

# IP-TBM IN FOCUS

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## All hail to the female president!

It is indeed a great way to celebrate National Women's Month!

Dr. Anita G. David was appointed as University President via commanding unanimous decision on March 6, 2023.

She is no stranger to leadership in the university prior to officially assuming the presidency. She was at the helm temporarily as officer-in-charge when her predecessor, Pres. Honorio M. Soriano, Jr., passed away in 2021. She also served as the vice president for academic affairs for six years before Dr. Sylvia S. De Guzman, dean of the College of Arts and Sciences, took the VP seat.

First homegrown talent to sit as president, first female top leader of the university, first Magaleña in control... She is the moment, and she is just getting started.

The IP-TBM Office is one with the PSAU community in celebrating your well-deserved success and milestone, Ma'am. **Abante Babae!**



## DA-BAR, SEARCA to refine bureau's TBI program

*PSAU Sibul TBI, in full support*

Keanu Aebramh G. Costales

**LOS BANOS, LAGUNA** – On the last stretch of the DA-BAR-funded project titled “Process Documentation and Assessment of the Implementation of the DA-BAR’s Technology Business Incubation Program”, the Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) gathered SUCs and regional DA offices with existing TBI projects on February 6–8 to validate the center’s documented practices and recommendations for the implementation of the bureau’s TBI program.

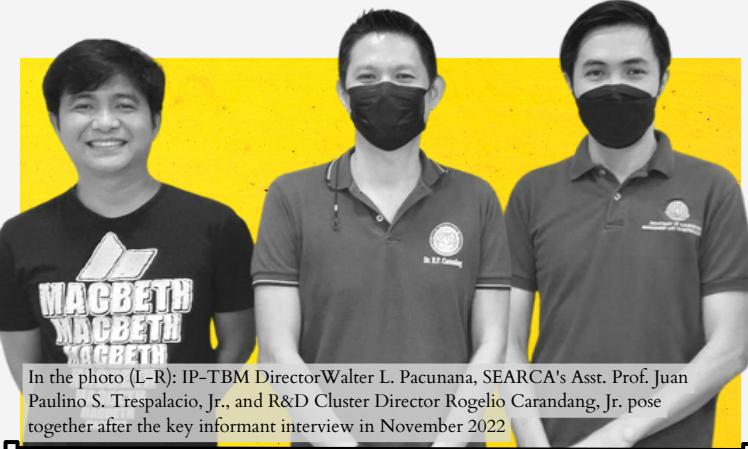
Asst. Prof. Glenn Baticados, SEARCA program head for emerging innovation and growth, said, “Natutuwa po ako na dumarami ang champions at advocates ng TBI because when we started this, kakaunti lang ang naniniwala.”

“Let’s continue to support one another as we strive to bring innovative solutions to our own regions and provinces,” Baticados added as he reminded TBI implementers of being at the forefront of this advocacy.

He also underscored the active movement from the government, especially the DA-BAR which started its own TBI program in 2021, is vital in supporting agri-based incubators that help startups thrive despite the ever-evolving agribusiness landscape.

A way to further strengthen this movement is by refining the bureau’s policies and guidelines, moving forward.

The Sibul TBI shows full support.



In the photo (L-R): IP-TBM Director Walter L. Pacunana, SEARCA's Asst. Prof. Juan Paulino S. Trespalacio, Jr., and R&D Cluster Director Rogelio Carandang, Jr. pose together after the key informant interview in November 2022.

Prof. Walter L. Pacunana, Sibul TBI project leader, said, “As the first agency to receive funding support from the bureau, PSAU takes it a responsibility to partake in improving the bureau’s program and in setting its direction for the coming years.

It can be recalled in November 2022, a SEARCA team led by Asst. Prof. Juan Paulino Trespalacio met with the Sibul TBI to draw lessons and assess the university’s TBI project implementation.

Information gathered in the focus group discussions and key informant interviews during the center’s three-day visit were presented during the validation workshop.

Also present during the workshop were project management teams of different DA-BAR-funded TBI implementers from state colleges and universities (SUCs) and DA regional field offices (RFOs).

