



IMPACT HUB MANILA

Another world is happening



What is Impact Hub?

Our Profile

- ✓ Vibrant **Community**
- ✓ Inspiring **Space**
- ✓ Meaningful **Content**
- ✓ **Incubation** programs

We believe that true progress stems from supporting innovation and empowering purpose-driven individuals.

Impact Hub Manila is a platform that is globally connected and locally rooted. We offer collaborative work spaces, curated events, a wide-array of training programs, access to funding, and a vibrant tribe of like-minded individuals.

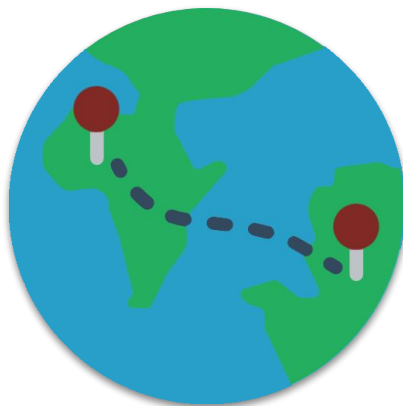
OUR MISSION

To **create and support individuals** who will use their ideas, influences and enterprises as **vehicles for positive societal change.**

OUR VISION

A better world defined and disrupted by the **collective actions of inspired and empowered individuals.**

Globally Connected Locally Rooted



100+
Hubs Globally



17,000+
Members Globally

Globally Connected Locally Rooted



200+

Events



10,000+

Visitors



250+

Hubbers



3

Incubation
Programs



20

Accelerator
Bootcamp
KICK



10

Corporate
Innovation
Programs

We have partnered with multinationals and organisations, such as **LBC, Asian Development Bank, WWF, PEF, Nestle, Bayer Foundations, Swiss Embassy, and HSBC** for different incubation, bootcamp, and corporate innovation programs.

INNOVATE

INTRAPRENEURSHIP PROGRAM

*Innovation can be a key differentiator
between **market leaders** and their rivals.*



WHY INNOVATION ?

A decorative background on the left side of the slide featuring a white lightbulb with a grey base, surrounded by several interlocking gears in shades of yellow, grey, and teal.

✓ Structured Process

You need a **structured process** that will guide your innovative team.

✓ Stay Competitive

You want to **stay competitive** in the market and you want to innovate!

✓ Innovation is Important

Innovation is important! Increase your entrepreneurial company culture!

✓ Be Agile and Efficient

You implement **your ideas** in an **agile, efficient manner!**

1 IDEATE ITERATE 2 3 INNOVATE

The Impact Hub **INNOVATE Program** is designed to build a *tribe of innovators* within companies that want to champion entrepreneurship and innovation within the corporation.

Some of Our Disruptors!

“INNOVATE puts things in the right perspective in terms of making one understand how and when to tackle [company] issues and address challenges...”

- LBCx

“With the help of INNOVATE, we learned how to create a minimum viable product then iterate as we go along - be agile. The strategy of iterating allows us to actually build something with our customers - each iteration gives us a window for feedback.”

- Citi



Full Program



Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Iterate Package



Full Program



**Habitat
for Humanity®**

Ideate Package



Nestlé

Ideate Package



**ROBINSONS
RETAIL
HOLDINGS, INC.**

Ideate Package

PROGRAM OBJECTIVES

- ✓ Cultivate an entrepreneurial culture in your company!
- ✓ Encourage solution driven employees
- ✓ Address existing business challenges
- ✓ Practice the innovation process
- ✓ Connect with a network of changemakers!



**INSPIRATION
& AWARENESS**



IDEATE PROGRAM

DISCOVERY SESSION

METHODOLOGY

Lecture, Game

TIME

4 hours

PARTICIPANTS

up to 60pax

Not really sure you need an innovation program?

