



SheDisrupts
Philippines 2022



Progress Report






Summary

"WE Rise x SheDisrupts Philippines 2022" program was jointly organized by Creatella Impact and Villgro Philippines. The program received support from the Sasakawa Peace Foundation, Investing in Women, and UN Women, who provided funding and assisted with planning and implementation. Investing in Women and UN Women also offered a \$10,000 equity-free seed capital prize for the winning startups.

This program showcased a successful public-private partnership, with contributions from all partners and sponsors being essential to its success.

The aim of the program was to enhance the skills and abilities of women entrepreneurs, enabling them to run sustainable and successful businesses that can drive socio-economic progress and advance the Sustainable Development Goals (SDGs) in the Philippines.





Pre-Acceleration programme & Pitch Event

The pre-acceleration programme was held from May 11 to May 26, 2022, and 20 startups participated.

During the 3-week period, the startups underwent a comprehensive learning experience, including lectures, workshops, group work, and personalized mentoring sessions. The curriculum covered a range of topics, including business strategy, technology, investment, impact, and women empowerment.

The pre-acceleration aimed to equip the startups with the knowledge and skills necessary to grow and succeed in their respective industries.

The pitch event was held on May 27, 2022. All 20 startups presented their venture live to a large audience of 180 attendees, consisting of investors, funders, government representatives, mentors, and other private sector organizations from the ecosystem.

The pitch event provided the startups with an important platform to showcase their ideas and gain exposure to potential investors and partners.



Key metrics

Mentorship and judging sessions

Throughout four weeks, mentoring sessions were organized online. All mentorship and judging sessions took place as planned and startups benefited from 133 hours of mentorship and judging sessions.

Feedback from coaches and mentors were collected, and used for: a) the selection of startups for the pre-acceleration program, b) providing feedback to startups and c) informing the final design of modules and sessions of the pre-acceleration to make sure the content and complexity addresses the needs of startups in the best possible way. A separate questionnaire was conducted on impact readiness of the startups, which informed the design of the pre-acceleration training.

20 startups demonstrating market opportunity, impact potential were included in the pre-acceleration program.

Pre-Acceleration programme

20 startups went through a 3-week intense pre-acceleration from 11 to 26 May 2022. Pre-acceleration included lectures, workshops, group work and 1-on-1 mentoring on business, technology, investment, impact and women empowerment.

All sessions were conducted as planned with a very high level of participation offering 45 hours of facilitated learning.

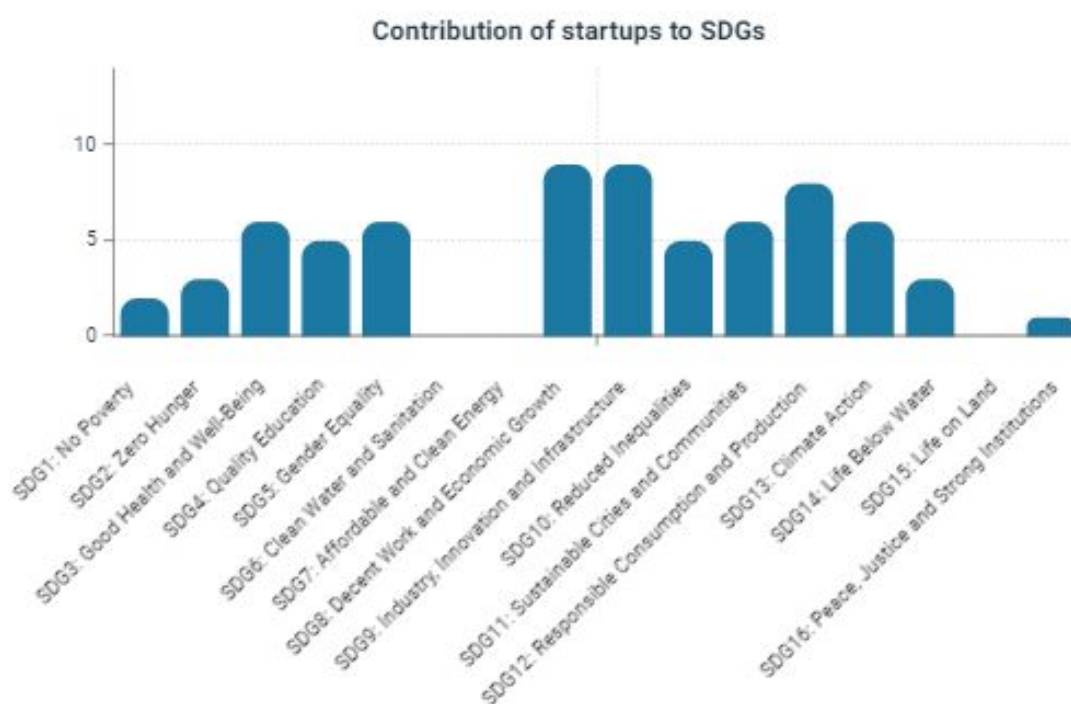
In addition to group plenary sessions, UNDP conducted 1-on-1 deep dives on impact measurement and management.

