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I. INTRODUCTION

The **Hub of Innovation for Inclusion** (HIFI) leads the College's efforts to building social designers and entrepreneurs by leveraging design and technology to build a just and human society. HIFI endeavors to bring these social good ideas to implementable realities measured by social impact and business validation. Otherwise known as **Hi|Boost** (read as Hyper-Boost), startup incubation is done through activities such as, but not limited to, idea incubation, mentoring services and other startup incubation support programs under HIFI.

II. SCOPE

The policy applies to all faculty members and associates of the De La Salle-College of Saint Benilde and other external partners who share the same vision-mission with that of the College.

III. PURPOSE/RATIONALE

The purpose of this policy is to define the framework and the requirements and to provide procedures and guidelines to ensure an effective and efficient process for startup incubation.

IV. OBJECTIVES

The objectives of the Startup Incubation Policy (Hi|Boost) is to contribute to the Benildean breakthrough goals of **innovation for inclusion** by:

1. Adopting and implementing a structured framework and method to the startup incubation process.
2. Provide a common definition and framework in order to have a common understanding of social innovation.
3. Defining the policies for ensuring an effective and efficient startup incubation process.
4. Establish a standard process and set of procedures for:
 - Startup incubation application;
 - Startup mentorship;
 - Intellectual Property;
 - Seed Funding; and, others.

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V. DEFINITION OF TERMS

Innovation for Inclusion - Innovation For Inclusion embraces the role of schools in social transformation, acknowledging its key accountability in building a just and humane society that includes the least, the last, and the lost. The problems of the 21st century are believed to be wicked problems that further magnify the inequality in the distribution of resources and welfare across sectors of society, access to quality education being one of them. Innovation For Inclusion works to solve these problems through inclusive strategies and enhancements of the learning experience, purposeful interdisciplinary collaboration and the creation of catalytic impact that can be scaled for greater reach.

Startup – A startup is a company that is in the first stage of its operations. These companies are often initially bankrolled by their entrepreneurial founders as they attempt to capitalize on developing a product or service for which they believe there is a demand. Due to limited revenue or high costs, most of these small-scale operations are not sustainable in the long term without additional funding from venture capitalists.
(Source: <http://www.investopedia.com/terms/s/startup.asp#ixzz4XJLxGe2I>)

Startup Incubation – Startup incubation is a multidisciplinary collaborative program designed to help new startups succeed. Incubators help new entrepreneurs solve some of the problems commonly associated with running a startup by providing workspace, seed funding, mentoring, and training.

Social Innovation - Social Innovation is a novel solution to a social problem that is more effective, efficient, sustainable or just compared to existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals.

(Source: <https://www.gsb.stanford.edu/faculty-research/centers-initiatives/csi/defining-social-innovation>)

Human-Centered Design - Human-centered Design is a creative approach to problem solving. It's a process that starts with the people you're designing for and ends with new solutions that are tailor made to suit their needs. Human-centered design is all about building a deep empathy with the people you're designing for; generating tons of ideas; building a bunch of prototypes; sharing what you've made with the people you're designing for; and eventually putting your innovative new solution out in the world.

(Source: <http://www.designkit.org/human-centered-design>)

Design Thinking – Design Thinking is a process and a mindset. As a process, it is a formal method for practical, creative resolution of problems or issues, with the intent of an improved future result. As a mindset, it is generally considered the ability to combine empathy for the context of a problem, creativity in the generation of insights and solutions, and rationality to analyze and fit solutions to the context.

(Source: <http://www.forbes.com/sites/reuvencohen/2014/03/31/design-thinking-a-unified-framework-for-innovation>)

Intellectual Property – Intellectual Property refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.

(Source: <http://www.wipo.int/about-ip/en/>)

Seed Funding – Seed Funding is the process of funding a startup from external sources (i.e. venture capitalists, angel investors, bank financing, etc.) where an investor invests capital in exchange for an equity stake in the company. By calling it as a “seed,” it suggests that it is a very early investment meant to support the business meant to support the business until it can generate cash on its own.

