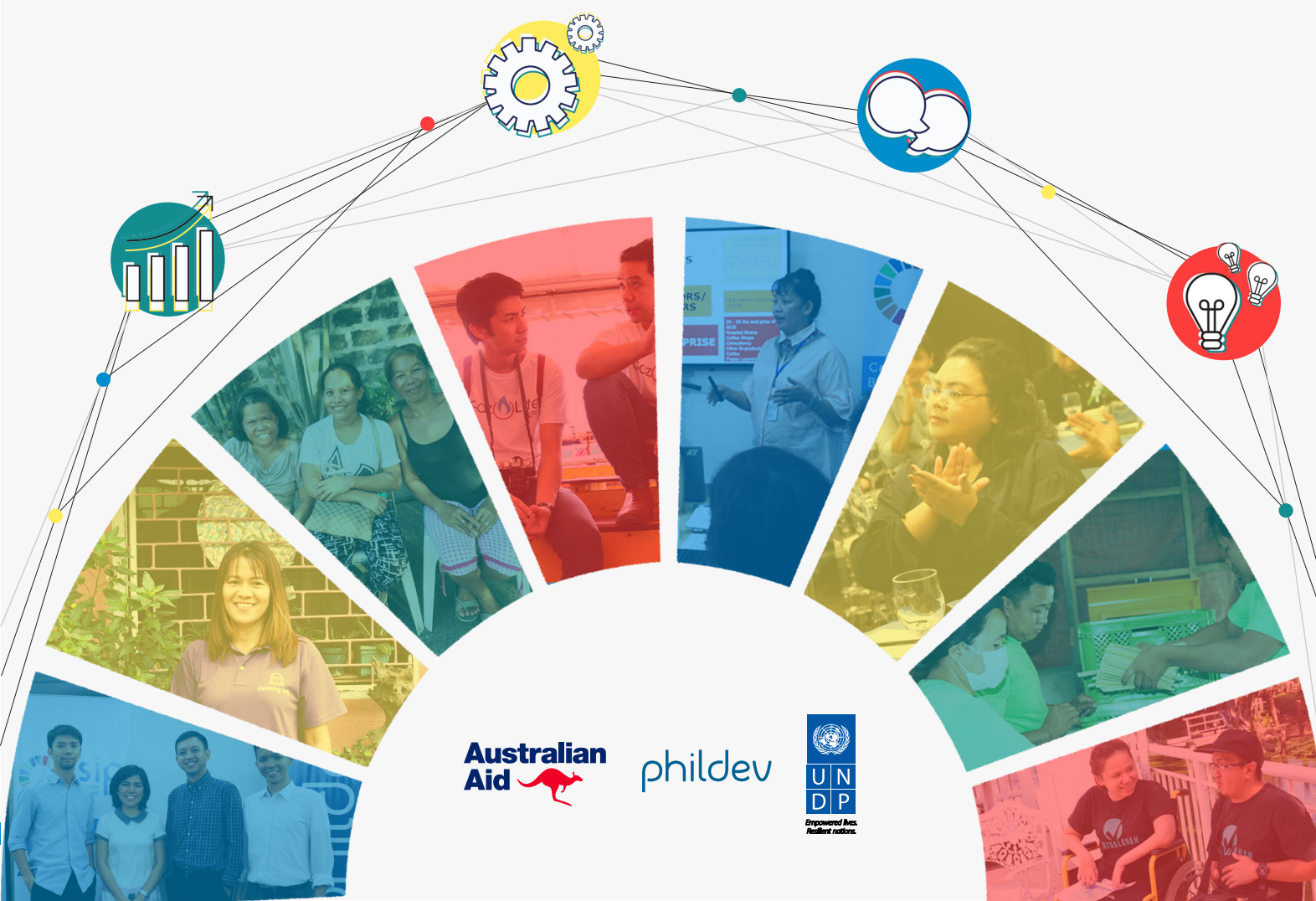


2018

SOCIAL ENTERPRISE PROFILE



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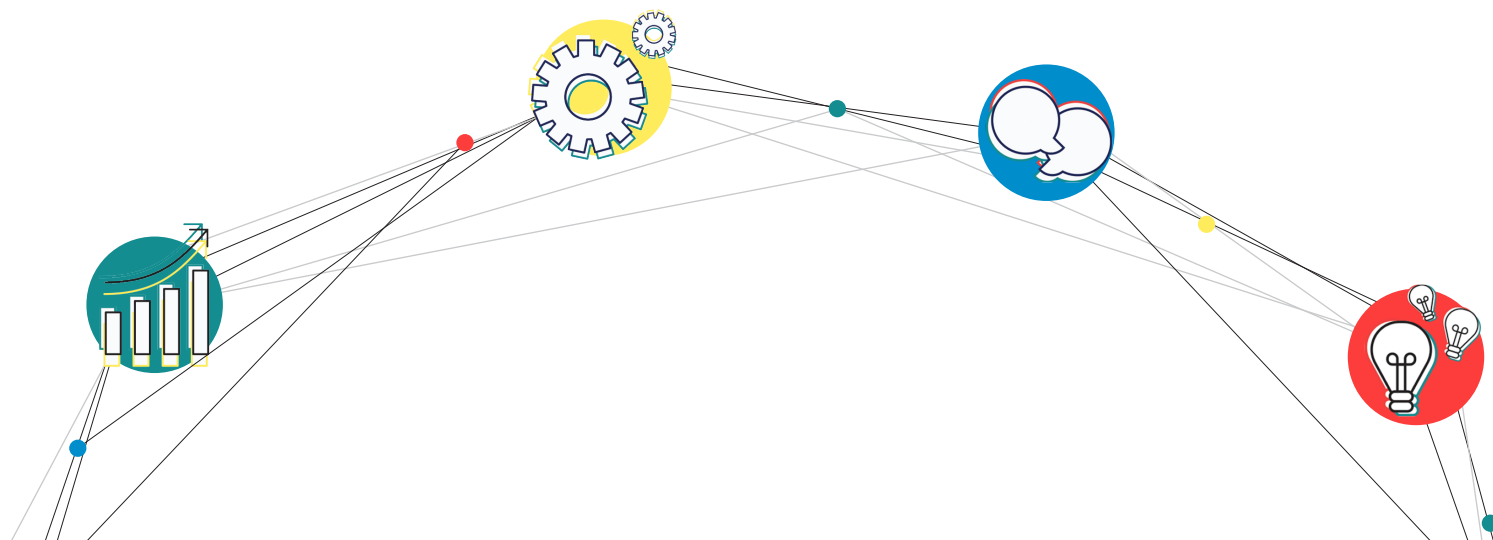
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Innovation for Social Impact Partnership (ISIP)

The Innovation for Social Impact Partnership aims to support promising innovative social enterprises in the Philippines to collectively contribute to the achievement, acceleration, and sustainability of the SDGs.

