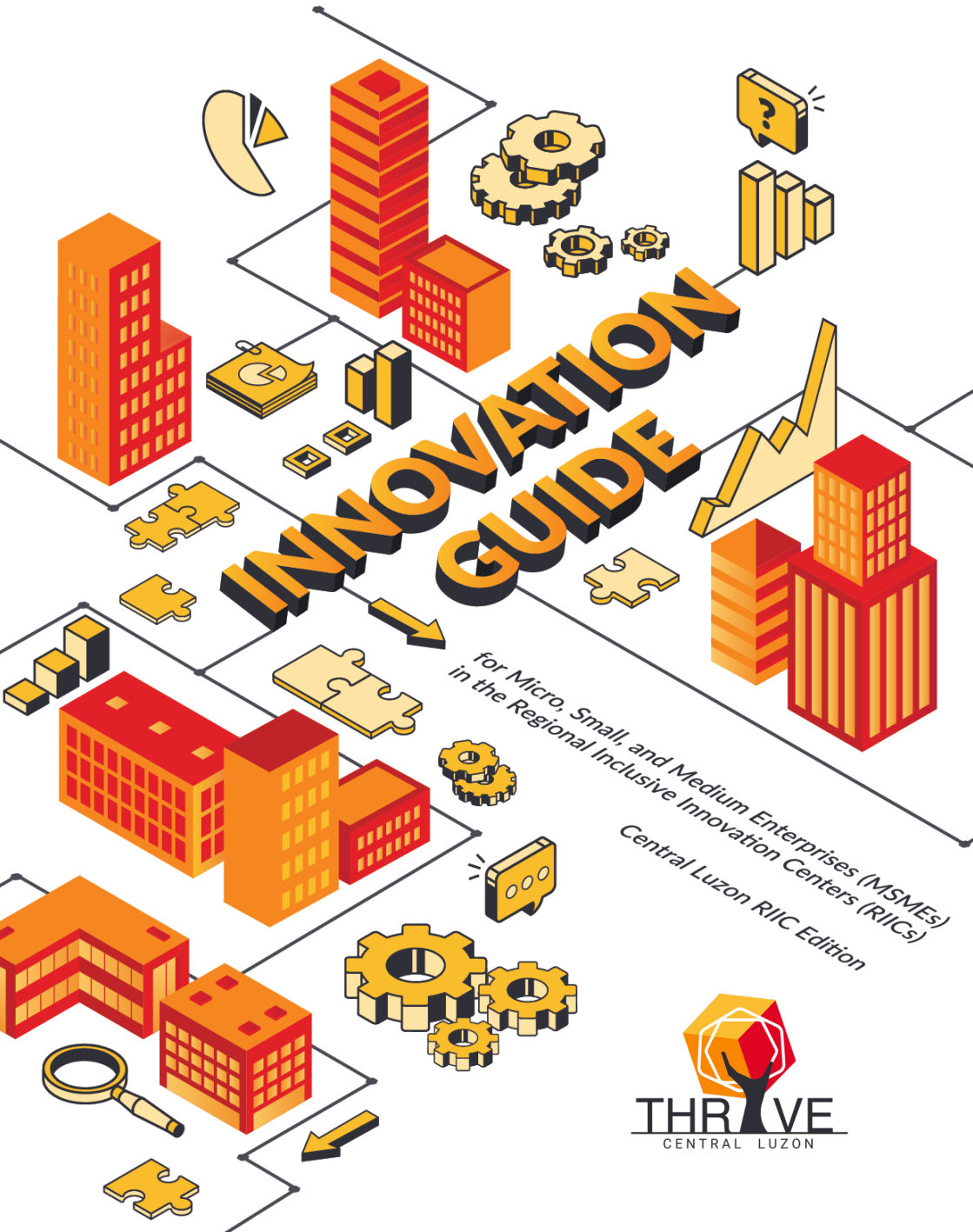




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INNOVATION GUIDE

*for Micro, Small, and Medium Enterprises (MSMEs)
in the Regional Inclusive Innovation Centers (RICs)
Central Luzon RIC Edition*



Innovation Guide

for Micro, Small, and Medium Enterprises (MSMEs)
in the Regional Inclusive Innovation Centers (RIICs)

Central Luzon RIIC Edition



About this guidebook

This guidebook was developed to assist Micro, Small and Medium Enterprises (MSMEs) in navigating through the innovation landscape in the Regional Inclusive Innovation Centers (RIICs). It aims to promote innovation as integral to sustaining economic viability and competitiveness of MSMEs. Information and images used in this guidebook have been obtained from publicly accessible sites or provided by partner agencies.

This step-by-step guide presents an overview of the innovation process, identifying sample activities along with brief information on related government, academe and industry programs, projects, and innovation initiatives. It provides an introduction to basic innovation concepts and tools to help MSMEs narrow down the type of innovation that can match their immediate needs.

Readers are encouraged to start an innovation project.

This guidebook is made possible by the support of the American People through the United States Agency for International Development (USAID). The contents of this guidebook are the sole responsibility of RTI International and do not necessarily reflect the views of USAID or the United States Government.