# Central Luzon-based TBIs convene for 2023 strategic planning

*Keanu Aebranh G. Costales*

The startup ecosystem of Central Luzon has just gotten bigger, better, and more ready to help startup entrepreneurs in the region thrive and break the mainstream industry through business incubation and acceleration.

Through the Startup Ecosystem Leveraging on Opportunities and Networks for Growth (SULONG)

Central Luzon Consortium, academe-based and government-initiated technology business incubators (TBIs) find a convergence point for future partnerships and collaborations among themselves.

To chart the consortium's direction in the next few years, the Bulacan State University - BARAS TBI, consortium lead, initiated a strategic planning event, with the theme "PAMIABE-ABE (Pagsasama-sama)" held March 2-3 in Bulacan State University.

BulSU President Dr. Cecilia Navasero-Gascon, in her opening remarks, said, "We are grateful for the confidence and support lent by our inter-institution members for the partnership and trust you all invested in SULONG Central Luzon."

Dr. Gascon further emphasized the role of the consortium joined by eight TBIs, as of writing, in addressing the gaps and maximizing opportunities to stimulate economic growth and prosperity in the region.

Currently, BulSU takes the driver's seat of the consortium as the project lead for the DOST-PCIEERD-funded Regional Startup Enablers for Ecosystem Development (ReSEED) project in Central Luzon.

Also part of the consortium now are PSAU Sibul TBI, Holy Angel



Angel University - Encephalon TBI, Bataan Peninsula State University - SINAG and SIKAT TBIs, Nueva Ecija University of Science and Technology - iMETAL TBI, Tarlac State University - ASLAGAN TBI, Department of Agriculture Regional Field Office No. 3 TBI.

Christian M. Manalac, Jr., Sibul TBI project development officer, said, "There have been many initiatives undertaken to expand the startup ecosystem in the region, yet these are usually fragmented and inconsistent."

"Thus, we are delighted to have had the opportunity of working with SULONG Central Luzon to develop our short-term and long-term plans for startup development here," he continued.

During the event, the participating TBIs drafted future plans and action points which were then presented to DOST-PCIEERD for the continuation of the consortium fund.

Also present were key players in the government and industry to open doors of opportunities for incubators and their incubatees alike: Department of Science and Technology 3, Department of Trade and Industry 3, THRIVE Central Luzon, Reactor School, Embiggen, and New Energy Nexus Philippines.

## IP unit completes patent mining report

*Sherry Lyn D. Supan*

The Intellectual Property Unit of the University completed its patent mining report on milkfish last December 2022.

A total of 43 relevant technologies on the focused technology areas which include: (1) aquaculture, (2) feeds and nutrition, (3) fish health and diseases, (4) breeding, and (5) post-harvest handling and processing were mined.

"After a year of intensive mining of technologies, the IP Unit is gratified in coming up with this report. Through this, we were able to identify technologies that may potentially address and give possible

solutions to the gaps and challenges faced by the milkfish industry in the country. This would also be very helpful in the prioritization of future milkfish R&D programs", said Ms. Divine Reine S. Aquino, PSAU IP Manager.

The patent mining report is the final output of the two-year project "PSAU IP-TBM Phase II: Patent Mining on Selected ISP as an Approach in Advancing Industry-Based S&T for Milkfish" under the "Patent Mining Program for Selected AANR Commodities Through Strengthened IP-TBM Offices" of DOST-PCAARRD.

**2022 PATENT MINING REPORT**  
On the Identified Gaps and Challenges of the  
**PHILIPPINE MILKFISH INDUSTRY**

Prepared by the 2021 DOST-PCAARRD-PSAU Project:  
IP-TBM Phase II: Patent Mining on Selected ISP as an Approach in Advancing Industry-Based S&T for Milkfish

# Sibul TBI, CAS Extension Office join forces for sustainability of Sitio Cananaoaan's 'bangkat weaving' livelihood

Robby D. Lalu

The Sibul TBI is currently collaborating with PSAU College of Arts and Sciences, specifically its Extension Office, in promoting "bangkat weaving" as a sustainable livelihood source for Sitio Cananaoaan, an indigenous people's community sitting at the mountainous area of Mt. Arayat inside university premises.

According to Prof. Aiza D. Villavicencio, CAS extension coordinator, the initial efforts are part of their program named "CASosyo sa Pag-asenso" to assist in the marketing of bangkat at a small-scale.

