



isip
Innovation for
Social Impact
Partnership



social impact
accelerator

SOCIAL ENTERPRISE PROFILE

Social Impact Accelerator Batch 3

IMPLEMENTING PARTNERS:

phildev



POWERED BY:

**Australian
Aid** 



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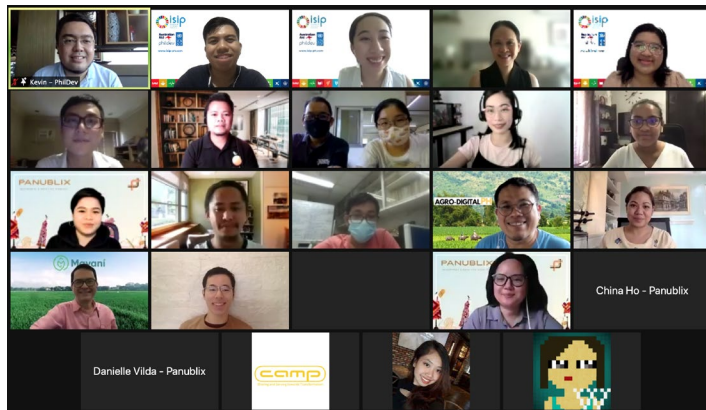




Innovation for Social Impact Partnership (ISIP)

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

It is a project co-implemented by the United Nations Development Programme (UNDP) in the Philippines 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.

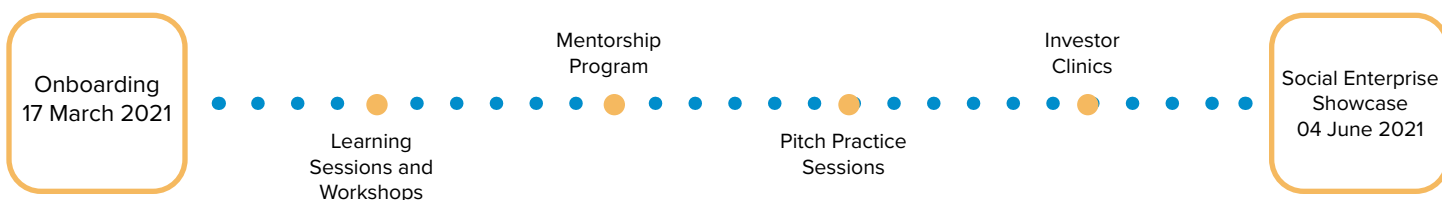


Social Impact Accelerator

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

Social enterprises are offered six months of intensive virtual support, 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 and connect with higher education institutions and participate in the policy agenda through other components of ISIP.

Strategy Timeline



AGRO-DIGITALPH

SDGs ADDRESSED



Agro-DigitalPH is a digital platform that provides complete value-chain solutions for cooperatives and small farmer organizations. We challenge the status quo by organizing farmers and aggregating their assets and production capabilities, leveraging on economies of scale, to enable a sustainable business. We provide producers with an alternate avenue to access the market – one that is fair and driven by contracts for consistency in demand and consequently income.

TEAM

Henry James Sison and Rey Kenneth Molina are co-founders of Agro-DigitalPH. Their partnership began when Henry invited Ken to use his marketplace platform to cater to the needs of the farming communities in San Jose, Batangas.

PROBLEM

The existing food value chain is feudal to the detriment of producers/farmers/fishers who end up with meager income and consumers who have to bear the brunt of higher prices. The system is complex and daunting that significant change has to be done quickly and at scale. There are attempts to change certain areas of the value chain but most focus on logistics and final mile delivery. We need to emphasize the need to be better at forecasting and managing production based on guaranteed income / contract arrangements. Farmers just don't earn enough and our platform would like to disrupt this status quo. In the case of the Philippines, 1/3 of Filipino farmers earn Php 8500/month -- less than Php 10k which is where government draws the poverty line. Coconut farmers in our region have been contending with Php 2/nut (or 4 US cents) for months with no relief in sight.