Feedback and Learning

In order to gather feedback from participants and improve future programs, surveys were conducted before, during, and after the program. The pre-acceleration sessions received feedback ratings ranging from 4.2/5 to 4.9/5, with an average of 4.6/5. Feedback from participants, organizers, sponsors, and partners indicated that the program achieved its intended objectives. The overall feedback and net promoter score of "How likely is it that you would recommend this programme to another entrepreneur?" received a score of 9.4 out of 10.

Key profile of pre-acceleration program participants

The startups in the WE Rise x SheDisrupts Philippines 2022 program are making a significant impact towards achieving 16 SDGs in the Philippines, with a particular focus on promoting decent work and economic growth as well as industry innovation and infrastructure. These efforts align well with the overarching goal of the SheDisrupts initiative, which is to empower women in the economic sphere.



Post - Programme Progress

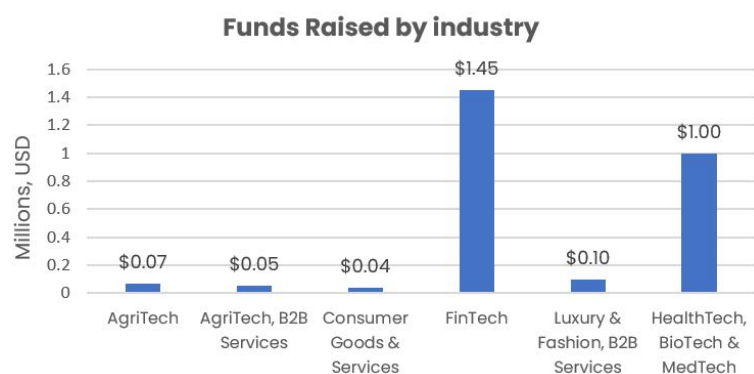
In January – February 2023, as part of ongoing efforts to assess the impact of the WE Rise x SheDisrupts Philippines 2022 program, the organizers conducted a follow-up survey with the program graduates.

The purpose of the survey was to gather information about the current status of their businesses and to see how the program has contributed to their growth and development.

The survey included questions about the continued operation of their enterprises, their progress in securing funding, and any notable milestones or recognition achieved in the last 6 months.

All startups have continued their operations 6 months after the program. 80% of startups have launched new products, increased revenue or formed new partnerships. 7 startups have been able to raise funds amounting to USD 2.7m, mostly in equity funding, followed by loans and grants. Fintech and Health tech companies attracted most of the capital.

Company	Sum, in USD
AniTech	49,156
Bixie	1,000,000
Global CreditPros	450,000
Just Go Low Carb	36,410
Kindred	1,000,000
Panublix	100,000
Waste4Good Technologies	65,540
Grand Total	2,701,106



Succinct summary of key milestones achieved by each startup after the program is presented in this report. The survey results provide valuable insights and learning on elements contributing to the success of the early stage women led impact startups and help identify areas where further improvements can be made to increase effectiveness of such support programs.

