



ICEBOX
A DOST-assisted TBI

ICEBOX

Mindanao State University-General Santos-based
Technology Business Incubator





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In this issue, we present technology, innovation, technopreneurship, and groundbreaking endeavors of ICEBOX. In partnership with government agencies and private sectors, we bring you stories of innovation, highlighting the impact of government support in pushing boundaries and fostering technopreneurship. As you read through these pages, we hope they inspire your journey in innovation and technology.

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A MESSAGE FROM THE **CHANCELLOR**

Mindanao State University - General Santos City has been a beacon of excellence, dedicated to nurturing the talents and potential of our students, faculty, and society at large.

As we look ahead, we must embrace innovation as a cornerstone of our mission. In today's rapidly evolving world, the ability to adapt and innovate is crucial for success. It is through innovation that we can address societal challenges, drive economic growth, and improve the quality of life for all.

The ICEBOX Technology Business Incubator stands as a testament to our dedication to fostering an environment where collaboration, creativity, innovation, and entrepreneurship thrive. The TBI will serve as a hub for aspiring technopreneurs to turn their ideas into reality, contributing to the advancement of our society and economy.

The journey of technopreneurship is filled with challenges, but tremendous opportunities also mark it for growth and success. As a part of the startup ecosystem, we dedicate all our efforts and assist you through ICEBOX with invaluable resources, mentorship, and support networks that will help you navigate this path.

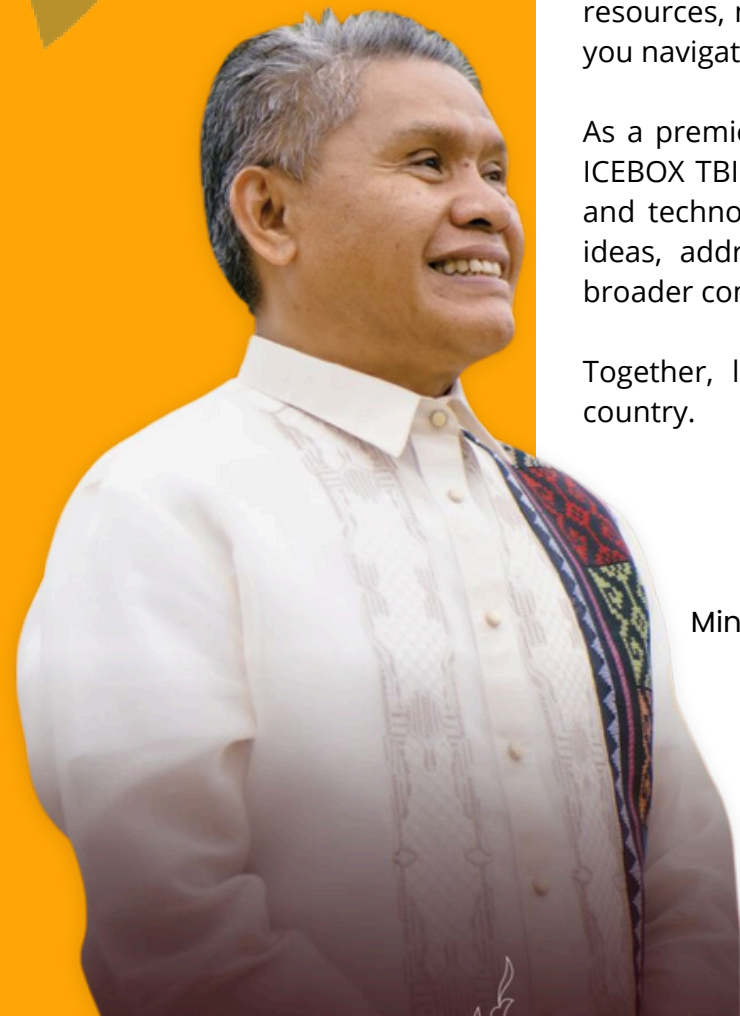
As a premier Technology Business Incubator in Region XII, ICEBOX TBI will continue to promote a creative, innovative, and technopreneurial mindset to develop groundbreaking ideas, address societal dilemmas, and contribute to the broader community.

Together, let us shape the future of innovation in our country.



JD USMAND. ARAGASI, MPA
Chancellor

Mindanao State University - General Santos



A MESSAGE FROM THE

REGIONAL DIRECTOR

Over the past years, the Department of Science and Technology XII never ceases to endeavor the path of enhancing and upgrading the competitive capabilities and strengths of its populace in South Central Mindanao through the utilization of accurate superior technologies to a level of competitive benefit for regional growth, harmony and sustainability.

We, the DOST, are one with the nation to drive research and innovation by developing relevant technology-driven solutions that would help address the relevant problems in society, thereby making us stay at the forefront of technological advancements.

ICEBOX is no doubt an effective solution to certain societal challenges considering its prime objective is to provide necessary support and resources in transforming one's idea into a prototype, leading to a successful techno-entrepreneurship entrepreneurial venture.

Through our collective efforts, we can row against the rapids of challenges and achieve our ambitious goals. We will translate our words into reality through our concrete and proactive actions in solving problems that will alleviate the quality of life of Filipino people.

With the vision of highlighting the crucial contributions of science and technology as a herald for regional and national growth and development, I firmly believed that ICEBOX would be a staircase through which our citizenry can walk on to great innovation, hence transforming people's lives into a better one.

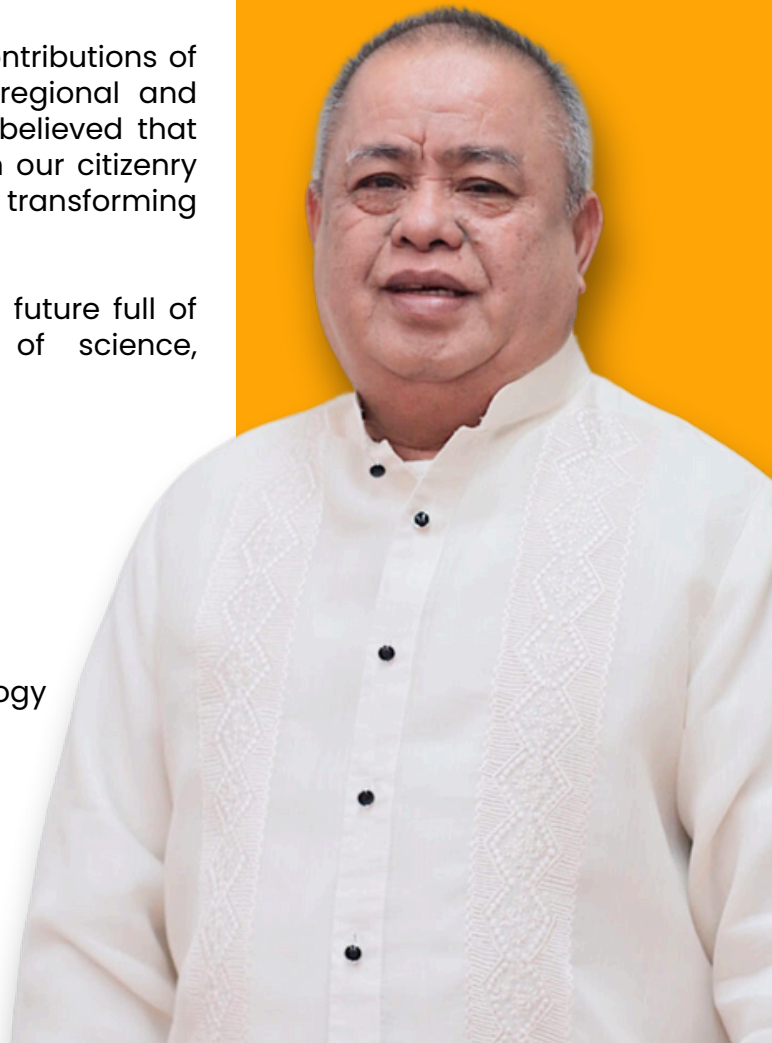
Together, we will scribble the narrative of a future full of limitless possibilities through the inks of science, technology, and innovation.

We are one for the progress of this nation.

ENGR. SAMMY P. MALAWAN

Regional Director

Department of Science and Technology



A MESSAGE FROM THE PROJECT LEADER

As we celebrate the inaugural issue of our newsletter, I want to take a moment to reflect on the remarkable journey we have embarked upon since the establishment of the Innovation Center for Enterprises and Business Opportunities (ICEBOX) – the Technology Business Incubator (TBI) of the university. This milestone marks not only the beginning of a new venture but also the collective vision and hard work of all our partners, supporters, and innovators within this vibrant community.

Over the past year, we have seen our TBI grow into a dynamic hub for fostering innovation and entrepreneurship. Our mission to empower aspiring entrepreneurs and support technology-based startups has led to an array of initiatives designed to nurture creativity, drive collaboration, and foster economic growth. I am proud to share that we have successfully **onboarded multiple startup potentials** that are exploring various sectors, including agriculture, gaming industry, AI, ICT and the business sector to name a few. Each of these ventures embodies the spirit of innovation that we aim to cultivate.


