



University of the Cordilleras
Innovation and Technology Transfer Office

Ideas that Change the World

TECHNO100 Technopreneurship
Unit 1

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Introduction to Startups



University of the Cordilleras
Innovation and Techoonology Transfer Office



RA 11337

Innovative Startup Act

An Act Providing Benefits and Programs to Strengthen, Promote
and Develop the Philippine Startup Ecosystem

Goal

**Develop the startup ecosystem of
the Philippines.**

Main Government Agencies



Department of
Science and
Technology



Department of
Trade and
Industry



Department of
Information and
Communications
Technology



National
Economic and
Development
Authority

What is a TBI?

Technology Business Incubator

A facility where startups are hosted and business development services are provided.

What is a Startup?

A startup is a **project** with the potential to be highly **scalable** working to solve a problem where the **solution is not obvious**.

Startup - Project

There is usually a beginning
and an end.

*About 90% of all startups
end in failure.* Know when
to continue and when to
end.

Startup - Scalable

The startup should be able to increase its valuation through increasing the target audience or location.

TaskRabbit was able to increase their location from Boston, MA to London, UK.



TaskRabbit

Startup – Not Obvious

How does this solution differ
from other solutions?

“Getting on a stranger’s
car” is what made **Uber**
(and others like **Grab**)
successful.

The Uber logo, consisting of the word "Uber" in a white, sans-serif font, is centered on a dark green background.

What is a Unicorn?

A startup company that has a valuation of **US\$ 1 billion or more**.
They usually have technology center throughout the world.



Ideas that Change the World



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IMPACTJUNKIE



DRAPER
UNIVERSITY



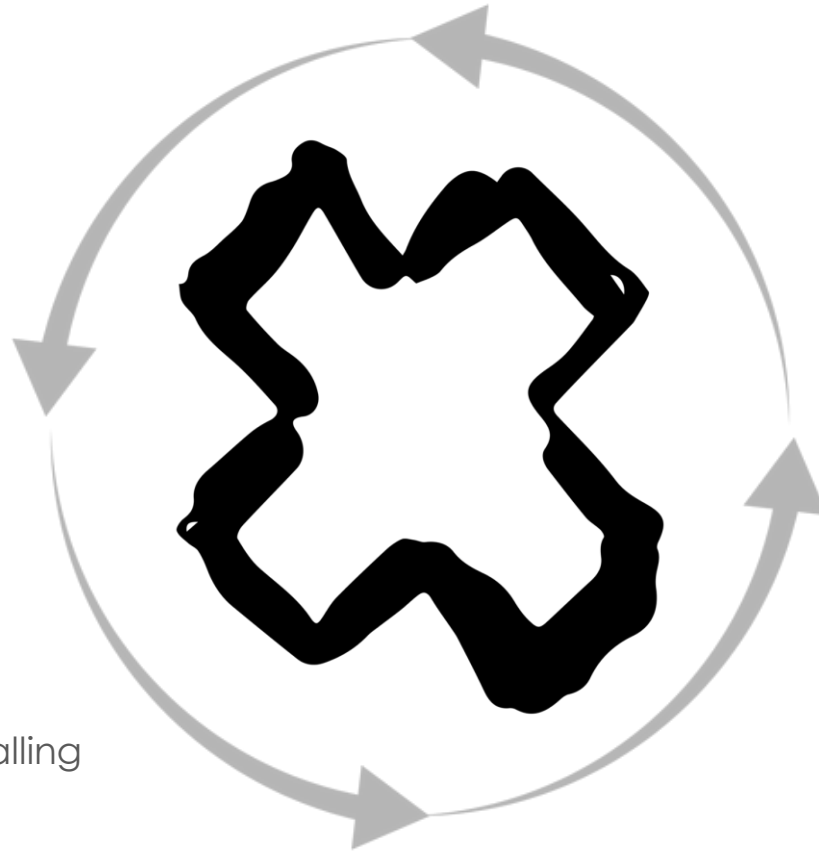
DRAPER
STARTUP HOUSE

Love people.

- Love, Listen, Learn
- Understand problems
- Empathy

You.

- Your Story
- Passion, Purpose, Calling
- Find your X factor



Go places.

- Take Action
- MVP + Testing
- Ship ASAP

Change lives.

- Connect dots
- Build coalition
- Scale

BDUF

Big Dream Up Front

Without any limitations, what are things you dream of doing later on in life?

UN's 17 SDGs

United Nations' 17 Sustainable Development Goals

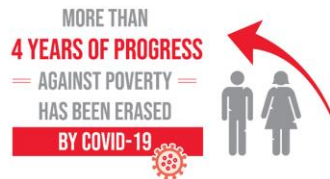
An urgent call for action by all countries - developed and developing - in a global partnership.



