



phildev LABS

ADMANICE

STARTUP PORTFOLIO 2022





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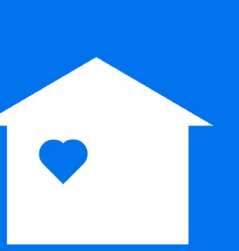
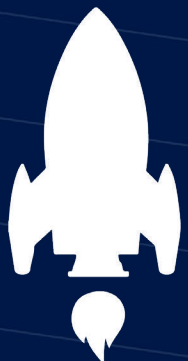
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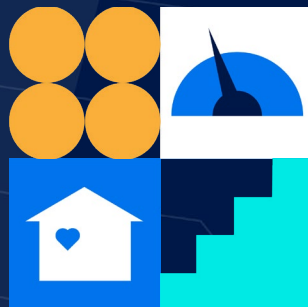
Accelerating Development, Valuation, and Corporate Entrepreneurship (ADVANCE)

ADVANCE is an acceleration program for growth-stage tech startups that aims to assist startups progress through scaling up business operations and enable them to deliver products and services that will address strategic societal needs. The program is co-implemented by the Department of Trade and Industry and PhilDev Foundation through PhilDev LABS.

WWW.PHILDEV.ORG



ADVanCE Acceleration Journey



Pre-Acceleration

- Call for Applications
- Due Diligence
- Pitching Round
- Onboarding of Cohort
- Investment-readiness Evaluation



Acceleration



Post-Acceleration



Weekly Check-ins

Startups went through weekly check-ins to not only determine their needs but track their progress over the course of the program.



Mentorship

Startups were assigned to an industry expert from PhilDev's wide network who mentored them to improve their business knowledge and skills.



Public Relations Support

Startups received publicity features to promote their products and services, and increase their reach for potential customers, partners, and investors.



Networking & Community Events

Startups had the opportunity to participate in networking events to connect them to the wider startup community.



Masterclasses & Brown Bag Sessions

Startups participated in a series of masterclasses and brown bag sessions, focused on refining business models, impact strategies, and improving organization capacity.



Support Services

Startups were given legal, marketing, and financial management support to streamline their business operations.



Partner Relations

Startups were assisted by PhilDev in facilitating linkages within the duration of the program.



Demo Day

Startups had the opportunity to participate in an exclusive Demo Day and pitch their startup to investors and creditors.



No. of Employees: 45

Date of Incorporation: 21 Mar 2012

Business Model: B2B & B2C

CONTACT DETAILS

Focal Person:

Paullene Yumang

pyumang@edukasyon.ph

Business Address:

UB, 111 Paseo de Roxas Building,
Paseo de Roxas, Legaspi Village,
Makati, Metro Manila

Website:

www.edukasyon.ph

Social Media:



ABOUT THE STARTUP

Edukasyon.ph is the leading education technology platform in the Philippines. They aim to improve education outcomes for 8 million students a year through three pillars: EDGE Tutor - their newest online learning platform for K-12 academic support, Finder- their college and career guidance tool, and Gen Z future skills training.

PROBLEM

1.8M students are left behind every year from education to employment. Weak K-12 academic foundations, limited 21st century skills training and weak guidance on their options all prevent them from pursuing the right opportunities.

SOLUTION

Edukasyon.ph provides high quality, credible academic support for the Filipino youth through EDGE, their online tutoring services.

Edukasyon.ph also has their platform which serves as high school students' go-to space to be informed on important, updated, and useful data on schools, strands, and courses.

ABOUT THE PRODUCT

With the help of partner schools, corporations, and non-profit organizations, Edukasyon.ph actively supports and empowers the Filipino youth to pursue their dreams with confidence and purpose.

Access their Services

VALUE PROPOSITION

Edukasyon.ph is the Philippines' largest and fastest growing learner community.