We have hosted and participated in several engaging events, including **awareness campaigns, bootcamps, hackathons, trainings, workshops, mentorship sessions, and networking opportunities**. These gatherings have brought together brilliant minds—students, faculty, entrepreneurs, industry leaders, TBI Managers, and representatives of lead government agencies—creating a rich ecosystem where ideas can flourish. The partnerships we have established with other institutions and organizations stand as a testament to our commitment to collaboration. Together, we are laying the groundwork for a sustainable and inclusive innovation landscape not only in General Santos but also to the broader SOX region.

One of our significant milestones was the launch of our TBI facility and its programs, which provides aspiring technopreneurs with the resources and support they need to **turn their innovative ideas into viable businesses**. From **pre-ideation to business development and even to launching**, we are dedicated to ensuring that our **incubatees have access to the necessary tools and support to succeed in a competitive market**. We are excited to witness the growth of these **soon-to-be startups and the positive impact they will have on our local economy**.

In addition to **nurturing potential startups**, we believe in the importance of capacity building and education. As such, we have rolled out training and workshop sessions that address crucial topics such as business development, technology commercialization, and market penetration strategies. By equipping our incubatees with the right skills and knowledge, we are empowering them not only to thrive but also to contribute to the broader community.

As we look ahead, we remain committed to our mission and are excited about the opportunities that the future holds. We welcome your continued support and collaboration as we strive to create an ecosystem that nurtures innovation and empowers future generations of entrepreneurs.

Thank you for being an integral part of our journey in advancing innovation and entrepreneurship. Together, let us continue to foster a culture of innovation that will enable us to overcome challenges and seize opportunities.



DR. NOEL S. GUNAY
Project Leader
ICEBOX TBI, MSU-GenSan



WHAT IS ICEBOX TBI?



ICEBOX is a Mindanao State University-General Santos-based Technology Business Incubator (TBI) that serves as a hub for creating initiatives that encourage technopreneurship, incubating startup teams, and providing resources and mentorship to innovations to become investment-ready.

It is a leading innovation hub in Region XII and a support platform for technology-driven entrepreneurs. The Incubator is dedicated to preserving the freshness of innovative ideas, cooling down the pressures and challenges faced by startups and early-stage ventures in the technology sector, and fostering their growth and success in the ICT business industry.

ICEBOX aims to promote a culture of technopreneurship and build a nurturing community of tech startup founders, mentors, partners, and business enablers.

The ICEBOX Ecosystem empowers individuals to turn their visionary ideas into successful technology ventures that bring positive change to Mindanao and beyond. At ICEBOX, they believe in the power of ideas and their potential to transform industries and communities. Together with the startups and incubatees, they invite everyone to embark on an exciting journey of entrepreneurship and innovation.

The logo of ICEBOX TBI symbolizes the convergence of General Santos City's rich fishing heritage and its ambition to become a hub for technological advancements. It represents a space that preserves and nurtures the potential of startups while embracing the spirit of innovation, reflecting the city's commitment to driving technological progress in the smart systems industry.

The two-dimensional boxes in ICEBOX TBI's logo could be interpreted as piled boxes and an opened box. This represents flexibility and creativity in the eyes of innovators. It conveys that it is not merely an enclosed space, but a hub for nurturing and safeguarding potential startups within its incubation program. It signifies protection, support, and a structured environment that fosters growth and development.



The logo also represents the intersectionality of technology and innovations, represented by the color blue; and the growing e-commerce industry and technopreneurship in General Santos City, represented by the color yellow.

The shadow under the floating box signifies the presence of light. This represents the floating knowledge and ideas that could be accessed with the aid of incubation programs with ICEBOX TBI mentors.

VISION

A premier technology business incubator in Region XII that offers collaborative, inclusive and impact-driven incubation programs for ICT-based solutions to become investment-ready and/or IP-ready enterprises.

MISSION

Bridge the gaps in the local start-up ecosystem and play a major role in accelerating the socio-economic advancement of General Santos City and Region XII.

GOALS

- Establish a facility for shared business services and start-up incubation
- Offers networking opportunities, connection facilitation, and the establishment of robust partnerships with mentors, investors, industry experts, and government agencies.
- Build a culture of innovation and technopreneurship starting from the city's premier university



Follow us on social media: @iceboxtbi



MSU-GENSAN SIGNS MOA WITH DOST PCIEERD

Mindanao State University – General Santos (MSU-GSC) is embarking on an exciting and promising venture as it has received approval to launch and operate a Technology Business Incubator (TBI) dedicated to nurturing startups in Region XII. This significant development was realized through a Memorandum of Agreement (MOA) signed during the 6th TBI Summit as part of the Philippine Startup Week, which took place at the Blue Leaf Events Pavilion in Taguig City on November 16, 2022.

In this endeavor, MSU-GSC joined forces with 15 other Higher Education Institutions (HEIs) under the Readiness for Innovation and Technopreneurship – 2.0 program. The MOA was established in collaboration with the Department of

Science and Technology Philippine Council for Industry, Energy, and Emerging Technology Research and Development (DOST PCIEERD).

This MOA signing ceremony marked the highlight of the event and set the stage for the institution to receive essential funding for the establishment of a Technology Business Incubator in the region. The initiative falls under the purview of the "Handholding tarding Incubators from HEIs for Readiness towards Innovation and Technopreneurship Preparatory and Skills Acceleration for TBI Managers Optimizing Regional Startup Ecosystem (HIHEIRIT PA MORE!)" program. This program is poised to drive innovation and technology entrepreneurship in Region XII and promises to be a game-changer for aspiring entrepreneurs and startups.

The MOA signing event was graciously spearheaded by Dr. Mishell D. Lawas, the Vice Chancellor for Academic Affairs (VCAA) at MSU-GSC. It was attended by key project members who played pivotal roles in making this collaboration a reality. These distinguished individuals include Dr. Noel S. Gunay, Dr. Marissa G. Dela Cruz, Dr. Ryan G. Banal, Dr. Jypzie M. Catedrilla, Dr. Cristina P. Dadula, and Bretch Guire C. Garcinez, MSc. Their collective efforts have paved the way for a brighter future in innovation and technology for the region. This MOA signing represents a significant step toward fostering a robust and supportive ecosystem for startups and technopreneurs in Region XII.

ICEBOX TEAM



PH
STARTUP
WEEK
2020



OVCRE HOLDS PROJECT INDUCTION CEREMONY FOR ICEBOX

In an effort to foster a culture of innovation and technopreneurship within Region XII, with a specific focus on the dynamic community of Mindanao State University – General Santos (MSU-GSC), the Office of the Vice Chancellor for Research and Extension (OVCRE) conducted a project induction ceremony. This ceremony marked the inception of “HEIRIT: Establishment of ICEBOX: A DOST – Supported TBI for Smart Systems Innovations,” at the Regional Science Research Center (RSRC) last February 17, 2023.

Dr. Jaime A. Namocatcat, Vice Chancellor for Research and Extension (VCRE), spearheaded the event, together with Dr. Noel S. Gunay ICEbox TBI project leader, the heads of the different offices of the MSU Administration Office, the project’s team members, Dr. Ryan G. Banal, Dr. Marissa G. Dela Cruz, Dr. Jypzie M. Catedrilla with Dr. Cristina P. Dadula as consultant and Mr. Bretch Guire C. Garcinez as resident entrepreneur.

According to Dr. Gunay, the project will inaugurate a workspace for incubators to develop and assist potential startups from pre-incubation to post incubation that will equip an entrepreneurial environment for students, faculty, alumni, and investors. This event served as a crucial platform for an in-depth discussion about the administrative processes that would underpin the successful execution and seamless implementation of the ICEbox project. It underscored the meticulous planning and coordination that would be essential to ensure that the TBI for Smart Systems Innovations achieved its objectives and delivered tangible results for the constituents of Region XII.

Dr. Jaime A. Namocatcat,
VCRE





ICEBOX TBI JOINS GENDER SMART INCUBATION TRAINING FOR TBI

In order to promote gender inclusivity in the world of business incubation, ICEBOX participated in the "Gender Smart Incubation Training and Support for Mindanao Business Incubators." The event, held on January 26, 2023, at the Acacia Hotel in Lanang, Davao City, was a significant collaboration between multiple organizations, including WHWise: iBLENICE 4WomEn, Villgro Philippines, DOST PCIEERD, IDEYA, and Upgrade Innolab Inc.

Erika Mae Espejo, MSc, TBI Manager for ICEBOX, represented the team at this important event. The primary objective of the training was to equip business incubators with the knowledge and skills necessary to create gender-inclusive and gender-responsive business incubation programs, processes, and methods, with a particular focus on supporting women founders and entrepreneurs.

The event witnessed the participation of numerous representatives from various Technology Business Incubators (TBIs) across Mindanao. Their presence highlighted the shared commitment to fostering an environment where entrepreneurs of any gender can thrive and succeed.

**gender-
smart
incubation
training
and support**



OVCRE HOSTS COACHING SESSION FOR ADMINISTRATIVE PROCESS

General Santos City, February 9, 2023 - In a significant step toward ensuring the success of the ICEbox Project, the Office of the Vice Chancellor for Research and Extension at Mindanao State University - General Santos hosted an informative coaching session today. The session aimed to empower the project's administrative personnel with a comprehensive understanding of the university's procurement procedures.

