

INNOVATION INFOCUS

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IPTBM leads Central Luzon's IP Policy, TTP review

Gloomy Rain C. Domingo

The Regional Intellectual Property and Technology Business Management (IPTBM), through the RAISE Program led by Pampanga State Agricultural University (PSAU), conducted an initial review of Intellectual Property (IP) Policies and Technology Transfer Protocols (TTP) for participating institutions on December 19, 2024. Held at the PSAU-ICTRD Conference Room, the session aimed to standardize policies and protocols for the region's Consortium Member Institutions (CMIs).

The panel, composed of Atty. Jerry C. Serapion (PhilRice IPMO-ITSO Manager), Dr. Eduardo S. Tinao (BPSU ITSO Manager), Assoc. Prof. Walter L. Pacunana (PSAU OOI Director), and Asst. Prof. Divine Reine S. Aquino (Assistant OOI Director), led the discussions.

Project Technical Staff Ms. Julia Katrina P. Bonotan and Ms. Queency Eurreanne G. Castillo presented comparisons of existing IP policies and TTPs from institutions including PSAU, Philippine Rice Research Institute (PhilRice), Bataan Peninsula State University (BPSU), Philippine Carabao Center (PCC), and Central Luzon State University (CLSU).

The review focused on refining terminologies like "shared ownership," "spinoff," and "startup," as well as addressing exclusions, inclusions, and necessary legal action items.

A notable recommendation emerged to integrate BPSU's protocol for incentivizing inventors and tech transfer officers who commercialize technologies, aligning with Rule 10 (j) of R.A. 10055 to inspire further innovation.

The session concluded with the consolidation of drafts for a generalized CMI IP policy and TTP template, while allowing institutions the flexibility to adapt the documents as needed. The said review is in preparation for the Regional Intellectual Property Policy and Technology Transfer Protocol Review of RAISE Program Batch 2 participants that is set to commence in January 2025.

CLAARRDEC, DOST-PCAARRD visit PSAU-KM unit

Robby Lalu



The Central Luzon Agriculture, Aquatic and Natural Resources Research and Development Consortium (CLAARRDEC) and the Department of Science and Technology - Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development (DOST-PCAARRD) visited the PSAU-Knowledge Management (KM) unit of the Office of Innovation on October 2, 2024.

The visit was part of the Regional Agri-Aqua Innovation System Enhancement (RAISE) Program objective, specifically its Project 4 which is the Establishment of Regional Knowledge Management (KM) Hub in Central Luzon, with the aim of building satellite offices for knowledge sharing which referred to as K-Café.

The K-Café will facilitate efficient and accessible knowledge sharing among selected state universities and colleges (SUCs), providing stakeholders with access to the university's resources and serving as a venue for collaborative discussions.

Innovation Director, and KM Head, Dir. Walter L. Pacunana led the tour of the KM office with the delegates headed by Ms. Pamela F. Cañaveras and Ms. Glenda Fabros; Science Research Analysts at CLAARRDEC, to explore the potential setup of -

the K-Café in the ICT-RD Office which currently houses the KM unit. They discussed essential details, including the necessary equipment for the café's operation. Also, the Vice President for Research, Innovation, Extension and Training (VP-RIET), Dr. Geraldine C. Sanchez, met with the delegates during their tour in the office.



Additionally, DOST-PCAARRD staff, including Mr. Aldie I. Bebis, Mr. Leovil N. Paclibar, and Mr. Judy B. Bautista, conducted a monitoring and tagging of ICT equipment provided by CLAARRDEC to the university.

KM unit has been at the forefront of the knowledge sharing initiatives of the Office of Innovation. Yet, with the recent efforts of the unit it will further strengthen its objective to acquire, promote, and share the knowledge.

PSAU OOI Director Pacunana wins Best Presenter at IRICEEA

Ma. Franceska G. Yumang



SAN FERNANDO CITY, LA UNION — Assoc. Prof. Walter L. Pacunana, Director of PSAU's Office of Innovation (OOI), was awarded "Best Presenter" in the Agriculture (Knowledge and Development Category) during the 2nd International Research and Innovation Conference on Education, Engineering, and Agriculture (IRICEEA) on December 4.