- ✓ **Determine if your employees are agile and innovative**
- ✓ **Validate product relevance**
- ✓ **Learn innovative methodologies**



**INSPIRATION
& AWARENESS**



IDEATION



TEST IDEAS



PITCHING

ITERATE PROGRAM

MONTH-LONG*



METHODOLOGY

Workshop, Coaching

TIME

8 hours

PARTICIPANTS

10 teams max,
3-6pax / team

- ✓ **Learn how to define a problem**
- ✓ **Find Market-Problem validation**
- ✓ **Validate your solutions**
- ✓ **Pitch your idea**

INNOVATE PROGRAM

3-MONTH LONG*



- ✓ Identify the “right” problem
- ✓ Find Product–Market fit
- ✓ Prototype, test, iterate – repeat!
- ✓ Define your business model
- ✓ Demo your proof of concept

METHODOLOGY

Workshop, Coaching

TIME

8 hours workshop
30 min – 1 hr
coaching / team

PARTICIPANTS

10 teams max,
3–6pax / team

PROGRAM SUCCESS FACTORS:

These are the factors that have allowed successful innovation programs.

- ✓ Not an optimization, but a DISRUPTION!
- ✓ Diverse teams, cross-silo
- ✓ The mandate / KPI to innovate

VALUES FOR OUR PARTNERS

- ✓ Create a tribe of innovators within your company
- ✓ Inspire and engage your staff and partners
- ✓ Create a portfolio of cutting edge innovations
- ✓ Strengthen your presence in the innovation scene
- ✓ Strengthen existing programs by adding value

Let's **Talk.** Let's **Collaborate.**

Let's **Make Impact Happen.**

Angela Palanca

Business Development

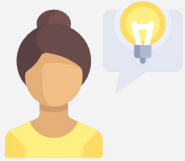
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Manila

Annex

MODULE DETAILS



INSPIRATION & AWARENESS

- The Importance of Innovation and Entrepreneurship
- What is Disruptive Innovation?
- Innovation in Today's Context
- Innovation Culture in Corporations and Startups
- Business model YOU / Personal Branding
- What is the Role of Employees as Intrapreneurs?



IDEATION

- Introduction to Lean Startup & Design Thinking
- Defining the problems
- Defining the solutions
- Build, Measure, Learn Process



PROTOTYPE

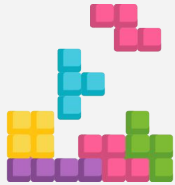
- Create a Business Model Canvas
- Redefine Value Propositions

MODULE DETAILS



TEST IDEAS

- Test your ideas in a Peer 2 Peer Session



BUILD MVP

- Create a Minimum Viable Product (MVP)
- Redefine Minimum Viable Product (MVP)



PITCHING

- Pitch Workshop
- Demo Day: Official Pitching

Ideate Program Breakdown

METHODOLOGY

Lecture, Game

TIME

4 hours

PARTICIPANTS

up to 60pax

SAMPLE PROGRAM	DURATION
WELCOMING REMARKS	5 MINS
LECTURE INNOVATION'S WHAT, WHY, AND HOW	60 MINS
SNOWFLAKE GAME	30 MINS
PROCESSING	30 MINS
CLOSING REMARKS	5 MINS

Iterate Program Breakdown*

	Week 1	Week 2	Week 3	Week 4
Focus	Problem Definition	Market-Problem Validation	Solutions Validation	Pitch / Presentation
1-Day Workshop	Discovery Session Assumption Mapping	Experiment Design Customer Interviews	Experiment Design	Metrics & Learning Grids
Coaching Session (1hr/team)		x	x	Mock Pitch

*can be stretched to 2 months

Innovate Program

Weekly Breakdown

MONTH 1	Week 1	Week 2	Week 3	Week 4
Focus	Problem Definition	Market-Problem Validation	Solutions Validation	Pitch / Presentation
1-Day Workshop	Discovery Session Assumption Mapping	Experiment Design Customer Interviews	Experiment Design	Metrics & Learning Grids
Coaching Session (1hr/team)		x	x	