In the interim, the collaboration focuses on capability building, community mobilization, sustainable bamboo production, and basic marketing activities to orient the sitio about the possible gains they can acquire and how they can further improve their craft.

In the long run, the collaborators will be pursuing the social entrepreneurship approach where an established entrepreneur will perform all business related matters while sourcing weaved products directly and exclusively from the sitio.

Do you want to help in championing for our IP community? Be an agent for social change by partnering with us!





## IP-TBM Office holds 4-day seminar-workshop on techcomm, pitching

*Queency Eurreanne G. Castillo*

The IP-TBM Office convened 30 local technology generators and researchers for a four-day seminar-workshop, with the theme “Promoting Agri-Aqua Innovations: An Introduction to Technology Commercialization and the Art of Pitching,” at the PSAU University Food Center - Conference Room.

Chonnie Cholla R. David, Sibul TBI manager, said, “Our goal for technology commercialization is still far but never out of sight. It is a fairly new battlefield in our R&D space, so we hope that you will be our prime movers in our university-based technologies after this event.”

Dr. Lily Ann D. Lando took the floor in this session to provide ideas on how to pitch products and the needed entrepreneurial attitude in commercializing technologies.

Lando discussed the following topics: key steps in doing market analysis, Aristotle’s rhetorical triangle in persuasion, preparing business model, pitching a technology through a story, elevator pitch, and introduction to technology commercialization.

The participants then pitched their agri-aqua technologies, such as brewed coffee in a bag, weaved bangkay of Sitio Cananaaoan, tamarind candy strips, and lupog pinunog sausage of IFSU, to name a few.

“

**It's better to know your unique selling proposition because it is the statement that you choose to embody and differentiate your technology among competitors.**

Dr. Lily Ann D.Lando ”

After each presentation, the technology generators were given comments and key pointers to find their edge over their competitors.

Towards the end, representatives from the Department of Science and Technology Pampanga Director Mary Michelle Quiambao, Department of Trade and Industry’s Maria Cristina Evangelista, Pampanga Chamber of Commerce and Industry’s Ronel Tiamzon, Metro Angeles Chamber of Commerce and Industry’s Ervin Jerome Laceda, and PSAU R&D Cluster Director Dr. Rogelio P. Carandang, Jr. joined as panelists during the pitching proper.

Lando left the participants a question to reflect on, “Lahat naman ng mga produkto may istorya. Ngayon, ano naman ‘yung sa’yo?”

The IP-TBI Series is organized by the Intellectual Property and Technology Business Management Office, in collaboration with the DOST Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development (DOST-PCAARRD) and the Department of Agriculture - Bureau of Agricultural Research (DA-BAR).



# Sibul incubatee partakes in hydroponics capability building

*Marcel B. Ramos*



**PORAC, PAMPANGA** – Marvie Jake L. Torero, Sibul TBI incubatee, participated in the hydroponics training provided by the Department of Trade and Industry – Pampanga on January 16 in an effort to promote sustainability of micro enterprises.

It can be recalled in December 2022, Torero qualified as one of the beneficiaries of the DTI's Pangkabuhayan sa Pagbangon at

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Ginhawa program, which earned him 35 styro tuna boxes with lid and a set of Solutions A and B worth Php 11,000 after choosing the Kratsky method.

Grateful for his livelihood kit, Torero said, “Malaking tulong na ang programang ito ng DTI para sa mga katulad ko na gustong makapag-simula ng negosyo.”

The training was held in Manibaug, Paralaya in this town, specifically at the Pampanga Hydroponics Supply, an accredited hydroponics merchant and training site of DTI in the province.

Charmaine Plantilla, co-owner of Pampanga Hydroponics Supply, facilitated the training with actual demonstration and complete training materials to cover everything that was needed to be taught during the session.

Mr. Torero and other participants present in the training were also given the chance to enter the greenhouse adjacent to the training area.

Different varieties of lettuce, basil, mint, and chillies were hydroponically grown plants as showcased inside the plant shed.