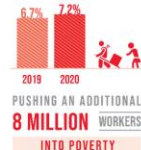
<https://sdgs.un.org/goals>

Overview

Infographic that shows why this SDG is so important to solve



WORKING POVERTY RATE ROSE FOR THE FIRST TIME IN TWO DECADES



RIISING INFLATION AND IMPACTS OF WAR IN UKRAINE FURTHER DERAIL PROGRESS

NUMBER OF PEOPLE LIVING IN EXTREME POVERTY IN 2022

50.1 MILLION

PRE-PANDEMIC PROJECTION

65.7-67.6 MILLION

CURRENT PROJECTION

UNEMPLOYMENT CASH BENEFITS DURING THE PANDEMIC (2020)



DISASTER-RELATED DEATHS ROSE SIXFOLD IN 2020

LARGELY AS A RESULT OF THE PANDEMIC



COVID-19 PANDEMIC HAS DEEPENED A GLOBAL LEARNING CRISIS

147 MILLION CHILDREN MISSED OVER HALF OF IN-PERSON INSTRUCTION IN 2020-2021



ENTRENCHED INEQUITIES IN EDUCATION HAVE ONLY WORSENED DURING THE PANDEMIC



24 MILLION LEARNERS

(PRE-PRIMARY TO UNIVERSITY LEVEL)

MAY NEVER RETURN TO SCHOOL



EDUCATION IS A LIFELINE FOR CHILDREN IN CRISES



REMOTE LEARNING IS OFFERED TO 3 MILLION UKRAINIAN CHILDREN IN THE CHAOS OF WAR (APRIL 2022)

MANY COUNTRIES ARE IMPROVING SCHOOL INFRASTRUCTURE AS CLASSROOMS REOPEN

GLOBALLY, PRIMARY SCHOOLS (2019-2020)

25% LACK




















50% LACK



Targets & Indicators

What are the
specific goals to
solve this problem?
How do we know if
the problem is
solved?

 Target 1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day	
Indicators ▾	
 Target 1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions	
Indicators ▾	
 Target 1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable	
Indicators ▾	
 Target 1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance	
Indicators ▾	
 Target 1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters	
Indicators ▾	
 Target 1.a Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions	
Indicators ▾	
 Target 1.b Create sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies, to support accelerated investment in poverty eradication actions	
Indicators ▾	

 Target 4.1 By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes	
Indicators ▾	
 Target 4.2 By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education	
Indicators ▾	
 Target 4.3 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university	
Indicators ▾	
 Target 4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship	
Indicators ▾	
 Target 4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations	
Indicators ▾	
 Target 4.6 By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy	
Indicators ▾	
 Target 4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development	
Indicators ▾	
 Target 4.a Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all	
Indicators ▾	
 Target 4.b By 2030, substantially expand globally the number of scholarships available to developing countries, in particular least developed countries, small island developing States and African countries, for enrolment in higher education, including vocational training and information and communications technology, technical, engineering and scientific programmes, in developed countries and other developing countries	
Indicators ▾	
 Target 4.c By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and small island developing States	
Indicators ▾	

The world has BIG PROBLEMS
but **YOU** can be the solution.

STORY

Your Story

Imagine your life as a movie. What your backstory? Who're your inspirations? What's your superpowers?

What do you want to solve?
Know your **SCENES** and **SUPERPOWERS**.

Scenes

Imagine your life was a movie.

You were the guide to help those in need. Reflect then list out the scenes and themes of your story when you were helping others.

Scenes

Examples

Helping my family leave the country as a child during the war.

Being the first person of my family who is going to college.

Making sure my closeted sibling feels safe in the community.

Superpowers

Extraordinarily ordinary.

What superpowers (gifts/talents) drives your story in the movie?
List out your unique abilities you would use to help others in your movie.

Superpowers

Examples

Being an excellent communicator.

My technical knowledge in mobile application development.

I am compassionate towards others.

Reflect on your scenes and superpowers.
Write out any **CONNECTIONS** you observe.

Who?

Who am I
passionate about
helping?

Looking at
characters who
are reappearing
in the story

What?

What do I want to
help them with?

What are some
scenes you see
reappearing in
your story?

Why?

Why do I want to
help them?

How do these
scenes get
concluded?

BHAP

Big, Hairy, Audacious Problem

I want to help (who) to do (what) because (why).

I want (x) to (y).

My BHAP

To find y, determine your story and superpowers.
To help the target audience (x), you can solve for y first.

x = Who am I passionate about helping?

What types of characters keep reappearing in your story?