It is a project co-implemented by the United Nations Development Programme (UNDP) and Philippine Development Foundation (PhilDev), with generous support from the Australian Embassy in the Philippines. Social Enterprises (SEs) will be provided technical support to improve capacity to access capital and attract investments in order to scale up.

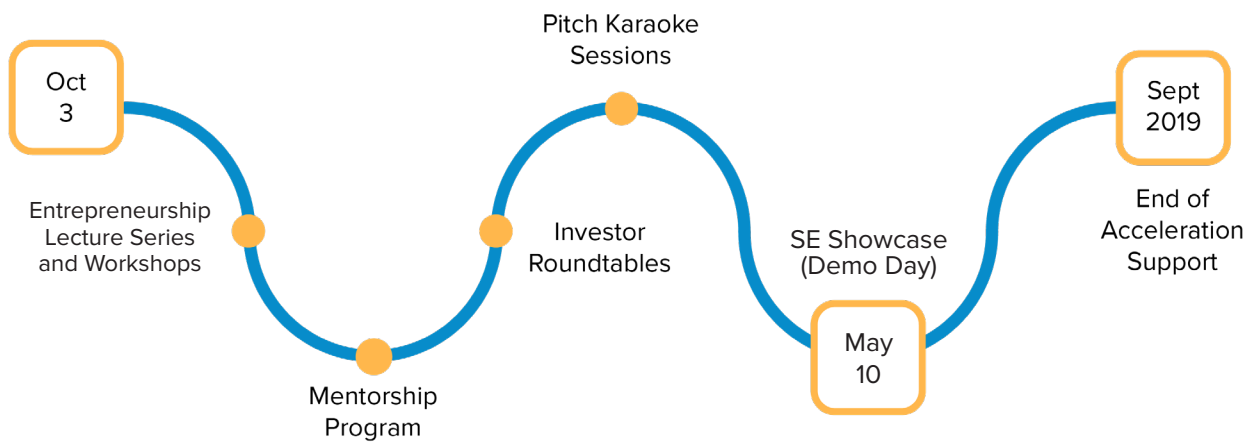
Social Impact Accelerator

ISIP aims to support social entrepreneurs and drive growth for their businesses without losing sight of their impact. Through the Social Impact Accelerator, selected highly scalable SEs are provided access to markets, talents, capital, and guidance.

Admitted social enterprise teams are offered a year of support, six months of which is an intensive program, consisting of tailored mentorship, lectures and workshops, investor roundtables, and business matching opportunities. The six-month program culminates with an SE Showcase, where partners, mentors, and investors will witness the SEs pitch, with the objective of accessing financing that will help them scale their impact. SEs are also given opportunities to engage with local higher education institutions and participate in the policy agenda through other components of ISIP.



Strategy Timeline



Bambuhay

Sip Right, Change Lives

Founders: Mark Sultan Gersava, Ronald David, and Steffi David

Bambuhay is leading the way in sustainable business by creating inclusive and eco-friendly solutions to heal the planet and build opportunities by empowering marginalized communities, helping combat insurgencies, and alleviating the effects of climate change. Bambuhay utilizes all parts of the bamboo and turns them into eco-friendly products such as bamboo straws, bamboo tea, bamboo briquettes, ash fertilizer, and edible bamboo-based packaging. Through their many product offerings, they offer natural and innovative products that create high-impact solutions to plastic pollution, and at the same empower and educate indigenous peoples, former rebels, *kaingeros* (slash and burn farmers), solo parents, out-of-school youth, persons with disabilities, and women farmers to become agripreneurs.

Problem

Indigenous peoples, solo parents, women, and farmers are among the most vulnerable earning around PHP 130.00 (USD 2.55) a day with no stable daily source of income. As a result of extreme poverty, some are pushed towards insurgencies and banditry, while others are forced to cut trees in the forest in order to have a source of livelihood, effectively depleting the country's forest reserve. Meanwhile, the Philippines is the 3rd largest plastic polluter in the world with around 3.88 million tons dumped into the oceans. The *tingi* or sachet economy is the biggest contributor in plastic pollution, a factor of which is poverty itself. Plenty of Filipinos are unable to afford products in bulk or standard packaging, forcing them to buy in small quantities and compounding the problem. As such, there exists a lack of high-quality, affordable, and Filipino-made reusable materials in the country that will help curb behaviour of buying single-use disposable plastic items.



Solution

Bambuhay builds community social enterprises in some of the poorest provinces in the Philippines, inviting community members to become agripreneurs by providing necessary trainings to increase their livelihood in bamboo farming. These agripreneurs produce Bambuhay's line of eco-friendly products that advocate for a sustainable and zero-waste lifestyle. The company's main product is the Reusable Bamboo Drinking Straw, which serves as a replacement for single-use straws. Other products they offer include bamboo drinking tumblers and bamboo coffee stirrers. Among products currently in research and development are the Bamboo Tea, a healthy tea drink that has health benefits, Bamboo Activated Charcoal, which is an alternative to charcoal and used as source of fuel for cooking, as well as an ingredient for cosmetic products, and Organic Fertilizer, a byproduct from the ash during the creation process of the briquettes.

BAMBUHAY AT A GLANCE

No. of employees : 49
Year of incorporation : 2018

Website : www.facebook.com/bambuhayph
Headquarters : Carranglan, Nueva Ecija

BUSINESS MODEL

Bambuhay operates on a B2B model, selling products to businesses such as hotels, restaurants, food and beverage chains, to encourage the use of reusables instead of plastic utensils in day-to-day lifestyle. The company also sells their products as corporate giveaways and gift items for events.

TARGET MARKET

The company is looking to target 50% of the Philippine F&B industry and targeting to replace 1 billion single-use plastic straws.

CUSTOMERS

Bambuhay has served big names in the Hospitality and F&B industries in the Philippines, including Marco Polo Hotels, Jollibee Foods Corp, Zagu Corporation, Happy Lemon, and The Coffee Bean and Tea Leaf Corporation. Bambuhay has also recently supplied its products to The Coffee Bean and Tea Leaf Corporation in Malaysia.

SIGNIFICANT ACHIEVEMENTS

Bambuhay has won several awards and competitions in the last year, including:



Total Startupper of the Year 2019 - Philippine Champion, Asia-Pacific and Middle East Champion



Enactus World Cup 2018 - Winner, Action Accelerator



DBS-NUS Social Venture Challenge - Top 10 Social Enterprise

OPPORTUNITY

The company has set its sights on exporting its products to other countries and expanding to more communities in the Philippines. The company is currently in talks with a Fast-Moving Consumer Goods (FMCG) company to roll out mass production of its Bamboo Tea Leaf. There is also a huge opportunity to supply bamboo charcoal to companies for health and beauty products.