## IP Unit aims high in 2023

*Rea Liza C. Peregrino*

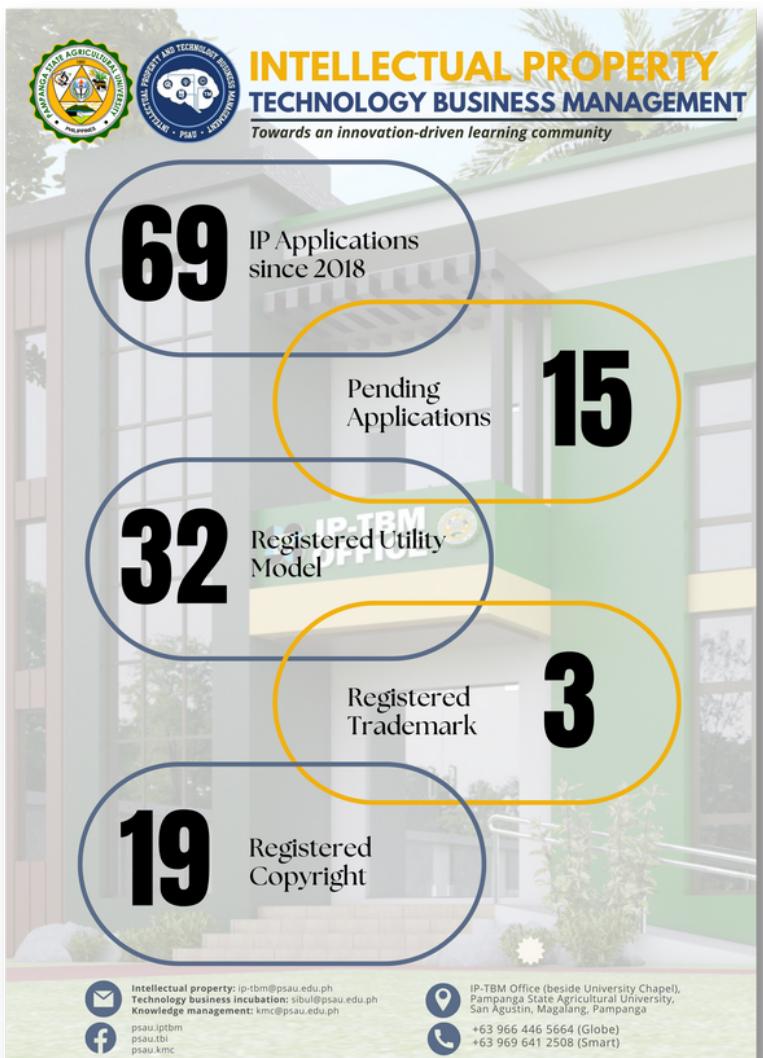
The Intellectual Property (IP) Unit published three of its utility model (UM) applications in less than two months.

With the aim of further increasing the value of the University's banner commodities, the IP unit secured the IP protection of PSAU's tamarind juice, mushroom crackers, and bamboo shoot kimchi in the last quarter of 2022 along with other technology products with market potential.

Filed just this December 2022, the Notices of Publication of the said three UMs were already received in January and early February 2023, and are now just one step away from obtaining their Certificates of Registration.

Aside from the Tamarind RDE, Mushroom, and Bamboo RDE Centers, the IP Unit is in close coordination with the other Colleges and Centers as well in discussing the quarterly updating of the PSAU IP inventory which is vital in locating promising innovations not just for possible IP rights protection, but also technology incubation and commercialization through the assistance of the Sibul Technology Business Incubator.

Currently, the IP-TBM Office is still accepting submissions for its first batch of IP applications this 2023 through the online disclosure and application forms posted on its official Facebook page.



# Sibul TBI, Landbank Pampanga explore financing, loaning opportunities for incubatees

Christian M. Mañalac, Jr.



The Sibul TBI touched base with the Landbank Pampanga on February 23 to discuss financing and loan opportunities that incubatees can avail.

During the discussion, IP-TBM Director Walter L. Pacunana said, "We are optimistic in strengthening our partnership to serve our incubatees, especially in terms of financial resources."

"Through the Landbank, we hope our incubatees would acquire their monetary capital which they could use in starting their agri-businesses," Pacunana added.