The awarding took place at the La Union Convention Center during the final day of the conference, which ran from December 2 to 4, 2024. Notably, PSAU was represented by OOI Director Walter L. Pacunana, who presented "Technology Business Incubator for Agriculture and Fishery Commodities of Pampanga State Agricultural University," and Assistant Director Divine Reine S. Aquino, who showcased "PSAU IP-TBM Phase II: Patent Mining on Selected ISP as an Approach in Advancing Industry-Based S&T for Milkfish."

Organized by Don Mariano Marcos Memorial State University (DMMMSU), in partnership with international institutions and regional agencies, the IRICEEA conference aimed to explore advancements in education, engineering, and agriculture to support the United Nations Sustainable Development Goals (SDGs).

Dir. Pacunana emphasized that the award represented the collective efforts of OOI. *"My presentation was a storytelling of the initiatives we have developed and worked hard on in the Office to contribute to the field of research and the community,"* he stated.

During the event, participants engaged in discussions on trends, innovations, and challenges in integrating these fields. This provided a platform for exchanging ideas and promoting collaboration among researchers and institutions worldwide.

Moreover, IRICEEA was supported by local and international organizations and focused on addressing global challenges through interdisciplinary solutions.



PSAU presents Reg'l IPTBM progress at RAISE-CL Program Review

Ma. Francheska G. Yumang



IBA, ZAMBALES — PSAU presented the region's progress in Intellectual Property and Technology Business Management (IPTBM) during the RAISE Program (Batch 2) Monitoring and Evaluation on October 18. The event, hosted by President Ramon Magsaysay State University (PRMSU) in Iba, Zambales, focused on assessing the accomplishments of the program's regional projects in their first year.

Said event brought together institutions from Central Luzon to discuss accomplishments, challenges, and best practices in developing research, innovation, and commercialization.

As the regional lead for IPTBM, PSAU shared the consolidated CMI annual reports alongside other regional projects, including the Agribusiness Hub (ABH) led by the Philippine Carabao Center (PCC), Agri-Aqua Technology Business Incubator (ATBI), Knowledge Management (KM), and National ATBI Networking and Capacity Building led by Central Luzon State University (CLSU).

PSAU's delegation was led by Director Walter L. Pacunana, Project Leader of the Regional IPTBM and included Assistant Director Divine Reine S. Aquino, IPTBM Manager; Ms. Baby Annalyn Manalili, Project Technical Assistant; and Project Technical Specialist Ms. Jessa P. Nassaro.

During his presentation, Dir. Pacunana shared Regional IPTBM's key achievements, including intellectual property applications, implementation of pre-commercialization reports, and conduct of technology promotion activities. He also presented the commercialization of technologies which resulted in income generation.

The evaluation session included recommendations from DOST-PCAARRD-TTPD Director Noel A. Catibog and Assistant Director Lucy A. Lastimosa. They suggested enhancing staff training on technology commercialization, providing mentorship for new offices, and reviewing the Technology Readiness Levels (TRLs) of submitted technologies.

The event concluded with a call for stronger collaboration among CMIs and improved commercialization strategies to sustain growth in regional R&D efforts.



Sibul TBI joins Pampanga Innovation Committee launch

Jessa Nasarro

Sibul TBI attended the official launch of the Provincial Inclusive Innovation Committee (PiCom) on November 13, at Holy Angel University (HAU).

Holy Angel University's Institute of Academic Innovation and Entrepreneurship (IAIE), under the leadership of Dr. Janette R. Rodriguez, hosted the meeting.

The gathering brought together key stakeholders from government agencies, academic institutions, and industry partners to collaborate in the region's innovation landscape.

During the meeting, Office of Innovation (OOI) Director Walter L. Pacunana presented a comprehensive overview of Pampanga's startup ecosystem. Dir. Pacunana highlighted the current state of local startups and opportunities for growth in the province's innovation sector.

