

# Building a Start-up Ecosystem for Emerging Market Needs

**The Story of the Philippine Start-Up Ecosystem**

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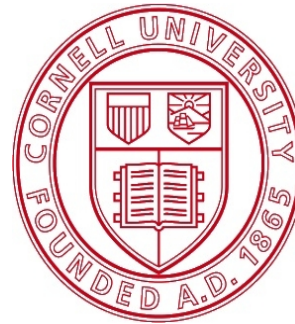
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**Young Global Leader, World Economic Forum**

# The Journey Back “Home”



BOSTON  
UNIVERSITY



COURTESY: CISCO SYSTEMS, INC.



# Philippines Fast Facts

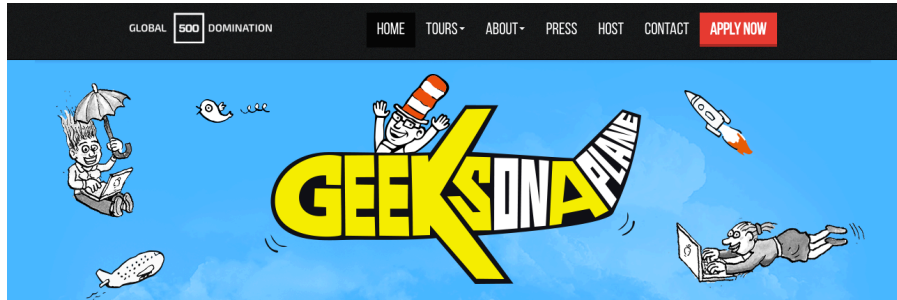
”Party Like the Latins, Do Business Like the Americans”



- 102M People (#12 globally)
- 6.5% GDP Growth in Q32016
- Median Age of 24.4 years
- 7107 Islands
- \$2765 GDP Per Capita



# A Witness the Past 5 Years



# The Turning Point



- Got out of the elite status bubble
- Had classmates – sons of farmers, taxi drivers, etc.
- Realized how smart people were without resources – this was their ticket out of poverty
- A true meritocracy
- Humbled by everyday interaction
- I left, and mentioned that “I took someone else’s spot”



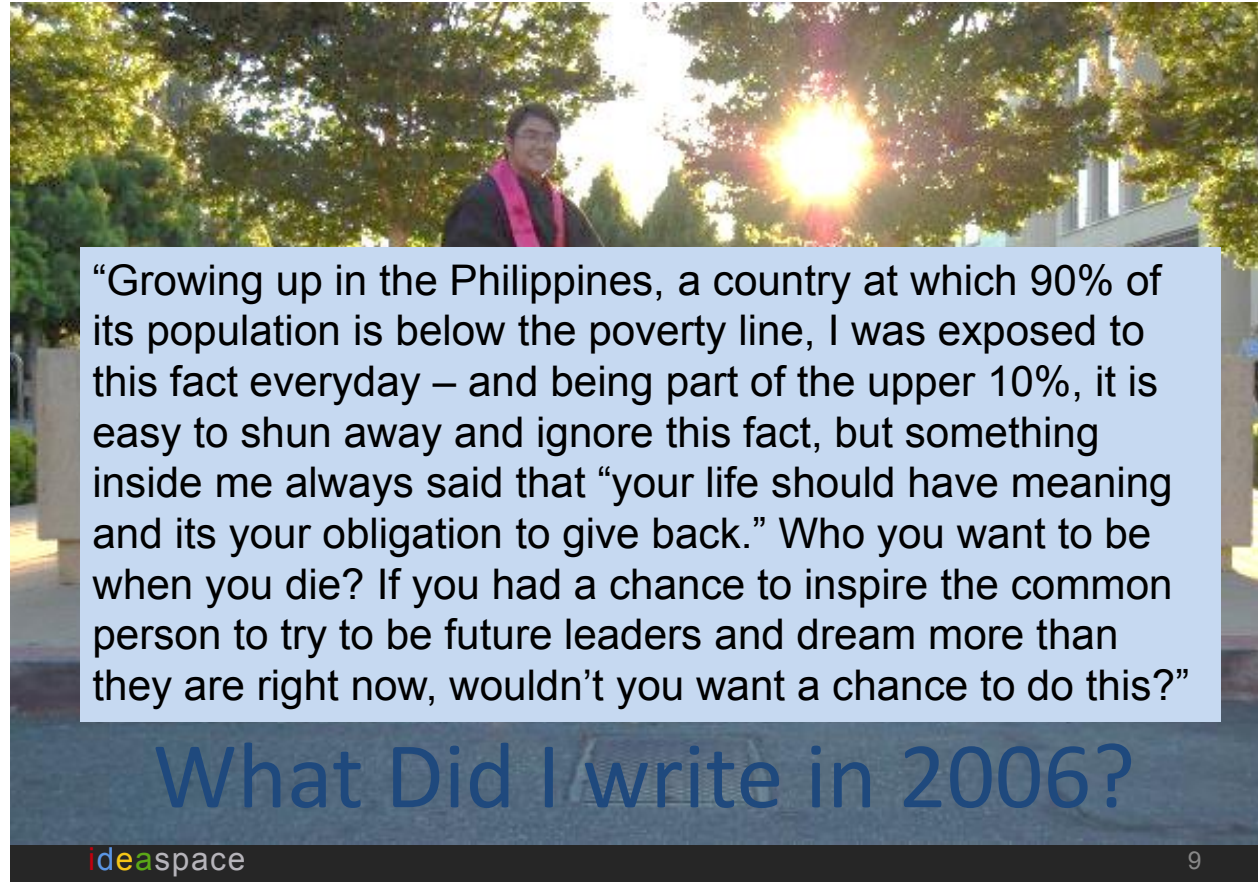
# A Question That Changed My Life



What is your goal in life?



# Reflected on my Stanford Essay: What Mattered to Me Most and Why?



“Growing up in the Philippines, a country at which 90% of its population is below the poverty line, I was exposed to this fact everyday – and being part of the upper 10%, it is easy to shun away and ignore this fact, but something inside me always said that “your life should have meaning and its your obligation to give back.” Who you want to be when you die? If you had a chance to inspire the common person to try to be future leaders and dream more than they are right now, wouldn’t you want a chance to do this?”

What Did I write in 2006?



# The Big Question



Can the Philippines Breed the Next Billion Dollar Business for the World?





# Silicon Valley Experience – In the World of Unlimited Internet



- Cloud Computing
- Enterprise SaaS
- Mobile Applications
- Analytics and AI
- Holography and Video



# What Is the Philippines Famous For?



# ***The Three Questions To Ask:***

- 01** What Is the Main Pain Points in Society?
- 02** What Can the Country be Best in the World In ?
- 03** Who Would Want to Help Grow Our Ecosystem ?