(Source: <http://fundersandfounders.com/>)

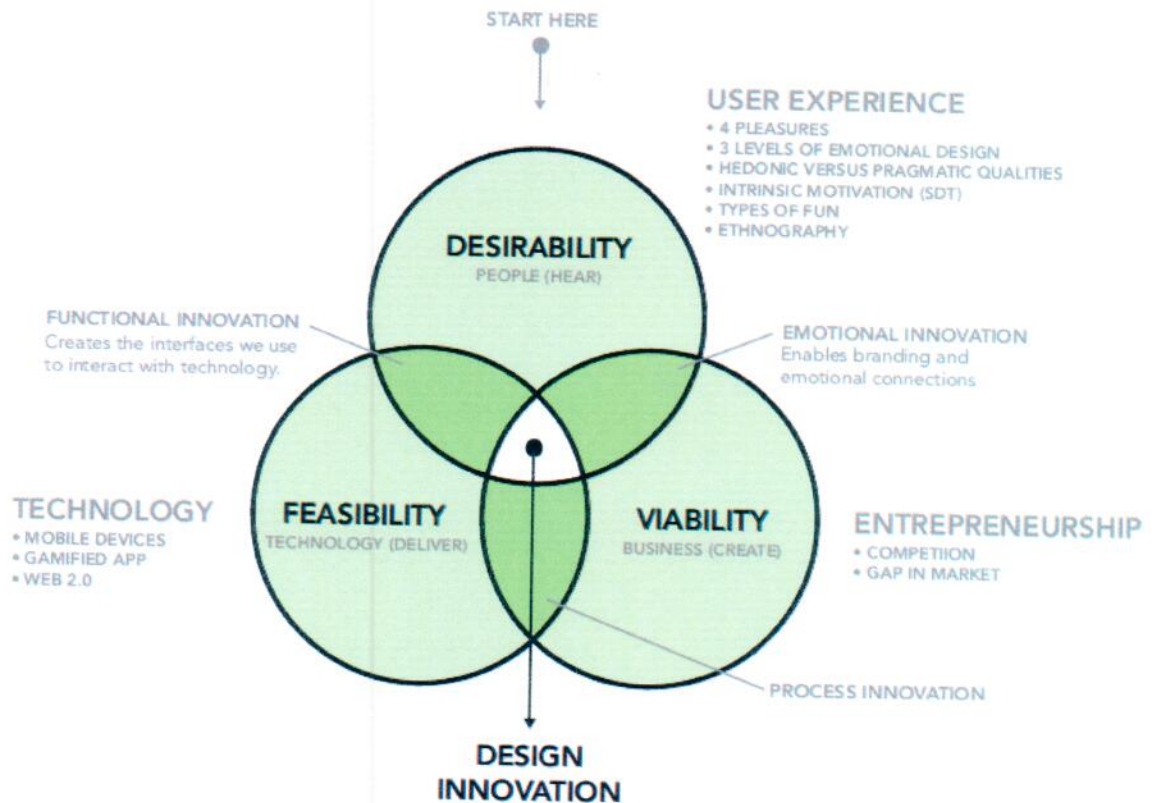
Bootstrapping - Bootstrapping the process of funding a startup through your own savings.

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VI. POLICY STATEMENT

1. HCD Framework for Social Innovation

The Human-Centered Design (HCD) is a process and a set of techniques used to create new solutions for the world. Solutions include products, services, environments, organizations, and modes of interaction. Due to its holistic approach and widespread adoption by social innovators worldwide, HIFI adopts the HCD Framework as a criterion in determining and assessing social innovation startups.



The HCD process starts by examining the needs, dreams, and behaviors of the people the process, product or service is being designed for. The process goes through the following "lenses":

- **Desirability** - What do people desire?
- **Feasibility** - What is technically and organizationally feasible?
- **Viability** - What can be financially viable?