Table of Contents

Innovation

Regional Inclusive Innovation Center (RIIC)

Start an Innovation Project

Business Model Innovation

Product and Process Innovation Stages

Stage 1: Idea Generation & Preliminary Assessment

Stage 2: Project Definition

Stage 3: Prototyping

Stage 4: Testing & Validation

Stage 5: Launch & Commercialization

.....	1
.....	3
.....	7
.....	11
.....	17
.....	21
.....	31
.....	39
.....	43
.....	47

Acronyms

AUF	Angeles University Foundation
BPSU	Bataan Peninsula State University
BCCI	Bulacan Chamber of Commerce and Industry
BuISU	Bulacan State University
CHED	Commission on Higher Education
CLSU	Central Luzon State University
DA	Department of Agriculture
DHVSU	Don Honorio Ventura State University
DICT	Department of Information and Communications Technology
DTI	Department of Trade and Industry

DOST	Department of Science and Technology
FDA	Food and Drug Administration
GIA	Grants-in-Aid
HEI	Higher Education Institution
IPOPHL	Intellectual Property Office of the Philippines
i³S	Inclusive Innovation Industrial Strategy
LGU	Local Government Unit
MOU	Memorandum of Understanding
MSMEs	Micro, Small and Medium Enterprises
NEDA	National Economic and Development Authority

NEUST	Nueva Ecija University of Science and Technology
PSAU	Pampanga State Agricultural University
PSHS-CLC	Philippine Science High School Central Luzon Campus
RTI	Research Triangle Institute
R&D	Research and Development
RIIC	Regional Inclusive Innovation Center
STRIDE	Science, Technology, Research and Innovation for Development
TAU	Tarlac Agricultural University
TSU	Tarlac State University
USAID	United States Agency for International Development

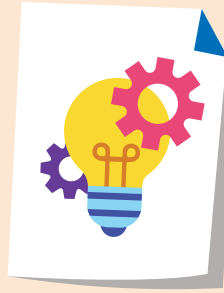
Innovation

Innovation refers to the conscious effort of adopting new methods, systems, and technologies to improve business efficiency and boost product competitiveness – with the end goal of generating higher value and sustainability of the enterprise.

It is also the process of translating ideas, research and development (R&D) results, or inventions into useful products and services for customers who perceive value and are willing to pay.

Innovation comes in different forms depending on the area of business you wish to innovate. Introducing a new business management system is an example of innovation. Doing R&D activities improve market competitiveness of your product, or adopting new technologies through patent licensing are other forms of innovation. Products of such activities can also be referred to as innovation.





These game changers, as innovations are often referred to, impact business communities and the overall economic landscape.

To help MSMEs adapt to challenges and maximize opportunities, innovation is being championed by many institutions.

For instance, greater connectivity in society today is the effect of unprecedented innovation in communications technology. It has changed the way people communicate and transact businesses. As an innovation, it presented both challenges and opportunities for Micro, Small and Medium Enterprises (MSMEs).

In the Philippines, the government, industry, and academe are collaborating to create an ecosystem where MSMEs can readily access innovation services and programs.

Regional Inclusive Innovation Center (RIIC)



The Department of Trade and Industry (DTI) and the Department of Science and Technology (DOST) are leading the establishment of Regional Inclusive Innovation Centers (RIICs) in the Philippines. It is being implemented with technical assistance from the United States Agency for International Development (USAID) through the Science, Technology, Research and Innovation for Development (STRIDE) Program.

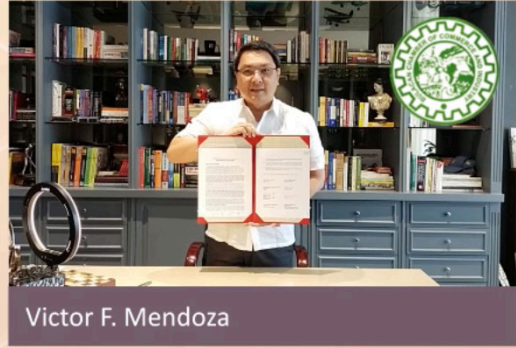
RIIC is a network of actors championing innovation initiatives in their locality. These actors are composed of government agencies, academic institutions, private sector groups, enterprises, and individuals.

Together, they create an ecosystem where innovation efforts are streamlined to impact economic development, inclusivity and sustainability.

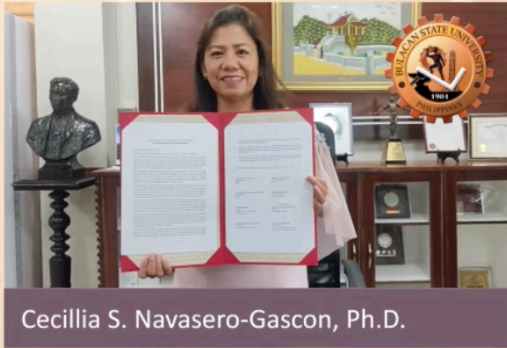




Julius Caesar V. Sicat, Ph.D., CEO III



Victor F. Mendoza



Cecilia S. Navasero-Gascon, Ph.D.



Leonila T. Baluyut, CEO V

Under the i3S, the Philippine Government adopts a nuanced and expansive view of the importance of innovation, and through it envisions market-oriented and strategically coordinated innovation efforts. A cornerstone of the Inclusive Innovation Industrial Strategy (i3S) of the Philippine Government, the RIIC is envisioned to become hubs for innovation activities and partnerships. By fostering collaborative activities, the RIICs aim to increase the engagement of innovation-related programs, projects, and facilities that can be found in universities and other

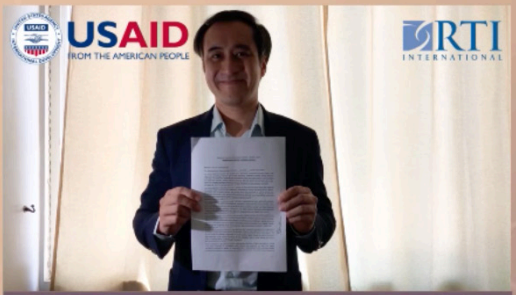
institutions. Some of which are highlighted in this guidebook.

