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## PSAU Sibul TBI inks MOA with 20 incubatees; support services on full-speed

MAGALANG, PAMPANGA – The Sibul Technology Business Incubator of Pampanga State Agricultural University forged a Memorandum of Agreement (MOA) with 20 Pampanga farmers and agripreneurs, now formally called “incubatees” for the 1st Incubation Cohort.

PSAU Officer-in-charge, concurrent Vice President for Academic Affairs Dr. Anita G. David emphasized, “This momentous MOA signing officially marks the start of the incubatees’ journey towards sustainable agribusiness development through our incubation program.”

David explained that incubation is an all-encompassing term for services and resources relevant in running an enterprise such as, but not limited to, entrepreneurship and skills development, technology innovation and commercialization, technical support, and access to facilities, among others.

David added, “We hope that through this program, we would be able to see more agribusinesses thrive in the mainstream market in the next few years and prove that we are a valuable asset of our business landscape in Pampanga and the whole of Central Luzon.”

IP-TBM Director, concurrent Sibul TBI Head Walter L. Pacunana moreover said, “We are committed to pave the way for economic development and social change by the profound impact the TBI may give to our hardworking farmers.”

“Kaya makasisigurado po kayo na gagabayán po namin kayo para mapalago ang mga agribusinesses ninyo,” Pacunana said to assure the incubatees of the Sibul TBI’s support and assistance.

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# What is Sibul TBI?

Established in October 2021 through the funding support of the Department of Agriculture – Bureau of Agricultural Research (DA-BAR) and the Department of Science and Technology – Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development (DOST-PCAARRD), *the Sibul TBI aims to empower farmers, fisherfolk, agripreneurs, technology innovators, and other clients in starting or scaling up their agri-based micro, small, and medium enterprises (MSMEs).*



The Sibul TBI's areas of focus are primarily agriculture and fisheries; however, the incubator is opening its doors to incubatees who would like to explore agribusinesses on digital technology, logistics, education, food, or other areas as long as they are related to the formerly mentioned ones.



“It is our mandate to assist them in taking their agri-based MSMEs to the next level through research and innovation. This is also our way to improve the market readiness of DA- and DOST-funded technologies for commercialization.”

- Director Walter L. Pacunana

## DTI R3 strives for startup ecosystem thru THRIVE CL



In its mission to beef up the startup ecosystem in the region, the Department of Trade and Industry (DTI) Region 3 visited the University on June 8, 2022 at the Library Conference Room to discuss on-going efforts for the Technological Hive of Regional Innovation for a Vibrant Ecosystem (THRIVE) Central Luzon.

According to Assistant DTI 3 Regional Director Brigida T. Pili, THRIVE CL aims to promote the convergence between the government, industry, and academia through consolidating innovation resources in its Regional Innovation Database.

The database includes information about higher education institutions (HEIs), HEI researchers, Negosyo centers, shared service facilities (SSFs), R&D facilities, business mentorship, and industries which MSMEs could use to

match their resource needs.

Addressing the perennial problem for researchers, Planning Director Dr. Rafael R. Rafael shared, “We have a lot of technologies generated here in the University... a lot of research outputs... but oftentimes, they do not translate impact for PSAU and the community.”

Thus, the University, through the IP-TBM Office and Innovation Center, strategizes on offering university-made technologies for commercialization by tapping local government units (LGUs), other stakeholders, and local key players, Rafael said.

Specifically, they will present technology profiles to said potential partners in order to showcase the market-competitiveness of such technologies, thus increasing the chance for commercialization.

For his part, IP-TBM Director Walter L. Pacunana mentioned the efforts of his team from the Sibul TBI in drafting technology profiles which also include technology readiness level (TRL), investment readiness, basic IP valuation, and basic market research.

Also present during the meeting were DTI Pampanga Provincial Director Elenita R. Ordonio, DTI R3 Industry Development Division Chief Raquel R. Malig, Innovation Center Director Dr. Gerald Salas, and IP and TBI management teams. ###



# 1st Business Incubation Session

**"Agribusiness Empowerment: An Introduction to Entrepreneurial Mindset"**

JUNE 29, 2022  
8:30 AM - 12:00 NN  
FTC Board Room

## Speakers

### Entrepreneurial Mindset

Dr. Ma. Cristina G. Naguit  
Associate Professor, School of Business and Accountancy  
Holy Angel University

### Agripreneurship Journey

Josephine Gumino - Ocol  
Co-Founder and COO,  
Agrabah Ventures, Inc.