Atty. Eric De Vera Reynoso of Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA), Program Head of Emerging Innovation for Growth Department (EIGD), explored potential partnerships focusing on emerging technologies. His presentation emphasized the importance of leveraging regional resources to support local innovation initiatives.

The establishment of PiCom was spearheaded by the the Department of Science and Technology (DOST) Pampanga. It marks a significant milestone in Pampanga's commitment to promote technological advancement and support local entrepreneurs.

Also, the committee operates under the Pampanga Provincial MSME Development Council (PMSMEDC). It aims to serve as a crucial platform for coordinating innovation efforts across various sectors in the province.



Sibul TBI explores agribiz potential of bamboo shoot products

Queency Eurranne G. Castillo

Sibul TBI paid a visit at Mabalacat Technical Vocational High School (MTVHS) on October 16, 2024 to meet Mrs. Jane Gonzales, a teacher in the said educational institution, to explore potential incubator-incubatee partnerships for their cakes and pastries.



The school's curriculum specializes in the subject of cookery, and Mrs. Gonzales is the central figure in the success of the culinary program of the school.

Among the students who are currently enrolled in



the baking and cooking subject are indigenous students interested in culinary arts.

According to Francisco A. Samonte Jr., the school head, there are more than 100 indigenous students enrolled in their school.

This partnership and initiative aims to underscore the crucial role of the school's educational management, and cultural preservation practices in elevating the lives of not just the farmers and fisherfolk, but also the lives of the indigenous students in the community.

Sibul TBI, CBEE conducted coaching and mentoring sessions in Porac, Pampanga

Maricel B. Ramos



The Sibul Technology Business Incubator (TBI), in collaboration with the PSAU College of Business Economics and Entrepreneurship (CBEE), launched a series of coaching sessions on February 16, 2024 aimed at supporting local incubatees.

The program, conducted weekly, focuses on basic accounting and records management consultations every Friday as part of CBEE's extension initiatives.

On October 18, 2024, the Sibul TBI and CBEE faculty extensionists, led by Dr. Al Muñoz, conducted one-on-one mentoring for Steefen

Lawrenz Serrano, involved in the production of lemongrass, mulberry, and malunggay teas, and Nicole Aguas, who specializes in processing mushroom-based products, both from Porac, Pampanga.

Additionally, Jennilyn Enriquez from Magalang, Pampanga, focusing on plant-based feed formulation for poultry and rabbits, also received personalized coaching.

This session marked the fourth coaching initiative hosted by the Sibul TBI and CBEE, with each incubatee receiving tailored guidance specific to their technologies and products.



Sibul TBI conducts GMP documentation

Maricel B. Ramos



Following the success of the Good Manufacturing Practices (GMP) orientation held in August 2024, Sibul TBI partnered with the Tarlac State University Center for Food Technology and Research (TSU-CFTR) to conduct a GMP documentation session. The event took place on November 19, at the TESDA Training Center in Hacienda, Porac, Pampanga.

Attendees included food processing incubatees and cooperative members from Porac, Pampanga, who also participated in the earlier GMP initiative.

Key participants of the event included the Sibul TBI incubatees, such as Mr. Emanuel Dela Cruz of Calzadang Bayu Farmer Agriculture Cooperative and Porac ARB Cooperative, Mr. Jun and Ms. Neddie Aguas of Green Eats, and Mr. Steefen Lawrenz Serrano of Steafen Lemongrass Tea.

The workshop emphasized the importance of proper documentation in ensuring product quality and safety. The adage, "*If it is not documented, it did not happen,*" served as a guiding principle throughout the sessions. GMP documentation is vital for maintaining quality, purity, and safety in manufacturing processes and is a requirement for obtaining the FDA License-to-Operate (FDA-LTO).

The workshop featured three sessions. Engr. Dick S. Tuazon facilitated the first session, an FDA-LTO Awareness Orientation, which reviewed the process for the initial application of the FDA-LTO, technical requirements, and actions needed based on FDA-LTO findings.