The RIICs have been piloted in four areas: Legazpi, Cebu, Cagayan de Oro, and Davao, with expansion sites in Cagayan Valley, Central Luzon, CALABARZON, and Zamboanga.

On March 12, 2021 the Region 3 RIIC launched its innovation program, unifying the region's innovation efforts under one banner— *“Technological Hive of Regional Innovation for a Vibrant Ecosystem”* or **“THRIVE Central Luzon”**. The branding



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was inspired by the need to revitalize the region amidst the pandemic. Aligned with the overall vision of the RIICs to promote convergence between government, industry, and academia, it aims to unlock and sustain competitive advantages for local businesses.

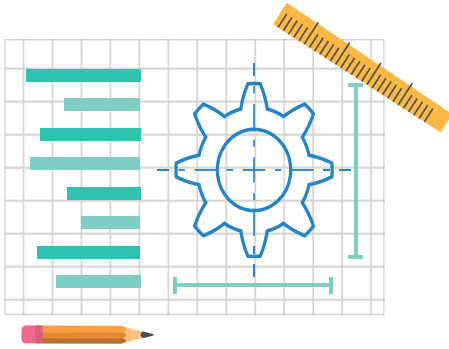
One of the highlights was a ceremonial signing of the Memorandum of Understanding (MOU) among Region 3 RIIC Core institutions: DOST-3, DTI-3, and CHED-3 as lead convenors, Philippine Chamber of Commerce and Industry (PCCI) - North

Luzon, and Bulacan Chamber of Commerce and Industry (BCCI) as industry partners, and Bulacan State University (BuSU) and Angeles University Foundation (AUF) as the academe partners.

Since then, **THRIVE Central Luzon** has expanded its network with the addition of eight universities across the region. Through its Business Innovation Unit, it will continue to create platforms for dialogue, collaboration and partnerships that would strengthen the innovation capacity for Central Luzon.

START AN Innovation Project

Choose an area of business where innovation will be easy to implement, strategic, and will have profitable impact.



Your decision should be based on priorities and resources you can devote to the innovation project.

To help you map your priorities, join ideation and project design workshops facilitated by DTI and DOST.

Go to pages 9.

BUSINESS MODEL

INNOVATION covers business aspects such as management, market, finance, and customer relations.

Go to page 11.

PRODUCT & PROCESS

INNOVATION involves the adoption of new processes or technologies to improve production efficiency and product competitiveness. This may include redesigning production or acquiring new machineries, improving existing products or developing new ones through research and development (R&D) activities.

Go to page 17.

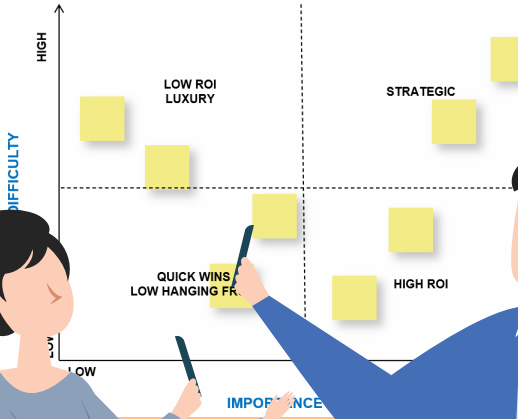


Ideation Workshops help narrow down the innovation needs of an enterprise by mapping gaps and opportunities through the support of local technical experts. It will also help business owners and enterprise management prioritize an innovation strategy based on possible gains and the availability of company resources and local technical experts.



Project Design Workshops support collaborative partnerships between an enterprise and an academic institution by helping them develop a project proposal for government funding.

Converging



Business Model Innovation

Business model innovation refers to enterprise-directed activities that directly influence or enhance capabilities, such as those related to marketing, finance, or research and development (R&D). It also refers to the adoption of innovative approaches that support enterprise resilience and competitiveness.

It involves activities that aid better decision-making across different areas of business such as introducing new ways of thinking, or new technologies that help facilitate efficient delivery of services or products.







Kapatid Mentor ME Program (KMME) provides MSMEs with business guidance through key components: the Mentor ME (micro entrepreneurs) program, a small brother-big brother mentorship and coaching approach where large corporations teach MSEs different aspects of business operations; the Adopt-an-SSF (Shared Service Facility) Program, which provides micro entrepreneurs access to SSFs in their community; and the Inclusive Business (IB) model, where MSMEs are linked to the value chain of large companies.

<https://www.dti.gov.ph/negosyo/kapatid-mentor-me-project>



SME Roving Academy (SMERA) is an on-site learning institute that provides management training program tailor-fitted to requirements of local entrepreneurs. Modules are designed to assist entrepreneurs in making meaningful progress towards business growth.

<https://www.dti.gov.ph/negosyo/sme-roving-academy>

The logo for the Negosyo Center features the word "NEGOSYO" in a large, bold, blue sans-serif font. To the left of the "N" is a vertical stack of seven yellow horizontal bars of varying lengths, resembling a stylized bar chart. Below "NEGOSYO" is the word "CENTER" in a smaller, blue, all-caps sans-serif font.