SDGS ADDRESSED



IMPACT TO DATE

Bambuhay has improved quality of life for 52 farmers and their families by training and employing them to create high-value products out of bamboo. Since its founding, the company has increased farmers' income by 300% and provided access to social benefits such as healthcare, social security, and insurance. 37 out of the 52 farmers in Bambuhay's employ are women indigenous peoples.

CONTACT

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Cleaning Lady

Smart scheduled cleaning provider

Founders: Jan Oscar King and Frances Rafio-Feliciano

Cleaning Lady is a social enterprise that provides Filipino-quality cleaning services that are professional, caring, and warm to condo-dwellers in Metro Manila. They seek to meet the need of condo-dwellers for on-demand cleaning services while also providing jobs to unemployed mothers who live in underserved communities lying usually in the shadows of high-rise condominium buildings. With Cleaning Lady, clients are able to easily schedule and book a cleaning service online and enjoy quality cleaning service from trained cleaners.

Problem

Women, specifically mothers, from underserved communities lack opportunities and access to jobs that can help augment family income due to the following reasons: age, limited time and availability to dedicate to work, low-level to zero income, educational attainment, and gender-based discrimination. In pursuit of more opportunities to earn to support their families, some women end up taking jobs abroad, missing out on important family moments and the comfort of their own homes.

Solution

Cleaning Lady partners with organized communities to open up opportunities for mothers to earn more by providing cleaning services to condo-dwellers in Metro Manila. Cleaning Lady offers a web-based booking platform for customers to avail of their cleaning services. The Cleaning Lady website has a smart scheduler that automates matching clients the nearest cleaning lady available. Customers can also book through Facebook, Instagram, or SMS. Partner Cleaning Ladies are trained and certified by the Technical Education and Skills Development Authority (TESDA), use their own line of all-natural cleaning agents, and bring their own equipment. Users may also take advantage of free gifts and discounts upon frequent booking and take pleasure in freely spending time for more productive tasks, all while creating a meaningful difference and impact for others.



cleaning lady

CLEANING LADY AT A GLANCE

Partner Cleaning Ladies : 20

Year of incorporation : 2016

Website : www.cleaninglady.ph

Headquarters : Mandaluyong City, Metro Manila

BUSINESS MODEL

Clients are charged on a per-hour basis of the cleaning service rendered. Current pricing model is PHP 350 (USD 7) for 1 hour, PHP 500 (USD 10) for 1.5 hours, and PHP 625 (USD 12.50) for 2 hours. Cleaning ladies are compensated on a commission basis and current split is at 60-40, with bulk of the income going to the cleaning ladies. Costs of materials, transportation, and uniform are covered by the company.

TARGET MARKET

Cleaning Lady is looking to target 5% of condo-dwellers in major Metro Manila cities and districts such as Makati, Mandaluyong, Ortigas, Taguig, Paranaque, and Quezon City. The number of condominium units in these areas is pegged to reach 100,000 by 2019. The company wishes to address 5% of the total market, equating to potential PHP 6,300,000 (USD 126,000) in revenues per month, and PHP 76,000,000 (USD 1,520,000) in revenues per year.

CUSTOMERS

Cleaning Lady has seen over 13,000 bookings to date among more than 3,500 unique customers, 50% of whom are repeat customers.

SIGNIFICANT ACHIEVEMENTS



Cleaning Lady now averages 700 clients per month and is working towards their target of 1000 clients per month. They have also consistently kept their social media ratings at 4.7/5.

OPPORTUNITY

The company has set its sights on expanding to other key cities in the Philippines such as Cavite, Tagaytay and Cebu, to go beyond its current scope of serving only Metro Manila.

SDGS ADDRESSED



IMPACT TO DATE

Since the company's inception in 2016, Cleaning Lady has helped provide access to employment for 45 women, increased their income by 300%, and improved quality of life for their families. Through income earned from their jobs as partner cleaning ladies, several cleaning ladies have been able to put their kids through university and send financial aid to relatives in the provinces. By investing in training partner cleaning ladies and providing them with TESDA certification, Cleaning Lady boosts morale and empowers women that they can use their certification to seek higher-paying jobs in the future.

CONTACT

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Coffee for Peace

Using coffee as a vehicle for Peace

Founders: Felicitas “Joji” Pantoja and Lakan Pantoja

In their experience as peacebuilding workers involved in grassroots peace and reconciliation work in the Philippines, Coffee for Peace founders Joji and Luis Daniel Pantoja observed that it was coffee that brought the Moro Islamic Liberation Front, New People’s Army, armed tribal communities, and government forces together. They noticed that as long as there is coffee served, there is dialogue and no gunshots. They have since used coffee as a tool to promote relational harmony by teaching farmers processes to produce global-quality coffee, organizing and paying farmers just prices for their coffee, linking them to the market, and encouraging them to be social entrepreneurs themselves. Farmer partners earn 300% increased income and are able to send their children to school, build durable homes, and experience food security.

Problem

In the Philippines, un-peace is manifested in various ways such as economic disempowerment, unjust trading systems, shattered indigenous identity, violent extremism, the proliferation of non-state armed groups, government and corporate abuses especially among indigenous peoples, and inciting distrust between communities. Centuries of colonization leading to a lost sense of identity, as well as the stronghold of few powerful and rich families over policies that shape national systems and institutions, continue the culture of un-peace in the country. Historical injustices to the indigenous peoples and the Bangsamoro remain unaddressed. Majority of indigenous peoples still do not have control of their ancestral domains which have been encroached by “developmental projects” and “extractive industries”. Coupled with the poor delivery of basic social services, it instigates a rich environment for unrest and violence. These realities result in poor production and income of agricultural farmers, including local coffee producers.



Solution

Coffee for Peace offers an alternative approach to conflict resolution. It runs capacity building on Peace and Reconciliation and conflict management skills through the engagement of small coffee farmers in a sustainable and just value chain by producing global-quality coffee as their good source of coffee. They pay farmers just prices for their coffee and sell green coffee beans, roasted coffee beans, and cascara (pulp of coffee cherries) to consumers. This raises the price of coffee because of the added value in processing their coffee. It offers an aggregate price of coffee for coffee farmers as they sell to traders and to Coffee for Peace providing them with sustainable sources of income. Coffee for Peace also operates a coffee shop in Davao as their showroom to distribute their roasted coffee.