## Sibul TBI holds 1st biz incubation mentorship on Entrepreneurial Mindset

FARMERS' TRAINING CENTER – The Sibul Technology Business Incubator held June 29 the first business incubation mentorship series titled “Agribusiness Empowerment: Introduction to Entrepreneurial Mindset” as an initial step in empowering farmers and fisherfolk enrolled in the incubation program to venture into agripreneurship.

“Ngayon, hindi na kayo farmers lang... Agripreneurs na rin kayo!” said Dr. Ma. Cristina G. Naguit, resource speaker from the Holy Angel University – School of Business and Accountancy, to the newly inducted “incubatees” – the term used to refer to farmers, fisherfolk, starting agripreneurs, and other clients who are enrolled in the Sibul TBI’s incubation program.

Meanwhile, in her message, PSAU Officer-in-charge and Vice President for Academic Affairs Dr. Anita G. David said, “Entrepreneurship plays a very substantial role in the socio-economic development of our country by invigorating our economy through job creation and employment opportunities.”

“We are here to help you in your pursuit of stable agribusinesses because we really want to see farmers from different parts of Pampanga become successful,” the president affirmed.

To ignite the incubatees’ interest for agribusiness even more, Assistant Research and Development Cluster Director Jasmin S. Villanueva underscored, “Napakahalaga

### Sibul TBI inks MOA... (from Page 1)

The incubatees also expressed their enthusiasm on the incubation program.

On behalf of her fellow incubatees, Maricon Arcega of the Florida-Lubao Organic Farmers’ Association said, “This incubation program is a good opportunity for us, farmers, in gaining more knowledge in terms of crop production and product development... also, in operating our [would-be] businesses.”

Richard Sarmiento, PSAU fisheries student specializing on catfish production, moreover said, “This opportunity means a lot to me as I will be more trained and guided in becoming an agripreneur.”

On May 19, 2022, Arcega and Sarmiento signed the MOA at the University Food Center along with Emmanuel Dela Cruz, Benson Gapuz, Amor Mallari, Fernando Alvaro, Clara Ortega, and Analyn Caasi.

On the other hand, Crisanto Muñoz, Rogelio Gamboa, Wilfredo Balatibat, Fe Cunanan, Benedicto Galang, Lorenz Lee Lacson, Diosdado Nabong, Rustico Bondoc, and Narciso Gatchalian, Reynaldo Lapat, Glicel Tiamzon, and Jerry Guese signed their MOA at the Farmers’ Training Center on June 29, 2022.

The incubatees will undergo technology-specific trainings, business mentorship, and capability building to enhance their entrepreneurial skills. They will also receive technical and marketing assistance from the Sibul TBI to uplevel their agribusiness competitiveness. ###

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# Sibul TBI joins SULONG Central Luzon Consortium

The Sibul TBI pledged its commitment to the Startup Ecosystem Leveraging on Opportunities for Network and Growth (SULONG) Central Luzon Consortium on June 13, 2022 at the Bulacan State University.

According to SULONG Project Development Officer Lance Christian Arojado, the consortium aims to foster and develop the startup ecosystem in the region by creating ideal opportunities and strengthening accessible networks.

As part of the consortium, the Sibul TBI vows its all-out support in future activities such as startup week, technopreneurship training, tech bootcamp, roadshows, and capability building.

As of press time, the formal signing of the Memorandum of Understanding (MOU) among the participating institutions and agencies is set sometime in August, according to Arojado.



"This consortium is the coming together of different ecosystem key players who would enable our clients in becoming more competitive and competent startup entrepreneurs," said Arojado in an interview.

It paves way for emerging innovators as they become catalysts of progressive and thriving technology businesses in the region, he added.

The SULONG CL Consortium is funded through the DOST – Philippine Council for Industry, Energy and Emerging Technology Research and Development (PCIEERD)'s Higher Education Institution Readiness for Innovation and Technopreneurship – Regional Startup Enablers for Ecosystem Development (HEIRIT-ReSEED) program. ###

## IP officer completes int'l certificate course on IP

Keanu Aebramh G. Costales of the IP-TBM Office completed an international certificate course called IP Panorama, within the framework of the Advanced International Certificate Course (AICC), in May 2022.

The course was jointly organized by the Korean Intellectual Property Office (KIPO), World Intellectual Property Organization (WIPO), Korean Advanced Institute of Science and Technology (KAIST), and Korea Invention Promotion Association (KIPA).