AniTech (2021)

<https://anihan.tech/our-solution.html>

"Fresh In Fresh Out"



Gillian Santos
Founder



AniTech is offering Fruit & Vegetable Suppliers "Fresh In Fresh Out", a Gas Sensor System and Platform to track spoilage rate and storage quality. This helps them make real-time warehouse management decisions to prevent stock spoilage. "Fresh In Fresh Out" has the following features: (1) Multiple sensors in one system (CO₂, O₂, Temp, Humidity) (2) Spoilage Rate Algorithm (3) Wireless internet connectivity (4) Multiple Dashboards (Storage Quality, Food Loss, Inbound & Outbound) (5) Weekly notifications & summary reports.

AniTech was part of the Villgro Philippines WE Rise Accelerator Cohort (2022) and the Batch 12 Cohort of the UPSCALE Innovation Hub program (2022). Their hard



work and dedication have paid off, as they have secured a 6-month paid pilot with Harbest Agribusiness Corporation in the Philippines. Additionally, they have also secured a pilot with MKP Inc., a subsidiary of Muraki Ltd. from Tokyo, Japan. To further support their growth and development, the startup has also accessed PHP 2.7M through Leave A Nest Capital (2023). Their success continues, as they have scheduled site visits in January 2023 to sign even more pilots, demonstrating their commitment to innovation and progress.





AtoANI (2022)

<https://www.atoani.com/>

"Enabling Produce-to-Demand Sustainable Agriculture"



Maria Wilvenna Añora
Co-founder



AtoANI employs a produce-to-demand model whereby pre-orders from its existing and potential customers dictates the crops that AtoANI grows in its farm and partner farms through sustainable farming methods. Then it delivers this produce from the farmers straight to its customers. To enable this, it uses web and mobile compatible data-based analytics recommendation platform, AtoANI i-CROP, developed by AtoANI to provide recommendations to the farmers on the type and amount of crop to plant based on soil-crop compatibility data on a specific location, based on customer demand and proximity of customer location to partner farmer location.

AtoANI has secured several B2B customers, including Dusit Thani (hotel), four branches of Jollibee (F&B), Morning Glory (F&B), Sheriff's (F&B), and Oyster's Bay (F&B) - all located in Cebu.



Their efforts have resulted in generating PHP 931k in revenues for 2022. The startup has also updated their AtoANI iCROP platform to host subscriptions for large farm operators and cooperatives, further expanding their reach and impact. Additionally, the startup is a participant and grantee in the DOST-PCIEERD WHWise (Women-Helping-Women: Innovating Social Enterprises) program. They are also in the process of signing a Memorandum of Agreement between the Department of Agriculture's SAAD Program (Central Office) and DA Region VII for a pilot project with identified farming areas, solidifying their commitment to the agriculture industry and their customers.





Katherine Castro
Co-Founder



B2B mobile app for automated bookkeeping, data-driven insights and recommendation using AI and machine learning. Using financial data, provide access to a marketplace of financial services.

Beppo has recently achieved several milestones, including the formal launch of their all-in-one financial mobile app in 2022. In 2023, they



formalized their partnership with the Department of Information and Communications Technology - Philippines - IIDB, further strengthening their commitment to providing innovative and accessible financial solutions. The company has also made a mark in the freelancer community, as they joined the Philippine Online Freelancers Conference 2022 (POFCON) and hosted the 2023 Freelancer Playbook for Finances webinar. These initiatives highlight their dedication to empowering and educating freelancers on financial management and stability.



Bitskwela

<https://www.bitskwela.com/>

"Crypto Education in all languages, for all Filipinos"



Camille Puentespina
Co-founder



Bitskwela is an edtech platform that makes Bitcoin and cryptocurrency education accessible to all Filipinos of any ethnicity by offering freemium courses in 8 different Philippine languages delivered in text, print, videos, and podcasts. Bitskwela also services dedicated lectures for corporations and organizations to educate about the crypto space through module-based class lectures or partner events speaking.