BUSINESS MODEL

Coffee for Peace sells 20% of their green beans on micro-lot as specialty coffee outside the country and 80% roasted coffee beans to coffee shops and industrial offices in the Philippines at PHP 1,000 (USD 20) per kilogram. The company also creates roasteries in strategic places across the country to highlight good quality coffee from coffee-producing communities that embrace relational harmony. These spaces can be promoted as they provide a platform to educate consumers on coffee and peace and highlight stories of coffee and peace.

COFFEE FOR PEACE AT A GLANCE

No. of employees : 13
Year of incorporation : 2008

Website : www.coffeeforpeace.com
Headquarters : Davao City, Davao Del Sur

TARGET MARKET

In the Philippines alone, 70% of the coffee demand remains to be imported from other countries. Filipinos consume 100,000 metric tons of coffee per year. Coffee for Peace aims to fill that gap on the consumer side, while also targeting government and private agencies that support the coffee industry.

CUSTOMERS

CFP has international buyers for their specialty green beans in Canada and the US. They also sell roasted beans for local coffee shops, industrial buyers, and individuals. They also have a 50-sqm coffee shop outlet where they sell coffee concoctions and other food. This serves as their showroom for their coffee and a space for peace.

OPPORTUNITY

The company is keen on building an FDA (Food and Drug Administration)-approved facility for roasting coffee beans. This will roast Coffee for Peace-branded coffee and will also serve as the facility for farmers to use, enabling Coffee for Peace to generate new revenues from charging toll fees for usage of the facility. FDA approval for the facility will allow Coffee for Peace and small coffee producers to push their products to retail, promoting their coffee and story to more people nationwide. Small coffee producers cannot afford to invest in their own coffee roasters, so the facility will help address the needed added value on income for the farmers.

SIGNIFICANT ACHIEVEMENTS

Since the company’s incorporation in 2008, the company has been able to sell over 2,000 kilos of roasted coffee beans every year all over the Philippines, including exports to Canada and the US. Coffee for Peace has won numerous awards including:

- 1 UNDP N-Peace Award (2015)
- 1 BPI Sinag Award, Top 5 Social Enterprise (2016)
- 1 ASEAN Business Award, National Winner on Inclusive Business (2017)
- 1 ASEAN Business Award on Leadership and Poverty Alleviation (2017)
- 1 Developmental Social Enterprise Award (2018)

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IMPACT TO DATE

Since 2008, Coffee for Peace has helped train 600 farmers to become good sources of green coffee beans. It has worked directly with 72 farmers, improving quality of life for them and their families, by providing skills training on coffee farming and processing and connecting them to market, thereby increasing their income by 300%. Coffee for Peace has partnered with 13 tribes in strengthening social justice in conflict areas and has contributed to restoring safety and security. It has also helped reforest 21% of the areas they work in and ensures that farming practices in their partner communities are environmentally-safe.

CONTACT

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FAME

Futuristic Aviation and Maritime Enterprise

Affordable, reliable, and real-time tracking of maritime assets

Founders: Arcelio Fetizanan, Jr. and Zes Martinez

FAME offers a tracking and monitoring system suitable for Filipino smallholder fisherfolk that is lightweight, reliable, truly real-time, and affordable. They created the FAME Transponder and user interface which sends and receives location information, helping fisherfolk and coastal communities with tracking and communications in real-time. Through the use of their technology, smallholder fisherfolk are able to provide traceability documentation that increase their income, identify marine-protected areas, and easily communicate while out at sea.

Problem

Without an affordable, reliable, secure and lightweight tracking and monitoring solution, smallholder fisherfolk are always at risk whenever they set out to sea to fish. When they get into trouble at sea, it is difficult to get help when nobody else knows where they are. The lack of traceability also negatively impacts their income, as the European Union monitors and sanctions companies if they buy fish that have been caught through illegal, unreported and unregulated (IUU) fishing. An acceptable traceability solution must be put in place for the Philippines to continue exporting fish. Tracking systems that use satellites are too costly, with devices that are heavy; hence, impractical to be used by small-scale fishermen. Tracking systems that use SIM cards have very limited range - they cover only a few kilometers away from the cell towers - not enough to cover the total area where fishermen operate.



Solution

The company developed the FAME Transponder – a device that uses radio frequency (RF) to send/receive location and other information from the vessel or aircraft to gateways, which then sends the information to the cloud for processing. The data and transmission are both encrypted for security and a user interface is provided to users for viewing and tracking vessels and/or aircrafts in real-time. FAME Transponders have a range of more than 50 kilometers. The company also developed near-field communication (NFC) cards for traceability documentation for smallholder fisherfolk. This increases fishermen's income by at least PHP 2,000 (USD 40) per kilogram of fish caught.

FAME AT A GLANCE

No. of employees : 15
Year of incorporation : 2015

Website : www.fame.systems
Headquarters : Makati, Metro Manila

BUSINESS MODEL

FAME adopts a subscription model with the lowest option at PHP 800 (USD 16) per month and the highest at PHP 3,000 (USD 60), depending on the features included for each plan. The company also charges a one-time big-ticket fee, and annual management and maintenance fees for special projects.

TARGET MARKET

FAME aims to reach small-scale boat owners and fishermen, middlemen, and financiers of small-scale fishermen, as well as NGOs supporting small-scale fishermen and local government units (LGUs) in charge of bantay-dagat boats and municipal fishermen.

CUSTOMERS

FAME has had 7 customers thus far, including JAM Seafoods, the USAID Oceans Project, Ateneo de Manila University, and Oceana Philippines International.

SIGNIFICANT ACHIEVEMENTS



FAME has been recognized by several accelerator programs both local and abroad, including Ideaspace Foundation's Startup Competition, AIM-Dado Banatao Incubator, Inspiring Super Ideas (ISI) in Taiwan and PortXL in Singapore

OPPORTUNITY

FAME sees opportunity in creating other internet of things (IoT) devices and solutions for other industries, as well as taking their products to other emerging markets.

IMPACT TO DATE

Since their establishment in 2015, FAME has helped 200 fisherfolk by helping them feel safer through the FAME transponder that provides tracking and communications in times of emergencies and has contributed to increased income for fisherfolk. They have also helped propagate the use of tracking devices as mandated by RA 10654 and contributed to the building of an ecosystem for sustainable fishing practices in the Philippines. Through use of their transponders and collaboration with

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environmental organizations and local government units (LGUs), FAME has assisted in monitoring marine protected areas to assist in conservation efforts of underwater ecosystems.

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Gaz Lite

Clean, breathable air through clean cooking technology

Founders: Matthew Par and Nathaniel Camat

Pascal Resources Energy began as a corporate social responsibility (CSR) project of PR Gaz, a pioneer and top player in the liquified petroleum gas (LPG) industry in the Philippines. The concept was to address energy poverty in the country, particularly by providing clean cooking alternatives to a population that still predominantly relies on traditional fuels to prepare daily meals. In February 2018, the company was established as an independent entity to focus fully on its mission.