HIFI utilizes human-centered approaches like Design Thinking during the incubation phase of the project. Design Thinking is a human-centered approach currently championed by HIFI in order to raise Benildean social innovation champions who create solutions for people and planet. HIFI also utilizes other methodologies for start-up incubation.

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2. Areas of Interest

"The Sustainable Development Goals and targets are integrated and indivisible, global in nature and universally applicable, taking into account different national realities, capacities and levels of development and respecting national policies and priorities. It is important to recognize the link between sustainable development and other relevant ongoing processes in the economic, social and environmental fields."
(Transforming our world: the 2030 Agenda for Sustainable Development, Paragraph No. 55, P. 13.)



The area of interest for social innovation projects under the HIFI Launchpad is anchored upon the Sustainable Development Goals (SDG) of the United Nations (UN), specifically those that involve PEOPLE and PLANET. The Sustainable Development Goals (or SDG) is a set of seventeen (17) international goals established by the United Nations in June 2012.

Projects on food production, agriculture, sustainable energy and materials innovations are specific area of interest by the the HIFI-Peter D. Garrucho Innovation Institute.

3. Application Procedures & Guidelines

- a. Eligibility:
 - i. There are two (2) ways entering the startup incubation program:
 1. Benilde Prize HomebrewEd and Benilde Prize Beyond; and,
 2. Non-Benilde Prize entries (open to all).
- b. Proposals must meet with at least one of the following parameters to be eligible:
 - i. A team with a minimum number of three (3) persons.
 - ii. Proposals should have strategic social impact anchored on the UN SDG's – People and Planet (see Section III) or those proposals on food production, agriculture, sustainable energy and materials innovations are specific area of interest by the the HIFI-Peter D. Garrucho Innovation Institute.
 - iii. Proposals shall be modeled on the HCD Framework of Desirability, Viability & Sustainability (see Section II of this Manual).
- c. Proponents should, in writing, adhere to the policies, objectives, rules and regulations of HIFI and of DLS-CSB.
- d. Timeline:
 - i. Startup Incubation under the HiiBoost Program is limited to 8-12 months depending on the project (see Appendix A for the Incubation Timeline). Incubatees may apply for extension on a case-to-case basis.
 - ii. The Incubation Model shown above is a standard model which may be used by the incubation project. Mentors and incubates may agree with a HIFI-approved incubation model and timeline applicable to their project.
- e. Application Procedures:
 - i. Interested proponents shall fill up and submit the Startup Incubation Proposal. (See Appendix B)
 - ii. Admission to the Startup Incubation program shall be selected on the basis of the HCD Framework.
 - iii. The proponents shall then pitch to a committee formed by HIFI for the purpose of approving the application.

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- iv. After review, approval and acceptance by the HIFI Committee, both the proponents and HIFI will then sign a written agreement detailing the responsibilities of both parties. The proponents will also be required to sign a Non-Disclosure Agreement (NDA) to protect the intellectual property and related trademarks.

4. The HIFI Incubation Committee

- a. The HIFI Incubation Committee is a collective of mentors and associates whose main responsibility is to ensure success in the incubation of social innovation startups.
- b. The following are the responsibilities of the Incubation Committee:
 - i. Uphold the objectives, policies and guidelines of the HIFI Startup Incubation Policy.
 - ii. Review, evaluate and recommend for approval the startup incubation proposals from applicants.
 - iii. Assess and evaluate the startup incubation project based on the approved milestones.
- c. The HIFI Incubation Committee shall convene monthly to discuss issues, concerns, solutions, programs and initiatives to support HiBoost.