CUSTOMER & MARKET

27 million learners enrolled in educational institutions in the Philippines

TEAM

Henry Motte-Muñoz, Founder

Grace David, CEO

Cecilia Calvo, Vice President of EDGE Tutor

Deirdre Conde, Operations

Lucky Calip, Marketing

JC Velasquez, Technology

Yna Ellorda, Partnerships

Zennon Gosalvez, Product

Jerick Chan, Chief of Staff

EMPATH CORPORATION

The logo for Empath Corporation, featuring the word "empath" in a lowercase, rounded, sans-serif font. The "e" is a light green color, while the rest of the letters are a darker green. The logo is set against a white rounded rectangular background.

No. of Employees: 24

Date of Incorporation: 26 Aug 2020

Business Model: B2B & B2C

CONTACT DETAILS

Focal Person:

Stephanie Naval
Founder and CEO
steph@empath.ph

Business Address:

RB Commercial Building #1 Don
Jesus Blvd. Corner West Service
Rd. Cupang Muntinlupa City,
Philippines 1771

Website:

www.empathph.com

Social Media:



ABOUT THE STARTUP

Empath is a social enterprise that envisions accessible mental healthcare through providing wellness, telemental health, and psychoeducational training services.

PROBLEM

There is a lack of accessibility for mental healthcare in the Philippines. Despite existing laws promoting mental health, social stigma and discrimination persist. Furthermore, mental healthcare support may also be expensive, distant, inefficient, and inaccessible.

SOLUTION

With Empath's telemental health platform, Filipinos can access mental health care and psychotherapy services anywhere and anytime. It also provides psychoeducation tools and modules that would help educate and provide basic mental health literacy to the users. With the platform, clients are able to save time through immediate booking, payment, and they have the option to choose their preferred mental health professional.

ABOUT THE PRODUCT

Empath's telemental health counseling is a web and mobile application platform wherein individual and organization clients such as companies, schools, and non-profits may book, process payment, record keep, and access online mental health counseling and psychoeducational services.

Access their Services

VALUE PROPOSITION

Empath provides comprehensive, quality, and flexible mental health services for Filipino youth, adults, families, and organizations who need help in managing their emotional stressors and improving their mental well-being.

CUSTOMER & MARKET

Individuals, large enterprises, MSMEs, and schools in the Philippines. To date there are 4,651 large enterprises; 952,969 MSMEs; 47,612 public schools; 12,861 private schools; and 239 local and public universities and colleges in the country.

TEAM

Stephanie Naval, Founder and CEO
Vanessa Cabling, COO

INSIGHT SUPPLY CHAIN SOLUTIONS



No. of Employees: 33

Date of Incorporation: Jun 2019

Business Model: B2B

CONTACT DETAILS

Focal Person:

Pierre Carlo Curay
Co-Founder and CEO
pierre.curay@insightscs.com

Business Address:

3F Aurora Building, Alabang-
Zapote Road, Cupang,
Muntinlupa, Metro Manila

Website:

www.insightscs.com

Social Media:



ABOUT THE STARTUP

InsightSCS Corporation envisions connecting the world's supply chain through technology. Their mission is to integrate different supply chain stakeholders into a single collaborative supply chain technology platform.

PROBLEM

The agriculture supply chain is highly complex where there are many layers or steps before the farmer's fresh produce gets to the hands of consumers. This complexity drives a lot of wastes, lower income for farmers, and higher costs.

SOLUTION

InsightSCS optimizes supply chains by connecting all of the different stakeholders into fewer layers that allows collaboration and direct access, like their farmer partners, directly to buyers.

ABOUT THE PRODUCT

InsightSCS Corporation has a fully end-to-end digital platform for supply chain. It is a synergy of different web and mobile apps that covers all aspects of the supply chain from purchasing, warehouse, supply, transport, e-commerce, and retail, to last-mile delivery. All these modules/apps connect all the stakeholders into one collaborative supply chain.

Access their Products

InsightSCS TMS

Haiso

Delivere.tech

VALUE PROPOSITION

InsightSCS' technology covers the whole supply chain. Other solutions usually focus on one aspect of the supply chain (e-commerce, front-end, transport, manufacturing, etc.). Through their technology and logistics network, InsightSCS' integrates all of them and creates deeper collaboration among the players, leading to more efficiency, higher revenues, less waste, and lower costs.