Landbank was represented by its Assistant Vice President and Head of Pampanga Lending Center Mr. Rolando Santos, together with their account officers, Jing Perez and Lensca Gando.



## Sibul helps farmers acquire capital from DA-AMAS

Queency Eurranne G. Castillo

**STA. ANA, PAMPANGA** -- Sibul TBI helped the Abenabeng Mag-papale at Magmamangga Farmers' Association, Inc. draft their grant proposal titled "KADIWA Agribusiness of the Association, Agricultural Supplies Trading and Transportation Services".

Said proposal was submitted to the DA - Agricultural Marketing Assistance Services for possible acquisition of Php 2.4 million.

Rodelio Palma, association chief, said, "Malaking bagay po sa amin na binigyan kami ng assistance ng Sibul TBI



## UPLB TTBDO visits Office to benchmark tech transfer practices

Queency Eurranne G. Castillo

The University of the Philippines Los Baños – Technology Transfer and Business Development Office (UPLB TTBDO) benchmarked the PSAU IP-TBM Office's technology transfer practices, IP awareness strategies, and business incubation programs on February 28, 2023.

Ida Allen P. Lopez, project development officer, and Cathrene P. Amante, university research associate, represented the said office.

Sibul TBI project development officers, Christian M. Mañalac, Jr., and Keanu Aebramh G. Costales, shared best practices on tech transfer and commercialization, including some of their best strategies in implementing the incubation program of the university.

On the other hand, IP Manager Divine Reine S. Aquino and Intellectual Property Rights (IPR) Specialist Sherry Lyn D. Supan, discussed the university's best practices in IP management.

"We are happy to know that our activities and practices are making noises and actively inspiring different universities, especially high-caliber ones like UPLB," IP-TBM Director Walter L. Pacunana said.



kahit na hindi pa po kami incubatees."

"Nakita po namin ang kanilang sinseridad na tumulong sa kung sino man ang mangangailangan ng assistance sa farmer communities," he added.

As of writing, the farmer association is accomplishing pre-incubation requirements to formally enter the incubation program and avail services entailed to it.

# IFSU IP-TBM, ATBI visit Office for benchmarking

Nicole Marie S. Cruz

IFSU IP-TBM and ATBI paid a visit to the IP-TBM Office on January 25 for a benchmarking activity.

Dr. Moses B. Appoy, IFSU IP-TBM Director and ATBI Project Leader, inquired about the University's best practices in terms of institutionalized operations and technology business incubation methods.

Likewise, they had a deeper look on the patent mining strategies followed in packaging the Patent Mining Report on Milkfish Technologies – one of the major targets of the 2021-approved PCAARRD-PSAU project titled "Patent Mining on Selected ISP as an Approach in Advancing Industry-based S&T for Milkfish".



The PSAU team was represented by its Vice President for Research, Extension, and Training Dr. Geraldine C. Sanchez and IP-TBM Director Prof. Walter L. Pacunana.

Also present during the activity were IP Manager Divine S. Aquino, Sibul TBI Project Development Officers Christian Mañalac, Jr. and Keanu Aebramh G. Costales, and IPR Specialist Sherry Lyn D. Supan.



It could be noted that PSAU and IFSU are batchmates on the IP-TBM and ATBI programs of DOST-PCAARRD since 2018 which includes the Patent Mining Program for Selected AANR Commodities through Strengthened IP-TBM Offices.

## VSU to partner with Sibul TBI on vacuum frying processing technology

Queency Eurranne G. Castillo

With an aim to forge synergistic multi-sectoral relationship with relevant partners, Sibul TBI conducted an exploratory virtual meeting with Visayas State University in January for possible co-incubation on vacuum frying technology.

In the meeting session, VSU was given a briefer about the situation of Maria Concepcion Arcega, Sibul TBI incubatee who was granted said technology by the DA-RFO III.

Arcega received the technology for free; however, she has not been provided necessary training yet on how to properly use it. VSU, known for its expertise on vacuum frying, was tapped.

Dr. Alan Loreto, VSU TBI project leader, said, "We acknowledge DA-RFO III and its beneficiary still need further technical support in the use of the processing machines."

"Thus, we want to continue the support through your ATBI program," Loreto added.

