



# Women Helping Women: Innovating Social Enterprises

**INNOVATION COUNCIL**  
FOR INDUSTRY, ENERGY AND EMERGING TECHNOLOGIES (DOST-PCIEERD)

## **2021 CALL FOR PROPOSALS FOR THE PCIEERD WHWise PROGRAM**

**(Women-Helping-Women: Innovating Social Enterprises)**

### **Rationale and Program Objectives:**

Though the Philippines ranked 16th in the gender parity global report (WEF 2020), gender bias still remains especially in financing small businesses. There are only around 24% that are classified as woman-owned SMEs in the Philippines. In the technology space, only 22% startups are led by women. Given these data, there still remains a gargantuan task in empowering and increasing women participation in economic activities.

Women entrepreneurs face the same challenges in business as their male counterpart. However, women entrepreneurs experience gender-based biases that affects their motivations and success in business more than their male counterparts. Examples of which include stereotyped jobs for women, social expectations and barriers from women with families, a prevalent “Bro Culture” that is low-key present in venture capital circles and barriers in communication in male dominated organizations and/or with mentors. In young ecosystems like the Philippines, investors still have a low-risk appetite and tend to be more traditional in their selection (Thachadi, 2020). An Asian Development Bank study highlighted that “an acute need for bridge financing for expanding women-owned enterprises that have outgrown microfinance lending is needed. Lacking practical access to formal institutions, many women entrepreneurs turn to the services of widely available informal private lenders, who charge exorbitantly high interest rates” (ADB, 2018). A Business World article underscored the unconscious bias makes it difficult for women entrepreneurs to get funding based on a 2019 survey conducted by the HSBC where “investors would ask more about risk mitigations plans on personal matters, such as family circumstances, compared to male entrepreneurs (Business World, 2020).

As such, the WHWise Program is a program that brings together government agencies and private organizations to seek out and prepare women-led social enterprises for growth, scalability and subsequent VC funding. The program provides a suite of services

which includes early-stage funding, training, skills development, mentorship, and business incubation. More importantly, the program will provide access to technology to enable even women from rural communities to be part of the global economy.

Special focus is given to social enterprises in this program since social enterprises are revenue-generating businesses with a mission to help communities. A social enterprise has two goals, whether operated by a non-profit organization, for-profit company or a startup, the enterprise seeks to achieve social, cultural, community economic and/or environmental outcomes; and, to earn revenue (BC Centre for Social Enterprise). In a regional study that includes the Philippines on advancing women social entrepreneurs conducted by Ashoka and S&P Global Foundation, the report emphasized that “women tend to work more towards inclusive communities along socio-cultural sensitivities and fault lines, helping those who are under-served due to their sexual orientation, religion, race and ethnicity, or language” (Ashoka, 2020)

As such, this program takes on the challenges that the 2020 Ashoka report highlighted as the needs of women social entrepreneurs (WSEs), namely:

- A stronger network for support;
  - A platform for peer-to-peer learning, a space to forge partnerships and for emotional support
- Structured mentoring programs;
  - Provide experience based guidance, skill development and training.
  - Larger social organizations and experienced WSEs can allow younger WSEs to shadow their work and learn on the ground.
- Female advocates within governments;
  - Enable easier conversations, push for policy change, establish budgets for women’s issues, inspire future WSEs and spread awareness about important policies and rights.
- Increase engagement of stakeholders;
  - Generate long-term sustainability of programs, better access to resources, enhance potential to drive policy change and change mindsets
- Address gender-based skill differential
  - Help tackle specific gender barriers, make up for the lack of resources, boost their morale and inspire the next generation
  - Formulate skill training for WSEs based on the unique challenges they face as entrepreneurs.

## **What we’re looking for?**

The Philippine Council for Industry, Energy and Emerging Technology Research and Development (PCIEERD) is announcing its new program for women-led startups. We would like to invite qualified applicants to the **Call for Proposals for the Women-Helping-Women: Innovating Social Enterprises (WHWise) Program**. The program

will support women social entrepreneurs who has a need to access technology, early-stage funding and customized gender-focused support.

## **Priority Area 1: Customized Incubation Program for Women-Led Social Enterprises**

### **Who can apply?**

This call for proposal is open to all DOST-supported Technology Business Incubators. The TBI is qualified if:

- Has demonstrated capability to conduct series of trainings such as basic entrepreneurship, accounting, negotiation, technical skills, soft skills, etc. to the women-led enterprises.
- Has a network of appropriate partners, and potential investors to offer gender-based assistance programs, trainings, a pool of women-led mentors and advisers.
- Has the ability to design/formulate a focused incubation program for women social entrepreneurs which includes but not limited to the following:
  - To conduct a thorough diagnostic activity to determine the specific needs of women entrepreneurs onboarded into the program;
  - To implement customized incubation program for women entrepreneurs based on the needs;
  - To coordinate with partners in providing the training, mentorship and other support needed by the cohort of women entrepreneurs onboarded into the program;
  - To organize other activities to promote the cohort of women entrepreneurs and attract investment.

### **How to apply?**

**Step 1:** Prepare a Full-Blown Proposal containing the following:

1. Title of the proposed project
2. Duration of the proposed project
3. Description of the customized incubation program and activities that will support women-led enterprises onboarded onto the program
4. Objective and scope of the proposed project
5. Methodology and expected outputs
6. Work plan or Gantt Chart of activities
7. Curriculum vitae of the project leader
8. Line-Item-Budget
9. Endorsement letter from the Agency Head

**Step 2: Step 2:** Submit the Full-Blown Proposal to the **DOST Project Management Information System (DPMIS)** through this link: <http://dpmis.dost.gov.ph> starting **May 14 to June 15, 2021**.