CUSTOMER & MARKET

InsightSCS caters to the whole supply chain such as suppliers, transporters, manufacturers, institutional buyers, and consumers.

TEAM

Corazon C. Curay, Chairman
Pierre Carlo Curay, CEO
Relly Noman, CTO
Remi John Noman, COO

MAGWAYEN ORGANICS, INC.



No. of Employees: 4 full-time | 8 part-time

Date of Incorporation: 5 Jul 2017

Business Model: B2B & D2C

CONTACT DETAILS

Focal Person:

Czarina Carbonel
Co-Founder and CEO
czar@magwai.com.ph

Business Address:

Level 10-1, Fort Legend Tower, 31st
Street & 3rd Avenue, Barangay Fort
Bonifacio, Taguig City, Metro Manila

Website:

www.magwai.com.ph

Social Media:



ABOUT THE STARTUP

MAGWAI is a sustainable personal care company whose mission is to pioneer marine-friendly personal care products that allow consumers to switch to alternatives that are sustainable, effective, and accessible.

PROBLEM

The Philippine marine ecosystem is facing numerous threats from human activities. What most do not realize is that consumers are contributing to this damage with the personal care products that they use. Chemical sunscreens that are more accessible to beach goers contain active ingredients that are toxic to the coral reefs. Other personal care products, such as shampoo sachets and shampoo in plastic bottles, contribute to plastic pollution.

SOLUTION

MAGWAI is a proudly local company that helps protect the fragile marine environment from being harmed by consumers, using personal care products. It aims to disrupt the personal care category by pioneering marine-friendly personal care products that allow consumers to switch to more sustainable alternatives.

ABOUT THE PRODUCT

MAGWAI's flagship products are the MAGWAI Reef-Safe Sunscreen and the MAGWAI Shampoo Bars.

Access their Products

Reef-Safe Sunscreen

Shampoo Bar
Moisture Care

Shampoo Bar
Scalp Soother

VALUE PROPOSITION

MAGWAI makes it easy for consumers to love using sustainable personal care products by ensuring the products are effective and accessible.

The product ingredients of MAGWAI are 100% marine friendly and are evaluated based on ECHA (European Chemicals Agency) guidelines which sets the standard for environmentally-safe ingredients.

CUSTOMER & MARKET

GenZs and Millennials who are conscious about sustainability and development of the oceans, and distributors who have connections to pharmacies and supermarkets, and sustainability specialty stores, surf shops, diving shops among others.

TEAM

Czarina Carbonel, CEO
Maffy Tamayo, CMO
Mico Anabo, CFO
Erly Briones, Innovation Consultant

NANOTRONICS INC.



No. of Employees: 6

Date of Incorporation: 5 Mar 2014

Business Model: B2B

CONTACT DETAILS

Focal Person:

Dr. Jerome Palaganas

Co-Founder and CEO

rome.palaganas@nanotronics3.com

Business Address:

W202 MRR Bldg, DLSU Science
& Technology Complex, LTI
Spine, Laguna Blvd., Binan,
Laguna 4024

Website:

www.nanotronics3.com

Social Media:



ABOUT THE STARTUP

Nanotronics is a Philippine deeptech cleantech startup pioneering the production of nanotechnology material derived from indigenous plants for use in various industrial applications enabling key industries in creating innovative and breakthrough solutions.

PROBLEM

The use of fossil-based polymer or plastic, which subsequently generates tonnes of plastic waste, is one of the biggest problems that we face today. Annually, plastic waste significantly contributes to the global pollution and carbon emission affecting the community and the environment.

SOLUTION

Their products have various industry applications - such as in packaging, chemical, material, composite, automotive, electronics, 3D printing, and medical, which provides a sustainable solution to eliminating or reducing plastic waste.