Towards the end, both higher educational institutions agreed on drafting the Memorandum of Agreement first to officially marked down the start of their co-incubation journey.

For his part, Christian M. Mañalac, Jr., Sibul TBI project development officer, said, "We will partner with VSU on technology-specific training, then we will assist Ms. Arcega on business development.

As of writing, the academe-based TBIs have yet to sign a memorandum of understanding to formalize the co-incubation partnership.



# IP TBM joins University Day Booth Fair 2023

Robby D. Lalu



The IP-TBM Office participated in the booth fair as part of the University's 8th anniversary celebration in January 2023, in support of the Research, Extension and Training community.

The IP-TBM office featured a help desk in the university's administration building, which opened at 9:00 a.m. to 4:00 p.m. and ran from January 23 through 28, during the 8th charter anniversary.

Consultations and questions are free at the booth to accommodate any queries concerning the processes of the office's services.

Prof. Walter L. Pacunana, IP-TBM director, sees the booth fair as an opportunity to publicize the office's functions.

"It was a great opportunity to have our booth free and open to both students and employees, and we were able to present our services and offer possible assistance to the public," Pacunana remarked.

IP applications, technology business incubation, technology licensing, and knowledge management functions are among the services provided by the office.



## IP TBM joins University's celebration on National Women's Month

Sherry Lyn D. Supan

The PSAU IP-TBM Office joins the University's celebration of National Women's Month, in an event spearheaded by the University's Gender and Development Office, on March 2023, with the theme, "DigitALL: Innovation and Technology for Gender Equality".

The amazing achievements of women in the fields of innovation and technology are brought to light this National Women's Month.

Women completely transformed the industry and the world with their ingenuity and inventiveness.

In photo are the PSAU IP-TBM female personnel, together with them is the PSAU Vice President for Research, Extension, and Training Dr. Geraldine C. Sanchez, and IP Manager Divine Reine S. Aquino as they joined the National Women's Month Celebration.

HAPPY  
NATIONAL  
*women's*  
MONTH

NATIONAL  
WOMEN'S  
*Month*





## MARIA CONCEPCION ARCEGA

better known as Maricon, hails from Lubao, Pampanga. Following the steps of her father, Maricon started to study the field of agriculture, her organic farming started initially at their backyard. Her heart desires led her to establish Florida-Lubao Organic Farmers' Association (FLOFA), with her as the President to 92 members in total.

The association has gone a long way with organic farming. Among their top commodities are oyster mushrooms that they produce from tissue culture to production up to processing. Maricon often says, "*Ing pusu ku atyu keng gabun.*" (My heart is in farming)

## ELLA MARIE PANGILINAN

is a Registered Fisheries Technologist (RFT). With her devout adherence to propagate the advancements in aquatics and agriculture, she stepped forward in achieving her goals. She made her way to the DA's Young Farmers Challenge, where they she was recognized as Regional Awardee and became part of the National Level Finalists.

Her agribusiness venture named R&E African Catfish Hatchery (REACH), which she co-owns, aims to promote African catfish farming and provide quality and affordable fry and fingerlings within their reach with end-to-end customer support. As they say, "*Sa REACH abot kaya ang aming agri-negosyo, sa abot kayang presyo.*"





## ANNETTE PATDU

comes from Bacolor, Pampanga. She is the co-owner of Diaspora Farm Resort. She was a National TVET trainer NC II and was once hailed as the "National Most Outstanding Rural Woman" by the DA-RFO III. Under her supervision, Diaspora was accredited by the Department of Tourism and granted certification as a School for Practical Agriculture by ATI-RTC III.

Aware of the potential to thrive and flourish in agriculture, Patdu never stops investing in the agribusiness industry. Currently, she is processing commeriable products made of coconut, and going forward, the Aglibut sweet tamarind.

## GLICEL GRACE TIAMZON

is a former trade and industry specialist of DTI Pampanga. She is now a proprietor of B.G. Metal Fabrication, rooted in the city of angels - Balibago Angeles City.

However, she is currently venturing in agribusiness with her long-time vision to contribute to chevon value-added commodities.

She extends a great commitment to participate in the incubation program of Sibul TBI, which helps her craft and builds her own agricultural technology commodity. During her pre-incubation phase, full of hope and enthusiasm she said, "Hand in hand with Sibul TBI, I know I can make my long-time vision come into reality."