Problem

Energy poverty, particularly in cooking, continues to be pervasive in the Philippines because of the cost barrier to adopt cleaner fuel. To illustrate, only 37% of the country's population cooks with LPG. The industry as a whole continues to serve only the lucrative upper- and middle-class market, while ignoring the remainder of the population. There is a lack of clean energy alternatives that are affordable and accessible to the majority. This problem is further aggravated by an increasing trend of illegally refilled butane canisters that are unsafe and have already caused numerous fire accidents.

BUSINESS MODEL

Pascal Resources Energy's primary strategy is a distributorship model similar to many FMCG companies. Gaz Lite products are first delivered to appointed regional partners across the country. These products are then distributed and stocked at neighborhood (sari-sari) stores within the partner's assigned territory and network. In the Philippines, sari-sari stores function as an extension of a household's own pantry and thus serve as the closest retail touchpoint to consumers. The company also executes a direct-to-consumer strategy through partnership projects with various microfinance institutions who make the products accessible to their client network through an affordable loan program.



Solution

The company's core product is Gaz Lite, a seamless, aluminum, refillable LPG canister. It is a first-in-the-world innovation that harnesses the clean cooking energy of LPG in an affordable size variant. Pascal Resource Energy offers the Gaz Lite Starter Kit, composed of 2 Gaz Lite LPG canisters, 1 portable cooking stove, and 1 stove case. The company created a proprietary stove design that works only with Gaz Lite canisters to eliminate safety mishaps, especially with illegally refilled butane canisters. The smaller fuel serving allows cash-strapped households to purchase canisters as they need them while allowing them to convert to cleaner, modern LPG fuel from traditional solid fuel such as wood, charcoal, and biomass.

GAZ LITE AT A GLANCE

No. of employees : 30
Year of incorporation : 2018

Website : www.gazlite.com
Headquarters: Pasig City, Metro Manila

TARGET MARKET

About 57% of Philippine households (12 million) are still dependent on traditional sources of cooking energy such as wood and charcoal. The company aims to convert 50% of these nonusers (6 million) by 2030.

CUSTOMERS

Pascal Resources Energy has sold its canisters and stoves to over 120,000 users throughout the Philippines.

SIGNIFICANT ACHIEVEMENTS

- 1 The company successfully filed for an IPO Utility Model for the design and application of their seamless aluminum canister for LPG, granting them exclusive rights for seven (7) years.
- 1 Pascal Resources Energy is part of the Technical Working Committee on Gas Cylinders of the Department of Trade and Industry, enabling them to work with the government on the implementing Rules and Regulations for the product.
- 1 The company is also currently in the process of applying for a tax holiday for their new LPG refilling facility in Lubao, Pampanga.

OPPORTUNITY

In the Philippines, approximately 3 million single trip canisters are being illegally refilled and sold with LPG every year, translating to PHP 60 to 90 million (USD 1.2 to 1.8 million) in illegal transactions. The company sees great opportunity to work with local government units (LGUs) who are looking to halt the illicit trade of LPG-refilled butane cartridges. This is a serious and growing threat especially in regions

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where LPG penetration is low. Governments are losing in lost tax revenue, legitimate businesses are being undermined, and consumers are being exposed to poorly made and unregulated products. Pascal is currently working with the Department of Energy and respective provincial and local government offices on proposing a solution for seized canisters, allowing Pascal to have a platform to showcase that Gaz Lite is the solution.

IMPACT TO DATE

Since its inception, the company has reached around 120,000 households and has contributed to their conversion to cleaner cooking energy sources. It has empowered 1,000 micropreneurs in 11 provinces, and has worked with 11 microfinance institutions to provide flexible payment options for their products. Consumers have realized 30% more cost savings by using Gaz Lite products instead of traditional fuels.

CONTACT

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Hiraya Water

Smart water management for developing markets

Founders: Stephen Larcia, Carla Alexis Manalo, James Colades, and Martin Reyes III

Hiraya is a smart water management startup building innovative solutions that address inefficiencies in the water sector. It aims to create the ultimate platform for water solutions in developing markets. Hiraya's flagship product is R-TAP, an intelligent supply and pressure management system that helps water utilities reduce water losses and power consumption and optimize their existing infrastructure to augment water utilities' limited water supply.

Hiraya's Product Roadmap includes other products that are under development to form a complete smart water management platform for developing markets. These products are intended to be inter-reliant to mutually support each other's functions through shared data. The goal is to be the only platform that enables clients to have access to data from different sources across the water sector - from water utility, to consumer, to commercial/industrial data; from source to supply and down to disposal.

Problem

Access to reliable and affordable water has long been a global problem, especially in developing and emerging nations, further exacerbated by inefficient operation of piped water networks. Every year, around 126 billion cubic meters of water is wasted by water utilities around the world, which costs over USD 39 billion every year. This translates to a volume of water that could have been utilized by additional 1.6 billion individuals and to operational expenses that could have been used for service expansion to reach more unserved and underserved communities. This inefficiency is caused by leaks, sometimes due to old infrastructure, but often due to mismanagement of supply and pressure. Out of convenience and lack of access to appropriate tools, water utilities have applied corrective repairs without addressing the primary problem. This problem is especially true for small water utilities in poor communities where efficiency is badly needed yet appropriate solutions are inaccessible.



Solution

Hiraya Water created R-TAP, a patent-pending intelligent supply and pressure management system powered by a set of algorithms that uses relevant historical and real time data to characterize and optimize water networks. R-TAP helps water utilities reduce NRW (water losses), power consumption, and other operational expenses. R-TAP also helps in improving the service that water utilities provide the communities they cover, increasing service level especially during peak hours and helping avoid the practice of rationing or intermittent supply, amidst limited water supply available. And as their end-consumer's experience increases, so does their billed volume, which translates to better bottom line for the water utilities.

What separates R-TAP from other smart water management solutions in the market is that R-TAP is designed for developing markets and the exact problems that water utilities in developing markets experience. It has also been designed to be compatible with different water network infrastructure, no matter the level of sophistication.

HIRAYA WATER AT A GLANCE

No. of employees : 12
Year of incorporation : 2015

Website : www.hirayawater.com
Headquarters : Quezon City, Metro Manila

BUSINESS MODEL

The company charges an upfront fee for the installation of R-TAP, and an annual fee for the Software as a Service. This is bundled into a 5-year contract. Annual SaaS fee ranges from PHP 120,000 (USD 2,400) to PHP 300,000 (USD 6,000) per installation. A typical water district will have seven installations in its coverage area. Bigger water utilities will have over one hundred installations. R-TAP's business model is also aligned to its impact metrics. As more revenues come in from having more installations, more volume of water is saved, and more communities experience improved access to reliable water supply.