ABOUT THE PRODUCT

Nanotronics produced three [Nanomaterial products](#), namely: (1) Emtex (pristine cellulose nanocrystal); (2) Emtex-TP (advanced cellulose nanocrystal); (3) Filmet (pristine graphene oxide); and, (4) Fully sustainable packaging materials (derived from Emtex) for packaging/FMCG companies.

[Access their Products](#)

VALUE PROPOSITION

Nanomaterials (Emtex and Emtex-TP) of Nanotronics are sourced from highly renewable indigenous plants. Their feedstock is internally processed and converted into nanomaterial (sourcing/SCM advantage) using their proprietary technology. Furthermore, Nanotronics works directly with clients in creating solutions for their current problems/needs. Likewise, the startup can customize the solution to enable quick adoption, deliver first time-to-market launch, and achieve competitive advantage for their client.

CUSTOMER & MARKET

Target customers include packaging, chemical, material, coating, composite, automotive, electronics, 3D printing, and medical industries/companies.

TEAM

Dr. Jerome Palaganas, Co-Founder and CEO

Ms. Napolabel Palaganas, MSc, Co-Founder and COO

TAKEFIVE OUTDOORS



Date of Incorporation: 7 July 2017

Business Model: B2C

CONTACT DETAILS

Focal Person:

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Co-Founder and CEO

jae@takefiveoutdoors.com.ph

Business Address:

B27 L1 Ph2A Grandriverside Sub.,
Nile Street, Pasong Camachile 1,
General Trias City, Cavite

Website:

www.takefiveoutdoors.com

Social Media:



ABOUT THE STARTUP

TakeFive Outdoors is a guided outdoor-adventure company that offers the best guided tours in the outdoor industry. Their app is downloadable in both Google Play and Apple Playstore. At present, they offer adventure trips across Luzon. Aside from their Outdoor App, they also have [Takefive Lokals](#) where they sell souvenirs, essentials, t-shirts, and coffee among others, from partner communities.

PROBLEM

The recent pandemic brought local tourism communities to its knees. Without tourists to cater to, many in the tourism industry lost their jobs and businesses. While numerous businesses wanted to shift online, they find it financially challenging to build their own platform. Moreover, online scamming made it difficult to build trust with customers on Facebook and Instagram. Local tourism communities are eager to be online and need support with their digital marketing needs.

SOLUTION

TakeFive Outdoors built a platform that allows local tourism communities to receive income by bringing their tours and products online. TakeFive Outdoors made sure that they build the trust of their customers with a secure payment gateway and 24/7 customer support. They used a hyperlocal strategy, to share the benefits of those tourism communities who show great tourism potential, yet are still unheard of. Allowing tourists to travel closer to their homes, localizing travel in the new normal.

ABOUT THE PRODUCT

A guided outdoor-adventure company that offers the best guided tours in the outdoor industry.

[Access their Product](#)

VALUE PROPOSITION

TakeFive Outdoors' mobile application offers convenience in booking and exploring travel destinations. They branded their tours as Shared Tours, making their rates competitive and giving people the chance to connect with other travelers.

CUSTOMER & MARKET

20-45 years old, Male/Female, working in a corporate/IT/BPO company. They could be a tech-savvy individual who is burnt out with their job and responsibilities and would like to find ways to significantly reduce stress and take a break from their everyday routine.

TEAM

Jae Mamorbor, CEO

Randell Monge, Chief Experience Officer

John Eris Villanueva, CTO

Partner Organizations



DTI - COMPETITIVENESS AND INNOVATION GROUP

The DTI-CIG oversees the DTI's initiatives in preparing industries for the Fourth Industrial Revolution and digital transformation, establishing Regional Inclusive Innovation Centers (RIICs), developing new creative industries, and growing a robust startup ecosystem.

PHILDEV FOUNDATION

The Philippine Development Foundation (PhilDev) is an independent, non-profit organization that aims to eradicate poverty in the Philippines through its three (3) pillars: education, innovation, and entrepreneurship. PhilDev brings together government organizations, the academe, private industry, and the community in harnessing science and technology for sustainable and inclusive economic growth in the Philippines.



Contact Us



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