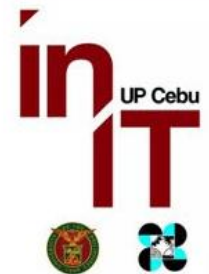
- Integration difficulty in the academe due to its newness
- No provision on income utilization
- COA verification cause of delayed submission of a COA verified copy

O P P O R T U N I T I E S

- UP Cebu allocated space for free as UP's counterpart
- DOST Funding provided the salaries and honorarium of faculty project leader
- InWent Capacity provided the capability building
- BOD created provides suggestions and a monitoring for there is constant reporting

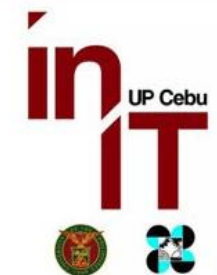
STRONG ADMINISTRATION SUPPORT

In my administration, I shall continue to support this collaborative project with DOST which will harness our faculty and student's knowledge to advance IT, and at the same time empower the community.





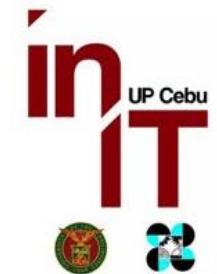
**Former UP
President
Alfredo
Pascual
visits UP
Cebu TBI**



SUSTAINING THE PROJECT

Facility Operations

8/12/14



C H A L L E N G E S

- No funding from UP System
- Small space
 - No set indicators for assessment
 - No more BOD
 - Turn-over of staff – no plantilla item assigned

O P P O R T U N I T I E S

- Leadership Support
- Manual for Operations
- Part time Project and program leaders – ALCs
- Dedicated staff/intervening tasks assigned for income supplement
- Foundation's Support
- Premium location

C H A L L E N G E S

- Constrained with academic limitations on website access
- University access restrictions

O P P O R T U N I T I E S

- Ecosystem's presence
- Competitive rental rates
- Virtual locators' program
- Shared Wi-/fi services
- Local Govt. support



JICA visit

Among others:

- UPV SEED TBI
- UP Mindanao
- Western Leyte State University
- Carlos Hilado Mem. State College
- Atty. Montinola, FEU
- Tourism Congress Phils.
- Amazon Web Services
- DTI Export Mktg Bureau
- Smart Corp
- Ideaspace
- DOST XI
- Province of Negros Occ.



Boie Gai/World Startup Report



CLSU TBI



Globe & KickStart visit



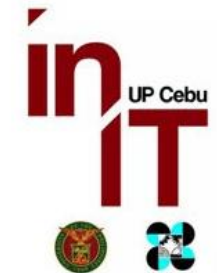


UN-International Telecommunications Union Visit

SUSTAINING THE PROJECT

Support to Locators

8/12/14



C H A L L E N G E S

- Access to financial support
- Networking / marketing
- Overstaying tenants
- Interest merely space leasing
- Staff turn-over

O P P O R T U N I T I E S

- Access to financial support
- Networking/marketing
- Cheap space
- Readily Available Consultants
- Strong OJT program
- IP Rights support
- Foreign locators accepted



GAWAD PANGULO IN PUBLIC SERVICE EXCELLENCE AWARDEE



THANK YOU!

DAGHANG SALAMAT!