There, he learned the importance of IP for SMEs, different IP rights, technology licensing in a strategic partnership, and basic IP audit and valuation. ###



# IP Unit convenes college, RDE center local IP coordinators

The IP Unit, under the leadership of IP Manager Divine Reine S. Aquino, convened the IP coordinators of the six colleges and three research, development and extension (RDE) centers on June 28, 2022 at the Farmers' Training Center to harmonize local efforts for IP protection.

On her opening remarks, R&D Cluster Director Dr. Mary Grace B. Gatan underscored, "It is truly inspiring and stimulating knowing that the University has the IP-TBM Office to assist and guide us, not only in securing our rights to our inventions and creations but also in making sure that these creations have their particular avenue to potentially reach the market and the community – ensuring that research by the people is utilized for the people."

Gatan also narrated how the office blossomed throughout the years in terms of IP applications, ongoing projects, personnel involved, infrastructure, and level of technical know-how under the leadership of its director, Walter L. Pacunana.

Themed "IP Basics, Application, and Policy: Orientation and Consultation with PSAU IP Coordinators," the consultation highlighted the 5-year accomplishment of the office by Sherry Lyn D. Supan; proposed amendments on IP policy by Keanu Aebramh G. Costales; and national and local application processes by Baby Annalyn Manalili.

Aquino also discussed the basics on IP and its importance in safeguarding the University's intangible assets, generated technologies, and creative works.

Present during the consultation were Assistant IP Manager Anne Gellie T. Dimabuyu, CAS coordinator; Dr. Mari Rowena C. Tanquilut, COECS coordinator; Prof. Isabel M. Dizon, COED coordinator; Prof. Marie Lourd I. Sacatopez, CHEFS coordinator; and Dr. Elisha Jahra B. Bangug, CVM coordinator.

Also present were Warlina M. Guzman, tamarind RDE center coordinator, and Prof. Joel Q. Maliwat, bamboo RDE center coordinator. ###



## Sibul TBI meets Pamp provincial agriculturist office



As part of its efforts to expand its network and partnership with relevant agencies, the Sibul TBI team met with the Office of the Provincial Agriculturist on June 11, 2022 at Brgy. Sindalan, City of San Fernando, Pampanga.

According to Director Walter L. Pacunana, it is timely that the Sibul TBI team visit the OPA as they work

directly with farmers and fisherfolk in the province.

While OPA has consistently been helping the agriculture sector at large since, the director believes Sibul TBI could fill in the gap with regard to the current services being offered to the clientele, specifically through enterprise creation and product development.

On behalf of Officer-in-charge Jimmy Manliclic, Extension Division Chief Reynaldo Sarmiento said in agreement, "Agripreneurship na talaga 'yung nakikita nating paraan para gumanda pa ang kabuhayan ng mga farmers natin dito.

"Maganda iyan, na tinuturuan natin 'yung mga farmers ng konsepto ng value-adding kasi magandang oportunidad 'yan na hindi lang fresh produce 'yung pwede nilang ibenta," Sarmiento added.

Pacunana will meet the OPA OIC in a subsequent meeting, to be held virtually, to finalize action points in further strengthening support to farmers and fisherfolk, as well as possible partnership with the Sibul TBI. ###

# 7 UMs applied; 7 UMs registered in 1st half of 2022

The IP-TBM Office has applied seven utility models (UMs) this first half of 2022; whereas, seven UMs are now registered through the Intellectual Property Office of the Philippines (IPOPHL).

"We are humbled to see more inventors in the University realize the importance of having their IPs protected," said IP Manager Divine Reine S. Aquino.

Aquino also mentioned the application process is now faster compared before because her team is more adept in conducting prior art search reports and claim drafting.

The IP team has applied the "French Style Eel Meat and its Method of Preparation Thereof" and "Milkfish Bones Loaf Bread and its Preparation Method".

They also assisted the DA CLIARC in applying the

"Rabbit Meat Sausage and its Method of Production Thereof", "Ready-to-cook Sweet-cured Rabbit Meat and its Method of Production Thereof" and "Ready-to-cook Marinated Rabbit Meat Slices and its Method of Production Thereof".

Also applied for DA-CLIARC were the "Ready-to-eat Rabbit Meat Dish in Soy Sauce and its Method of Production Thereof" and "Ready-to-eat Diced Rabbit Meat Dish and its Method of Production Thereof" applications.

Aside from that, the applications named "Cogon Tea with Added Flavors and its Method of Production Thereof" and "Cup Brewed Coffee in a Bag and its Method of Production Thereof" are already registered with certificates.