Bitskwela formally launched the V2 of their website in September 2022, showcasing their commitment to providing a user-friendly platform.



The company also made their presence felt in the blockchain industry, as they hosted the Bull or Bear Web 3 Debate co-presented by GCash and Blockchain Network Philippines in December 2022. This event showcased the company's expertise and thought leadership in the field of blockchain technology. Additionally, Bitskwela was a proud participant of the Philippine Blockchain Week 2022, further cementing their position as a key player in the industry.





Bixie (2021)

www.mybixie.com

"Know your worth, Grow your worth"



Rosalia Gitau
CEO



Bixie is a financial home for women that encourages savings and wealth generation through Knowledge, Tools, and Network.

Recently, Bixie achieved tremendous success with its organic growth, having served 10,000 users with a user retention rate of 60 times above the industry standard. The company also raised successful pre-seed rounds in



Asia, being recognized as the top fintech in Singapore by Best Start-Up Asia, and being awarded as the top startup in the Philippines and the top personal finance company in Southeast Asia. With these milestones, the company was able to access USD 1M in external financing, solidifying its position as a leader in the industry.



CAWIL.AI (2022)

<https://cawilai.co/>



Cherry Murillon
Founder



CAWIL.AI is a multi-disciplinary artificial intelligence (AI) solution for machine learning models that can be integrated into mobile and web applications.

CAWIL.AI has recently made significant strides in its operations and partnerships. In 2022, it signed a Memorandum of Understanding with the Province of Bataan in the



Philippines for the use of its traceability system, TrACE.AI. Additionally, the company is actively collaborating with a Japanese firm for a crowdfunding campaign, aimed at further expanding its reach and impact.





Dirt Bag (2021)

<https://www.dirtbag.ph/>

"Easy laundry anytime, anywhere"



Richard Ebdalin

Founder



We are Dirt Bag. Easy laundry anytime, anywhere for everyone. Easy on the lifestyle and easy on the budget.

In a single swipe, the customer gets GUARANTEED BOOKING, wherever they are the City paying the same price as the others, and that's a market price - no premium.

Dirt Bag then consolidates all orders, distributed equitably to our partner laundry shops, to be fulfilled, and delivered the very next day back to the customer.

In October 2022, a new drive-through laundry shop was opened in Cagayan De Oro, offering customers a convenient and efficient way to have



their clothes cleaned. The shop's drive-through feature allows customers to drop off and pick up their laundry, providing a quick and easy solution for their needs.



Empath (2020)

www.empathph.com

"Mental Healthcare Access for All"

empath



Steph Naval

Founder and CEO



Empath provides a telemental health platform for Filipinos to avail for online counseling or psychotherapy sessions from licensed mental health professionals.

Empath team has achieved great recognition in the industry. They were 1st Runner Up in the InLife Negosyo Challenge (2022) and a participant and



grantee in the DOST-PCIEERD WHWise program. Their breakthrough in business was acknowledged as a Best in Business Breakthrough Finalist by Ayala Enterprise Circle (2022) and was recognized in Tatler Asia's Gen T List (2022) and as a UN Women WEPs Awardee under Youth Leadership (2022). The business saw a growth of 238% YoY in revenues for the year 2022 and is currently preparing for a pre-seed fundraising of USD 850k by February 2023.

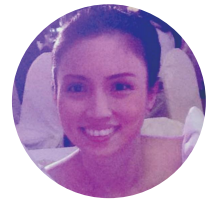




EveGrocer (2020)

www.evegrocer.com

"Cleaner Future in Just One Setup"



Leonelle De Leon
Co-Founder and CEO



EveGrocer is an end to end circular supply chain. A B2B platform which offers sustainable grocery franchise, eco sari sari stores, and supplies to food / hospitality industry.

Our activities include awareness campaigns, sustainable packaging, sustainable marketplace and reverse logistics. Our multi-vendor platform brings together sustainable brands and uses our system and stores for marketing and warehousing. Our system also allows fully automated subscription to lessen food waste, allows us to pick up our re-usable containers, it can be set to weekly and monthly subscriptions and can be customized with any product bundles. The system was initially built for working moms by working moms in 2019 to give us more time for ourselves and for our children.