The second session, led by Mr. Joshua Bon Ibarra covered "Quality and Process Control, Quality Audits and Documentation," the discussion highlighted the critical importance of process documentation, quality control, and production process management. The final session, led by Mr. Henry Bill A. Ramiterre, focused on warehousing and distribution, product recall procedures, retention of samples, and subcontracting.

The event drew 25 participants and was supported by the LGU of Porac, Pampanga, which sponsored the venue and food, demonstrating their commitment to supporting local farmers and food manufacturers.



Sibul TBI incubatees to compete in DA's Young Farmers Challenge

Charliesse P. Navarro

Five Sibul TBI incubatees were set to pitch in the Department of Agriculture's (DA) Young Farmers Challenge (YFC), in January 2025. These young agripreneurs have developed innovative business ideas centered on processing mushrooms, mangrove apples, coconuts, ladyfish, and formulating feed for chickens and rabbits.

The proposed ventures include mushroom processing as a meat alternative, mangrove apple processing to explore applications for underutilized resources, and ladyfish processing to mitigate the effects of invasive species by turning them into marketable products.

Coconut processing will present pest control solutions for fish farming, while the feed formulation initiative aims to provide affordable and nutritious options for small-scale poultry and rabbit farmers.

As the pitch date approaches, the incubatees are focused on showcasing the potential impacts of their ideas, hoping to secure support and recognition for their effort. Their efforts not only demonstrate their commitment to advancing agriculture but also inspire other young farmers to explore innovative solutions.



Sibul TBI facilitates plant-based feed prototyping

Claudine C. Bucaled

Sibul TBI facilitated a plant-based feed prototyping initiative at the Alternative Low Input Agriculture System (ALIAS) R&D Center on October 1 and 8, 2024.

Ms. Jennilyn Enriquez, a fifth year veterinary medicine student of PSAU, led the plant-based feed prototyping project Alternative Low Input Agriculture System (ALIAS) R&D Center.

The initiative focused on creating specialized feeds for chicken and rabbits, utilizing a feed extruder with the assistance of ALIAS staff.

This project aimed to explore sustainable alternatives that can improve the health productivity of livestock while minimizing environmental impact.

During the two sessions, Ms. Enriquez collaborated closely with the ALIAS team to ensure the efficient production of the feed prototype. Her expertise in agricultural science contributed to developing innovative solutions in line with the increasing demand for sustainable farming practices.



The prototyping process not only demonstrated the potential for plant-based feeds but also fostered teamwork and skill development among the ALIAS staff involved.

The initiative is part of ongoing efforts to explore plant-based feed options and their application in sustainable agricultural practices.

Sibul TBI partakes in Grains TBI Program launch in Tarlac

Jessa P. Nasarro

PARAISO, TARLAC— The Department of Agriculture's Regional Field Office III (DA-RFO III) launched the GRAINS Technology Business Incubator (TBI) program on November 15, 2024, at the Agriculture Technology Building in Barangay Paraiso, Tarlac.

The program, named *Growing Resilient Agri-enterprises through Innovation and Networking towards Sustainability* (GRAINS), connects local farmers with modern agricultural technologies and business opportunities.

OOI Dir. Director Walter L. Pacunana participated in the launch alongside other key stakeholders. The initiative, supported by the Bureau of Agricultural Research (DA-BAR), aims to modernize farming practices and promote sustainable agriculture in the region.

The GRAINS program focuses on integrating technology and business incubation to assist farmers in developing sustainable agri-enterprises that meet market demands.

The program also included the official signing of Memorandum of Agreement (MOA) and Memorandum of Understanding (MOU) between DA RFO III and partner institutions.



Through DA-BAR Knowledge Management and Information Division Assistant Head Evelyn Juanillo, the message of DA-BAR Director Dr. Junel B. Soriano.

According to him, the launch of the GRAINS TBI Program is an important step in spreading innovation, growing businesses, and promoting agriculture. *"By providing funding resources and strategic guidance to the program we aim to nurture a new generation of agripreneurs who are not only equipped with technical expertise but also in the business understanding needed to thrive in a competitive market,"* his message stated.

