

# **The Best Practice of Multi-Year Project: Innovation for Women and Economic Development**

## **Philippines Experience**



# FRAMEWORK FOR ICT ENABLED BUSINESS

## PRODUCTS

## SERVICES

ICT as Product

GAMES  
ONLINE CONTENT  
SOCIAL MEDIA  
PLATFORMS

BPO  
ITO  
ONLINE SERVICES

ICT - Enabled

E-COMMERCE  
FOR PRODUCTS  
LOGISTICS

ONLINE SOURCING  
HEALTH CARE  
MAINTENANCE  
TRANSPORTATION  
HOSPITALITY

# ECOSYSTEM

**PUBLIC**

TRADE

SCIENCE &  
TECHNOLOGY

ICT

**PRIVATE**

SOCIAL ENTERPRISE

MENTORING &  
COACHING/  
INCUBATORS

BIG BUSINESS

ACADEME

# TEACHING ENTREPRENEURSHIP

- Key is equipping women with essential entrepreneurial knowledge and skills
- Wide geographic dispersion calls for use of ICT to deliver educational content
  - Assessment platform
  - Links to online and other learning tools
- Reinforced by the community

# PILOT PROGRAM

- Use WE Boss as platform for online/mobile assessment of women who want to start or have started businesses
- Partner with Department of Trade & Industry - Negosyo Centers
  - Target 3 locations - Luzon, Visayas, Mindanao
  - Include ICT and ICT-enabled businesses in products and services areas

# FUTURE FOR ICT TRAINING PLATFORM

- CONTENT

- Expand coverage of topics
- Link to other 3rd party material for training in areas where entrepreneur is weak
- Develop well-curated resource libraries for advanced studies
- Create networks of entrepreneurs

- REACH

- Expand to other Negosyo Centers
- Include Social Enterprises and provide the platform to the communities they work with

THANK YOU

Ito Gruet

Computer Professionals, Inc.

SRING.ph

[rmgruet@cpi.com.ph](mailto:rmgruet@cpi.com.ph)