5. Mentorship Guidelines

- a. The Incubatee is entitled to a Mentoring Program under HIFI, to supplement the ideation and social business bootcamps. HIFI will guide the GRANTEE in the pre-incubation to early incubation of the project, mindful of the vision and foundations of HIFI.
- b. Under the Mentoring Program, HIFI may, as it sees fit, form and supervise a Catalyst Team composed of volunteers of professionals, faculty and students, with expert knowledge in the particular social business and technological area of the incubatee's social innovation project.
- c. The Mentor and Incubatee Team shall regularly in order to review the project's progress and milestones, which shall be reported to HIFI.
- d. A professional relationship between mentors and the startup team should be maintained at all times.
- e. Mentors will make their best effort to provide good and timely advice to the startup team.
- f. All mentors assigned shall likewise sign a Non-Disclosure Agreement (NDA) to take all reasonable precautions to protect the Proprietary Information of the project.
- g. During the incubation stage, mentors are not allowed to invest or offer services in exchange for equity in order to maintain a disinterested and professional commitment to the incubation process.
- h. Mentors should disclose to HIFI any possible or potential conflicts in any mentoring relationship. Mentors will not engage in any relationships where their interests may conflict with the interests of the mentee team.
- i. Mentors shall make best effort to keep HIFI informed of the status of their mentoring relationship, incubation milestones and any changes in that relationship.
- j. Team's use or non-use of mentor advice in their sole discretion and as such neither mentors, DLS-CSB and HIFI have any liability whatsoever for students' ultimate design and business decisions.

6. Intellectual Property

- a. The Incubatee must present an original work that is not plagiarized or copied. The team shall assume full responsibility for any violation of intellectual property laws.
- b. Intellectual Property means any property defined as such under the Intellectual Property Code of the Philippines (Republic Act No. 8293) and amendments thereto, such as, but not limited to, copyright and related rights, marks, geographic indications, industrial designs, patents, patentable inventions, layout designs of integrated circuits, utility models, computer software, know-how, tangible research property, trade secrets, and plant varieties, and all other intellectual or industrial property rights either registered or unregistered and including applications or rights to apply for them and together with all extensions and renewals of them, and in each and every case all rights or forms of protection having equivalent or similar effect anywhere in the world.
- c. "Benilde Intellectual Property" or "Benilde IP" shall mean all intellectual property conceived or reduced to practice by Benilde and/or HIFI, with no involvement or contribution by the Incubatee Team, as to its conception or reduction to practice, Benilde Intellectual Property, which include intellectual property related to Benilde HIFI and programs such as Benilde Prize, shall remain the sole and exclusive property of Benilde HIFI, and the Incubatee Team shall have no right, title or claim to such Benilde Intellectual Property.
- d. Participant Background Intellectual Property shall mean:

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- i. Any pre-existing intellectual property owned or controlled by the Incubatee prior to acceptance to the HijBoost Program; and,
- ii. Developed, conceived, obtained or acquired by the Participants independently of HijBoost Incubation. Incubatee Background Intellectual Property shall remain the sole and exclusive property of the Incubatee, subject to license rights granted to Benilde HIFI.

7. Seed Funding

- a. Benilde HIFI shall provide an ignition / innovation seed fund / grant / scheme meant to support the incubation of the project. The amount of the ignition/innovation seed fund/grant/scheme shall be determined and recommended by the HIFI Incubation Committee for approval by the Director.
- b. The Fund shall be managed and released by BENILDE in tranches on a "as needed" basis, upon written endorsement by HIFI, to meet the Project's milestones and deliverables for incubation, as established in the Incubatee's Proposal submitted to HIFI.
- c. Release of funding will be approved based on the Budget proposal submitted, and upon validation by the HIFI in terms of the progress of the Project.
- d. To ensure that the funding is maximized for incubation purposes, and to ensure the sustainability of Project, budgets and requests for release of funds will be scrutinized carefully, and entrepreneurial frugality must be observed. The following guidelines must be observed:
 - i. The funding must be utilized for costs directly related to the incubation of the project. Funds may be used for procurement of materials and supplies, documentation, to perform laboratory and field-testing, market studies, relevant travel, lodging and meal expenses, and similar expenditures.
 - ii. The funding will not be utilized for personal needs and unrelated school expenses of the Incubatee or their advisors.
 - iii. All direct costs and expenses utilizing any portion of the Fund / Grant shall be properly documented and liquidated through a financial report and with relevant attachments.
 - iv. The financial report shall be submitted to Benilde HIFI for checking, and attached to every request for release of funds.
 - v. Benilde reserves the right to deny unjustifiable, unreasonable and unrelated expenditures from being covered under the Fund/Grant pursuant to these guidelines.
- e. The Incubatee is expected to cooperate to fulfill the conditions of the Fund/Grant. To ensure the smooth implementation of the project, the Incubatee shall:
 - i. Articulate his/her/their commitment, contribution, duties and responsibilities and intellectual property ownership to the project through a simple agreement voluntarily signed by each member;
 - ii. Internally resolve all concerns and mediated by the Mentor. As far as practicable, Benilde HIFI will not participate in internal concerns of the Incubatee and their team.