Innovate Program

Weekly Breakdown

MONTH 2	Week 5	Week 6	Week 7	Week 8
Focus	Lo Fi Prototyping		Hi Fi Prototyping	Pitch / Presentation
1-Day Workshop	Prototype 1-3 Product / Service / Process Testing	Prototype 4-6 Product / Service / Process Testing	Prototype 7-8 Product / Service / Process Testing	Prototyping Journey
Coaching Session (1hr/team)	x	x	x	x

Innovate Program

Weekly Breakdown

MONTH 3	Week 9	Week 10	Week 11	Week 12
Focus	Working Prototype & Market Testing			Culmination Day
1-Day Workshop	Preparing the Market	Market Testing		Business Model Canvas
Coaching Session (1hr/team)	x	x	x	Mock Pitch / Presentation



UNITED 4 HEALTHIER KIDS

Vision Alignment (U4HK)
Design Thinking Workshop



Design Thinking
is a *human centered,*
collaborative & creative approach
to solving complex problems.



Sample Material



UNITED
FOR HEALTHIER KIDS

My name is... ..

My organization is... ..

I am doing what I'm doing because... ..
.....

My super-powers are... ..
.....

People can help me get better in... ..
.....

It always starts with our personal WHY.

- 5 Min Reflection
- 1 Min each sharing



Sample Program

09:00 – 09:05	Welcome
09:05 – 10:00	Dialogue Walk
10:00 – 10:30	Introduction to United for Healthier Kids
10:30 – 11:20	Activity 1: Self-Reflection (5 Top Activities and Goals)
11:20 – 12:00	The Power of the Collective
12:00 – 12:40	Activity 2: Creation of Shared Vision 2020
12:40 – 01:30	Lunch
01:30 – 01:45	Vision Alignment
01:45 – 03:15	Activity 3: Ideation Action Plans (Short and Long Term)
03:30 – 03:30	Break
03:30 – 04:15	Activity 4: Building the Governance Structure
04:15 – 04:30	Making the Commitment
04:30 – 05:00	Closing Remarks

LBCX

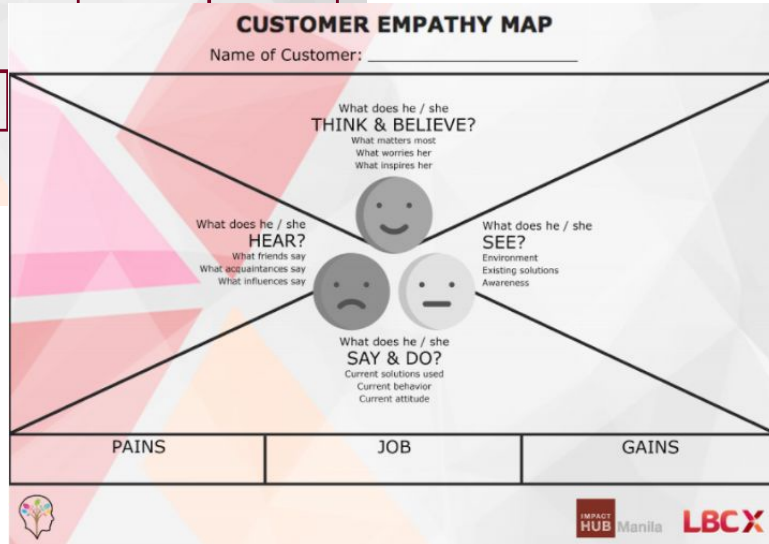
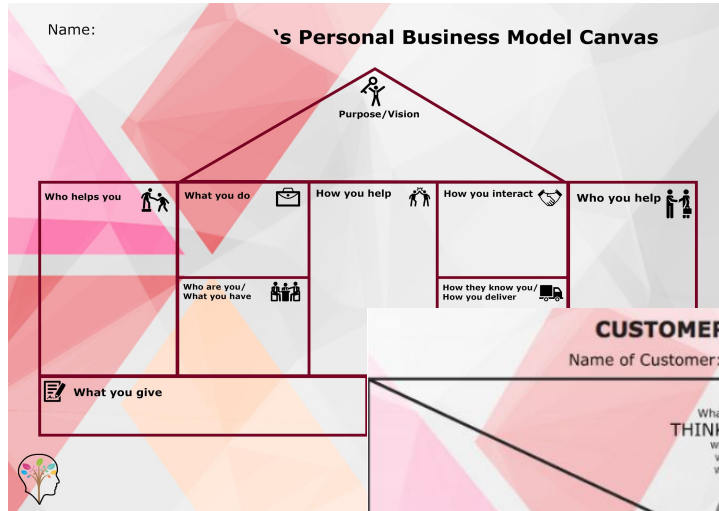
XCCELERATE