The event highlighted collaborative efforts between agricultural institutions and farming communities to strengthen the agricultural sector in Central Luzon.



TECHNOLOGY CORNER

Bamboo Shoot Kimchi

Application No. 2/2022/051153

From Annyeong to Mabuhay!

Filipinos have been significantly influenced by Korean culture, particularly in food. With the rise of Korean marts and the growing demand for Korean cuisine, disruptive innovation has become a key focus in the food industry. In a unique twist to the traditional use of cabbage in kimchi, bamboo shoots or labong-labong take center stage as the primary ingredient in producing Bamboo Shoot Kimchi. This innovative approach not only enhances food security but also introduces a sustainable and nutritious alternative to the popular Korean kimchi.



Technology Generators

Behind the admirable objective of promoting local farmers' pride, increasing awareness of available resources, and introducing technology as an additional revenue stream comes the team of Mary Grace B. Gatan, Evangeline A. Galatiera, Colleen S. Tolentino, Helen Grace D. Felix, Sharmane Y. Villanueva, Rhonamille F. Santos and Jennifer D. Nakada along with Pampanga State Agricultural University, aids to address persistent issues in agriculture and elevate the sector to greater heights



Nutritional Benefits:

As a naturally plant-based product, Bamboo Shoot Kimchi offers a distinct flavor profile while being an excellent source of fiber, copper, and vitamins B6 and E. Designed to be affordable, this technology contributes to industrial and economic growth while promoting sustainable agricultural practices.

Financial Feasibility

Product cost:

61.57 PHP

Suggested Retail Price:

200.00 PHP

Projected Sales:

24,000.00 PHP

Projected Gross Profit:

16,611.00 PHP

Minimum Investment Required:

7,388.40 PHP

Sibul TBI hosts digital marketing workshop for local agripreneurs

Claudine C. Bucaled

Sibul TBI hosted a social media marketing seminar workshop titled, "Enriching the Business through a Wider Reach" on November 22, 2024 at the PSAU University Food Center.

The event aimed to help local business owners, particularly farmers from Porac, Pampanga, Magalang, Pampanga, and Nueva Ecija, enhance their digital marketing skills.

The workshop focused on strategies for using social media to promote businesses and connect with customers. Ms. Jan Czarina Salas, the keynote speaker, discussed the impact of social media on marketing, stating, "*Your existing business is already in the virtual world.*"

Ms. Salas covered five key pillars of social media marketing: planning, publishing, listening and engaging, analyzing and reporting, and advertising. She also demonstrated how tools like Facebook Page Insights can be used to track consumer interactions and performance.

Attendees learned how to leverage tools like Facebook Page Insights to track consumer interactions and performance metrics. Ms. Salas also discussed how brand voice and tone play an important role in engagement, suggesting that incorporating trending elements into content can significantly enhance outreach. Emphasizing the power of storytelling, she encouraged participants to share their personal narrative to gain connections with their audience, an effective skill for marketing in today's digital age.



Sibul TBI conducts branding and packaging training workshop

Queency Eurranne G. Castillo

Sibul TBI convened 45 Sibul TBI incubatees, and university researchers for a training workshop titled, “The Power of Branding and Packaging: How to Create a Lasting Impact, on October 15, 2024 at the 2nd floor conference room of the University Food Center.

The training workshop commenced with opening remarks delivered by Dr. Rogelio P. Carandang, the Director of the R&D office,

"Attending workshops like this capacitates us to go extra beyond ordinary. Because it is not enough that we create value-added technologies, we also need to think and strategize on how we can make our technologies more creative, and impactful to the point that it can competitively compete in the market."

Meanwhile, Dr. Geraldine C. Sanchez, the VP-RIET, reiterated the quote she learned from her colleague, “*Kung walang kwento, walang kwenta*”.

Dr. Sanchez said that the products and technologies we plan to launch in the market should have a story, a story that resembles one's culture, and characteristics.

Ms. Jan Czarina Salas, a graphic designer in an Intelier at Dubai UAE, served as the resource speaker in the training workshop.