8. Available Infrastructure & Services

- a. Upon admission to the HijBoost Program, Benildean facilities may be offered to the Incubatee Team on a case to case basis.

9. Assessment

- a. Benilde HIFI will evaluate the performance of Incubatees periodically. Incubatees will have to submit information to HIFI on a monthly basis. The Incubatees may also be subject to evaluation by an Assessment Committee annually or when the need arises.

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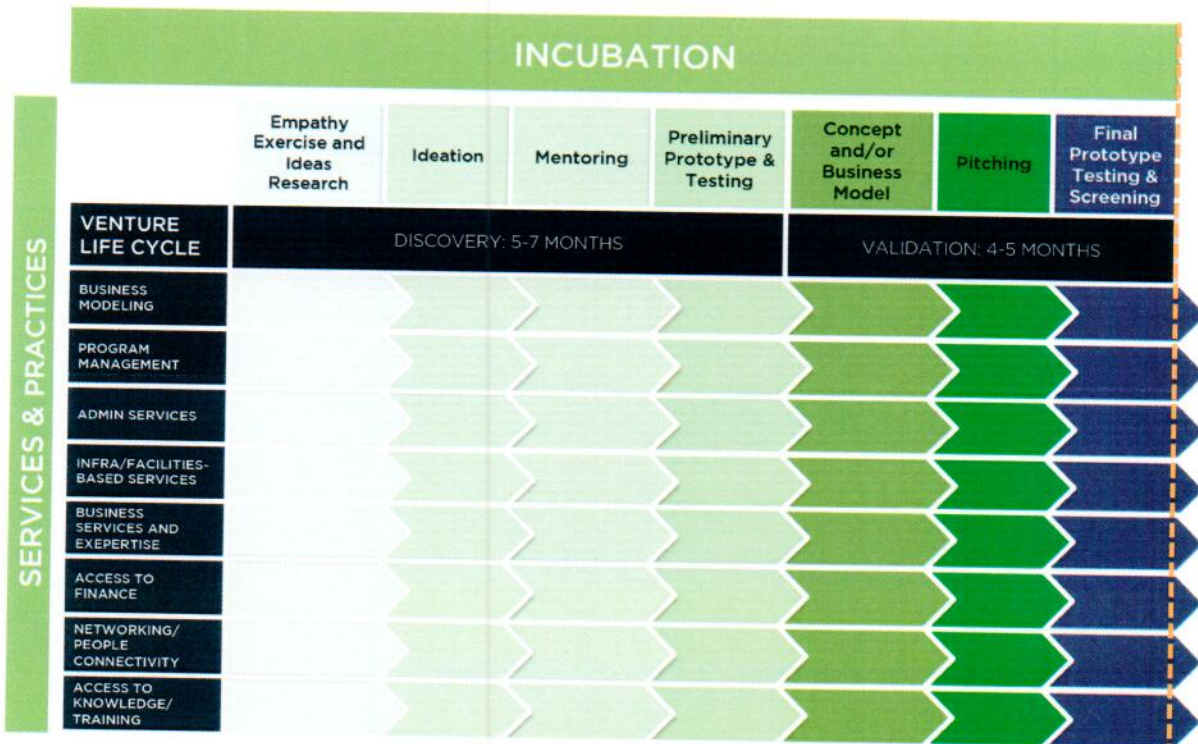
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APPENDIX A