TARGET MARKET

In the Philippines, there are 3,000 public and private water utilities. By 2021, Hiraya targets to get 180 water utilities, contributing to PHP 1.6 billion (USD 32 million) worth of contracts.

CUSTOMERS

Among Hiraya's customers are water districts in the provinces of Laguna, Cavite, and Pampanga. The company is able to reduce these water districts' water losses by 19-70%. Hiraya is finishing demos to ten more water districts. The target is to convert 7 out of these ten to paying clients.

SIGNIFICANT ACHIEVEMENTS

- 1 Hiraya has gained the support of two key institutions, namely the Department of Science and Technology (DOST) under the Technicon Program, and the United States Agency for International Development (USAID) under the Development Innovation Ventures (DIV) Program.
- 1 In the last six months, the company has completed two demos, both have been converted into sales. More than anything, it has made significant improvement in the design of R-TAP to reflect valuable experience and feedback from past installations.

OPPORTUNITY

The company sees great opportunity in helping smaller water districts in the Philippines, and eventually rolling out their solution to other developing markets. The goal is for R-TAP to cover the target market, and then up-sell and cross-sell existing clients with products that complete the vision of a whole smart water management solution designed for the developing markets.

SDGS ADDRESSED



IMPACT TO DATE

For its three installations in 2018, Hiraya Water has been recovering annually 195,000 cubic meters of water (more than 0.5 millions of liters per day), a volume enough to supply for more than 5,000 individuals per year. With the additional nine new installations to be finished by 2nd quarter of 2019, this number is expected to rise more than five fold, recovering annually almost 1,000,000 cubic meters of water (more than 2.5 millions of liters per day), a volume enough to supply for more than 25,000 individuals per year. In total, these twelve water districts are expected to gain more than PHP 11,000,000 (USD 220,000) annually of value form recovery of leaks and augmentation of supply. Throughout the second half 2019, Hiraya Water aims to expand its footprint in these 12 water districts aiming for full coverage, and consequently increasing further these impacts.

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SolarSolutions

Renewable energy solutions for community development

Founders: Raffy Concepcion, Erees Macabebe, Rey Guerrero, and Aison Garcia

SolarSolutions goes the extra mile to empower communities and individuals through renewable energy, focusing on delivering products and services that provide great value and highly positive social impacts for customers through a profitable, sustainable, and innovative way. The company provides training, research and development services, and technical consultation on the design and deployment of renewable energy products. Their portfolio includes projects in disaster response and preparedness, small- to medium-scale barangay lighting and electrification, and operations for community-based projects that offer solar-powered applications such as lighting, mobile charging, and water purification. They have also done installations of solar energy systems in households and commercial establishments, as well as technical consultations for various organizations.

Problem

Solar energy systems are costly and difficult to implement and support particularly in off-grid areas. There are challenges of costs, financing, logistics, maintenance and support, and the technology itself (particularly energy storage). The problem still exists because: 1. The correct operating models are still being developed - initially people looked at this problem from primarily a technical standpoint. Addressing the problem has to include social, economic, and environmental aspects as well. 2. Technology - energy storage is still undergoing lots of changes 3. Support systems and markets are not yet well established in remote areas 4. People need to adopt a different way of doing things in order for the solutions to stick.



Solution

SolarSolutions creates community development and disaster management systems tied to community scale electrification and social enterprise. It also develops electricity saving products such as grid-tied solar energy systems, and back-up power systems for off-grid locations. The company also carries out consulting and R&D services such as system design, architecture, and product development services.

SOLARSOLUTIONS AT A GLANCE

No. of employees : 3
Year of incorporation : 2011

Website : www.solarsolutions.ph
Headquarters : Quezon City, Metro Manila

BUSINESS MODEL

The company earns a 10-40% margin on each system deployed, depending on the complexity of the project. The projects set up in communities create opportunities for livelihood and added income for community members.

TARGET MARKET

SolarSolutions targets low-income households and communities in urban areas and rural areas seeking to find low-cost energy solutions. It also targets small to medium businesses, communities and homeowners associations, as well as NGOs, corporate foundations, farms, and cooperatives.

CUSTOMERS

SolarSolutions has served over 120 customers in the 7 years it has been operating as a social enterprise in the Philippines.

SIGNIFICANT ACHIEVEMENTS



In 2018, SolarSolutions was awarded a Fellowship for Sustainable Energy Solutions by Impact Hub Manila, in partnership with the World Wildlife Fund for Nature (WWF), Peace and Equity Foundation (PEF), and supported by the Asian Development Bank (ADB). The fellowship consisted of a two-month acceleration program and PHP 500,000 (USD 10,000) in seed funding.

OPPORTUNITY

SolarSolutions sees opportunity in better serving rural areas with electrification systems that are affordable, lighter, and easy to use. By rolling out energy stations or solar sari-sari stores, they can continue to customize product offerings such as wifi connectivity, water purification, and mobile charging.

SDGS ADDRESSED



IMPACT TO DATE

Since the company's inception in 2011, the company has deployed over 240 systems in partnership with numerous partners across 20 provinces, reaching and impacting more than 10,000 people. By creating solar sari-sari stores, the company has empowered local communities to become microentrepreneurs and have earned extra income from renting out solar lamps, offering mobile charging, and running water purification for the community.

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Taxumo

Tax compliance for the self-employed in minutes

Founders: Ej Arboleda, Ginger Arboleda, Kevin Baldonado, and Evan Tan

Taxumo is a company that aims to spur economic growth by helping MSMEs, professionals, and freelancers focus on the core business by freeing them from one of their major stressors -- tax compliance. Taxumo is a software-as-a-service that automates the computation, filing and payment of business taxes for the above identified markets. In the Philippines, tax compliance for a business owner takes 182 hours per year. Taxumo makes it easier for business owners to focus more on growing their businesses, which leads to job generation and economic growth.

Problem

With the Philippines on the rise as one of the fastest-growing economies in Asia, business activity in the country has been growing more than ever. 99.6% of all businesses in the Philippines are classified as small and medium enterprises (SMEs) and employ 70% of the workforce. However, entrepreneurship is hampered by labor-intensive and outdated tax compliance policies. This negatively impacts productivity because of the resources and effort directly attributed to compliance. The same problem is faced by freelancers who want to formalize their business activities and file taxes.