Reflect then list out people you feel called to serve and passionate about helping. You will then need tools to develop empathy to best help and not harm them.

**I want (x) to (y)
because (z).**

Connect your BDUF to your BHAP.

Intellectual Property



University of the Cordilleras
Innovation and Technology Transfer Office



What is a KTTO?

Knowledge and Technology Transfer Office

Serves as an interface between the talent and technology housed in the academic institution and the broader community.

What is Intellectual Property (IP)?

Generally called the “creations or products of the human mind”.

Why Register an IP?

Your IP rights give you the exclusive right to use, enjoy, and earn from your creations.

Main Government Agency

Intellectual Property Office of the Philippines (IPOPHL)

Government agency mandated to administer and implement State policies on intellectual property (IP) to strengthen the protection of IP rights in the country



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

IPOPHL Timeline

Philippine Patent Office

RA 165 "An Act
Creating a Patent
Office"

RA 166 "Registration of
Trademarks,
Tradenames, and
Service Marks"
June 20, 1947

Bureau of Patents, Trademarks, and Technology Transfer

EO 133
*February 27,
1987*

Intellectual Property Code of the Philippines

RA 8293
June 6, 1997

Amendments on Copyright Law

RA 10372
March 4, 2013

RA No. 8293

Intellectual Property Code of the Philippines

An Act Prescribing the Intellectual Property Code and
Establishing the Intellectual Property Office, Providing for its
Powers and Functions, and for Other Purposes

IP Code of the Philippines

Vital to the development of domestic and creative activity, facilitates transfer of technology, attracts foreign investments, and ensures market access for our products

Protect and secure the exclusive rights of scientists, investors, and other gifted citizens to their intellectual property and creations, particularly when beneficial to the people

IP Code of the Philippines

Promotes the diffusion of knowledge and information for the **promotion of national development and progress** and common good

Streamline administrative procedures of granting patents, registering trademarks, and copyright, and to liberalize the registration on the transfer of technology

Types of IPs

- Copyright
- Trademark
- Patent
- Utility model
- Industrial design
- Layout design / topography of integrated circuits
- Trade secret / undisclosed information

Copyright

Rights of the creators and/or authors over their literary, scientific, and artistic works



Tatak UC : 75th Founding Anniversary
9K views • 1 year ago

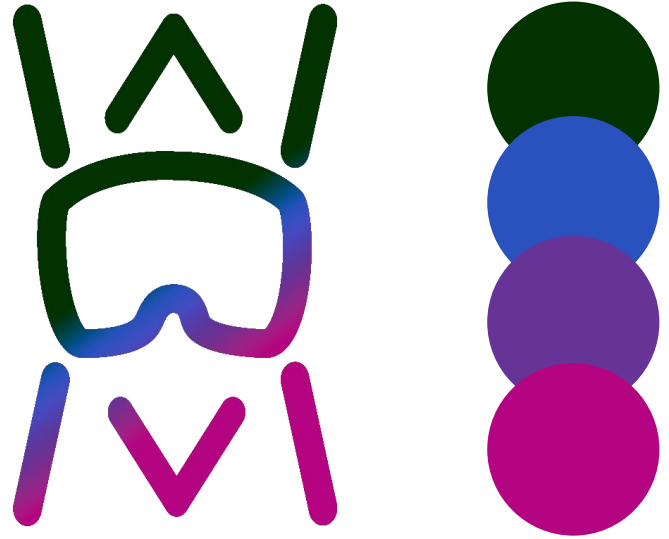
 University of the Cordilleras - UC Jaguars

Tatak UC : 75th Founding Anniversary.
4K

Filventions (mobile application), **Tatak UC** (musical composition)

Trademark

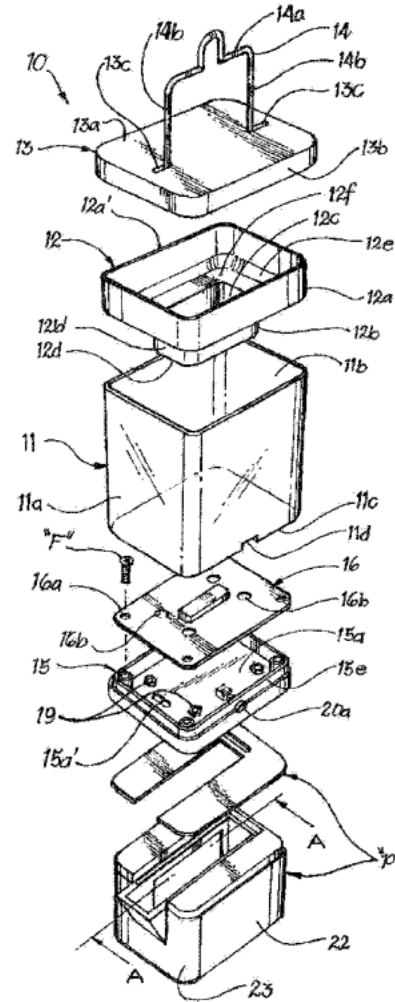
Any visible sign that distinguishes the goods or services offered or provided by any business from those produced by others in the market