During the training proper, Ms. Salas mentioned that when entrepreneurs wear the marketing specialist hat, it is important to bear in mind that they create a story more than just selling the brand.

Also, she comprehensively discussed the evolution of brand, brand system, product statement, buyer persona, positioning statement, brand story and personality, and the purposes of good packaging and attractive packaging labels.

Towards the end, she left a note to the participants saying,
“We need to put ourselves in the mind frame of the customers; we need to sell our story to them, because as humans, we connect best through story.”

The one-day training workshop was just one of the initiatives of Sibul Agri-Aqua Technology Business Incubator in providing business mentorship training to the incubatees, and the university personnel, with an aim of enhancing the business and entrepreneurial mindset of PSAU stakeholders towards an innovation-driven community.



Sibul TBI feature incubatees in Agri-Sibong Ka-Agri

Queency Eurranne G. Castillo



Sibul TBI features its two incubatees, namely Mr. Reynaldo Lapat, and Mr. Emmanuel Dela Cruz in the Agri-Sibong Ka-Agri Series that was posted in the official Facebook page of Sibul TBI on October 4, and 18, respectively.

Dela Cruz is an officer in the Calzadang Bayu Farmers Agriculture Cooperative. Also, he is the owner of 4REs Vegetable and Herbs Farm located in Porac, Pampanga. His farm is recognized as one of

the farm tourism sites that provide capacity building sessions to the pampangeños in Porac and its nearby towns.

On one hand, Lapat is the head of Nueva Ecija Multi-Purpose Cooperative (NERCOVELIR). The said cooperative focuses on offering plant seedlings and animals to aspiring agribusiness farmers across Nueva Ecija.

Through the interventions of Sibul TBI, Lapat was able to receive 750 saba banana seedlings, 250 lacatan banana seedlings, and five banana mother trees from the Bureau of Plant and Industry in the year 2023. These seedlings greatly aided the banana chips business of Lacap.

Additionally, Dela Cruz and Lapat continuously receive institutional support, technology assistance, and business management services from Sibul TBI. These supports significantly helped the incubatees for the growth of their respective agribusiness enterprises.

Sibul TBI visits potential incubatee in Bamban, Tarlac

Maricel B. Ramos

Sibul TBI led by Maricel B. Ramos, Project Development Officer III, visits the farmsite of Mr. Alejandro David Jr., housed in Bamban, Tarlac, on December 16, 2024 for a potential incubator-incubatee partnership.

Ramos said, "The purpose of the visit was to engage with the farm owner, understand their needs, and assess how the Sibul TBI can support their business development, particularly with the intention to

enhance their operations, productivity, and potential growth."

During the initial visit, David Jr. mentioned that he would like to take advantage of the resources offered by the program to maximize the potential of his farm and generate greater profits.

Moreover, Sibul TBI plans to invite the university extensionists in January 2025 for another site visit and to provide further assistance to Mr. David.





[IP]ABALU

“(IP) Abalu”: IP Awareness Campaign

Julia Katrina P. Bonotan

Improving the community reach on the awareness surrounding and the visibility of intellectual property is one of the office's primary goals. Propelling us to our objective, the IP unit is introducing a new series, “(IP)abalu”. This moniker is a word play referring to the term “Ipabalu”, a Kapampangan word which means “to inform”, perfectly reflecting our aims of educating the public on important IP topics.

Every Friday, Intellectual Property (IP) topics from “(IP) Abalu” are shared on the IP-TBM Facebook page. Each month, a specific type of IP—trademarks, copyrights, patents, or utility models—is highlighted through posts featuring an image and a brief description of essential details.

Through this initiative, we aim to promote IP awareness within the community and inspire greater interest and engagement with intellectual property.



+63 900 446 5664 (Globe) / +63 909 041 2508 (Smart) ip-tbm@psau.edu.ph / iptbm_office@psau.edu.ph



5 TYPES OF INTELLECTUAL PROPERTY PROTECTIONS

Patent...

Exclusive rights granted by a sovereign state to an inventor or assignee for a limited period of time in exchanged for detailed public disclosure of an invention. Protection lasts for 20 years from its date of filing.