EveGrocer is part of the Villgro Philippines x ACTED x UNDP Philippines Innovation for Social Impact Partnership (ISIP) Social Impact Accelerator Cohort (2022)



and has made a significant impact in the business world. The company was recognized as Top 20 in the InLife Negosyo Challenge (2022) and Top 20 in the Shell LiveWIRE Acceleration Program (2022). Despite the challenges of the past year, the company has increased its Gross Merchandise Value (GMV) by 14% and secured an additional 20 merchant partners, demonstrating its growth and success.





Global Credit Pros (2016)

"A holistic suite of financial services"



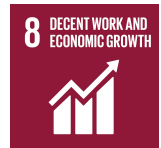
Ronica Pineda-Jones

CEO



Financial Wellness program, Retirement, Educational loans paid directly to schools, personal salary loans, and term life and health insurance.

Global Credit Pros recently took out PHP 5 million in debt from Security Bank Philippines. They have also been approved for a loan of PHP 7 million from TPG Philippines.





Hero App Services (2021)

<https://heroapp.ph/>
"Help is on the way!"



Lynn Holly Baile
Co-Founder & CFO



Hero App Services offers a platform that OPENS UP the skilled service market where clients can book skilled services DIRECTLY rather than employing or hiring through agencies or word-of-mouth- whenever, wherever they need it.

Hero App Services was recently recognized for their achievements and impact on society as one of the 100 Influential Filipina Women by the Foundation for Filipina.



Women's Network in 2022. This recognition highlights the entrepreneur's contributions to their community and industry, and showcases their hard work and dedication to their chosen field. Being selected as one of the 100 Influential Filipina Women is a significant honor and speaks to the entrepreneur's standing and influence within the Philippine community. This recognition is likely to bring additional visibility and opportunities to the entrepreneur, and serve as inspiration for others to strive for similar levels of success.



Just Go Low Carb (2021)

<https://www.justgolowcarb.com/>
"#LowCarbYouLove"



Virginia Andrada
Founder

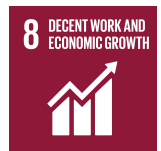


Just Go Low Carb manufactures delicious and nutrient-dense low carb, sugar free breads, snacks and treats using only clean ingredients to provide healthier food alternatives to products people love so that they can find it easier to adapt and sustain a low-carb lifestyle.

Just Go Low Carb recently took a major step forward in their business ventures by opening a physical retail store. This move has paid off, as they generated 5 times the revenue they



expected in 2022. The success of the retail store can be attributed in team's commitment to self-improvement, as they completed various leadership and training programs from multiple implementers. Just Go Low Carb was also able to raise PHP 2 million in external financing from family and friends to support their growth. In addition, the entrepreneur is also working on building their own commissary and expanding their distribution channels, further diversifying their revenue streams and ensuring long-term sustainability for their business.





Kindred Health (2021)

mykindred.co

"Health for all womankind"



Jessica de Mesa
Co-Founder & CEO

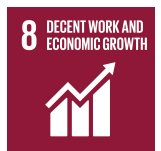


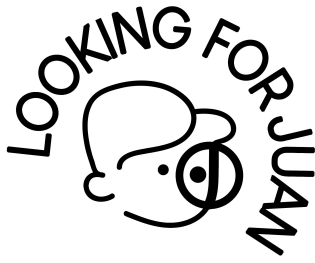
Kindred champions women through an integrated ecosystem of virtual and in-clinic holistic health services. Kindred is an all-in-one destination for all things female health that provides a safe, no-judgment space and comprehensive plans of care and treatment through a collaborative care model. Kindred empowers a community of women connected by shared experiences, opening the conversation, breaking the culture of silence around women's health issues so she can take charge of her health.