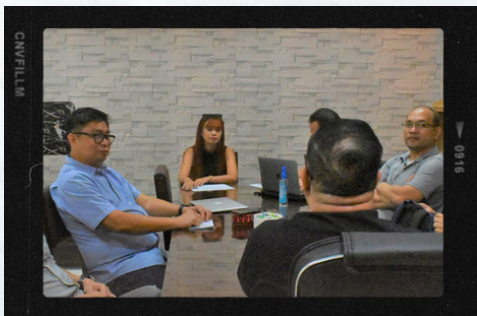
Ms. Jamela G. Pangcoga, Administrative Assistant IV to the Vice Chancellor for

Research and Extension, welcomed the ICEbox Project Personnel, including Norzen May Lejarso, Joecil Quibol, and Myght B. Solidarios, MBM. The session served as a platform for sharing procurement recommendations and innovative ideas to optimize the project's administrative processes.

The coaching session was marked by an open forum segment, where project personnel had the opportunity to seek clarifications and gain insights into the intricacies of procurement at Mindanao State University - General Santos. This initiative is expected to enhance

efficiency and streamline the administrative workflow, thereby contributing to the project's overall success.

The collaboration between the OVCRE and ICEBOX exemplifies the university's commitment to fostering a conducive environment for research and project management. The guidance received during this session is anticipated to have a positive impact on ICEBOX in achieving its objectives.



The ICEBOX team embarked on an enriching two-day mentorship journey as they engaged in a transformative session with the Executive Director of Asian Institute of Management-Dado Banatao Incubator (AIM-DBI) and the Filipino Dreamagineer, Mr. Prim Paypon.

The session, which took place on March 6 and 13, 2023, was a deep dive into the realm of incubating start-ups and offered profound insights into ICEBOX's identity, goals, and strategies.

During the session, Mr. Prim Paypon shared the inspiring story of how AIM-DBI came into being and its ongoing commitment to nurturing and incubating innovative start-ups.

ICEBOX TEAM UNDERGOES MENTORSHIP WITH FILIPINO DREAMAGINEER

The mentorship experience allowed the ICEBOX team to reflect on their progress with the ICEBOX Technology Business Incubator (TBI) and to formulate concrete action plans to drive future growth and success.

The second day of mentorship continued to explore innovative strategies and approaches, working collectively to enhance their mission's effectiveness.

The day commenced with a dynamic brainstorming session, allowing all members of the ICEBOX Team to contribute fresh and creative ideas. These insights will play a pivotal role in shaping the future

of ICEBOX TBI, enabling it to meet the diverse needs of its stakeholders and partners.

Following this brainstorming session, the team transitioned to preparations for the highly anticipated ICEBOX Kick-off Event, aligning their objectives with their newly acquired knowledge and strategies.



ICEBOX

ICEBOX KICK-OFF EVENT IGNITES INNOVATION AT MSU-GENSAN

An atmosphere of inspiration and innovation engulfed the campus of Mindanao State University - General Santos as ICEBOX held its much-anticipated Kick-off Event on March 7, 2023, at the AVR, MSU Library. The event featured a renowned expert in the start-up industry and the Filipino Dreamagineer himself, Mr. Prim Paypon,

Mr. Paypon's address left an indelible mark on the audience as he shared invaluable insights on how a single dream can ignite innovation capable of transforming people's lives. With the question "Para kanino ka bumabangon?" (For whom do you wake up?), he motivated attendees to approach their daily endeavors with purpose and determination.

His talk emphasized the importance of taking calculated risks, demonstrating persistence, and fearlessly confronting failures.

In a groundbreaking move, this event also introduced the ICEBOX Technology Business Incubator (TBI) to the university and Region XII, setting the stage for a new era of entrepreneurial possibilities. Students, faculty,

and staff with aspirations of launching their own start-ups left the event feeling not only motivated but also equipped with a deeper understanding of the resources available through the TBI.

ICEBOX TBI promises a wealth of opportunities for budding technopreneurs, including connections with like-minded individuals, the acquisition of invaluable skills and experiences, and guidance from seasoned mentors. This dynamic platform is set to nurture and catalyze innovation, fostering an environment where dreams can take flight.





ASTEEG!

HELP
ENG'G

eso TECHNOPRENEURSHIP SEMINAR

TECH-IT TO SUCCESS:
POWERING THE FUTURE BY AMPLIFYING THE ASTEEG'S
TECHNOPRENEURIAL PROWESS

ICEBOX TBI SPEAKS DESIGN THINKING AT THE TECHNOPRENEURSHIP SEMINAR

In an jam-packed session, Ms. Erika Mae Espejo, MSc, the Manager of ICEBOX Technology Business Incubator (TBI), delved into the world of Design Thinking at the "Tech-it to success: Powering the future by amplifying the Asteeg's technopreneurial powers." This seminar, organized by the Engineering Students Organization, took place on May 10, 2023, from 1:00 PM to 5:00 PM at the A.V.R Library, Mindanao State University - Gensan.

Ms. Espejo's session was a captivating exploration of the power of Design Thinking and its potential to reshape problem-solving strategies. She detailed how a human-centric approach can catalyze innovation and discussed the fundamental principles of Design Thinking. Her presentation focused on its relevance to the startup journey, highlighting the importance of empathizing with end-users, defining problems, ideating potential solutions, prototyping, and testing before launching the final product to the market.

Moreover, Ms. Espejo emphasized how embracing Design Thinking can nurture a culture of innovation within a company or business. It encourages experimentation and creativity, often leading to breakthrough solutions. By adopting Design Thinking, companies can gain a deeper understanding of their clients' needs, enabling them to create products and services that truly resonate with their target audience.





ICEBOX COMMENCES UNBOXING SERIES PART 2

General Santos City, March 21, 2023 - In a bid to foster innovation, inspire entrepreneurial spirit, and encourage start-up ventures, ICEBOX TBI organized the second edition of its UNBOXING SERIES at the Regional Science Research Center of Mindanao State University - General Santos (MSU-Gensan) on March 21, 2023. The event offered an invaluable platform for students to broaden their horizons in the world of technopreneurship and innovation.

The UNBOXING SERIES Part 2 delved deep into the realm of innovation, inspiring the students of MSU-Gensan to explore the best practices that can make them future technopreneurs or pioneering start-up founders. This initiative aims to equip students with the necessary skills and knowledge to engage in entrepreneurship while spurring innovative solutions for real-world challenges.

Resource speakers, Engr. Diogenes Pascua and Dr. Franch Maverick Lorilla, played a pivotal role in imparting their expertise during the event. They emphasized the significance of design thinking and the value proposition canvas in creating impactful solutions. The attendees were provided with hands-on activities, fostering practical insights, the exchange of ideas, and networking opportunities with like-minded peers.

The event underscored the importance of adopting user-centric approaches and collaborative problem-solving techniques. It highlighted the process of identifying customer needs and crafting compelling value propositions, essential elements for budding technopreneurs.



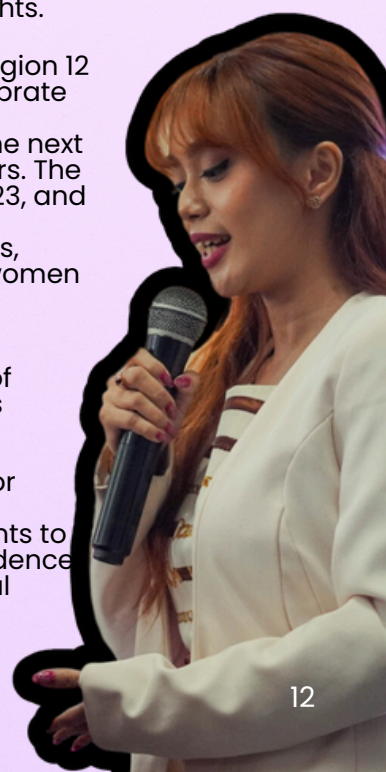
ICEBOX TBI MANAGER INSPIRES ASPIRING ENTREPRENEURS AT #StartupChat Event

In celebration of National Women's Month, ICEBOX Technology Business Incubator (TBI) Manager, Erika Mae Espejo, MSc, joined forces with the Department of Information and Communications Technology (DICT) Region 12 & Mainland BARMM to inspire aspiring entrepreneurs in an online event titled #StartupChat.

With the theme "Inspiring Aspiring Entrepreneurs," the event featured successful women from the region who serve as Startup Champions. Ms. Jennica Chiang, Founder/CEO of ShopSuki, and Ms. Erika Mae Espejo, TBI Manager of ICEBOX at MSU GenSan Campus, were the guest speakers who shared their entrepreneurial journeys and insights.

#StartupChat, initiated by DICT Region 12 & Mainland BARMM, aimed to celebrate the achievements of women in entrepreneurship and empower the next generation of female entrepreneurs. The event took place on March 30, 2023, and offered a unique opportunity for attendees to gain valuable insights, inspiration, and knowledge from women who have successfully navigated the startup landscape.