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## IP, Sibul TBI teams benchmark BSU's best practices

Actively streamlining their processes and policies, the IP Unit led by IP Manager Divine Reine S. Aquino and the Sibul TBI led by TBI Manager Christian M. Mañalac, Jr. visited the Benguet State University on April 5 to 7, 2022 for a benchmarking activity on the BSU ATBI/IC and Intellectual Property Rights Office (IPRO).

"As we try to establish our own innovation center, we want to benchmark best practices that BSU has established since early 2010s," said Mañalac.

BSU President Dr. Felipe S. Comila welcomed the teams, along with executive assistant Atty. Andres Arnold W. Lampacan, ATBI/IC officer-in-charge Dr. Ana B. Mendoza, and IPRO Director Dr. Cynthia Garambas.



They also toured around the BSU strawberry farm and ATBI facilities to determine relevant equipment which an incubation center must have.

On day 2, the teams met with Garambas to share BSU's best practices on IP management and how IPRO complements its activities with the ATBI.

On day 3, the team visited various sites in BSU, namely the Food Processing Center and Vegetable Processing Center, as escorted by Ana Pecsoy, IPRO staff.

They were also welcomed on the same day by Dr. Ruth C. Diego, the program leader of the national Agri-Aqua Technology Business Incubation (ATBI) program of DOST-PCAARRD.

Also present during the benchmarking activity were Sherry Lyn D. Supan, Baby Annalyn Manalili, and Jesusa Flor P. Nasarro.###



On day 1, the IP and Sibul TBI teams had a meeting with the Mendoza for ATBI.



## IP-TBM Office holds 3-day strategic planning activity

The IP-TBM Office held a three-day strategic planning activity on April 27 to 29, at the Acqua Morong Resort, Bataan to help the office realize an innovation-driven learning community in the University.

"I hope that through this event, we would appreciate the feats we have reached throughout the years and be inspired more to deliver in the following years," said Director Walter L. Pacunana in his opening remarks.

The activity, with the theme "IP-TBM: Milestones, Challenges, and the Way Forward for an Innovation-driven Learning Community," highlighted the progress of the four R&D projects housed in the office so as to gauge their accomplishment rate as of April.

Sherry Lyn D. Supan, IP-TBM operations lead, shared how the office has developed and progressed in terms of personnel involvement, infrastructure, funding support, and IP applications since its formal inception in 2018.

"Dati, isang maliit na office sa RET building 'yung workspace natin... Nag-stay rin tayo sa [Nutraceutical Research Laboratory] before... Ngayon, dumobile na 'yung workforce natin, pati sariling building, meron na tayo," Supan recalled.

She also highlighted the upward trend of IP applications for patents, utility models, trademarks, and copyright the office has maintained since 2018.

The progress and accomplishment reports for the DA-BAR TBI, DOST-PCAARRD ATBI, and Bio-economic and Risk Analysis of Invasive Aquatic Species in the Aquaculture Areas of Pampanga projects were also discussed.

Likewise, the TBI operations manual, financial project plans, and gender and development (GAD) performance

of the office were discussed.

According to Director Walter L. Pacunana, having initial discussions on the projects, budget, and GAD plans are vital in addressing and circumventing the gaps identified in the hopes charting the office's direction in the next few years.

In the end, the office crafted its 5-year agenda as the way forward towards achieving an innovation-driven learning community.

Also present during the activity were University OIC & VPAA Dr. Anita G. David, VPABF Myrna Lorenzo, PSAU Audit Team headed by Matthew Ryan Roque, and PSAU Accounting Office headed by Cherrylyn Mae Cervantes, IP Manager Divine Reine S. Aquino, Assistant IP Manager Anne Gellie T. Dimabuyu, and Assistant TBI Manager Chonnie Cholla R. David. ###



# IP Office collaborates with IPOPHL-IP Academy for virtual roadshow event

The road towards an IP-conscious learning community is being taken now more than ever, as the Intellectual Property Unit hosted at least 408 virtual PSAU participants in the IP Roadshow, in collaboration with the Intellectual Property Office of the Philippines (IPOPHL) – IP Academy, held on April 28.

In celebration of the National IP Month, the roadshow featured discussion on the Philippine IP system, copyright and related rights, patent and utility model, and industrial design.

During her opening remarks, Vice President for Administration, Business and Finance Myrna B. Lorenzo said, "In this day and age when great ideas and products get stolen, copied, or pirated, we need to arm ourselves with knowledge to protect our rights as inventors and creators."

