

GLOBAL LAUNCH PAD PHILIPPINES



YOUR STARTUP CHECKLIST

DEMAND

What tech services are in demand? What is the competition like? Are there any unmet needs that can be addressed?

CULTURE

How is business conducted? What is the correct business etiquette in the country?

LAWS

What are the laws on incorporation and foreign ownership?

MATH

What are considered fair or even competitive wages? What are reasonable amounts to spend on leases, utilities, and services?

VISA

How easy will it be for you to bring in your people? Are there any challenges obtaining a visa from your end?

INFRASTRUCTURE

Will your solutions function properly given where in the country you plan to offer them?

MARKETING

What channels are most effective for reaching Filipinos? What kind of content resonates with them?

PRICING

What is a price that the market for your service can afford? Will your business be viable selling at that price?

NETWORKING

How is your network in the country? Do you have the right mix of industry and regulatory allies?

TALENT DEVELOPMENT

Is there enough talent available locally with the skillset you require? What is the size of the local team you need, and how long will it take you to develop that team?



TAKE OFF ON THE DIGITAL PILIPINAS LAUNCHPAD PROGRAM

- Built-in Network – Be immediately put on the radar of relevant potential investors and industry partners.
- Access to Talent – Gain access to the local talent pool to immediately start building your local team.
- Government Relations – Connect instantly to all relevant government agencies to expedite your entry into the Philippine market.



- Public Relations and Marketing – Get the right exposure over the right channels to connect with the right market and the right industry allies.
- Take your Show on the Road – Reach audiences all over the archipelago through numerous localized events and activations.



NETWORKS AND EVENTS

- Networks and Programs
- Digital Movements and Ecosystem Builders – Digital Pilipinas (DP), International Digital Economies Association (IDEA).
- Community Partners – Fintech Philippines Association (FPH), Philippine Insurtech & Healthtech Association Inc., Proptech Consortium of the Philippines
- Public Sector Partners – Department of Tourism (DOT), Department of Science and Technology, Department of Information and Communications Technology (DICT), Department of Trade and Industry (DTI), Department of Foreign Affairs (DFA), Department of Trade and Industry (DTI), Securities and Exchange Commission (SEC), Philippine Economic Zone Authority (PEZA)
- Private Sectors Partners in the Key Industries – InsureTech, HealthTech, Mobility, Transport and Green Finance, Smart Cities, Sustainable Communities and PropTech, TrustTech, Creative Digital Economy, Banking, Fintech and Lending, Sustainability, SME Digitalization and Literacy, E-Commerce and Retail, AI, Blockchain and Digital Assets and Frontier Technology, Edutech, Logistics and Supply Chain, Energy, Agritech
- Events – Digital Pilipinas Regional Roadshow, The Global Majority Festival, Philippine Fintech Festival