Imahe Labs name, logo, distinctions, and colors

Patent

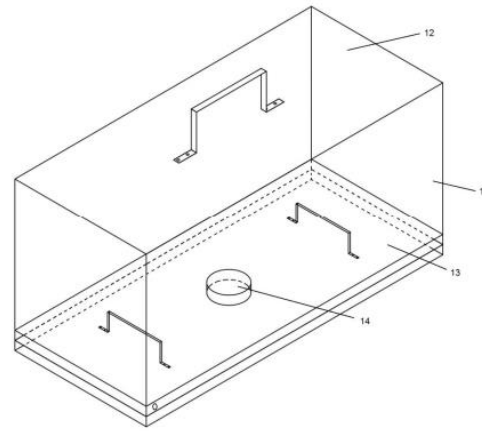
Grant issued by the government for an invention (product or process); invention must be new, should involve an innovative step, and must be industrially applicable



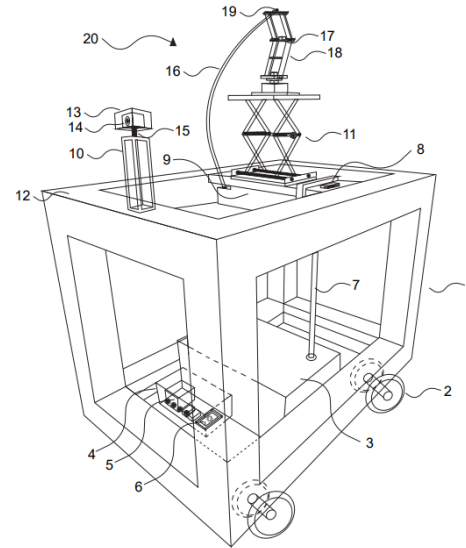
**Sustainable
Alternative
Lighting (SALT)
lamp** by Aisa
and Raphael
Mijeno

Utility Model

Technical or functional improvement of an existing product or technology; must also be new and industrially applicable



**Fingerprint
Fuming Box**
(registered)



**Robot
Disinfectant
Sprayer**
(pending
registration)

Industrial Design

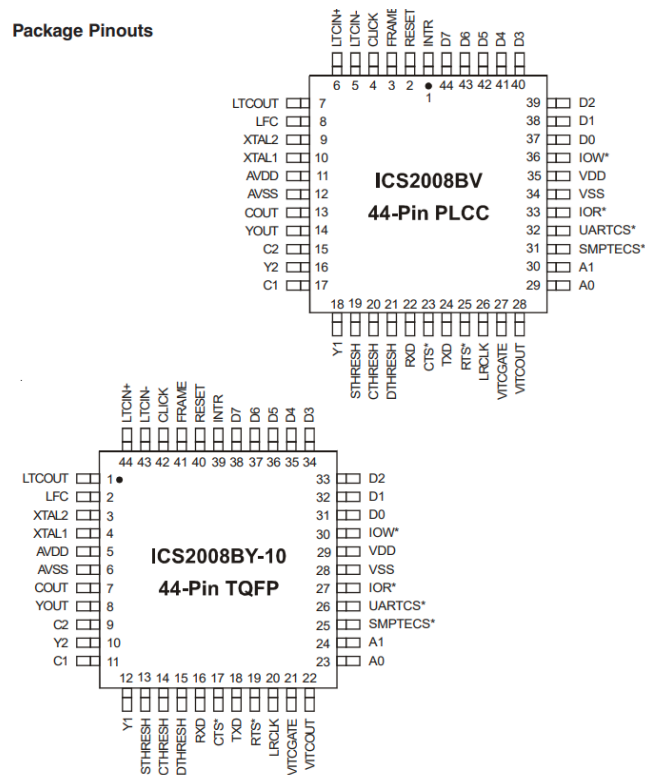
Distinctive and aesthetic design of your product



Peacock Chair (no registered industrial design)

Layout Design

Includes topography of IC;
three-dimensional disposition
prepared for an integrated
circuit intended for
manufacture



ICS2008 Demo Board IC -
Renesas (Tokyo, Japan)

Trade Secret

Confidential or secret information that has a commercial value; has no formal registration procedure required



KFC's "11 herbs and spices"