**Director Walter L.  
Pacunana**



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Aquino**



**Ms. Anne Gellie T.  
Dimabuyu**



**Ms. Chonnie Cholla  
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Business Management Office



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IP-TBI SERIES:  
PROMOTING AGRI-AQUA INNOVATIONS



PAMIABE-ABE: THE REGION 3 START-UP  
CONSORTIUM STRATEGIC PLANNING

60

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Anti-Plagiarism  
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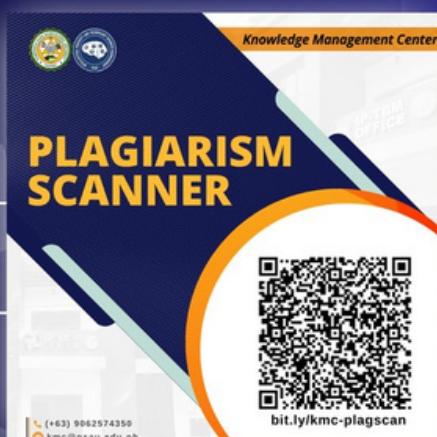
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For the R&D Director



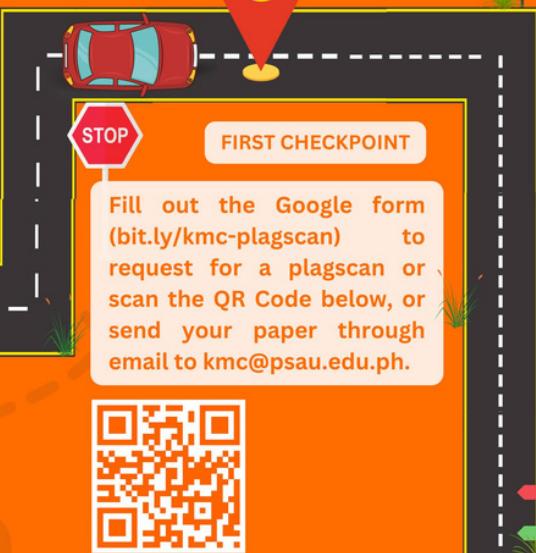
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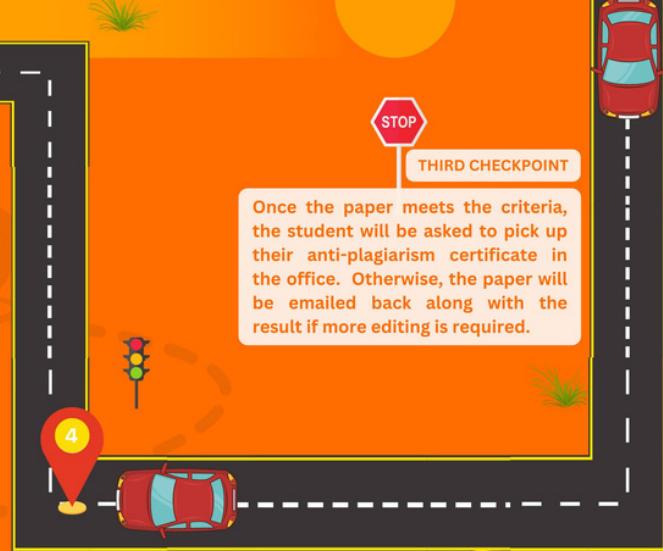


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## SECOND CHECKPOINT



## LAST CHECKPOINT

As the final step, the student will get the anti-plagiarism certificate in the IP-TBM office located beside the University Chapel and look for the KMC staff for assistance.



The PSAU Research, Extension and Training (RET)'s Journal of Science, Innovation and Technology has opened its call for papers for its Volume 1, Issue 2. If you are interested to have your research published, you may submit your paper until May 24, 2023.

Accepted papers will be announced on June 24, 2023.

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**Tuesday**

**10:00 AM - 2:00 PM**

**Signing of Clearance for the  
R&D Director**

**Wednesday**

**11:00 AM - 2:00 PM**

**Issuance of Anti-Plagiarism  
Certificate**

**Friday**

Contact us via email:  
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