Kindred recently opened their first brick-and-mortar clinic in the bustling Bonifacio Global City in the Philippines. This was accompanied by the successful development of



their proprietary technology, a mobile app MVP version 1.0. Their achievements did not go unnoticed, as they were recognized in Tatler Asia's Gen T List in 2022. This recognition came on the heels of a truly impressive year for the entrepreneur, as they generated a staggering 1100% YoY increase in revenues for 2022. The clinic's popularity and impact grew rapidly as well, with their customer base expanding by 900% and reaching 20,000 followers on social media. To support their continued growth, the entrepreneur accessed USD 1 million in pre-seed funding from local angel investors. These milestones are a testament to the entrepreneur's vision, hard work, and ability to execute on their plans.





Looking For Juan (2020)

www.lookingforjuan.com

"Art and Purpose with Every Purchase"



Larissa Chavez

CEO



Looking for Juan is a for-purpose online store that advocates children's literacy while promoting Philippine art. It is home to meaningful art-infused merchandise and socially relevant children's books that touches on various social issues, including data privacy, climate change, fighting fake news, human rights, children's rights and LGBTQ+ rights, to name a few. We work in collaboration with the creative community to develop all these items.

Looking for Juan had a successful year in 2022, generating PHP 3.6 million in revenues. This performance demonstrates the company's ability to effectively serve its



market and meet the needs of its customers. The company's success was further boosted by the launch of new products, which likely added to its overall revenue and allowed it to reach new customers. The introduction of new products is a key growth strategy for any company, as it allows them to tap into new markets and increase their offerings to existing customers.





Panublix (2021)

<http://www.panublix.com/>

"Connecting designers with tropical textiles & artisan craft through transparent and impactful sourcing"



**Noreen Marian
Bautista**

CEO

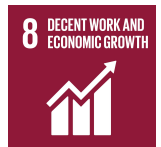


Panublix is a tech platform giving designers reliable and transparent access to tropical textiles and artisan craft so they can design for the conscious fashion consumer. A sourcing experience committed to transparency and traceability, we aim to put data points to production capacity, costs, and even track ESG metrics like income per artisan and carbon footprint in the supply chain to provide not only sustainability but also the heritage story behind the products.

Panublix has had a remarkable year, marked by a number of notable achievements. They were part of the Villgro Philippines WE Rise Accelerator Cohort in 2022,



providing valuable opportunities for growth and networking. The year continued to be successful, as they were named the Grand Winner of the InLife Negosyo Challenge in 2022. In addition, they became a partner and grantee of the Department of Science and Technology Philippines Textile Research Institute, further demonstrating their expertise and impact in their field. Panublix was also chosen as a fellow of the Young Founders Programme in 2022, a recognition of their potential as a leader and innovator. These accomplishments were complemented by the receipt of USD 100,000 in grants, which will provide important funding and support for their continued growth and success.





Pic-A-Talk (2022)

www.pic-a-talk.com

"Pic-A-Talk: speak with pics!"



Uma Louise Roa
CEO



Pic-A-Talk is an assistive mobile application for non-verbal children with special needs. We provide a platform that helps these children communicate with other people using pictures.

In November 2022, Pic-A-Talk launched an app for the Android platform. The launch was a success, and the company was soon recognized as one of QBO's Top 100



Startups in 2022. This recognition is a testament to the company's vision and ability to execute on its plans. The company's success continued as they closed important partnership deals with Aragon SKILLS Therapy Center and Fenixia Foundation. These partnerships will likely expand their reach and impact, allowing them to serve even more customers and communities. Additionally, the company conducted its first face-to-face program since the pandemic, demonstrating its resilience and determination to continue providing valuable services to its customers.



Salin Ph (2020)

"Salin Swap; Your go-to brands in returnable containers"



Krishia Pauline Ellis
Co-founder and CEO



Salin Swap is an end-to-end refilling solution for FMCG companies, and last mile pickup and delivery of refillable containers for grocery items.