Utility Model...

Provides protection to “minor inventions” - those that did not meet the inventive threshold required for patents. Rights are similar of patents, and protections lasts for seven years from the filing date of the application without any possible renewal.

Industrial Design...

Ornamental or aesthetic aspect of an article. Design, in this sense, may be three-dimensional features (shape or surface of an article), or the two-dimensional features (patterns or lines of color). The subject of industrial designs range from fashion to industrial goods.

Trademark...

Any visible sign or combination of signs used to distinguish the goods and/or services offered by an enterprise. Protected for 10 years, which may be renewed if used, and maintained.

Copyright...

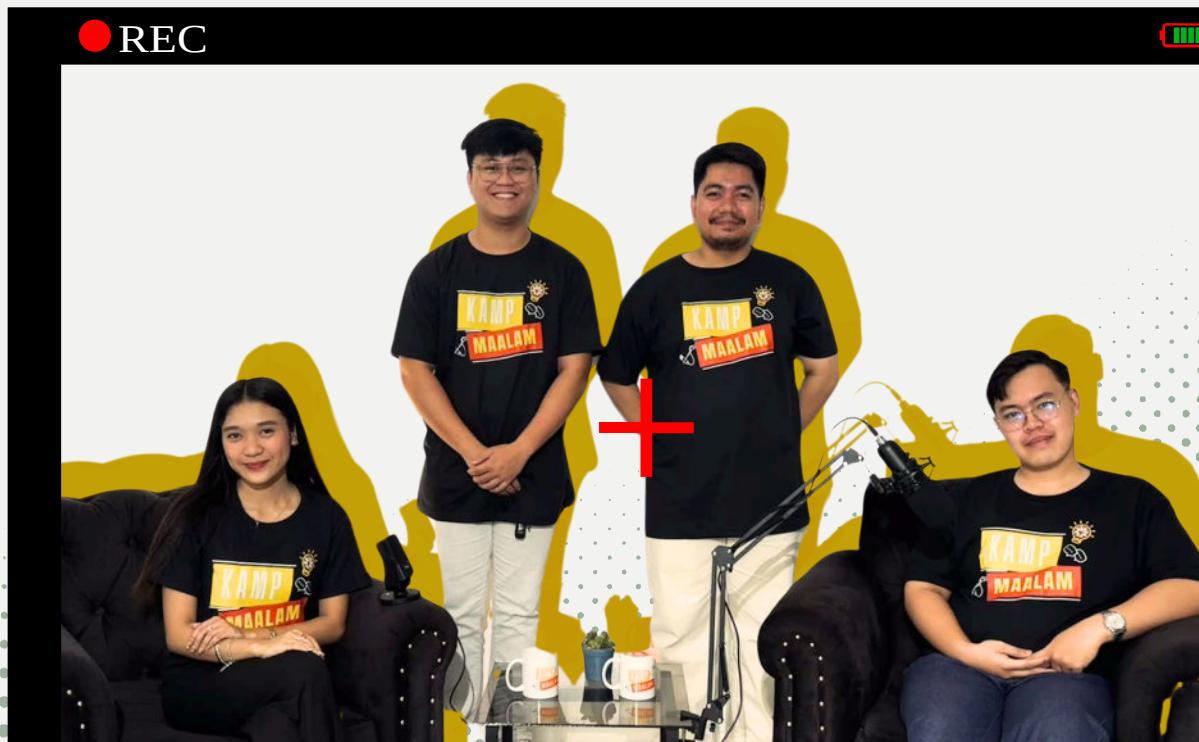
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KAMP MAALAM



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OFFICE OF INNOVATION DIRECTORY