Erika Mae Espejo, with her wealth of experience in technology business incubation, shared her expertise, fostering an environment of encouragement and motivation for aspiring entrepreneurs. The event served as a platform for participants to connect, learn, and gain the confidence to embark on their entrepreneurial journeys.



MSU-GENSAN HOUSES ICEBOX: TECHNOLOGY BUSINESS INCUBATOR FOR STARTUPS IN REGION XII

ICEBOX, a DOST-assisted Technology Business Incubator (TBI) for Smart Systems Innovations at MSU-General Santos, is the first of its kind in Region XII. The University signed a Memorandum of Agreement with DOST PCIEERD during the 6th TBI Summit at the Philippine Startup Week in Taguig City on November 16, 2022. ICEBOX was officially launched on February 7, 2023, at the Regional Science and Research Center of MSU-GenSan.

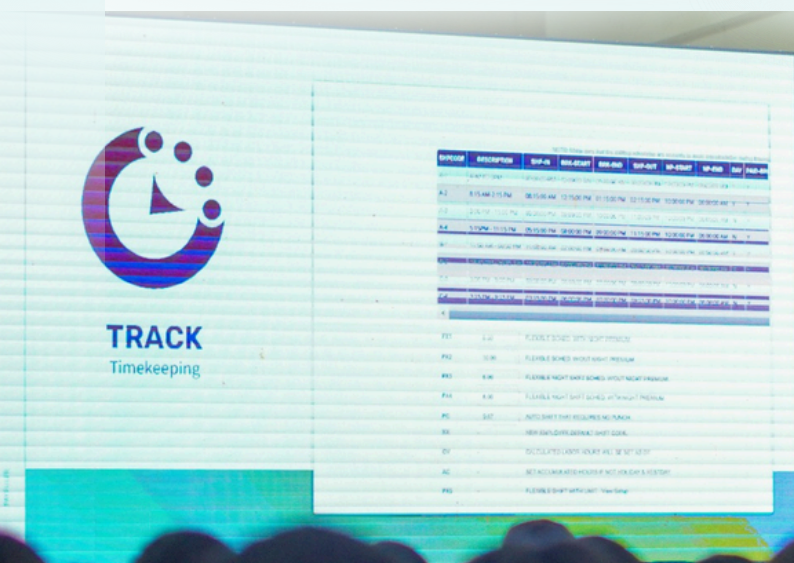
ICEBOX promotes technopreneurship and innovation in the region. It kicked off its activities on March 7, 2023, with a mentoring session led by Mr. Prim Paypon, focusing on "The Art of Filipino Dreamengineering." This session emphasized the importance of calculated risks, persistence, and resilience for entrepreneurs.

Following this, ICEBOX hosted a three-part unboxing series. On March 21, 2023, speakers Engr. Diogenes Pascua and Dr. Franch Maverick Lorilla discussed design thinking and value proposition canvas at the RSRC, providing practical insights and encouraging collaboration among participants.

The series concluded on March 29, 2023, at Robinsons Mall Atrium, where Dr. Noel S. Gunay, the Project Leader, highlighted the role of startups in solving societal problems through innovative ICT-based solutions. Guest speakers, including Ms. Timmy De Jesus and Mr. Eddie Ybañez, shared their success stories in technology and innovation.

ICEBOX Manager, Ms. Erika Mae A. Espejo, emphasized the platform's role in fostering innovation and technopreneurship. Future activities include problem identification, incubation, prototyping, and commercialization.

The event, attended by students, professors, government officials, and entrepreneurs, was concluded by Mr. Jose Kevin Sienes, who stressed the importance of adapting to technological advancements in business. ICEBOX remains committed to supporting innovative ideas through boot camps, workshops, and networking activities, with the University backing its mission to cultivate a culture of technopreneurship.





ICEBOX TBI ATTENDS CAMPUS DEVCON 2023

General Santos City, May 12, 2023 – ICEBOX Technology Business Incubator (TBI) reaffirmed its commitment to knowledge and innovation as its team participated in the highly anticipated CAMPUS DEVCON event on May 12, 2023. This event, organized by DEVCON Davao and the Junior Information Technology Society of MSU-GenSan, brought together technology enthusiasts and visionaries for a day of enlightening discussions and exciting technological challenges.

CAMPUS DEVCON featured a series of captivating Lightning Talks, where experts and thought leaders delivered insightful presentations on cutting-edge IT topics. These talks served as a source of inspiration for attendees.

Participants, who were techno-warriors converged at the event, ready to unleash their technological prowess in a thrilling HACKATHON, where innovative solutions were crafted under pressure. Additionally, attendees soared with the tech-savvy flock during the BIRDS OF FEATHER sessions, where like-minded individuals connected, discussed, and collaborated.



UNBOXING SERIES Part 4: ONLINE STARTUP CARAVAN WRAPS UP



ICEBOX UNITES INDUSTRY EXPERTS TO FOSTER INNOVATIVE FUTURE

In a groundbreaking gathering held on July 7, 2023, the ICEBOX Stakeholders' Meeting and Forum captivated attendees with an exceptional presentation by Prof. Andrew Wong, Co-Founder, Growth Strategist, and Entrepreneur of E3Hubs. The event, titled "Basic Fundamentals of TBIs: Technological Business Incubators Nurturing Startups to Success," united distinguished industry experts from the Department of Information and Communications Technology (DICT), the Department of Science and Technology (DOST), and the ICEBOX team, all driven by a common vision of shaping a sustainable and innovative future.

Prof. Wong's talk at the event resonated deeply with the audience, delving into the pivotal role of technological business incubators (TBIs) in fueling the growth of startups. With his expertise and entrepreneurial insights, he shed light on the vital components needed to nurture and elevate burgeoning businesses in today's ever-evolving landscape. Prof. Wong's compelling discourse on the potential of TBIs left the participants inspired and motivated to drive real change.

The resounding success of this extraordinary event emphasizes the collective commitment to empowering startups, fostering technological advancements, and creating a conducive environment for sustainable growth. By igniting the spark of innovation and leveraging the expertise of thought leaders like Prof. Andrew Wong, the ICEBOX Stakeholders' Meeting and Forum has set the stage for a transformative era of business excellence and societal progress.

General Santos City, May 12, 2023 – With the conclusion of UNBOXING SERIES Part 4: Online Startup Caravan (Road to the UNBOXING WEEKEND), another successful unboxing journey comes to an end. The excitement is building as event organizers prepare to unveil a treasure trove of surprises for eager participants.

UNBOXING SERIES Part 4 was a collaborative effort, made possible through partnerships with key organizations, including the General Santos City Chamber of Commerce and Industry Incorporated, DICT Region 12 & Mainland BARMM, DTI Region 12, and LGU-GenSan – City Economic Management and Cooperative Development Office.

The event featured a distinguished speaker, Hannah Grace Parcon, MPA, ECE, ECT, ICET Development Bureau (IIDB) Focal Person, DICT XII and Mainland BARMM. Her insights and expertise added tremendous value to the Online Startup Caravan, providing participants with valuable knowledge and guidance.

MSU-GENSAN ICEBOX TBI GATHERS TECHNOPRENEURS IN REGION XII FOR UNBOXING WEEKEND

Mindanao State University-General Santos hosted a successful Unboxing Weekend on June 10-11, 2023, at the Greenleaf Hotel Gensan Pavilion. Organized by ICEBOX, a DOST-assisted Technology Business Incubator (TBI) for Smart Systems Innovations, the event gathered technopreneurs and innovators from the region for two days of insights, networking, and startup idea showcases.

Day 1 began with a keynote from Mr. Benny Claudio, President of the General Santos City Chamber of Commerce and Industry, Inc. (GSCCCII), who encouraged participants to explore the potential of startups and offered GSCCCII's support. This was followed by an inspirational message from Engr. Sammy P. Malawan, DOST Regional Director, who emphasized DOST's commitment to innovation and entrepreneurship.

The first speaker, Mr. Prim Paypon, Executive Director of AIM-Dado Banatao Incubator, engaged the audience with exercises on communication, leadership, and startup value proposition blueprinting, focusing on "FilipInno" or Filipino Innovations.

Day 2 featured more insightful talks. Ms. Lei Montilla, Co-founder of AI4GOV, discussed the use of artificial intelligence to enhance citizen participation in government, while Mr. Dindo Leoy, Senior HR Manager of RD Fishing, addressed challenges in the deep-sea fishing industry. Mr. JT Solis, CEO of MAYANI PH, shared how his initiative connects local farmers directly to markets, increasing their income.

Participants then presented 21 startup ideas, receiving valuable feedback from judges. ICEBOX TBI Manager Ms. Erika Mae A. Espejo encouraged attendees to apply for ICEBOX's Startup Incubation program. The event concluded with closing remarks from Dr. Noel S. Gunay, Project Leader of ICEBOX, who thanked participants and invited them to future ICEBOX activities.

The Unboxing Weekend was a dynamic platform for aspiring entrepreneurs, sparking innovation and strengthening the startup ecosystem in General Santos City and the region.





REGION XII INNOVATORS UNDERGO ICEBOX PITCH PRESENTATION

Mindanao State University-General Santos ended a productive weekend as it filled the Greenleaf Hotel Gensan Pavilion with brilliant and innovative minds with the much-anticipated Unboxing Weekend on June 10-11, 2023. This two-day event of ICEBOX, congregated technopreneurs and innovators from the region, providing them with valuable insights, networking opportunities, and a platform to showcase their startup ideas.