Team Size: 4

Year of Registration: 2021

Headquarters: Taysan, Batangas

Website: www.agro-digitalph.com

SOLUTION

Agro-DigitalPH is building the digital food value chain hinged on trust and transparency to replace a feudal and opaque food system. Our multi-faceted solution emphasizes virtually aggregating production to meet consolidated demand and requirements. We offer three (3) ways to address this pain point i.e. (1) organizing farmers with the single-minded purpose to market goods and produce as one entity -- there is leverage in numbers; (2) understanding the market so farmers can produce what the market, specifically institutional buyers, needs; and (3) focusing on the ability to coordinate and aggregate production capacity. While producers are trained to ensure consistency of output and quality, consumers are likewise asked to forecast their own demands so producers can meet requirements properly. Our brand of farm to fork optimizes the value chain not only through less 'hops' or steps from farmer to consumer, we train farmers to coordinate activities and understand what it takes to produce quality food. It's stepping up everyone's game through digital transformation.



Photo by Agro-DigitalPH

BUSINESS MODEL

Agro-DigitalPH provides a platform that organizes and aggregates farmers associations and cooperatives to assist in streamlining the value chain and standardizing market prices. The organization operates on a B2B model, and charges subscriptions and transaction fees to platform users and institutional partners.

TARGET MARKET

Small holder farmers & fishers (Producers); Institutional Buyers (Processors, Restaurants, Hotels, Distributors, Supermarkets)

SIGNIFICANT ACHIEVEMENTS



Agro-DigitalPH has built an ecosystem of partners, producers, and consumers who believe that a transparent food value chain is equitable for all stakeholders.

IMPACT TO DATE

Agro-DigitalPH's goal is to refine the agricultural system by optimizing the value chain and increasing digital transformation within the industry. With this system, farmers are able to earn a more stable income and sell products at higher prices. To date, Agro-DigitalPH has been able to increase cooperative incomes by as much as 35%, and the price per unit for products has gone up by as much as 15-25%.

PARTNERSHIP NEED

Right now, Agro-DigitalPH is raising funds to boost adoption of their platform by producer partners, and boost marketing and sales. They are looking for partners as well to be able to connect to more institutional buyers and increase the appreciation of a digital value chain.



**SDGs
ADDRESSED**



Mayani is an impact-driven, agri-e-commerce platform that empowers over 12,000 smallholder farmers by connecting them to customers (10,000 B2C and B2B like Shell, WalterMart, Healthy Options, Ayala Foundation, UCC, etc), while minimizing food loss through the digitization of the agri-supply chain.

TEAM

The founders of Mayani is a group of long time friends with a shared passion. Currently, the founding team is made up of Jeff Barreiroas chairperson, JT Solis as its CEO, Josef Amara as its CTO and COO, Ochie San Juan as its Chief Farmer and Community Development Facilitator, and Lance Villanueva as Chief of Fulfillment.

PROBLEM

Ten million smallholder farmers belong to the the country's most vulnerable and poorest of the poor. This dismal reality is perpetuated by an agri-supply chain characterized by three (3) core problems: unfair market access, high wastage and inefficiency, and vulnerability to external shocks. While those core problems could be attributed to a mixed-bag of factors, the single strongest phenomenon contributing to it is the feudal existence of several layers of middlemen who do not add much value to the agri-supply chain.

Team Size: 22

Year of Registration: 2019

Headquarters: Greenhills, San Juan City

Website: www.mayani.ph

SOLUTION

Mayani is the Philippines' fastest-growing farm-to-table tech platform connecting over 5,000 smallholder farmers to over 6,500 B2C customers and some of the nation's leading B2B brands. Mayani provides an agri-e-commerce platform for fresh produce and agricultural products. By cutting down the middlemen and optimizing the agri-supply chain through tech, they are able to drive these 3 main changes: make the smallholder farmer's access to market more equitable, reduce the inefficiency of the agri-supply chain, and make it more dependable, especially in light of a post-pandemic world.