NEGOSYO CENTER

CATALYZING SME'S POTENTIAL TO GROW, COMPETE AND EXCEL

Negosyo Centers support MSME development activities by monitoring and recommending business process improvements, facilitating access to grants and other forms of financial assistance, as well as shared service facilities and equipment. The center also provides a databank of key information, along with services and programs for training and mentoring, financing, and marketing.

<https://dtinegosyocenter.online>



One Town, One Product (OTOP) Next Gen helps MSMEs level up their products through innovation in the areas of quality, product development, design, packaging, standards compliance, marketability, production capability, and brand development.

<https://www.dti.gov.ph/negosyo/otop-ph>

RIPPLES Plus

Regional Interactive Platform for Philippine Exporters (RIPPLES) helps expand the supply base of internationally-competitive Philippine export product and services. The program provides participating companies with strategic interventions for capacity building, product development, market information, and global product trends to make them export-ready, or to enhance their export capacity and competitiveness.

FOR FINANCING NEEDS:



The **Small Business Guarantee and Finance Corporation (SB Corporation)** provides financing programs and services for MSMEs. SB Corp leads initiatives in building financing alternatives for Philippine MSMEs.

<https://sbcorp.gov.ph>



Pondo sa Pagbabago at Pag-Asenso (P3 Loan Program) is a funding program that provides an alternative source of financing for micro and small enterprises in priority, emerging industries and technology innovators and those who do not have access to credit or access it at very high cost. These also include market vendors, agri-businessmen and members of cooperatives, industry associations and cooperators.

<https://www.dti.gov.ph/negosyo/p3>



Product and Process Innovation

Product and Process Innovation refers to activities that aim to influence or enhance a product or its processes.

For these activities, a simplified Phase-Gate Process (PGP) was adopted to present an easy to follow product and production innovation guide for MSMEs. PGP is a project management tool developed to be a conceptual and operational guide for systematically

undertaking innovation activities, such as new product development (NPD). The next pages present the Phase-Gate Stages with sample activities linked to government and university programs and projects that you could engage.

THE PHASE-GATE STAGES

- 1 - Idea Generation & Preliminary Assessment
- 2 - Project Definition (Business Case Evaluation)
- 3 - Prototyping
- 4 - Testing & Validation
- 5 - Launch & Commercialization



For further reading on phase gate stages, please see related article on this link: https://www.researchgate.net/publication/4883499_Stage-Gate_Systems_A_New_Tool_for_Managing_New_Products

Product and Process Innovation Stages



STAGE 3: PROTOTYPING

Make your innovation idea a step closer to reality. Build a prototype.



STAGE 4: TESTING & VALIDATION

Test. Tinker. Rebuild. Make your prototype market ready.





**Search for innovation
solutions for your
business needs.**

STAGE 1:

Idea Generation & Preliminary Assessment

Identify ideas that present probable solutions to challenges in your production, or which will potentially increase the market competitiveness of your product.

If developing a new product, find innovation ideas that your resources could support and sustain.

Before kickstarting your innovation project, conduct preliminary assessment to determine the viability of adopting and implementing the innovation idea.

Sample Activities

- 1 Attend **expos** and **conferences** that showcase innovations such as new products, materials, processes, equipment and technologies



The **Inclusive Innovation Conference (IIC)** is a venue for exchanging ideas on possible ways forward to foster innovation, develop human resource, and enhance industry-academe collaboration in the Philippines.

Manufacturing Summit gathers stakeholders from the government, industry and academe to discuss the state of the manufacturing sector, and consider ways to maximize opportunities and address current challenges faced by Philippine industries.

The **National Science and Technology Week (NSTW)** is another showcasing of researches and technologies developed by Filipinos. Participants may join an array of activities, from exhibit viewing to technology demonstrations and workshops. The same is also held in the regions, tagged RSTW or Regional Science and Technology Week.

www.nstw.dost.gov.ph

Idea Generation & Preliminary Assessment

The **National Technology Transfer Day** also showcases Filipino-made technologies that improve agriculture productivity, industry competitiveness and quality healthcare. The event aims to encourage investment and adoption of locally developed technologies.

<http://tapitechtransfer.dost.gov.ph>

The **Philippine Startup Week** is a series of simultaneous nationwide events that highlight the entrepreneurial spirit and technological innovations of Philippine startups and startup enablers.

<https://www.phstartupweek.com>



The **National Research and Development Conference (NRDC)** showcases Philippine research outputs and technologies in 5-minute talks, delivered by researchers and scientists in an engaging manner.

<https://nrdc.dost.gov.ph>

Sample Activities

2 Tune in to **local radio programs of DTI and DOST** to keep up with innovation initiatives in your industry cluster and locality



For your request and greetings, text or call:
0947-202-3751 or (045) 963-9595

3 Join **monthly kapihan sessions** to meet other innovators and potential innovation partners



Siestamustahan Biz & Tech Talk Over Coffee is a monthly “kamustahan” meeting that gathers startups, mentors, students, professors, and partners for an open discussion on their startup journey, technologies, creative and business ideas, and stories of resiliency amidst the pandemic. This is a joint initiative of DOST, Bulacan State University and Baras TBI.

Idea Generation & Preliminary Assessment



4 Search for **new technologies** available for adoption through these websites:



IP Depot is an online marketplace for registered Intellectual Property (IP) assets in the Philippines such as patents and industrial design.

www.ipophil.gov.ph/intellectual-property-depot

IP Portfolio provides information on DOST- funded technologies that are ready for licensing.