Day 1 of the UNBOXING Weekend kicked off with a powerful message from Mr. Benny Claudio, President of the General Santos City Chamber of Commerce and Industry, Inc. (GSCCCI). President Claudio shared his deep-rooted passion for startups and encouraged all participants to explore the vast potential of this field. He extended an open invitation for aspiring entrepreneurs to seek assistance from the GSCCCI office, emphasizing their commitment to supporting startup businesses.

The event gained further momentum with an inspirational message from Engr. Sammy P. Malawan, the Regional Director of the Department of Science and Technology (DOST). Dir. Malawan highlighted DOST's dedication to fostering innovation,

entrepreneurship, and startups through their research and development programs. He assured participants of DOST's unwavering support for the startup industry, inspiring the attendees to embrace their entrepreneurial journey with confidence.

Mr. Prim Paypon, the Executive Director of the Asian Institute of Management-Dado Banatao Incubator (AIM-DBI) and a renowned Filipino Dreamagineer took the stage as the first resource speaker of the day. Mr. Paypon engaged the audience with an interactive exercise on communication and leadership personality. He shared three crucial tips for creating "FilipInno," a portmanteau for Filipino Innovations: incorporating elements of social anthropology, ensuring visually appealing presentations, and focusing on making a meaningful impact.

Continuing the session, Mr. Paypon delved into situational leadership exercises and introduced the participants to the essentials of startup outline and value proposition blueprinting. He emphasized the importance of understanding different human characteristics and their interactions within a leadership context.



ICEBOX TBI HOLDS ASSEMBLY FOR WINNING PITCHES

The ICEBOXING Incubation Program brought forth a momentous occasion as the esteemed cohort of incubatees, including LegalEase, Eva, Funnel for Biz, Pastille, and Seerbees, convened via the virtual realm of Zoom on July 13, 2023. This marked the commencement of an inspiring journey that aims to foster innovation and collaboration among these exceptional talents.

During the General Assembly, the incubatees took center stage, introducing themselves and presenting their visionary projects that hold the promise of transforming industries. The atmosphere brimmed with anticipation and enthusiasm as each individual articulated their aspirations and ambitions, fostering meaningful connections with like-minded peers.

ICEBOX TBI and AIM-DBI, committed to empowering these entrepreneurial minds, unveiled the comprehensive array of benefits awaiting the incubatees throughout the program. These include personalized mentorship by distinguished industry leaders, access to cutting-edge resources, lucrative funding opportunities, and an extensive network to facilitate growth and success.

In unison, the ICEBOXING Incubatees stand poised to reshape paradigms and leave an indelible mark on the landscape of innovation. Their united pursuit of groundbreaking solutions holds the potential to redefine industries and shape a brighter future for all.

MSU-GENSAN ICEBOX TBI JOINS 10TH BIMP-EAGA ICT CEO FORUM AND CLUSTER MEETING



ZAMBOANGA CITY, PHILIPPINES – The country hosted the 10th Brunei Darussalam, Indonesia, Malaysia, and Philippines – East ASEAN Growth Areas (BIMP-EAGA) Information Communications Technology (ICT) CEO Forum and Cluster Meeting this year. The event took place from August 13 to 16, 2023, at the Marcian Grand Hotel in Zamboanga City, Philippines. Among the delegates were Erika Mae A. Espejo, MSc, TBI Manager, and Bretch Guire C. Garcinez, MSc, Entrepreneur in Residence and Consultant, who represented ICEBOX TBI at the event. The forum served as a platform to deliberate upon the ongoing ICT-related programs and projects that are being implemented by private sectors, enterprises, and startups across the BIMP-EAGA region.

The discussions were framed around four strategic priorities that are central to the region's growth: digital infrastructure, electronic commerce, digital literacy and education, and innovation and technopreneurship. The collective efforts of participants are aimed at fostering economic growth, regional development, and technological advancement in line with the shared objectives of the member countries. Recognized as a prominent player in the realm of ICT and innovation within the region, ICEBOX TBI's participation has been extended through the invitation of JD. Usman D. Aragasi, MPA, Acting Chancellor of Mindanao State University – General Santos.



ICEBOX TBI ONBOARDS FIVE TEAMS FOR ICEBOXING INCUBATION PROGRAM

After a series of awareness programs aimed at cultivating technopreneurship, innovative mindsets, and technopreneurial capacity of ICEBOX TBI, five (5) successful teams made it to the ICEBOXING program. On August 30, 2023, they marked their Onboarding Day at the ICEBOX TBI Event Space, H-Building, MSU – GenSan, during which important details about the second phase of the program were discussed.

Dr. Noel S. Gunay, the Project Leader and Dean of the College of Engineering, delivered the opening remarks. He welcomed the participants to the event and informed them about the ICEBOX Facility which includes co-working spaces, an event space, meeting room, internet access and more. Prim Paypon, the Executive Director of AIM-DBI and ICEBOX Incubation Partner, provided an

overview of the THINC X Program, which will serve as the training ground for the incubatees. Erika Mae Espejo, MSc, Manager of ICEBOX TBI, on the other hand, briefed the teams and provided an overview of the ICEBOXING Program.

To foster a sense of unity, cooperation, and collaboration among the ICEBOX Community, an open forum was conducted to address their concerns, and the rest of the ICEBOX team members and personnel were introduced, along with their fields of expertise for future consultations.

Also present during the event were team members Dr. Ryan G. Banal, Dr. Marissa G. Dela Cruz, Dr. Jypzie M. Catedrilla, and project personnel Norzen May A. Lejarso, Joecil S. Quibol, and Romeo Jr. E. Tejada.



GENSAN CONCLUDES 23RD NATIONAL TUNA CONGRESS ICEBOX JOINS AS EXHIBITOR

General Santos City, Philippines – From August 31 to September 1, 2023, General Santos City, known as the Tuna Capital of the Philippines, celebrated its 25th Tuna Festival. At the heart of this celebration was the 23rd National Tuna Congress, which brought together multinational companies that have played a pivotal role in the growth and success of General Santos.

Home to approximately 120,000 people and boasting an estimated tuna industry worth \$58 million, General Santos City saw significant contributions from various organizations during the festival. Notably, ICEBOX TBI (Technology Business Incubator) from Mindanao State University – General Santos actively participated in this grand event, collaborating with the LGU-GenSan – City Economic Management and Cooperative Development Office and LGU GenSan.

ICEBOX TBI took the opportunity to showcase its innovative project to festival attendees and engage with potential incubation partners and investors over the course of two eventful days. Erika Mae A. Espejo, the TBI Manager, also participated in plenary sessions with representatives from other companies, offering fresh insights and innovative perspectives aimed at the tuna

tindustry.

The event featured several prominent figures, including Hon. Lorelie Pacquiao, Vice Chancellor for Research and Extension, who graced the occasion. Dr. Jaime A. Namocatcat, Project Leader and the Dean of the College of Engineering, was also present, along with team members Dr. Ryan G. Banal and Dr. Jypzie M. Catedrilla, and the rest of the project personnel.

The Tuna Festival and the National Tuna Congress have not only become a platform for celebrating the rich tuna heritage of General Santos City but also a hub for fostering innovation, collaboration, and economic growth in the region. With ICEBOX TBI's active participation and the involvement of forward-thinking individuals and organizations, the future of the Tuna Industry in General Santos City looks promising, with endless possibilities for innovation and development.

The 25th Tuna Festival and the 23rd National Tuna Congress serve as a testament to the resilience and dynamism of General Santos City's tuna industry, reinforcing its position as a key player in the global tuna market. As the city continues to evolve and innovate, it remains committed to sustaining its legacy as the Tuna Capital of the Philippines.



ICEBOX TBI CONDUCTS INAUGURAL STARTUP FOUNDERS FORUM

The ICEBOX Technology Business Incubator of Mindanao State University – General Santos successfully hosted the inaugural Startup Founders Forum at the ICEBOX Activity Center, H-Building, Mindanao State University – General Santos last September 22, 2023.

This intimate forum provided a unique opportunity for the five pioneering startups of ICEBOX: LegalEase, Eva, Funnel for Biz, Pastille, and Seerbees to delve into the intricacies of startup life and the associated challenges. The program commenced with an introduction of the Resource Speaker, Neptune Factor, CEO and Founder of ECFulfill Global.

Mr. Factor generously shared his startup journey with the startup founders, shedding light on the obstacles they might encounter along the way. “Startup is really about being creative,” he underscored emphasizing the importance of weaving together threads of networks, seizing opportunities, fostering engagement, driving sales, and attracting customers. When it came to identifying a co-founder, he advised selecting someone they trust, respect, and whose capabilities they are well acquainted with.

The peaks and valleys of a startup life were presented as an inevitable part of the founders' journey. “Difficult conversation

should be done at the start of the Founders Agreement,” he advised, underlining the potential need for structural changes as they progress. Some team members may choose divergent paths, necessitating the search for replacements. Nevertheless, he insisted that as long as there is one unwaveringly committed member, the startup journey continues.