ASSOC. PROF. WALTER L. PACUNANA
Office of Innovation Director

wlopezpacunana@gmail.com

ASST. PROF. DIVINE REINE S. AQUINO
Office of Innovation Assistant Director/
IP-TBM Manager

divinereine_aquino@psau.edu.ph

MS. CHONNIE CHOLLA R. DAVID
Sibul TBI Manager

chonniecholla_david@psau.edu.ph

MS. ANNE GELLIE T. DIMABUYU
Intellectual Property Head

annegellie_dimabuyu@psau.edu.ph

MR. ALLAIN JAMES T. AQUINO
Sibul TBI Asst. Manager/FCA Focal

allainjames_aquino@psau.edu.ph

ENGR. MARIJORIE A. SAPIGAO
Sibul TBI Asst. Manager/MSME Focal

marijoree_sapigao@psau.edu.ph

MR. ALVIN S. SANCHEZ
Technology Licensing Unit Head

alvin_sanchez@psau.edu.ph

MR. JANSEN JOSHUA L. CANLAS
Agribusiness Unit Head

jansenjoshua_canlas@psau.edu.ph

ASSOC. PROF. WALTER L. PACUNANA
Knowledge Management Head

walter_pacunana@psau.edu.ph



MS. BABY ANNALYN MANALILI
Project Technical Assistant VI
babyannalynmanalili@psau.edu.ph

MR. ROBBY D. LALU
Project Technical Assistant I
roddy_lalu@psau.edu.ph

MS. MICHELLE N. GARCIA
Technical Staff
michelle_garcia@psau.edu.ph

MR. ALLEN MARK B. DEMAPANAG
Technical Staff
allenmark_demapanag@psau.edu.ph

MS. JULIA KATRINA P. BONOTAN
Project Technical Aide VI
juliakatrina_bonotan@psau.edu.ph

MS. ALEXANDRA H. GUMBA
Technical Staff
alexandra_gumba@psau.edu.ph

MS. MA. FRANCHESCKA G. YUMANG
Project Technical Aide I
ma.franchescka_yumang@psau.edu.ph

MS. GLOOMY RAIN C. DOMINGO
Technical Staff
gloomyrain_domingo@psau.edu.ph

MS. BERNADETTE C. BUAN
Clerk
bernadette_buan@psau.edu.ph

MR. DARYL P. PASCUAL
Technical Staff
daryl_pascual@psau.edu.ph

MS. ALAYSSA T. CABRERA
Technical Staff
alayssanette_cabrera@psau.edu.ph

Sibul-Technology Business Incubator

MS. JESUSA FLOR P. NASARRO
Project Technical Specialist III
jessanasarro@psau.edu.ph

MS. QUEENCY EURRENNE G. CASTILLO
Project Technical Aide VI
queency_castillo@psau.edu.ph

MS. CIELO M. GUIAO
Technical Staff
cielo_guiao@psau.edu.ph

MS. RINA S. MONTEMAYOR
Technical Staff
rina_montemayor@psau.edu.ph

MS. PATRICIA MAE Y. GUINTU
Technical Staff
patriciamae_guinto@psau.edu.ph

MS. MARICEL B. RAMOS
Project Development Officer III
maricel_ramos@psau.edu.ph

MS. NICOLE MARIE S. CRUZ
Technical Staff
nicole_cruz@psau.edu.ph

MS. REA LIZA C. PEREGRINO
Project Technical Aide VI
realiza_peregrino@psau.edu.ph

MS. CLAUDINE C. BUCALED
Technical Staff
claudine_bucaled@psau.edu.ph

MS. CHARIESSE P. NAVARRO
Technical Staff
chariesse_navarro@psau.edu.ph

EDITORIAL BOARD

ADVISER

Robby D. Lalu

EDITOR-IN-CHIEF

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WRITERS

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CIRCULATION

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CONSULTANTS

Geraldine C. Sanchez, Ph.D.
Walter L. Pacunana, M.Sc.
Divine Reine S. Aquino, M.Sc.
Chonnie Cholla R. David
Anne Gellie T. Dimabuyu

PARTNER AGENCIES:



PUBLISHER

Knowledge Management Unit, Pampanga State Agricultural University
Magalang 2011, Pampanga
(045) 866 0800

We welcome and appreciate your comments and suggestions.

Reach us via email:
ip-tbm@psau.edu.ph
sibul@psau.edu.ph
kmc@psau.edu.ph