<https://tapitechtransfer.dost.gov.ph/technologies>

5

Consult with your local **IPSO** or **ITSO**

The **Intellectual Property Satellite Office (IPSO)** of the Intellectual Property Office of the Philippines (IPOPPL) provide Intellectual Property (IP) Services such as consultations in the region.

The **Innovation and Technology Support Offices (ITSO)** are patent-service providers under the Intellectual Property Office Philippines (IPOPPL), and are located in universities. They have experts who will help you access scientific and technical databases, and search for patent information for the purpose of research, education or business development use.

ITSO experts will also guide you through different phases of Intellectual Property (IP) management should you decide to purchase a license.

www.ipophil.gov.ph/intellectual-property-depot

Technology Transfer and Utilization Services Office; Leading the Academe in Utilizing Intellectual Property (TTUSO; LAUIn) of BuSU aims to accelerate the development of technologies by providing facilities and services to researchers and investors to enable them to transform their ideas into utilized, commercialized and market-ready technologies.

Idea Generation & Preliminary Assessment

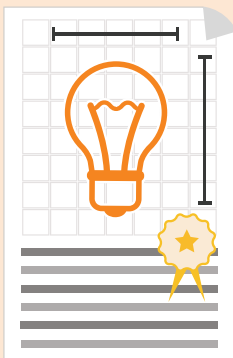
“Intellectual Property (IP) refers to creations of the mind such as inventions; literary and artistic work; designs; and symbols, names and images used in commerce.”

Registering your innovation output under the appropriate IP type will help you secure the recognition for your creation and earn financial benefit from it.

As an IP owner, you may sell or license its use under mutually agreed terms for a period of time, depending on the type of IP and the laws that govern it. If you wish to use an IP, you may apply for licensing via related programs and services mentioned in this guidebook.



For more information, you may visit the websites of the Intellectual Property Office of the Philippines (<https://www.ipophil.gov.ph/>) and the World Intellectual Property Organization (<https://www.wipo.int/about-ip/en/>)



WHAT IS A PATENT?

Patent is a type of IP that provides its owner an exclusive right for an invention. It allows the owner the right to give permission to others or exclude them from making, using, or selling the product of his invention during the life of the patent.

The invention could be a product or process that provides any technical solution to a problem.

To successfully apply for a patent, your product or process should be:

- new,
- involves an inventive step, and
- industrially applicable.

Source: World Intellectual Property Organization and Intellectual Property Office of the Philippines

Sample Activities

6 Consult with your **local R&D experts** to guide you through the process

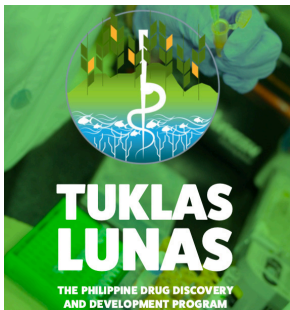


Mushroom Technology and Development Center is one of the **DA-3 Central Luzon Integrated Agricultural Research Centers (CLIARC)**. It conducts researches and trainings on the production, processing and marketing of mushroom, with its gene bank of 10-14 species of tropical and temperate mushroom species.

PSAU Bamboo/Rattan RDE Center produces quality propagules, bamboo poles, bamboo-based products, bamboo shoots for production, and bamboo slats and provides related trainings and technical services in the establishment of bamboo plantation.

Idea Generation & Preliminary Assessment

PSAU Alternative Low-Input Agriculture Systems (ALIAS) R&DE Center is an organic farm certified by ECOLAND Organic Certification Services and NICERT. It advocates organic and sustainable food production system through farm/field demonstration and piloting. The center conducts research and development, extension and training, technology dissemination, linking and promotional activities.



CLSU Tuklas Lunas Development Center develops standardized herbal supplements and pursues identification and characterization of high-value purified active compounds derived from marine and terrestrial sources for specific therapeutic indications.



TAU Rootcrops Research and Training Center - NICER Sweet Potato R&D Center aims to increase the sweet potato production in Central Luzon by optimizing the development of sweet potato clean planting materials, establishing spatial information for insect pest and disease forecasting, and applying integrated crop management technologies.



TSU Food Technology and Research Center (FTRC) promotes food research and development, quality assurance and safety, production, security and marketing for major commodities in the province.

Start your innovation project. Reach out and partner with experts.



STAGE 2:

Project Definition

Partner with scientists and researchers whose technical expertise match your innovation needs. They will help you define the scope and limitations of your innovation project, provide advice on resource requirements, support its implementation, or conduct the research for you.

Sample Activities

- 1 Sign up for the **One Expert** website to access information about scientists and researchers and their expertise**



Experts Online

Learn from our line up of Free Online Webinars on various S&T topics, brought to you by our very own experts here in OneExpert.

One Expert is an online platform containing the profile of science and technology experts nationwide. Users can search experts according to location, institution and area of specialization. Users could ask for technical advice, and post advertorials for technical jobs. Other DOST services such as the Manufacturing Productivity Extension (MPEx) Program, Food Safety Program, Energy Audit (EA) Program, and Cleaner Production could also be accessed here.

www.oneexpert.gov.ph

2 Visit **local universities** known to have expertise related to your innovation project

CLSU Center for Tropical Mushroom Research and Development is a venue for technology development, research and extension on tropical mushroom production and processing, and by-product utilization for sustainable development.