Arguments and disagreements are expected in startup life. However, the founders must always prioritize the company. Thus, ideas must be debated, and regardless of speaking skills, the best idea must always be acknowledged. He also encouraged participants to employ the Safe Agreement for Future Equities (SAFE) framework when dealing with investors and to consult ICEBOX for guidance on the process.

Dr. Noel S. Gunay, the Project Leader of ICEBOX TBI, and the Dean of the College of Engineering graced the said event and expressed his thanks to the Resource Speaker, Mr. Factor for his dedication during the Founders Forum. He also highlighted that the objectives of the event were achieved, and he appreciated the deep connection developed during the program between the founders.

STARTUP FOUNDERS



ICEBOX Export Incubation Program

ICEBOX TBI GATHERS MSMEs, UNBOXES EXPORT OPPORTUNITIES

General Santos City, September 21, 2023 - The ICEBOX Export Incubation Program brought forth an empowering event at Mabuhay IT Park. Collaborating with LGU-GenSan - City Economic Management and Cooperative Development Office, Mabuhay IT Park, and ECFulfill Global, this initiative created a platform for Micro, Small, and Medium Enterprises (MSMEs) to explore new horizons in the world of exportation.

Mr. Neptune Factor, CEO and co-founder of eCFULFILL, served as the Resource Speaker during the event, sharing his wealth of experience with the participants. He emphasized the role of branding, social media marketing, and mastering sales strategies in the journey of budding businesses.

Dr. Noel S. Gunay, OIC-Chancellor of Mindanao State University, the Project Leader of ICEBOX TBI, and the Dean of the College of Engineering welcomed the participants to the event and provided a background of the ICEBOX TBI and its goals to help the region in terms of technopreneurship.

The event primarily catered to five pioneering startup teams from the ICEBOX and a cohort of Micro, Small, and Medium Enterprises (MSMEs) based in General Santos City. They embarked on a discussion of the importance of visual presentation and how to package the products with descriptions during the first session, including their health benefits. In the

second and third sessions, various successful Filipino products were featured to inspire the participants, and he presented the AI-assisted platform from their company that helps them create various social media content. As a challenge, he instructed the MSMEs to publish their created publication materials and post them at least two times a week.

A one-on-one consultation was also conducted after the sessions to properly tailor the answers to the specific business such as the Taro Chips from Maia's House of Chips, Healthy Pita Bread from I Meat U, Cake Topper from Printerest, NDEX Training and Consultancy Services, Don Ricardo's Chocolate Shop, Dalisay Gourmet's customizable sauce and syrups, and other products and service providers in General Santos.

Moving forward, Ms. Erika Mae Espejo, TBI Manager informed everyone that ICEBOX will be drafting a letter or resolution to the concerned agencies and the Local Government Unit to support the MSMEs for this exportation endeavor, driven by innovation, creativity, and an unwavering pursuit of excellence in innovation.



ICEBOX
A DOST-assisted TBI



MSU-GENSAN DOMINATES REGIONAL PITCHING COMPETITION

The Regional Pitching Competition, held on October 13, 2023, at Koronadal City, saw a thrilling showcase of innovation and entrepreneurial talent from various educational institutions across the Soccsksargen region. The event culminated in MSU-General Santos City's (MSU-GenSan) remarkable dominance, with a total of seven teams qualified for pitching, cementing their status as the school with the most startup entries.

Team Artvengers, a group representing MSU-GenSan, received recognition as the Best Team Presenter, further highlighting the institution's prowess in entrepreneurial and presentation skills. Moreover, three teams from MSU-GenSan clinched major awards, showcasing the depth of talent and innovation at the university.

The outstanding teams from MSU-GenSan that secured top awards are as follows:

- Overall Champion - Champion of Champions: Team Artvengers
- 1st Runner Up - LearnUp: Team Sunny Startup
- 2nd Runner Up - Perfect Connect: Team Pawsome Innovators.

This victory comes after an intense competition among eight distinguished schools in the Soccsksargen region, with a total of 71 students participating. The impressive MSU-GenSan contingent

included the teams I-PIECE, AGREEculture, SARINGSAKA, RTIVERS, WATCHUDO, LEARNEYE, and PET CONNECT, each pitching their innovative startup ideas before a panel of judges.

In preparation for the competition, the teams underwent a mentoring session on October 10, 2023. The session, facilitated by ICEBOX TBI Manager Erika Mae A. Espejo, MSc, and ICEBOX TBI Project Leader Dr. Noel S. Gunay, was held at the ICEBOX Event Space in H-Building at MSU-GenSan. Ms. Espejo discussed Design Thinking and Business Model Canvas. Both Dr. Gunay and Ms. Espejo gave the teams tips and advices to further improve their pitch.

The proud faculty mentors who played a crucial role in shaping the success of these teams include Dr. Jypzie Catedrilla, ICEBOX Team Member Dr. Laiza L. Limpin, Dr. Lumer Jude Doce, Asst. Prof. Christine Jan Dela Vega, and Asst. Prof. Khalil Anton from the College of Natural Science and Mathematics at MSU-GenSan. Their unwavering support and mentorship undoubtedly contributed to the teams' exceptional performance.

One team from MSU-GenSan was announced as the Regional Champion and will have the honor of representing the region in the semifinals of the Philippine Startup Challenge-8, a prestigious national competition.

COACHING SESSION



2023 DAVAO STARTUP WEEK



ICEBOX TBI ACTIVELY JOINS 2ND MINDANAO TBI SUMMIT AND DAVAO STARTUP WEEK 2023

ICEBOX TBI of Mindanao State University - General Santos actively participated the 2nd Mindanao Technology Business Incubator (TBI) Summit, held as part of the Davao Startup Week 2023, marking a significant milestone in the development of the startup ecosystem in Mindanao. Represented by Erika Mae A. Espejo, ICEBOX TBI Manager, and Bretch Guire C. Garcinez, MSc, ICEBOX Entrepreneur in Residence Consultant, the TTBI showcased its dedication to fostering innovation and technoprebeurship in the region.

Innovation and Development Accelerators Consortium for Startups in Davao Region (IDEAS-Davao), a DOST-funded consortium for startups and startup enablers in Davao Region led by the University of the Philippines Mindanao Technology Business Incubator hosted the event at the Sotogrande Davao Hotel, Davao City last September 13-14, 2023.

The summit featured a range of insightful discussions on various aspects of the startup landscape, Preview of Mindanao Startup Ecosystem: Davao Region, Preview of Mindanao Startup Ecosystem: Northern Mindanao, Fireside Chat with IDEAS Davao, MindSET4Innovation, International Business Incubation Landscape and Trend, Thriving Philippine TBI Network, Senate Bill 176 or Poverty Reduction through Social Entrepreneurship (PRESENT) Bill: Towards Codifying an Enabling Policy Environment for Social Entrepreneurship

and Partnerships with Government, Fireside Chat: Startups for Sustainability and Inclusivity, and Emerging Global Partners: Wadhvani Foundation.

The event was a dynamic blend of enlightening keynote addresses and engaging panel discussions, offering profound insights into the future of technoprebeurship. With a diverse array of stakeholders, from academic institutions to government agencies and international accelerators, in attendance, the summit served as a platform for fostering collaboration and knowledge sharing. The theme of "Empowering communities, nurturing inclusive and sustainable digital transformation" underscored the crucial role of startups in shaping a sustainable future.



2023 DAVAO STARTUP WEEK

2ND MINDANAO TECHNOLOGY BUSINESS INCUBATOR SUMMIT



INDUSTRY PLAYERS GATHER FOR THE ICEBOX TBI LAUNCH

ICEBOX Technology Business Incubator officially launched the project in the Innovation Sector on October 25, 2023, at the ICEBOX Event Space, H-Building, Mindanao State University – General Santos, as the kickoff event for Gensan Innovation Week 2023 with the theme "Expanding Horizons." The event gathered all the important actors of the ecosystem, a pivotal initiative aimed at nurturing innovation and technopreneurship in the region, in partnership with the Local Government Unit of General Santos – City Economic Management and Cooperative Development Office (CEMCDO) and the Intellectual Property Office of the Philippines (IPOPHL) – Bureau of Copyrights and other Related Rights (BCRR).

The gathering began with insightful Welcome Remarks by JD Usman D. Aragasi, MPA, Chancellor of Mindanao State University-General Santos, who underscored the crucial importance of innovation. Subsequently, Leonard V. Flores, PhD, EnP, CESE, City Government Department Head II at CEMCDO, conveyed the city's strong commitment to innovation and its vision for the establishment of the Innovation Sector. Dr. Noel S. Gunay, Project Leader of ICEBOX, presented an overview of ICEBOX – highlighting its role in promoting technopreneurship and innovation not only within the university but also across the broader Region XII. Additionally, he delivered a comprehensive update about the TBI's progress, its present status, and what can be anticipated in the coming months.

To cement the collective dedication of key stakeholders, a signing of Memorandum of Intent commenced with Atty. Nikki Catolico, representing Hon.