Lorenzo then endorsed the application of local inventions and creations to the IP-TBM Office, headed by Director Walter L. Pacunana, to secure and boost the university stakeholders' rights over their IP.



"In this day and age when great ideas and products get stolen, copied, or pirated, we need to arm ourselves with knowledge to protect our rights as inventors and creators."

- Ms. Myrna B. Lorenzo  
VP for Administration, Business & Finance

Experts from IPOPHL took on the task of discussing IP basics and instilling the importance of knowing one's IP rights.

Patricia Liana Ramo introduced the Philippine IP system and the IPOPHL; meanwhile, Dr. Kenny J. Bayudan discussed the general primer on copyright and related rights. Engr. Amelita Amon also joined to discuss the general primer on industrial design.

IP Academy Officer-in-charge, concurrent Assistant Director for Copyright and Related Rights, Atty. Frederick P. Romero moreover led the discussion on patent and utility model.

After the three-hour virtual discussion, IPOPHL Deputy Director General Atty. Teodoro C. Pascua bid his closing remarks, emphasizing, "Fostering innovation in agriculture may not only lead to an increase in new technologies that will help boost this sector's competitive but more importantly, this will provide a better quality of life for Filipino farmers."



"Fostering innovation in agriculture... will provide a better quality of life for Filipino farmers."

- Atty. Teodoro C. Pascua  
IPOPHL Deputy Director General

The roadshow was held via the IPOPHL Learning Activities Workspace (ILAW) platform which was officially launched on April 20, 2022.

The PSAU Supreme Student Council was tapped to engage the student community insofar as introducing IP to students. ###



# Síbul TBI bridges gaps in Pampanga agribiz ecosystem



## Pampanga State Agricultural University Síbul Technology Business Incubator



# board of advisors

Contact us: [sibul@psau.edu.ph](mailto:sibul@psau.edu.ph)

The Pampanga State Agricultural University's Síbul Technology Business Incubator (TBI) is bridging gaps in the agribusiness ecosystem by synergizing the relationship of the government, the private sector, and the academe to help agri-based enterprises flourish and thrive.

Formally launched in March, the Síbul TBI tapped different key players who will play a major role in empowering and enabling the TBI clients called "incubatees" in shaping their early-stage technologies and agribusinesses to be market-ready and innovative; hence, the TBI team endeavored the creation of its Board of Advisors (BOA), partnership with industry partners, and a pool of experts.

According to PSAU Officer-in-charge, concurrent Vice President for Academic Affairs Dr. Anita G. David, "Now more than ever, we see this an opportune time to show the spirit of community-building by championing for our farmers and fisherfolk... [and] I am grateful because we have esteemed government and industry leaders, as well as pool of experts, to back us up."

### Board of Advisors (BOA)

Having funded two projects for technology business incubation, the DA-BAR and DOST-PCAARRD serve as co-chairpersons of the BOA.

According to DA-BAR Director Junel B. Soriano, the Síbul

TBI paves the path towards a food-resilient country with empowered farmers and fisherfolk.

Moreover, DOST-PCAARRD Executive Director Reynaldo V. Ebora underscored that TBIs at large provide an avenue in the commercialization of agri-aqua technologies, which are results of research for development (R4D) initiatives of PSAU and other academic institutions.

Also included in the BOA from the government were DA Central Luzon Regional Director Crispulo G. Bautista, Jr., DOST Region III Regional Director Julius Caesar V. Sicat, and DTI Region 3 Regional Director Leonila T. Baluyut.

From the academe, Benguet State University – Agri-based Technology Business Incubator/Innovation Center (BSU ATBI/IC) Director Ruth C. Diego joins the BOA.

In addition, the Committee Chair on Agriculture of the Pampanga Chamber of Commerce and Industry, Inc. (PamCham) Dr. Robert Lo represents the private sector in the BOA.

### Industry Partners

Aside from the BOA, the Síbul TBI engaged two Pampanga business groups to guide successful

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## **Síbul TBI bridges gaps...**

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incubatees in penetrating the business landscape, said Síbul TBI Project Development Officer Christian M. Mañalac, Jr.

Mañalac said, "Early on, we recognized the role of our industry partners in taking the charge in terms of linking our incubatees to investment opportunities, larger networks, and institutional partnerships."

During the virtual signing of memorandum of understanding (MOU) for Síbul TBI, PamCham and the Metro Angeles Chamber of Commerce and Industry, Inc. (MACCII) joined as the industry partners.

### **Pool of Experts**

Gathering reputable, esteemed collaborators from various fields of expertise is important in achieving a successful incubation program, said Síbul TBI Project Development Officer Keanu Aebramh G. Costales.