PSAU Tamarind RDE Center is one of the NICER Projects in Central Luzon that conducts research on tamarind and has registered the first sweet tamarind variety in the country named 'Aglibut Sweet.' The center will focus on genomic characterization for improvement of sour and sweet tamarind, development of S&T-based production management strategies, and value chain analysis and marketing of tamarind.

TAU Sustainable Mechanized Agriculture for Research and Technology (SMART) Agriculture Center aims to educate learners and farmers on innovations in agriculture, food security and sustainability. It fosters smart agriculture and implements climate-resilient crops production.

Sample Activities

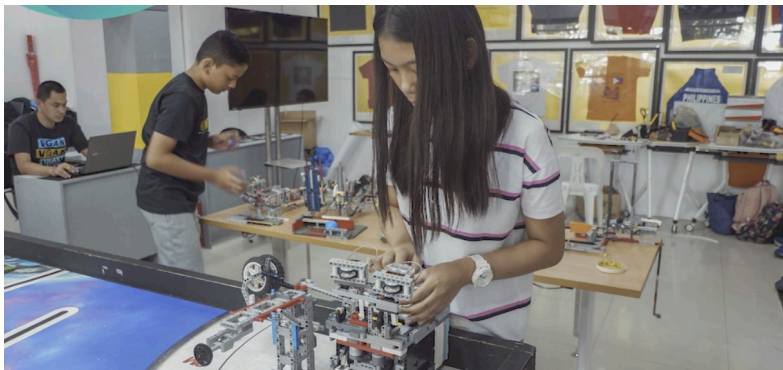
3 Consult with **DA** and **DOST** for information on related projects and funding options

DOST-BulSU Food Innovation Center (FIC) serves as a hub for innovations, R&D, and support services for value-adding of fresh produce and development of processed foods.

Technology Business Incubation Centers (TBI) are facilities where start-ups are hosted, and business development services are provided. For would-be technology entrepreneurs and start-ups, DOST-funded TBIs offer office space as well as technical services and facilities to get their business established.

- **Encephalon TBI**

<https://encephalonhautbi.com/>



- **Business Assistance for Research Acceleration and Sustainability Technology Business Incubation Hub (BARAS TBI)**

<https://www.facebook.com/barastbi/>

The **DOST Small Enterprise Technology Upgrading Program (SETUP)** gives financial assistance to MSMEs in upgrading production equipment and machineries to improve enterprise productivity.

DA Central Luzon Integrated Agricultural Research Center (CLIARC) has several experiment stations for the research and development of technologies on agricultural productivity and profitability.

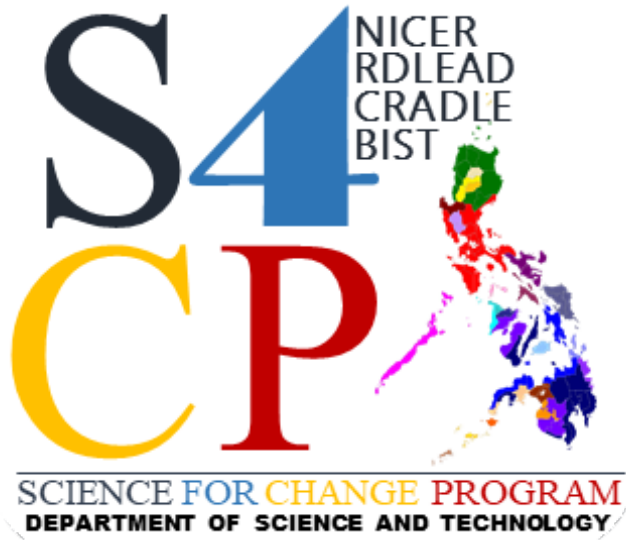
Agricultural Competitiveness Enhancement Fund (ACEF) Lending Program

provides the necessary credit to farmers and fisherfolk for the acquisition and establishment of production, postharvest, and processing machineries, equipment and facilities, farm inputs and improvement.

The **Startup Research Grant Program** provides funding and technical assistance to startups to help them overcome R&D roadblocks, strengthen intellectual property, establish initial market traction, refine their business model, and prepare business continuity plan.



Sample Activities



The **Collaborative Research and Development to Leverage the Philippine Economy (CRADLE)** Program offers industry and academe partnerships with a maximum funding of five million pesos for a period of three years. The private sector industry will identify the technical problem and the Higher Education Institute (HEI) will undertake the R&D to solve it.

The **Business Innovation through S&T (BIST)** Program supports the purchase of strategic and relevant technologies for the conduct of R&D. It is an industry financial assistance program that offers zero percent interest rate for multi-year projects.

WHAT IS RESEARCH AND DEVELOPMENT (R&D)?

R&D refers to a set of activities employed by an enterprise to develop innovative products and services. It is carried out for the following primary reasons:

- to increase production efficiency
- to drive competitiveness
- to stay resilient amidst changing business landscape and market needs

R&D activities could be implemented short-term or long-term, depending on the availability of knowledge and data regarding the product or service under study or development.

WHAT YOU NEED FOR R&D

- Support from the right expert or set of experts
- Sufficient funds to sustain the implementation until project completion
- R&D equipment or facilities



“RESEARCH” VS. “RESEARCH AND DEVELOPMENT (R&D)”

Research comes in many forms such as market research, basic or applied research, or research and development, all of which follows an established scientific methodology.

R&D is research with the “development” component. This means that the research outputs will lead to, or be translated to innovative products or services. R&D is important because it facilitates the transformation of scientific knowledge into tangible products and processes.



**Make your innovation
idea a step closer to
reality.**

Build a prototype.