24 sessions, bi-monthly, 1.5 hours/session

Running from March 2017 to January 2018



Sample Material



PROBLEM Worksheet

Team name: _____

LBCx PROBLEM	
WHY IS IT A PROBLEM?	
WHO NEEDS THIS PROBLEM SOLVED? (Customer Segment)	
WHAT IS YOUR MEASUREMENT TO TRACK YOUR PROGRESS?	
CAN YOUR TEAM SOLVE THIS PROBLEM?	
BY WHEN SHOULD THIS BE SOLVED?	

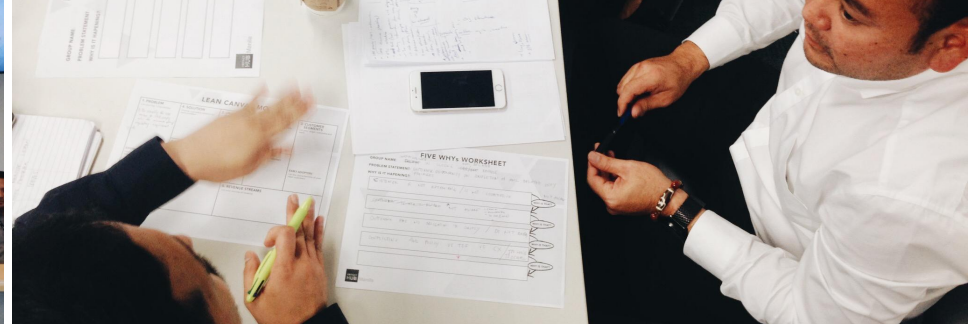
IMPACT HUB Manila LBCX

*Branding guidelines and materials were provided by LBC X



ACCELERATE^x

9 sessions, monthly, 3 hours/session
Running from March to December 2017



FIVE WHYs WORKSHEET

GROUP NAME:

PROBLEM STATEMENT:

WHY IS IT HAPPENING?:

	WHY IS THAT?
	WHY IS THAT?
	WHY IS THAT?
	WHY IS THAT?
	WHY IS THAT?

LEAN CANVAS MODEL

1. PROBLEM List your top 1-3 problems	4. SOLUTION Outline a possible solution for each problem	3. UNIQUE VALUE PROPOSITION Single, clear, compelling message that turns an unaware visitor into an interested prospect	9. UNFAIR ADVANTAGE Something that can't be easily copied or bought	2. CUSTOMER SEGMENTS List your target customers and users
EXISTING ALTERNATIVES How are these problems solved today?	8. KEY METRICS List the key numbers that tell you how your business is doing	HIGH-LEVEL CONCEPT List your 'X' for 'Y' analogy (ex. YouTube = Flicker for videos)	5. CHANNELS List your path to customers	EARLY ADOPTERS List the characteristics of your ideal customers
7. COST STRUCTURE List your fixed and variable costs		6. REVENUE STREAMS List your sources of revenue		

Sample Material



1. CUSTOMER JOURNEY MAP

- BREAKDOWN THE ENTIRE JOURNEY THAT YOUR CUSTOMER TAKES IN USING YOUR PRODUCT / SERVICE
 - From Learning, Buying, Using, Post-Usage
- UNDERSTAND THE IMPACT OF EACH PAIN POINT / STEP ON THE CONSUMER