Costales shared, "We invited some of the best in the industry to be our mentors, trainers, and consultants as we offer various incubation services to our micro, small and medium enterprise (MSME) owners."

Included in the roster are QBO Innovation and IdeaSpace's Jackielyn Isip, e27's Alea Ladaga, Emerge Local's Carissa Coles, Ateneo School of Government's Dr. Gabriel Ma. J. Lopez, Agrabah Ventures' Joselito Ocol, Jr., Holy Angel University's Joan Mae Manaloto, Pinoy IP Works' Karl Simon Revelar, LexMeet's Atty. Marlon Valderama, Zagana's Joshua Aragon, and Paymaya Philippines' Elmerei Cuevas.

Different research and development (R&D) experts on various agri-aqua commodities are also being tapped currently to provide trainings on technology development, innovation, and agri-supply and value chain management, among others.

As the coordinating agency, the DA Central Luzon Integrated Agricultural Research Center for Upland Development (CLIARC-UD), led by Dr. Emily A. Soriano, is involved especially in training for production and processing of agricultural commodities, specifically mushroom and rabbit.

In addition, local experts in the University are being tapped as of writing.

If interested to become an industry partner, business mentor, or R&D expert for Síbul TBI, you may email [sibul@psau.edu.ph](mailto:sibul@psau.edu.ph) for more details.###

## **Síbul TBI explores partnership with 2 tech startup companies**



Aiming to be up to speed with the fast-paced digital world, the Síbul TBI is currently exploring partnership opportunities with two technology startup companies in the region – RP Innotech, Inc. and AghimJuan PH, Inc.

Christian M. Mañalac, Jr., project development officer, said collaboration or partnership with said startups is welcome because the TBI wants to expand its available services for incubation.

"Having collaborators on technology development at our disposal is strategic especially if an incubatee would want to digitize agri-supply chain processes and farm logistics or to develop a website or app related to agriculture," Mañalac said.

On two separate occasions, the team met with Rainier Punzalan, CEO and founder of the RP Innotech, Inc., and Louie Marvin Tomacruz, CEO of the AghimJuan PH, Inc.

As of press time, the Síbul TBI is still streamlining agreements before entering into a formal partnership with both companies.

RP Innotech, Inc. is a software development company in Pampanga that envisions to provide quality business solutions engineered with the world's trending technologies.

AghimJuan PH Incorporated is a tech startup company that offers UI/UX design, graphic design, mobile application, and website development services. Currently, the company is also scouting interns to join their growing team. If interested, you may send your letter of intent to [aghimjuanph@gmail.com](mailto:aghimjuanph@gmail.com).###

## 1st biz incubation...

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...na matutuhan natin kung paano mag-isip ang mga negosyante para tumaas ang kalidad ng mga serbisyo at produktong ating inaalok sa masa."

She furthered, "I hope we would maximize the opportunity given to us by our funding agencies to develop ourselves through the incubation program," mentioning the support of the DA-BAR and DOST-PCAARRD through funding the TBI in 2021.

In a recorded message, DA-BAR Director Dr. Junel B. Soriano remarked, "I am extremely confident that the incubatees who are here today... will become our partners in fostering and empowering the R4D in the agri-fisheries sector in the country."



"I am extremely confident that the incubatees who are here today... will become our partners in fostering and empowering the R4D in the agri-fisheries sector in the country."

Dr. Junel B. Soriano  
DA-BAR Director

DOST-PCAARRD Executive Director Dr. Reynaldo V. Ebora meanwhile said, "Hopefully, this event will ignite our drive towards ascending S&T-based enterprises across the country... Sama-sama tayong magtulungan para isang malikhain, angkop, at makabagong agrikultura ng Pilipinas."



"Sama-sama tayong magtulungan para isang malikhain, angkop, at makabagong agrikultura ng Pilipinas."

Dr. Reynaldo V. Ebora  
DOST-PCAARRD Executive Director

The Sibul TBI's incubation program was made possible through the grant of the projects titled "Technology Business Incubator for Agriculture & Fishery Commodities of PSAU" and "DOST-PCAARRD-PSAU Agri-Aqua Technology Business Incubator" worth a total of Php 15,000,000 in the tail-end of 2021.



"Ngayon, hindi na kayo farmers lang... Agripreneurs na rin kayo!"