BUSINESS MODEL

Taxumo operates on a pay-per-filing business model and charges from PHP 500 (USD 10) to PHP 1,500 (USD 30) per filing, depending on tax forms needed. This means that the user is only charged when they file a Tax Return. Taxumo also offers add-ons such as the books of accounts view report which is called Taxumo PRO. Customers can also opt to use DIY Power-up packages that are priced at PHP 18,000 (USD 360) to PHP 24,000 (USD 480) a year. The company also offers an all-outsourced solution called Taxumo Premium and Taxumo MD for doctors at an annual subscription rate of PHP 24,000 (USD 480) to PHP 38,800 (USD 776) a year. For individuals and MSMEs who require consultations, the company also offers Taxumo Consult priced at PHP 1000 (USD 20) for a 45-minute session. Taxumo Consult provides assistance in business registration with rates varying on a case-to-case basis.



Solution

Taxumo provides a platform for automating computation, filing, and payment of business taxes for MSMEs, self-employed professionals, and freelancers. Taxumo hastens the process by allowing business owners to simply input their income and expenses while the system automatically computes the tax cost. The platform also enables filing and payment to be done electronically. Taxumo offers various offerings, payment options, and add-ons depending on tax forms.

TAXUMO AT A GLANCE

No. of employees : 15
Year of incorporation : 2016

Website : www.taxumo.com
Headquarters : Taguig City, Metro Manila

TARGET MARKET

Taxumo targets freelancers, small business owners, and self-employed professionals in the Philippines. At the moment, the number of sole proprietors in the country is pegged at 2,500,000, while there is an estimated 429,000 Bureau of Internal Revenue (BIR) Registered Professionals, and 1,400,000 freelancers.

CUSTOMERS

Taxumo has served over 12,000 customers, mostly comprised of freelancers, small business owners, and self-employed professionals since its launch.

SIGNIFICANT ACHIEVEMENTS



Since its launch, Taxumo has grown to having over 12,000 users in its platform, with filings starting from Php 12,611.89 (USD 252.24), to garnering a tax filing average of PHP 3,400,000 (USD 68,000) in 2019. All in all, there has been a 609% growth in terms of user growth from the start of year 2018, up until March 2019.



In 2017, Taxumo was granted a four-year tax holiday by the Board of Investments (BOI) as part of the Philippine government's thrust to spur the digital startup industry.



Taxumo won numerous awards in the Philippine leg of the 2018 Rice Bowl Startup Awards including Best Fintech Startup, Best Business Automation Tool, and Best Newcomer.

OPPORTUNITY

The company has set its sights on growing its presence in the Philippines to reach more freelancers, small business owners, and self-employed professionals. It has seen a great demand for the solution in other emerging markets where business compliance can take up to 500 hours, such as Vietnam and Bangladesh.

SDGS ADDRESSED



IMPACT TO DATE

Taxumo has processed PHP 9,500,000 (USD 190,000) worth of tax filings to date since its launch in December 2016, primarily from Filipino freelancers - a previously hard-to-tax market. Through its product offerings for MSMEs, Taxumo has helped 844 entrepreneurs with business compliance.

CONTACT

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UPROOT

Providing sustainable food solutions against hunger

Founders: Robi Del Rosario, Maya Barol

UPROOT Urban Farms is a for-purpose enterprise that works with local communities to help them grow fresh produce without having the technical skills of a farmer. This is done through UPROOT Grow Hubs - food production centers located in local communities near places of consumption, leading to lower food wastage and lower food miles for businesses.

UPROOT Urban Farms' vision is to change the status quo of how food is grown and in the process, democratize high nutrient food for all Filipinos using aquaponics to grow food hyperlocally. The company envisions a future where food will be grown in local communities across the world, ending hunger and malnutrition in our lifetime.

Problem

By 2050, the global population is expected to reach 10 billion; where Asia is expected to have the second largest growth, adding 750 million people to its current population. Resource-intensive agricultural practices currently in use do not produce enough yield to feed the world's growing population. In the Philippines, climate change plays a major role in food security. The propensity of the country to be hit by several storms constantly affects food prices and availability. Local food supply chains further complicate food security issues as 80% of produce in Metro Manila comes from Benguet, a province 312 kilometers away from the capital region. For many Filipinos, the reality is that it takes more than a week before produce reaches their plates. The situation is even worse for those who purchase produce in supermarkets, as items can be stocked more than two weeks on grocery shelves - losing as much as 80% of nutrient content in the process.



Solution

UPROOT Urban Farms started its "Corporate2Cultivate" (C2C) ecosystem that links socially aware businesses to local communities. By establishing a network of urban farms across Metro Manila, low-income families are taught alternative farming methods like aquaponics and are able to use less resources while producing more food. Through C2C, communities are connected to businesses to sell their produce on a regular basis through a subscription-based model, creating a circular economy that benefits consumers, the community, and the environment. Moreover, the plan is to work consistently with barangay volunteers in the belief that they will one day be in a position to help in our advocacy of a healthier and hunger-free Philippines.

UPROOT AT A GLANCE

No. of employees : 3
Year of incorporation : 2017

Website : www.uproot.ph
Headquarters : Tanay, Rizal

BUSINESS MODEL

UPROOT's Corporate2Cultivate program is a weekly *bayong* (vegetable basket) subscription of heirloom produce. Partnerships involve socially aware corporations that contribute to a circular economy where the consumers - C2C corporate employees - become part of the food system through opting into *bayong* subscriptions, enabling communities to grow food and provide them a sustainable livelihood. Another revenue stream the company has is their enterprise model (B2B) where UPROOT supplies businesses such as hotels, restaurants, and individuals with high nutrient produce grown hyperlocally.

TARGET MARKET

Through its C2C program, UPROOT aims to target corporations that are socially aware and have workplace nutrition programs. It also caters to hotels and restaurants through their enterprise model. As it continues to build more UPROOT Grow Hubs, the company aims to reach individuals who are purpose-driven and eager to support social enterprises, as well as those with an active lifestyle, wishing to eat healthy and fresh produce but lack the time to go and buy vegetables.

CUSTOMERS

Since launching their C2C program in February 2019, UPROOT has served fresh produce to 232 customers in 4 companies. Majority of the customers are women, ages ranging from 25 to 45 years old.

SIGNIFICANT ACHIEVEMENTS

UPROOT has been recognized and awarded by several organizations for its work on solving food security issues through hyperlocal farming such as becoming the

- 1 Social Good Summit Winner for Poverty Alleviation and Food Security (2016)
- 1 Forest Foundation Fest Winner for Sustainable Livelihood (2017)
- 1 BPI Sinag Awardee (2018)
- 1 3rd Place Winner for Total Stupper of the Year (2019)
- 1 Urban Innovation Challenge Winner (2019).

Since launching its C2C Program early this year, UPROOT has seen 30% month-on-month growth in subscribers.