STAGE 3:

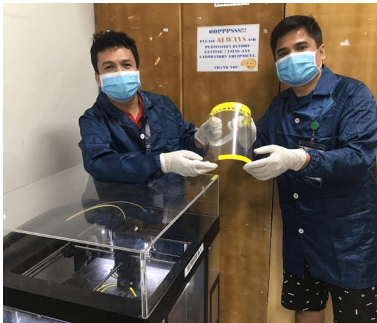
Prototyping

A prototype is a rough model of the target output of your innovation project. It could be for a new product, for an upgrade you added to an existing product, or as a working model of an equipment you plan on adding to your production facility. The main purpose of building a prototype is testing and validation. A rough model will help test assumptions and gather more information to be used in building the minimum viable product.

Sample Activities

1 For tools, machinery and other non- food prototypes, inquire at **Fabrication Laboratories (Fablabs)** housed in local universities

Fabrication Laboratories provide a range of prototyping services including design, equipment rental, consultancy services, and trainings. The facility houses equipment such as CNC machines for wood, plastic laser cutter, desktop milling machines, and 3D scanners and printers.



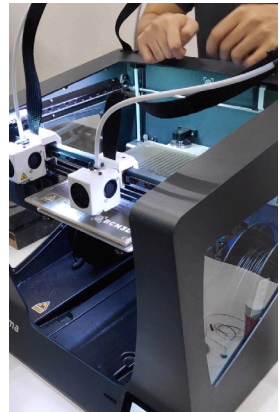
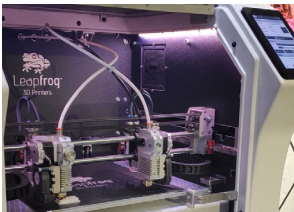
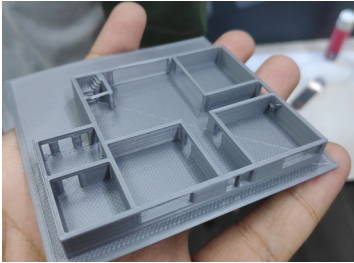
PSHS-CLC Fabrication Laboratory/SSF

<https://www.fablabs.io/labs/pshsclcinnovationcenter>



DHVSU Fabrication Laboratory Center

<https://www.fablabs.io/labs/dhvsufablab>

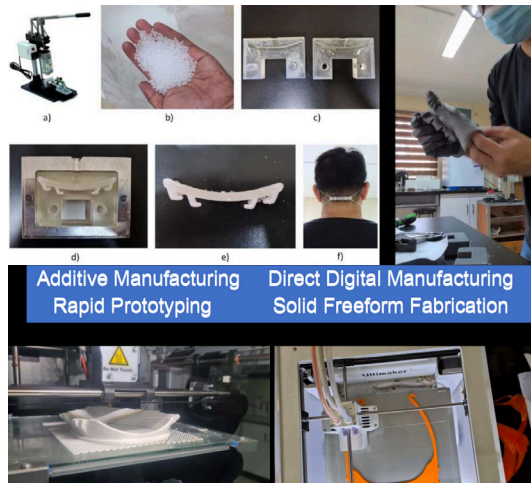


BulSU Center for Fabrication and Manufacture (Fablab) offers fabrication for metal, acrylic, wood, and plastic using subtractive (milling, engraving, laser cutting) and additive (3d printer) machines, with packaging and 3D scanning services.

Sample Activities



NEUST Metal Innovation Center designs and fabricates innovative metal tools/parts and equipment for energy, agricultural, transportation and other industrial purposes.



BPSU – Additive Manufacturing Research Laboratory (AMREL) is envisioned to be the regional center for developing new materials technologies which are related to 3D printing. The laboratory has three sections:

- **Additive Manufacturing Research Laboratory (AMREL)** has a wet lab for formulation of materials; characterization laboratory where 3D parts and new materials will be tested; and rapid prototyping, tooling and manufacturing tools where polymer parts are produced via 3D printing, injection and filament production.
- **Academic MakerSpace (MakerLab)** is a center where students make, learn, explore and share ideas using diverse technologies (from no tech to high tech). Students develop and fabricate their course projects (also for thesis and research projects) in the center. In the future, this facility will be made available to the public, i.e. entrepreneurs, kids, adults, tech enthusiasts, etc.
- **Computer-Aided Design, Computer-Aided Manufacturing, and Computer-Aided Engineering (CAD/CAM/CAE)** is a facility intended for Advanced Engineering Design, Analysis and Manufacturing.

**Test.
Tinker.
Rebuild.
Make your
prototype
market
ready.**



STAGE 4:

Testing & Validation

Testing prototypes yield information that validates or disproves assumptions about the final intended product or output. It is therefore not unusual to come up with several prototypes for a single project. This stage lowers the risks of failure through subsequent testing and adjustments to the intended product until it is deemed ready for launch.

Sample Activities



1 Coordinate with your local **RSTL**

Regional Standards and Testing Laboratories (RSTL) are accredited testing laboratories for chemical and microbiological testing for food and water; calibration testing for length, mass and pressure; and halal verification. They also provide shelf life testing and sensory evaluation services.

2 Inquire with **DOST and DA** for referral to testing facilities in your locality

DOST-BulSU Analytical Testing Laboratory addresses the needs of the food manufacturers in Bulacan. It offers Shelf Life Determination and Nutrient Analysis, among others.

Lab[®]

-stop Laboratory Services for Global Competitiveness.