- Dr. Ma. Cristina G. Naguit  
Resource speaker during the  
Entrepreneurship Mindset Mentorship

Also present during the mentorship was Josephine Gumino-Ocol, chief operations officer of the Agrabah Ventures, Inc., which was a product of the Asian Institute of Management (AIM) – Dado Banatao Incubator.

Having been an incubatee before, Ocol shared her agripreneurship journey in a mission of stabilizing the agricultural supply chain through a seamless digital experience of automated logistics booking.

The event was attended in-person by 13 newly inducted incubatees, while six incubatees participated via Zoom.  
###

## 7 UMs applied...

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On the other hand, the office is still awaiting the certificates for the following registered UMs: "Ipil-ipil (Leucaena leucocephala) and Rice (Oryza sativa) Powder Mixture as Coffee", "Sour Tamarind Candy Strips and the Method of Production Thereof", "Aquatic Feed and its Method of Production", "Sampaguita Tisane and its Method of Production", "Blackchin Tilapia Nuggets and its Method of Production Thereof", and "Tilapia Scales Bio-plastic and Method of Production".

Aside from the UM applications, the office already applied three copyright applications, including the I Juana Know Radio broadcast recordings by the D' Ani-Kita radio station.

Two issues of the Alaya newsletter, the official semi-annual newsletter of the College of Agriculture Systems and Technology (CASTech), were also registered for copyright.

Currently, the office is actively looking for applications for patent, utility model, industrial design, trademark, plant variety protection, copyright, and ISSN for the second half of the year.###



Ms. Anne Gellie T.  
Dimabuyu



Ms. Divine Reine S.  
Aquino



Director Walter L.  
Pacunana



Mr. Jacob Anderson  
C. Sanchez



Ms. Chonnie Cholla  
R. David

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Dr. Elisha Jahra  
Bangug



Prof. Isabel  
Dizon



Dr. Marie Lourd  
Sacatopez

## IP-TBM Focals



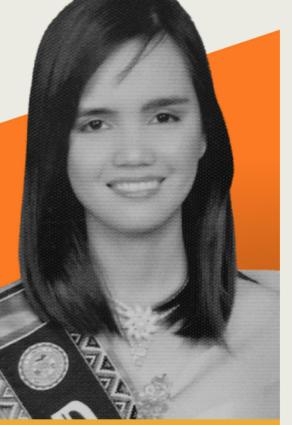
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Ms. Baby Annalyn  
M. Manalili



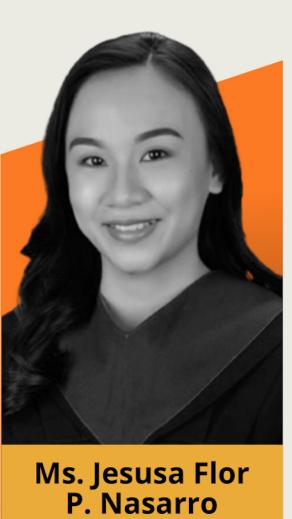
Mr. Ronnel Bryan  
R. Javier



Ms. Karla Mae  
B. David



Ms. Maricel  
B. Ramos



Ms. Jesusa Flor  
P. Nasarro



Ms. Myra  
M. Dizon



Ms. Clarissa  
T. Payawal



Ms. Cris Angelie  
L. Layug



Ms. Bernadette  
G. Buan



Ms. Obi Han  
B. David



Ms. Nicole Marie  
D. Cruz



Ms. Ella Marie  
Y. Pangilinan

## IP-TBM Personnel

# PSA: CALL FOR IP APPLICATIONS - ONGOING

We are still accepting IP applications for the second batch of filing this 2022 year!

All interested faculty members, researchers, non-academic personnel, and other stakeholders of the University are encouraged to submit their applications to the IP-TBM Office – either in person or online.

To learn more about the IP application process, kindly refer to the guide provided below.

Intellectual Property and Technology Business Management Office

# IP Application Process

**Patent/ Utility Model:** [bit.ly/iptbm\\_IDF](http://bit.ly/iptbm_IDF)  
**Copyright:** [bit.ly/iptbm\\_copyright](http://bit.ly/iptbm_copyright)  
**Other IPs:** [ip-tbm@psau.edu.ph](mailto:ip-tbm@psau.edu.ph) / [iptbm\\_office@psau.edu.ph](mailto:iptbm_office@psau.edu.ph)