Photo by Mayani (Pre-pandemic)

BUSINESS MODEL

Mayani works through B2C (retail customers) and B2B (commercial accounts such as restaurants), with about \$34 basket spend for B2C and \$80 basket spend per store for B2B. The enterprise has an e-commerce platform where they sell produce to consumers. Mayani also cater to institutional partners through bulk orders and strategic brand partnerships.

TARGET MARKET

General Public, B2B Companies

Mayani has partnered previously with Shell, Waltermart, Ayala Foundation, Healthy Options, UCC Group, Cara Mia, Amici, BTS Army, among others.

SIGNIFICANT ACHIEVEMENTS



Mayani has been backed by a number of incubators and partners, including ADB, and ISIP. Mayani is also the first Philippine agritech startup invested in by Silicon Valley-based venture capital firm, AgFunder.

IMPACT TO DATE

Since Mayani's launch in 2019, the enterprise has grown to support 12,000+ smallholder farmers across the Philippines. Since working with Mayani, these 12,000 farmers have seen a 50% rise in their household income.

PARTNERSHIP NEED

Mayani is currently halfway through a seed round and is looking for more investors to join in. They are at \$500,000+ led by AgFunder.

Nature Link

AN ORGANIC LIFE

SDGs
ADDRESSED



NatureLink is a producer and manufacturer of healthy, organic food products branded as Orga. Their goal is to help farmers and relocated families through providing food production and poultry growing livelihood for communities in Bulacan and Tarlac.

TEAM

Founders Chulyong Lee and Buyoung Lee are members of Center for Asian Mission for the Poor - Asia (CAMP), a church-based non-profit organization. Initially, their mission in the Philippines is to support the community mothers of Towerville to build the sewing enterprise. In 2015, this enterprise became independent. Thus, both founders decided to partner with other members of the community to start an agri-business social enterprise.

PROBLEM

Farmers are still stuck in poverty. Harvested products are sold to middlemen at low prices, and sometimes the quality of agri-products is decreased due to natural drying or lack of milling facilities. The young people leave the rural area to escape poverty.

Team Size: 15

Year of Registration: 2019

Headquarters: Makati City, Metro Manila

Website: www.naturelink.ph

SOLUTION

Naturelink shares eco-friendly farming methods in rural areas, and try to increase their productivity. Also, by processing the agri-products, the enterprise adds value on the products and directly sell in the city to share more benefits to farmers. At the same time, through building up the social enterprise that process and sell the products, the business encourages young people to be a social entrepreneur.



Photo by Naturelink (Pre-pandemic)

BUSINESS MODEL

Customers are charged on a basis of ORGA products that they ordered and are delivered to them. Current pricing ranges from PHP50 to PHP550 covering all the products that are manufactured by ORGA and those that are only distributed. Costs of transportation, delivery materials, staff salary, etc. are covered by the company.

TARGET MARKET

ORGA targets Korean and Local people living in Metro Manila, Muntinlupa, San Jose Del Monte, Bulacan, Clark and Angeles Pampanga that are health enthusiasts, nutrition-based eaters, those who prefer mid and high value goods, and those who pursue healthy eating lifestyle.

SIGNIFICANT ACHIEVEMENTS



In 2019, Naturelink was granted for 3years by Korea International Cooperation Agency



In 2020, Naturelink was acknowledged by San Jose Municipality as a Agriculture expert business and the specialist group.



In 2021, Naturelink was awarded Quality Products by Q-Asia Magazine.

IMPACT TO DATE

For three years, the company has reached around 700 customers and many markets all around Metro Manila. At the same time, It has empowered more than 20 youth entrepreneurs and 50 young farmers. By sharing the healthy food to the children center, Naturelink shares their impact to vulnerable communities. Naturelink boosts an eco-friendly environment by sharing the organic methods to the farm as well, seeing ESG impact on their business.

PARTNERSHIP NEED

Naturelink sees an opportunity in better sharing Korean food with Pilipino that are healthy and affordable. It also sees great opportunity in helping farmers with changing the system and developing the market. The partnership with local government units who are looking to make a sustainable agriculture business, is a growing possibility as well.