Salin Swap had a productive and impactful year in 2022, marked by a number of notable accomplishments. They were invited by UNDP Philippines, DENR, and the



Government of Japan to manage a booth at #WasteReimagined: Circularity in the City, an event that showcased innovative solutions for addressing waste and promoting sustainability. This recognition demonstrates the company's expertise and impact in this critical area. The year continued to be successful, as the company won the Gold Prize in the ECOTHON Philippines and participated in the ASEAN ECOTHON in Korea. Additionally, they were part of the Villgro Philippines x Spring Activator Plastic-Free Future Philippines Cohort, further emphasizing their commitment to sustainability and the environment. Salin Swap was also chosen as one of 34 Fellows of the YSEALI Academy BornGlobals Entrepreneurship Program in 2022, a recognition of their potential as a leader and innovator. The company also launched a new service called "Salin Cup" and started conversations with Philippine local government units (LGU) for partnership, demonstrating its ambition to scale its impact and reach.





Upabuild (2022)

www.upabuild.app

"Online B2B procurement solution for construction equipment & materials – ConTech"



Iris Umiten

Co-founder and COO



Upabuild solution digitalises the procurement process for suppliers of equipment and materials with contractors to enable them to source and manage their needs in a single platform. We introduce the sharing economy to heavy equipment rental through our online solution.



Upabuild made a strategic move in 2022 by joining Philconstruct Mindanao, one of the largest construction trade shows in the region. This



move signals the company's intention to expand its reach and engage with key players in the construction industry. By exhibiting its products and services at Philconstruct Mindanao, the company had the opportunity to showcase its capabilities.



Waste4Good
ADVANCE PLANTING SOLUTIONS

Waste4Good Technologies (2021)

<https://www.waste4good.co/>

"We Turn Your Waste Into Something Good!"



Lorilyn Daquioag
CEO



The W4G pivoted from Solar-powered & Automatic Bin into Waste4Good Planting Kit with the Compost Activator Solution (CAS) to provide a solution for COVID-19 impacts while mitigating the bio-waste problem. The Planting Kit is a complete set of planting materials for urban farming. Our products will utilize biodegradable waste with the help of CAS and reduce the waste 8x smaller. Using our products, the user can produce their healthy food at home faster and easier.

Waste4Good Technologies was a busy participant in various accelerator and incubator programs in 2022, showcasing its commitment to social impact and growth. As part of the Villgro



Philippines x ACTED x UNDP Philippines Innovation for Social Impact Partnership (ISIP) Social Impact Accelerator Cohort, the company was able to receive valuable support and mentorship in the form of resources and training. As a grantee of the DOST-PCIEERD WHWise program and a top 10 finisher in the Agri-Aqua Technology Business Incubation program of DOST-PCAARRD, the company was able to further its impact in the industry and contribute to the growth of the sector. The company's position as a top 20 finisher in the InLife Negosyo Challenge and a top 25 finisher in the BPI Sinag Social Entrepreneurship Challenge further cements its status as a rising player in the entrepreneurial landscape. The entrepreneur's participation in the Ashoka Philippines DIWA (Deepening Impact of Women Activators) program and the PHP 4.1M in grants received further demonstrate the company's commitment to making a positive impact. With PHP 300k in revenue generated for 2022, the company has a strong foundation for future growth.

Conclusion

In conclusion, the WE Rise x SheDisrupts Philippines alumni have made significant progress after the completion of the program, showcasing their resilience, determination, and innovative spirit.

Whether it be through securing external funding, launching new products, increasing revenues or participating in various accelerator and incubator programs, these women-led businesses are paving the way for greater opportunities and growth in their respective markets.


With continued support from various ecosystem players these businesses are well-positioned to make even greater strides in the coming years. The progress of WE Rise x SheDisrupts Philippines alumni serves as a testament to the immense potential of women-led businesses and the positive impact they can make in the world.

We, as organizers of WE Rise x SheDisrupts Philippines are committed to continuously supporting these cohort of startups, as well as extending our support to more women entrepreneurs in the Philippines through similar programs.



Karen Vardanyan & Guillaume Catella

Co-founders & Co-Executive Directors
Creatella Impact



Priya Thachadi

Co-founder & Chief Executive Officer
Villgro Philippines



Unlocking the potential of disruptive women social entrepreneurs