### **How will we assess your application?**

The project proposal shall be evaluated based on the following criteria:

1. Social and Environmental Impacts  
Program Design for the women-led enterprises
2. Management Capability  
Technical and managerial capacity of the proponent  
Demonstrates a competent and experienced leadership  
Availability of competent and reliable workforce and facilities
3. Manageable Timeframe  
Appropriate workplan to execute the proposed program design
4. Network Linkage  
Women industry partners, mentors, advisers, and potential investors to be involved in the project

### **Priority Area 2: Women-led Social Enterprises that require assistance in acquiring technology, research & development, technical assistance and mentoring**

#### **Who can apply?**

This call for proposal is open to all women-led social enterprises with the following qualifications:

- An enterprise that is led by a woman entrepreneur.
- A social enterprise that directly helps a community. A description of the community and the services, products and assistance to a specific community should be elaborated in the application.
- Has a need for a specific technology, requires research and development assistance, technical assistance on a specific area or expertise in a certain area. Details of what is needed should be elaborated in the application.

Moreover, the proposal or fund assistance being requested should aim to:

- Overcome technology or technical roadblocks
- Establish initial market traction

- Refine the business model
- Prepare Business Continuity Plan

Eligibility requirements to avail of the grant:

- Legally registered with the DTI or Securities and Exchange Commission (SEC);
- The startup must be in operation for a minimum of one (1) year to a maximum of three (3) years (from February 2, 2020) provided that the business model has not been established.
- Have an early stage prototype or proof of concept for the product or service. Ideas or mere concepts are not allowed;
- Ownership and nationality requirements under the Philippine Constitution and pertinent laws, including RA No. 10055 or the Philippine Technology Transfer Act of 2009, are complied with;
- Has legal personality to issue an Official Receipt for the receipt of grants-in-aid;

To avail of the funding, the following requirements should be submitted together with the proposal:

- Authenticated copy of DTI Registration, for Sole Proprietorship; or, authenticated copies of SEC-registered Articles of Incorporation and the latest General Information Sheet; authenticated copy of Business Permit; and authenticated copy of Licenses;
- Latest copies of Income Tax Returns, Audited Financial Statements, and other financial reports;
- Disclosure of other businesses, if any;
- Sworn Affidavits from all of the startup owners/ incorporators/ stockholders/ organizers/ partners, directors and/ or officers that they are not agents of or related by consanguinity or affinity up to the fourth civil degree to any DOST officer authorized to process and/or approve the grant and release of funds;

## **How to apply?**

**Step 1:** Prepare a Full-Blown Proposal containing the following:

1. Title of the proposed project
2. Duration of the proposed project
3. Description of the startup and the founders
4. Description of the product and value proposition
5. Background of the enterprise/startup and the development of the technology (evolution of the startup, first prototype, first test, first sale)
6. Description of the target market and size
7. Competitive advantage analysis using a comparative advantage table
8. IP status and protection
9. Objective and scope of the proposed research

10. Methodology and expected outputs
11. Work plan or Gantt Chart of activities
12. Curriculum vitae of the project leader
13. Line-Item-Budget
14. Endorsement from the incubator, if applicable.

**Step 2:** Submit the Full-Blown Proposal to the **DOST Project Management Information System (DPMIS)** through this link: <http://dpmis.dost.gov.ph> starting **June 15 to July 15, 2021**.

### **How will we assess your application?**

The project proposal shall be evaluated based on the following criteria:

1. **Workability/ Technical Viability**  
Technical soundness of the technology based on existing scientific and technological principles
2. **Maturity of the technology**  
Advanced features of the technology over existing product or process with the same functions and/or contribution to the advancement of science and technology
3. **Social and Environmental Impacts**  
Employment generation from the technology  
No potentially irreversible immediate and long-term hazards/ consequences on the environment as well as in health and safety
4. **Commercial Viability**  
Competitiveness of the technology over existing product or process in the market  
Market potential of the technology
5. **Management Capability**  
Technical and managerial capacity of the proponent demonstrates a competent and experienced leadership  
Availability of competent and reliable workforce and facilities

### **Contact information:**

#### **MS. RUSSELL M. PILI**

Chief Science Research Specialist

Research Information and Technology Transfer Division (RITTD), PCIEERD DOST

Email: [russellpili@gmail.com](mailto:russellpili@gmail.com) , [rmpili@pcieerd.dost.gov.ph](mailto:rmpili@pcieerd.dost.gov.ph)

Tel. No. (02) 837-2071 local 2102

#### **MS. LEIZL D. SUENO**

Senior Science Research Specialist  
Research Information and Technology Transfer Division (RITTD), PCIEERD DOST  
Email: [lejzl.dost@gmail.com](mailto:lejzl.dost@gmail.com) [ldsueno@pcieerd.dost.gov.ph](mailto:ldsueno@pcieerd.dost.gov.ph)  
Tel. No. (02) 837-2071 local 2102

**MS. MARIVIC OQUIALDA**

Science Research Specialist  
Research Information and Technology Transfer Division (RITTD), PCIEERD DOST  
Email: [marivic.oquialda.dostpcieerd@gmail.com](mailto:marivic.oquialda.dostpcieerd@gmail.com) [marivic.oquialda@pcieerd.dost.gov.ph](mailto:marivic.oquialda@pcieerd.dost.gov.ph)  
Tel. No. (02) 837-2071 local 2102