DA Integrated Laboratories provide services that are vital to the development and quality production of the livestock and poultry industry and soil productivity in Region 3 and nearby provinces. It includes the Regional Animal Disease Diagnostic Laboratory, Animal Feed Laboratory, Regional Feed Chemical Analysis Laboratory, and Regional Soils Laboratory.

3

Access the **OneLab** website

OneLab is a network of government, private, and international laboratories that could be tapped via their online platform. It is a one-stop site that offers comprehensive analytical and calibration services.

www.web.onelab.ph



**Get ready for
the market
and show
them what
you got!**



STAGE 5:

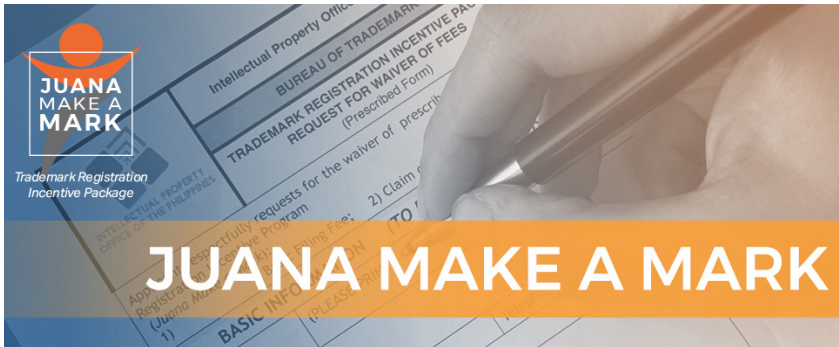
Launch & Commercialization

If you have been working on product innovation, this stage is about building the system or structure to help you produce, brand, package, market, and distribute your product. Key to successful commercialization is making sure that the final product meets the expectations and needs of the target market.

On the other hand, if your innovation project was on process, this stage is about finalizing its integration to your overall production system.

Sample Activities

1 Build your **brand**. Consult with **DTI** and **IPOPHIL**



The **Juana Make a Mark Program** is an incentive package that allows MSMEs to register trademarks with waived fees (basic filing fees, fees for claim of color and publication fee for opposition of trademark applications).

Brand Equity Development Program (BrEDP) aims to develop innovative and globally competitive brands that can successfully penetrate into the national, regional/ASEAN, or international markets. The overall goal of the program is to increase brand awareness and identity of at least one MSME brand per province over the six year implementation until 2022.

2 Consult with **FDA** for required and recommended certifications and accreditations

3 Join **DTI** and **DOST** platforms for marketing innovative products and services



oneStore is an online marketplace for MSME products. The platform can be accessed via its webpage or application.

www.onestore.ph

The **Go Lokal!** concept store offers free marketing platform through DTI's retail partners which enable suppliers to gain access to local and global markets. It challenges entrepreneurs to build products at par with global standards while discovering suppliers and products with high market potential.

<https://golokal.dti.gov.ph>

4 Reach out to your local **common service facilities** and **technology commercialization centers** to improve product quality and packaging

DTI Shared Service Facilities (SSF) offer tools for product commercialization like product packaging and branding assistance to support MSMEs competitiveness.

www.dti.gov.ph/negosyo/shared-service-facilities

Sample Activities

DOST Food Innovation Centers (FIC) offer food testing and innovation, product development, and packaging, with consultancy and trainings on food standards.

Philippine Center for Postharvest Development and Mechanization (PhilMech) generates, extends and commercializes appropriate and problem-oriented agriculture and fishery postharvest and mechanization technologies, practices and systems.

5 Join DTI and DOST **expositions, regional trade fairs, and local bazaars** to widen market reach and meet new partners



Likha ng Central Luzon Trade Fair is an annual regional promotion activity that showcases the best products of the region. It also features the newly developed products of MSMEs using indigenous raw materials and environment-friendly technologies and the products manufactured by the beneficiaries of the Shared Service Facility Project of the region.

Launch & Commercialization

6 Join your **local business chamber** to avail services for MSMEs

Bulacan Chamber of Commerce and Industry (BCCI) provides essential services to business and other stakeholders for the development and promotion of sustainable growth and global competitiveness.

<https://bulacanchamber.ph>



BUFFEX Online is a market portal developed by BCCI being offered to micro and small enterprises as their access to the global marketplace. It features Bulacan food products and welcomes guest food merchants from nearby regions.

<https://buffexonline.com>

Sample Activities



Pampanga Chamber of Commerce and Industry (PamCham) contributes to prime countryside business, advocate local economic development, promote and patronize homegrown products/ services.

<http://pamcham.org.ph>



Metro Angeles Chamber of Commerce & Industry, Inc. (MACCII) commits to uplift the socio-economic status of Metro Angeles through the development of globally competitive small and medium enterprises and the business community in general.

<http://www.maccii.org>



Tarlac Chamber of Commerce and Industry provides business services for the advancement of grassroots entrepreneurship, chamber development, international trade relations, business innovation and excellence, and operating efficiency.

<https://www.facebook.com/pccitarlacprovince>

RIIC contact page



The **THRIVE Central Luzon Website** features updates on Region 3 RIIC activities. It houses the Regional Innovation Database that enables access to innovation resources from government, industry and academia, while providing a platform for MSMEs to easily match their business needs.

Website: <https://thrivecentralluzon.com>

Email: info@thrivecentralluzon.com

Facebook: [@THRIVECentralLuzon](https://www.facebook.com/THRIVECentralLuzon)

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