SDGS ADDRESSED



OPPORTUNITY

Since launching the Corporate2Cultivate (C2C) program 2 months ago, the average month on month growth rate for Uproot is 30%. One of the largest banks in the Philippines has been onboarded. This has enabled Uproot to open more partnerships with other large corporations. Partnership targets for 2019 is to increase corporate partnerships from 4 to 20 companies.

IMPACT TO DATE

UPROOT employs locals from communities where its Grow Hubs are built. Since operating in 2017, it has employed 3 individuals from Rizal who have experienced a 76% increase in income since starting with the company. It has also provided livelihood opportunities for additional 17 individuals in Rizal who pack *bayongs* and take care of seedlings, who will become regular employees as UPROOT expands operations and build more Grow Hubs.

CONTACT

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Virtualahan

Leaving no one behind

Founders: Ryan Gersava, Rose Villamor, and Josh Gersava

Virtualahan is a tech social enterprise building an ecosystem for persons with disabilities (PWDs) to thrive in the workplace. They provide PWDs with skills to access gainful employment opportunities through their legacy training course, while also strengthening capacity of companies to hire and retain PWDs through their e-learning platform. Virtualahan's impact formula combines a digital skills training, employment support, life-coaching with a strong focus on well-being, career guidance and restoring human dignity, and community building programs through awareness campaigns, events, and community-led initiatives. The company is now venturing into the e-learning space by developing relevant course material for corporations seeking to adopt better staff training and development programs, while also building confidence to hire more PWDs in pursuit of diversity and inclusion.

Problem

Persons with disabilities (PWDs) make up an estimated one billion, or 15%, of the world's population. About 80% of PWDs live in rural areas in developing countries and are of working age. The right of PWDs to decent work, however, is frequently denied. PWDs face enormous attitudinal, physical, and informational barriers to equal opportunities in the world of work and employers often assume that they are unable to work. Companies lack the capacity, confidence, and infrastructure to train, hire, and retain PWDs into their workforce. As a result, PWDs experience higher rates of unemployment and economic inactivity because of medical, psycho-social, and physical conditions they did not choose to have. PWDs are therefore at greater risk of insufficient social protection, which is key to reducing extreme poverty.



Solution

Virtualahan empowers disadvantaged people by bridging the skills gap for PWDs to find work and thrive in the digital economy. The company recruits, screens, and qualifies candidates to undergo an intensive six-week blended adult learning digital skills training and capacity building program. Successful graduates are then provided with three months of employment support through direct hiring, referrals, and job application support. Following their completion of the program, graduates are also offered one year of life coaching to make sure that they are able to process and cope with demands of their newfound work. There are also regular community building activities that the company holds to continue their development. In the process, Virtualahan builds a support network that nurtures confidence, teamwork, and social equality. The training course has also opened to senior citizens, former drug dependents, former inmates, solo parents, indigenous peoples, and other individuals who are restricted by traditional jobs or have chosen to work from home.

To build capacity and confidence of corporations to hire PWDs, Virtualahan offers an e-learning platform with designed courses for training uses, as well as HR support and consultancy on diversity and inclusion in the workplace.

VIRTUALAHAN AT A GLANCE

No. of employees : 12
Year of incorporation : 2015

Website : www.virtualahan.com
Headquarters : Davao City, Davao Del Sur

BUSINESS MODEL

Virtualahan has both Business-to-Business (B2B) and Business-to-Consumer (B2C) channels for its training and e-learning programs. Its legacy course for PWDs charges students a PHP 25,000 (USD 500) training fee using a cross-subsidy and pay-it-forward model. A sponsor will pay for the scholarship of a beneficiary, on the condition that the recipient of the scholarship will sponsor another student's training fee once employed. Virtualahan charges companies a standard cost of PHP 3000 (USD 60) per module per head to develop courses for their e-learning platform for corporations.

TARGET MARKET

Virtualahan aims to reach PWDs in the Philippines by working with government agencies, local government units, NGOs, and corporations. For its B2B e-learning platform, Virtualahan is targeting multinational companies looking to push forward diversity and inclusion policies and programs within their organizations.

CUSTOMERS

Virtualahan has had over 273 students, many of whom were on scholarship to finish the training. Among their five corporate partner-clients is Accenture, a global leading solutions provider, granting students access to employment.

SIGNIFICANT ACHIEVEMENTS

Virtualahan has won numerous awards such as:

- 1 Singtel FutureMakers in 2017
- 1 Ten Accomplished Youth Organizations in 2017
- 1 Google Business Stories in 2018

It has also participated in various accelerator programs both local and abroad including the:

- 1 BPI Sinag in the Philippines (2015)
- 1 DO School in Germany (2016)
- 1 ASEAN Impact Challenge in Singapore (2016)

SDGS ADDRESSED



OPPORTUNITY

Social exclusion from the workplace deprives societies of an estimated USD 1.37 to 1.94 trillion in annual loss in GDP. In the Philippines, there are roughly 1,400,000 PWD households. This untapped market presents Virtualahan with great opportunity to distribute their curriculum to many PWDs who can greatly benefit from the skills training program. The company seeks to work with other organizations such as various government agencies and corporations to see how best to use its impact formula to reach more people.

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Partner Organizations



Australian Government's Aid Program in the Philippines

The Australian Government's development cooperation program in the Philippines aims to accelerator inclusive economic growth and political stability. Australia's aid program will provide support these goals by focusing on the following objectives as outlined in the Aid Investment Plan: enhancing the foundations for inclusive economic growth; building stronger institutions for transparent and accountable governance; and improving the conditions for peace and stability.



Philippine Development 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.



Empowered lives.
Resilient nations.

United Nations Development Programme

The United Nations Development Programme (UNDP) works in about 170 countries and territories, helping to achieve the eradication of poverty, and the reduction of inequalities and exclusion. We help countries to develop policies, leadership skills, partnering abilities, institutional capabilities, and build resilience in order to sustain development results.

In the Philippines, UNDP has been working on improving the lives of Filipino people since 1965. UNDP has been committed to helping the country achieve its national development priorities as set out in the Philippine Development Plan, meet its international commitments, including the 2030 Agenda and the UN Sustainable Development Goals, in order to meet its long-term vision charted in Ambisyon 2040. In partnership with the Government of the Philippines, the current Country Programme (2012-2018) is designed around the pursuit of inclusive growth that reduces poverty. Our overall approach is to strengthen capacities of national and local governments and communities in democratic governance, sustainable management of environment and natural resources, and climate change adaptation and disaster risk management, and resilience and peace building. In all areas, we encourage the protection of human rights, gender equality and empowerment of women, minorities, and the poorest and most vulnerable.



Notes