Lorelie G. Pacquiao, Mayor of General Santos City, Giselle Eve G. Ortega-Siladan from DOST XII, Eddie S. de Asis, Chief TIDS Caretaker at DTI Gensan, Dr. Mishell D. Lawas, Vice Chancellor for Academic Affairs, Prim Paypon, Executive Director of AIM-DBI, and Ronald Velasquez, Board of Director at GenSan Chamber of Commerce Industries Inc. These leaders, including Mario P. Cuñado, Regional Director of DICT Region 12 and Mainland BARMM conveyed messages of strong support for the Gensan Innovation Week and the ICEBOX TBI project, reinforcing their commitment to fostering innovation and entrepreneurship in the region.

The event also hosted an engaging Innovation Forum, moderated by Erika Mae A. Espejo, MSc, offering a platform for experts to discuss the innovation ecosystem's challenges and opportunities. Five ICEBOX incubatees also presented their startups to the audience to solidify their engagement with various sectors of the industry.

Also present during the event were ICEBOX Team Members: Marissa G. dela Cruz, DBA, Ryan G. Banal, PhD, and Jypzie M. Catedrilla, DIT. Edward Lapong, Ph.D., Atty. Hanna – Tunisia F. Usman, Evelyn Villaceran-Lim, Executive Assistant from CMO, Gina Ruth C. Capulong, and Vannie Louise Pineda from MindA, Jan Ced from Mabuhay IT Park, also graced the event. With notable personalities from various sectors in attendance, including government, academia, and industry, the Gensan Innovation Week 2023 showcased a promising future for General Santos City's burgeoning startup and innovation community, taking a significant step forward with the launch of ICEBOX TBI.





ICEBOX, LGU GENSAN, IPOPHL COLLABORATE FOR COPYRIGHT CARAVAN AND CREATIVES FAIR

The creative industry took center stage as the Gensan Innovation Week 2023 included the Copyrights Caravan and Creatives Fair as part of the calendar of events at ICEBOX Event Space, H-Building, Mindanao State University – General Santos from October 26 to 27, 2023. This brought together creative minds from the region, alongside the Intellectual Property Office of the Philippines (IPOPHL) – Bureau of Copyrights and other Related Rights (BCRR), Local Government Unit of General Santos – City Economic Management and Cooperative Development Office (CEMCO), and ICEBOX TBI of Mindanao State University – General Santos to highlight intellectual property rights.

Atty. Emerson Cuyo, Director IV of the BCRR, welcomed the participants, emphasizing the significance of intellectual property in the creative industry. Ms. Marilou Boco-Ilacio, an Intellectual Property Rights Specialist II from IPOPHL, shared insights on Bureau Services and Basic Copyright in the morning sessions.

The program continued in the afternoon with a focus on Traditional Cultural Expressions and Copyright Protection, presented by Atty. Jeremy John C. Bayaras, Chief of the Accreditation and Standards Division of the BCRR. His presentation shed light on preserving cultural heritage through copyright. Atty. Exequiel "Chuck" D. Valerio, Assistant Chief of the Accreditation and Standards Division of IPOPHL – BCRR, on the other hand, discussed

Copyright in the Digital Age where he emphasized the evolving landscape of copyright law in the digital era, especially with the rampant use of Artificial Intelligence.

The second day of the event featured a Copyright Registration Workshop conducted by the Copyright Services Division, providing a valuable opportunity for participants to register their works and seek consultation with the speakers. While having the seminar workshop at the event space, the Creatives Fair continued to bring colors to all visitors and interested visitors.

In his Expression of Appreciation, Director IV Atty. Emerson Cuyo emphasized the significance of safeguarding intellectual property and nurturing innovation. He urged the audience to persist in recognizing and protecting their creative endeavors.

Concluding the event, Dr. Noel S. Gunay conveyed that the inauguration of ICEBOX and the commemoration of GenSan's Innovation Week 2023 mark the commencement of forthcoming collaborative efforts. He added, 'In the future, additional workshops focusing on patents and trademarks will also be organized,' underscoring the potential benefits of these topics for ICEBOX stakeholders.



GENSAN INNOVATION WEEK

FEATURES BUSINESS COMPLIANCE AND LICENSING SEMINAR

As part of the Gensan Innovation Week 2023, Business Compliance and Licensing was conducted at the ICEBOX Event Space, H-Building, Mindanao State University – General Santos last October 27, 2023, for Startups and Entrepreneurs in the region.

One of the major challenges of starting an entrepreneurial endeavor is conforming to policies of the city. With the partnership with the Local Government Unit of General Santos – City Economic Management and Cooperative Development Office (CEMCDO), and Intellectual Property Office of the Philippines (POPHL) – Bureau of Copyright and other Related Rights (BCRR), experts from the industry and regulators from the local government talked about the process, the requirements, and the challenges of applying for business name and permit.

Erika Mae A. Espejo, ICEBOX TBI Manager welcomed all the participants to the event and conveyed the rationale of the event, which is primarily to aid the ICEBOX Incubatees: Eva, Funnel for Biz, Legalease, Pastille, and Serbees. Sharon Faith B. Medecilo, Trade and Industry Development

Specialist from the Department of Trade and Industry gave a talk about the services of their office and the process of applying for a Business Name. On the other hand, Engr. Rein Amoro, represented the City Planning and Development Office and shared how building permit is processed and the considerations set thereof by their office. To end the series of discussion, Troy Torrecampo, Development Management Officer of CEMCDO gave the talk about the contribution of startups and entrepreneurs in propelling the competitive index of the city as one of its indicators.

Afterwards, a consultation with the speakers and Julee Ann Templado, Administrative Aide from the CEMCDO were held to address the concerns of the entrepreneurs and startups. This platform allowed them to directly tailor their questions to their context and gain insights how to address the problem they encounter. With this initiative of the partner organizers, it only presents eagerness of ecosystem actors to contribute positively to the economic development of the city.

business licensing and compliance seminar




**HIHEIRIT
PAMORE!**


TRAINING OF TRAINERS



On November 7 and 8, 2023, the Acacia Hotel in Lanang, Davao City hosted the HEIRIT 2.0 Training of Trainers event, aimed at empowering innovators and technopreneurs. Representatives from various institutional Technology Business Incubators, including ICEBOX TBI of Mindanao State University - General Santos, sent Dr. Marissa G. dela Cruz, ICEBOX Project Staff, and Dean of the College of Business Administration & Accountancy, and Dr. Jypzie M. Catedrilla, ICEBOX Project Staff, and Associate Professor V in the College of Natural Science and Mathematics as official delegates.

The two-day event featured a series of informative sessions and workshops, all designed to enhance the skills and knowledge of participants in the field of innovation and technopreneurship. Asst. Prof. Miguel Carlo Guillermo, the Project Leader of HIHEIRIT PAMORE, delivered the opening remarks, officially commencing the event. He was followed by Rob Gumba, the Marketing & Communications Head of HIHEIRIT PAMORE, who provided an overview of the HEIRIT PAMORE Training of Trainers. Three workshops were conducted on the first day of the training. Dr. Luis Sison, the

Project Leader of UPSCALE Innovation Hub, led the first workshop on Idea Validation. Brenda Valerio, Country Lead for the Philippines at New Energy Nexus, conducted a workshop on Incubation Program Development and Delivery. Sheryll Satorre-Estella, a Program Consultant from New Energy Nexus, led the final workshop of the day, focusing on Training Module Development.

The second day, Shannen Sapar, Chapter Head of UX Davao, led a workshop on User Research for Prototyping/MVP. This was followed by Carlo Canda, CTO of Takle.io, who conducted a session on MVP/Prototyping Tools. On the other hand, Richard R. Day, President and Center Manager of Upgrade Innolab, headed the Portfolio Management workshop. Following a short break, Ms. Cristina Lazaro-Ibanez, TBI Manager of Miriam College TBI, led a session on Stakeholder and Ecosystem Management. The HEIRIT 2.0 ToT concluded with an orientation for onboarding to the Wadhvani Foundation, presented by Mary Rose Ofianga, Program Manager of Wadhvani Foundation Philippines.





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ICEBOX TBI

JOINS 7TH TBI SUMMIT OF THE PHILIPPINE STARTUP WEEK

ICEBOX TBI of Mindanao State University participated in the 7th Technology Business Incubator (TBI) Summit of the Philippine Startup Week held on November 21, 2023, at Diversion 21 Hotel in Iloilo City. The summit brought together representatives from various institutional TBIs in the country and DOST Regional Directors to showcase the government's support for startups through its firm plans and programs, and the pivotal roles of incubators and ecosystems in nourishing startups to become global game changers.

Romeo Jr. E. Tejada, ICEBOX Project Personnel, represented the team, together with representatives from Region XII, STEP APP of SKSU, Regional Director of DOST XII Engr. Sammy Malawan, and Ms. Giselle Eve G. Ortega-Siladan, DOST XII Senior Science Research Specialist. One of the highlights of the event was the launching and MOU signing of the Expanded ReSEED Program, and the networking opportunity for future collaborations.

Dr. Napoleon Juanillo, Jr., DOST Assistant Secretary for Technology Transfer welcomed the participants

to the event on behalf of Dr. Renato U. Solidum Jr., DOST Secretary. Dr. Enrico C. Paringit, Executive Director, DOST PCIEERD, provided the discussion about "Accelerating Innovation: How DOST Fuels Startup Growth". With the expanding startup ecosystem in the country, the Expanded ReSEED Program was launched, and MOU was signed by the stakeholders during the event, facilitated by Ms. Russel M. Pili, Chief Science Research Specialist.

