

Supporting ICT Innovation for Global Enterprises (SIIGE)

ICT DAVAO EXPERIENCE

1 Developing strategy

Understanding the industry, developing road maps

- ▶ Services, products, cross-cutting industry concerns**
- ▶ Public sector partnership: planning cycle**
- ▶ Private sector partnerships: promotions and marketing cycle**

2 Building and facilitating community

Organizing, supporting trade associations

- ▶ 15 trade associations, most are SEC-registered**
- ▶ Promote autonomy, encourage self-sufficiency**
- ▶ Identify and develop leaders**

3

Advocacy

Product development – co-creating the product ecosystem

- ▶ Re-imagining the technopreneurship curriculum
- ▶ Institutionalizing ideation and startups in campuses
- ▶ Strengthening support services
 - ▶ Innovation support fund – Genius Fund
 - ▶ Marketing and promotion – LIVEXX
 - ▶ Intellectual property protection
 - ▶ Certification and escrow services
 - ▶ Co-working spaces, shared services facilities