INCUBATION TIMELINE

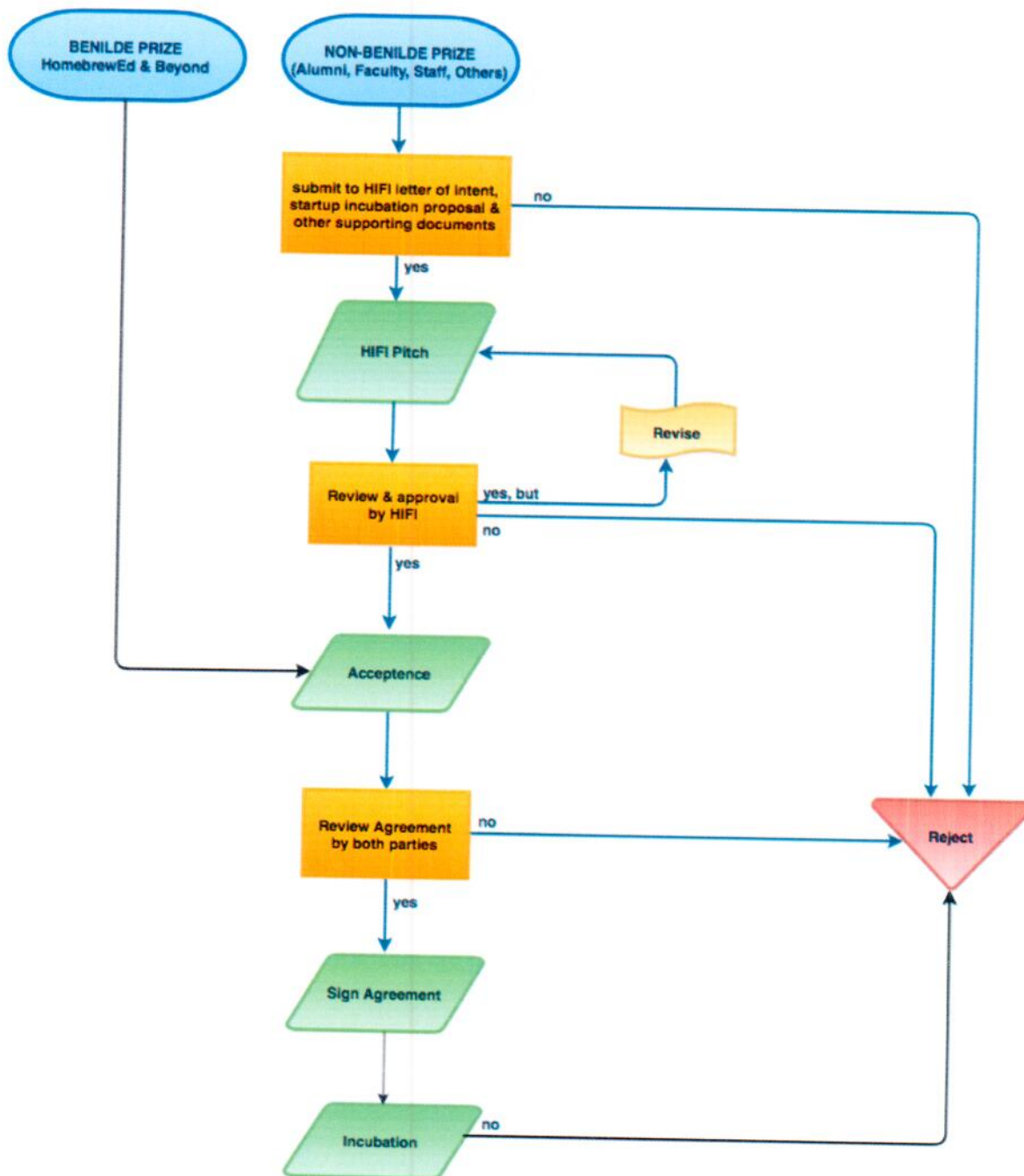


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APPENDIX B

INCUBATION FLOWCHART



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