Key sessions at the event included Venture Building and Investing in Startups, ASEAN Startup Ecosystem, Innovate Iloilo Model, What Filipino Startups Can Learn from Global Success, and How TBIs Prepare Homegrown Startups for Global Impact with experts from the field. These sessions covered diverse aspects of startup ecosystems, investments, and global readiness.

The 7th TBI Summit was organized by the Department of Science and Technology (DOST) through the Philippine Council for Industry, Energy, and Emerging Technology Research and Development (PCIEERD) in collaboration with the UMWAD Western Visayas Regional Startup Enablers Consortium.



DIGITAL CAREER EXPO

2023: SARANGANI

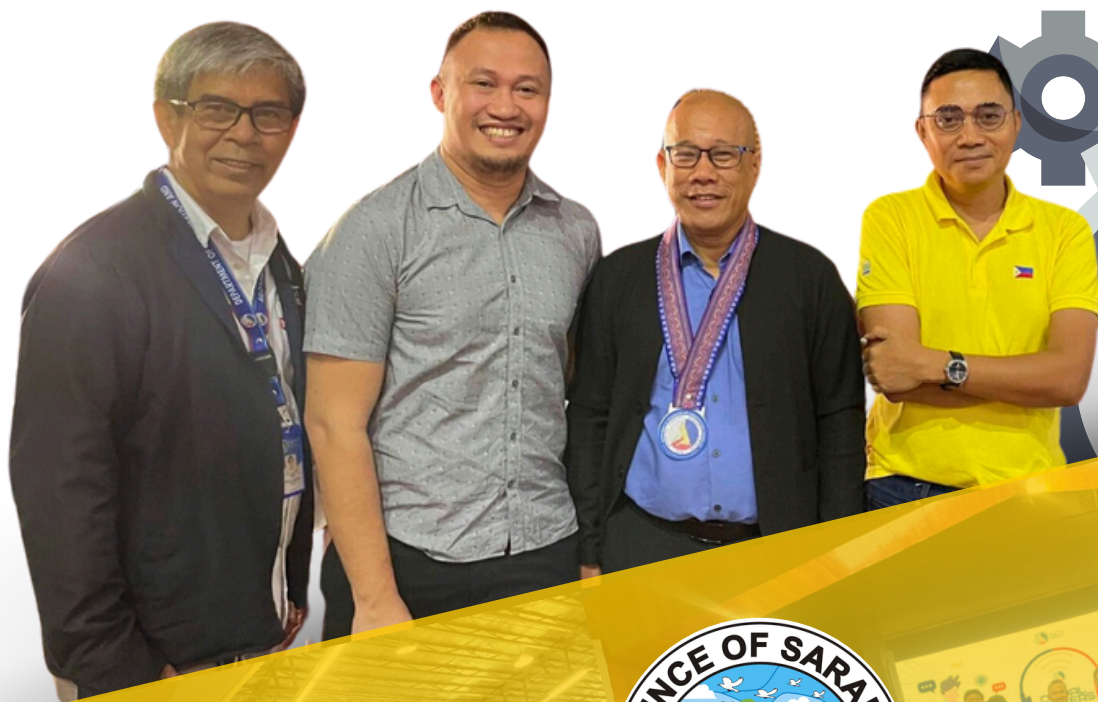
“Accelerating Global Digital Opportunities for Filipino Talents”

In partnership with the Provincial Government of Sarangani, this expo transcended the traditional career fair format. It served as a strategic endeavor to bolster the ecosystem surrounding our Technology Business Incubator (TBI).

Our engagement encompassed pivotal discussions on Government Support for Digital Careers, the Ideal Ecosystem for IT-BPM, Global Market Opportunities in Online Freelancing, and the Showcasing of Digital Careers in Emerging Technologies.

Held at the Sarangani Provincial Gymnasium in Alabel, Sarangani, hosted by DICT Region 12 and Mainland BARMM, the Digital Career Expo 2023 arked a significant milestone for the ICEBOX TBI team.

The connections we forged and the insights we gathered are invaluable. They are the building blocks that will play a pivotal role in fostering innovation, collaboration, and advancement within the ICEBOX TBI community.



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BENCHMARKING ACTIVITIES

ICEBOX- Technology Business Incubator of Mindanao State University- General Santos achieved a trifecta of benchmarking successes, fostering collaboration and knowledge exchange across multiple institutions.

Firstly, on December 19, 2023, the team celebrated a triumphant benchmarking activity at the UMasenso HUB of the University Of Mindanao. Under the guidance of our esteemed Project Leader, Dr. Noel S. Gunay, we were graciously welcomed by distinguished hosts including Dr. Maria Linda B. Arquiza, VP of UMRPC; Engr. Francis Louise C. Yap, ITSO Manager; and Dr. Chosel P. Lawagon, Director of the Institute of Emerging Technology. The agenda was brimming with enriching discussions, covering topics from the journey of UMasenso HUB to insights into TBI operations and a deep dive into the intricacies of ITSO Operations.

Simultaneously, the team embarked on another benchmarking activity at the USEP AGILab TBI of the University of Southeastern Philippines (USEP) Obrero Campus, Davao City, on the same day. Dr. Gunay was welcomed by Dr. Karl Campos, Project Leader of AGILab, and Mr. Jayson P. Sasotil, Manager of DigiHub FabLab Davao, setting the stage for an enriching exchange. Discussions ranged from best practices to overcoming challenges, providing invaluable insights for future collaboration.

Additionally, on December 20, 2023, ICEBOX TBI continued its benchmarking journey at the University of the Philippines Mindanao Growing and Developing Enterprises (Upgrade Innolab Inc.). Delegates from MSU-GenSan ICEBOX TBI, engaged with UPGRADE Project Leader Prof. Miguel Carlos Guillermo, Operations Manager Mr. Val Anthony Cimafranca, and Incubation Lead Trisha Mie Cirujales. Discussions encompassed TBI Operations, Management, and Monitoring, Business Diagnostics, IP Policy, and the sharing of best practices.

These benchmarking activities exemplify ICEBOX TBI's commitment to fostering collaboration, sharing knowledge, and driving innovation within the TBI community.





ICEBOX TBI's Year-End Reflection: A Celebration of Innovation

On December 8-9, 2023, ICEBOX Technology Business Incubator (TBI) held its Year-End Assessment and Planning session at the Greenleaf Hotel in General Santos City. The event brought together key figures in the innovation sector, including Dr. Franch Maverick Lorilla, TBI Manager of CDObites, and Engr. Jason Occidental, Director of ITSO at Ateneo de Davao University, to discuss future strategies and share best practices. Dr. Lorilla presented training plan for the ICEBOX Personnel to support startups. Engr. Occidental on the other hand presented topics during the program where he could contribute significantly such as product development.



The highlight of the event took place on December 10, with a special training and assessment session. Dr. Noel S. Gunay formally welcomed the incubatees and gathered feedback from them on how the program is being implemented to further improve the services of the TBI.



Dr. Lorilla shared a deep dive into the lenses of innovation and introduced a practical matrix for startups to assess their progress and set strategic goals.

As the event drew to a close, Dr. Marissa G. dela Cruz expressed her heartfelt gratitude to the incubatees for their dedication and hard work throughout the year. She emphasized the importance of continued collaboration as the incubator moves forward. Ms. Darla Hasan of Funnel for Biz echoed this sentiment, highlighting the enthusiasm and determination among the incubatees to achieve success.



Looking ahead to 2024, ICEBOX TBI is energized and ready to build on the momentum of the past year. With the support of a dynamic startup ecosystem, including incubatees like EVA, Funnel for Biz, Legalease, Pastille, and Seerbees, ICEBOX is committed to fostering a culture of innovation and technopreneurial growth.

INCUBATEES

PIXELLEBIT is a game development studio that produces narrative-driven video games that includes Filipino, local, or national, stories, myths, and legends. PIXELLEBIT aims to incentivize local storymakers, playwrights, and writers in general by adopting their stories and offering them a portion of the profit.



EVA is a Virtual Work tech platform that provides access to online-related opportunities to financially struggling Filipino students. Unlike other leading platforms, EVA is exclusively for college and senior high school students which offers 0% commission, free access, and a voluntary financial management assistance program through partners.



SEERBEES is a service provider app typically delivering various services across various industries, including consultation and advisors, home service, maintenance service, academic tutoring, graphic design, financial advising, transportation service, child care and much more.



FUNNEL FOR BIZ is a streamlined platform that makes ordering and launching tailored funnels a breeze. Unlike other complicated funnel service builders, our user-friendly interface allows businesses of all sizes and technical backgrounds to easily request, approve, and launch their own semi-customized funnels in just 7 days.



LEGALEASE is a legal tech platform that provides quick access to legal advice to Filipinos with legal concerns through online matching and consultation. Unlike other leading platforms, LEGALEASE matches legal concerns with appropriate legal experts without having to travel the distance for a legal consultation session.







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