**SDGs
ADDRESSED**



Orangehub is an online outsourcing company that provides virtual assistant services from ecommerce and marketing services to payroll and program management. They also provide virtual assistant training for retrenched workers and displaced OFWs, in order for them to become employable by their international clients.

TEAM

Orangehub was founded by Daryl Bercera, a former virtual assistant himself, who wanted to ensure safety and security to all filipino online workers.

Team Size: 50

Year of Registration: 2016

Headquarters: Isabel, Leyte

Website: www.orangehub.ph

PROBLEM

In the Philippines, there are currently 3.44 million individuals that are currently unemployed, and the rate of underemployment is about 7.34 million. With the onslaught of the pandemic, more and more Filipinos have lost their jobs and are having trouble finding new employment. The number of OFWs losing their jobs has also risen in the past year. Couple that with the lack of digital skills capacity of filipino talents, it is crucial for there to be a solution that will help Filipinos become employable and raise their household income.

SOLUTION

Orangehub is an online platform that provides digital skills training and matching, and employment opportunities for aspiring virtual assistants. They also have an inclusive Facebook community as a platform for potential clients & hiring agencies to post job openings for virtual jobs. This provides Filipinos with more and more opportunities to get employed.



Photo by Orangehub (Pre-pandemic)

BUSINESS MODEL

For the virtual assistance services, Orangehub takes 40-50% agency fee on the hourly rate. They offer a minimum of \$8 an hour to the hiring clients and Orangehub pays \$3 - \$4 an hour to the virtual assistant.

For Orangehub's training services, they earn 50% of the total net pay and the other half will be shared to the trainers per course.

TARGET MARKET

The target market for the outsourcing services are micro, small and medium businesses in the USA while the target market for the training services are any Filipinos who want to learn new skills and work from home.

SIGNIFICANT ACHIEVEMENTS



Orangehub's Facebook community is now at 12k members (around 2k were added)



Since March 2020, Orangehub's team was able to train 50+ aspiring virtual assistants.

IMPACT TO DATE

To date, OrangeHub has trained 500+ Filipinos which were OFWs, government and private employees, entrepreneurs, and professionals since the business started in June 2020. Their employment rate is at 70%, and their year-to-date total gross sales (2020 vs. 2021) increased to 14%.

OrangeHub also hired 20+ virtual assistants in the team for long-term and short-term projects since January 2021. They've Added 2,000+ new community members in our Facebook group which has a total of 12,000 members as of today with 5% of the population are direct clients and hiring agencies.

PARTNERSHIP NEED

Orangehub is looking to partner with organizations and individuals who can support further capacity building of our Virtual Assistants. Training facilities, certifications, and connections to TESDA courses would surely help our VAs become more employable and expand their skills.



SDGs ADDRESSED



Panublix is an online textile sourcing platform and marketplace that aims to connect Philippine weavers and garment makers with the fashion and design industry. The company helps weavers and garment makers get their products sold and increase awareness on the cultural and social significance of weaving.

TEAM

The Panublix team is led by Noreen Bautista, CEO and in charge of operations, Ria San Gabriel who is focused on partnerships and impact, Margs Malazo, Design and user experience, and AJ Exito, who is in charge of research and development. The team met as classmates in the Asian Institute of Management. They all wished to create a social enterprise in the fashion industry and coming together was the right fit in terms of skills and connections.

PROBLEM

The rise of digital consumers is an opportunity for textile artisans to capitalize for their craft & livelihood. But digital marketing is a steep learning curve for them. On the other hand, there is a demand from consumers & designers to source from weavers but logistical & cultural barriers exist.

Team Size: 6

Year of Registration: 2021

Headquarters: Lapaz, Iloilo City

Website: www.panublix.com

SOLUTION

Panublix helps artisan enterprises by being their full-service digital enabler to ready their livelihood for e-commerce while respecting their cultures. We also ease the sourcing process for designers & consumers through a transparent & impactful marketplace and platform to collaborate directly with artisans.