1 SUBMISSION	2 EVALUATION	3 VERIFICATION	4 APPLICATION	5 MONITORING & MAINTENANCE
PSAU stakeholders, technology generators, and other makers shall submit the filled-out forms and documents needed for the IPR protection of their technology/ work/ plant variety/ creation to the IP-TBM Office – either online or in person.  For the checklist of requirements, kindly email the provided email above.	The IP Unit shall check the completion of the submitted documents and assess if the disclosed IP passes the criteria set by the IP Code of the Philippines.  ✓ Plagiarism check ✓ TM search ✓ Prior Art Search	Should the disclosed IP be eligible for IP application, the IP Unit shall coordinate with the concerned inventor/ maker in preparing its patent specification/ additional forms (or should these be already prepared by the agent-in-charge, verify the accuracy and details included in the application drafts before filing).	Once the patent specification and application forms were verified and finalized by both the inventor/ maker and agent-in-charge, the IP Unit shall then facilitate the submission and application to the IPOPHL/ NLP/ PVPO.	The inventor/ maker shall follow up on the status of his/ her application and coordinate with the IP Unit or agent-in-charge from time to time in securing and maintaining the protection of the concerned creation.

Do you have concerns about your IP rights?  
Let's talk about them via Zoom!

Every Thursday, 10am – 11am

OPEN TO ALL PSAU STAKEHOLDERS

TOPICS COVERED:

Patent / Utility Model Application  
Industrial Design Application  
Trademark Application  
Copyright and ISSN Application  
IP Valuation



# SIBUL TBI SERVICES

*An overview of the services of  
PSAU Technology Business Incubation*

## Institutional Support

Use of in-campus facilities • access to laboratory and processing facilities • shared office space • training and conference areas • clerical and technical assistance.

## Technology Support and Assistance

Intellectual property (IP) registration and protection  
• Product creation and/or development • food processing and development • technical workshops, commercialization/technology transfer.

## Business Management Services

Business plan preparation • business model management consultancy • marketing operations, financial and human resource management • trainings.

## Networking Opportunities

Pitching • business meetings with industry partners  
• registration to local industry groups • business matching and investment.

## Other Assistance

Intellectual property (IP) registration and protection, legal matters advisement and management  
• business registration • and accounting and auditing.

### REACH US THROUGH:

- PSAU-Technology Business Incubator
- sibul@psau.edu.ph
- 0917 107 8040



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learning towards an innovation-driven community

# 10 Magalang farmers join 1st Incubation Cohort

With inclusivity as its driving force, the Sibul TBI, led by Director Walter L. Pacunana, inducted 10 farmers in the town of Magalang as “incubatees” of the 1st Incubation Cohort on June 29 at the Farmers' Training Center.

According to Pacunana, the Magalang farmers compose half of the total number of incubatees.

He said, “Currently, our incubatees from Magalang do not have existing agribusinesses yet nor entrepreneurial experience aside from farm production.”

“However, instead of seeing this as an issue, we view this as a challenge for us to link our farmers to greater opportunities through product development and business management,” Pacunana added.

He furthered, “We want to actively engage our local communities since they are within our reach; thus, success rate may be higher,” mentioning that some



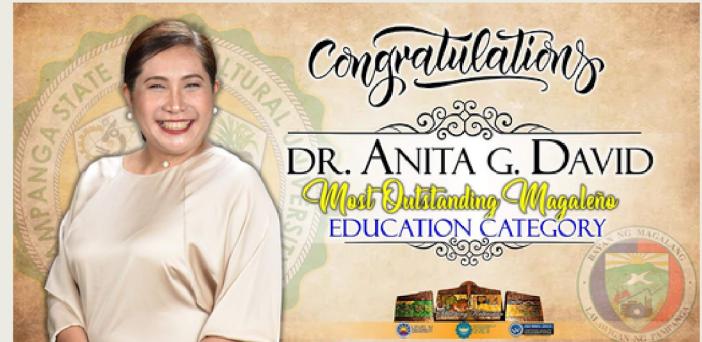
incubatees, especially those from farther towns, opted to do incubation in a hybrid setting.

Crisanto Muñoz, acting municipal agriculturist of the Local Government Unit of Magalang, hoped that the incubation program could help the farmers add income streams, in the form of food processing and marketing.

Muñoz is also an incubatee who wants to focus on ampalaya processing.

Prior to the signing of Memorandum of Agreement (MOA) on June 29, the team had a few meetings with the farmers to discuss the incubation program and submit pre-incubation requirements for admission.

As of writing, the Sibul TBI team is tapping local food technologists for the product development efforts for the Magalang farmers.###



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We welcome and appreciate your comments and suggestions. Reach us via email: ip-tbm@psau.edu.ph or sibul@psau.edu.ph.

## Our Partners