Photos by Panublix

BUSINESS MODEL

Panublix has a 60-40 price structure in favor of the community enterprises. Any price set by the partner communities is taken as is, and the markup placed is clearly communicated to all customers as an investment in the social enterprise development. Product lines include the actual textiles, or custom orders for handwoven home accents or wearables.

TARGET MARKET

Panublix caters to digitally-savvy stylish advocates who love shopping for meaningful handwoven style for their home & wardrobe, all while supporting Philippine weaving heritage & livelihoods.

Panublix has shipped weaves to customers in Netherlands, France, and the United States of America.

SIGNIFICANT ACHIEVEMENTS



Top 3 in the QBO INQBATION Challenge 3 for overall growth

IMPACT TO DATE

From an idea just 12 months ago, Panublix connected with over 15 community enterprises in the Philippines, where at least 400 artisans are members of. The business was able to generate over PHP300,000 in sales in less than 6 months (average Philippine annual family income is less than this). At least 60% of all sales went directly to the community enterprises. Panublix was also able to create and sustain at least 40 jobs from their internal team and the artisans they work directly with for regular orders.

PARTNERSHIP NEED

Angel investment to be spent for developing the supply chain platform and digital enabler program that will connect more partner communities and onboard them on the digital economy.



SDGs ADDRESSED



Roots Collective aims to help enterprises and deepen their social impact by enabling their access to market, training, and funding. To sustain their community program, their primary business is creative distribution that promotes local products designed for mindful lifestyles. They create connections and collaborations for sustainable livelihood among key partners, particularly entrepreneurs, development funders, and grassroots communities. They aim to create connections and opportunities for collaboration and showcase products designed for mindful and meaningful lifestyle.

TEAM

Currently, the founders are Aloy Chua and Dexter Yu. Both of them started out in the social enterprise community and met through the beginnings of The Roots Collective physical showroom. They are currently a team of two running the whole operation.

Team Size: 11

Year of Registration: 2020

Headquarters: Quezon City, Metro Manila

Website: www.rootscollective.ph

PROBLEM

In the world of social innovation and development, having a supportive and enabling community is crucial for growth and progress. In the Philippines, the social enterprise ecosystem, which is steadily growing, is still small and fragmented. This hinders the growth of the ecosystem as a whole, and shields social enterprises from opportunities and further development. We saw a lack of an all-encompassing ecosystem to support and grow social enterprises across the entire value chain, and Roots Collective wanted to take social enterprises from having a combined miniscule market share and bring them towards market leadership.

SOLUTION

Roots collective is a digital platform created to support social enterprises, including having collaborative capacity building. We developed a creative omni-channel platform for the distribution of products and services from multiple social enterprises.



Photo by Roots Collective (Pre-pandemic)

BUSINESS MODEL

For the distribution of their products through Roots Collective, enterprises pay fixed monthly rates. Roots collective also earns commission from product sales.

TARGET MARKET

Roots Collective targets social enterprises and creative startups as their partner merchants, and they hope to cater to socially-conscious consumers as customers.

SIGNIFICANT ACHIEVEMENTS



In-line pop-up store at Uptown BGC generating PHP3,000,000.00 in revenues over 4 months; Top 20 at BPI Sinag 2020; launched a multimillion peso grant fund in 2019

IMPACT TO DATE

Roots Collective has been able to increase the revenues of 70 social and creative enterprises by PHP75,000.00. They have also created relationships with communities and conducted capacity building programs for these communities to become their own entrepreneurs, and supply materials to social enterprises.

PARTNERSHIP NEED

Roots Collective is looking for partners among sustainability advocate networks in order to expand the platform. We're also looking for more merchants to support and house their products on our platform. We're also looking to work with web developers and materials engineers for the further development of our enterprise.

Partner Organizations



Australian Government's Aid Program in the Philippines

The Australian Government's development cooperation program in the Philippines aims to accelerate inclusive economic growth and political stability. Australia's aid program will 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.



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 longterm 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.



Contact us

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