



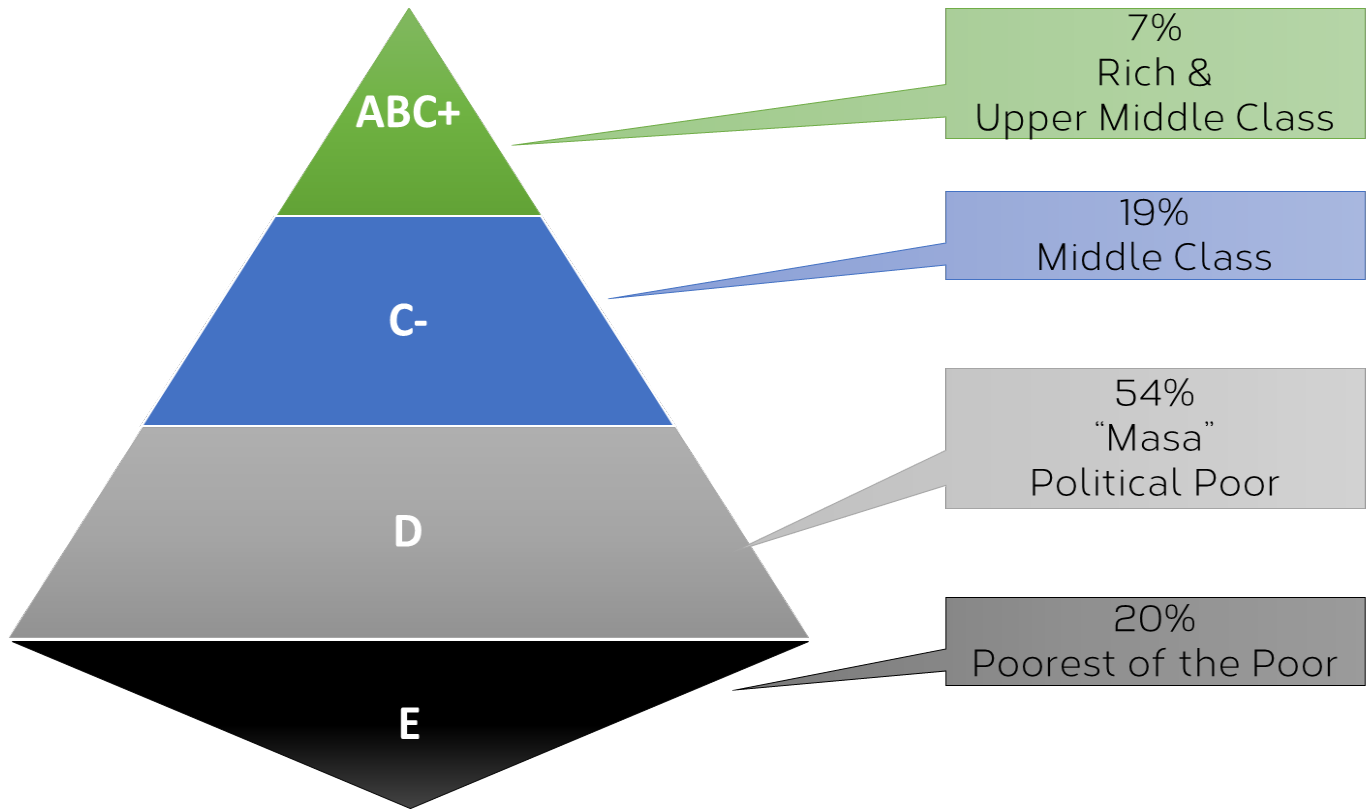
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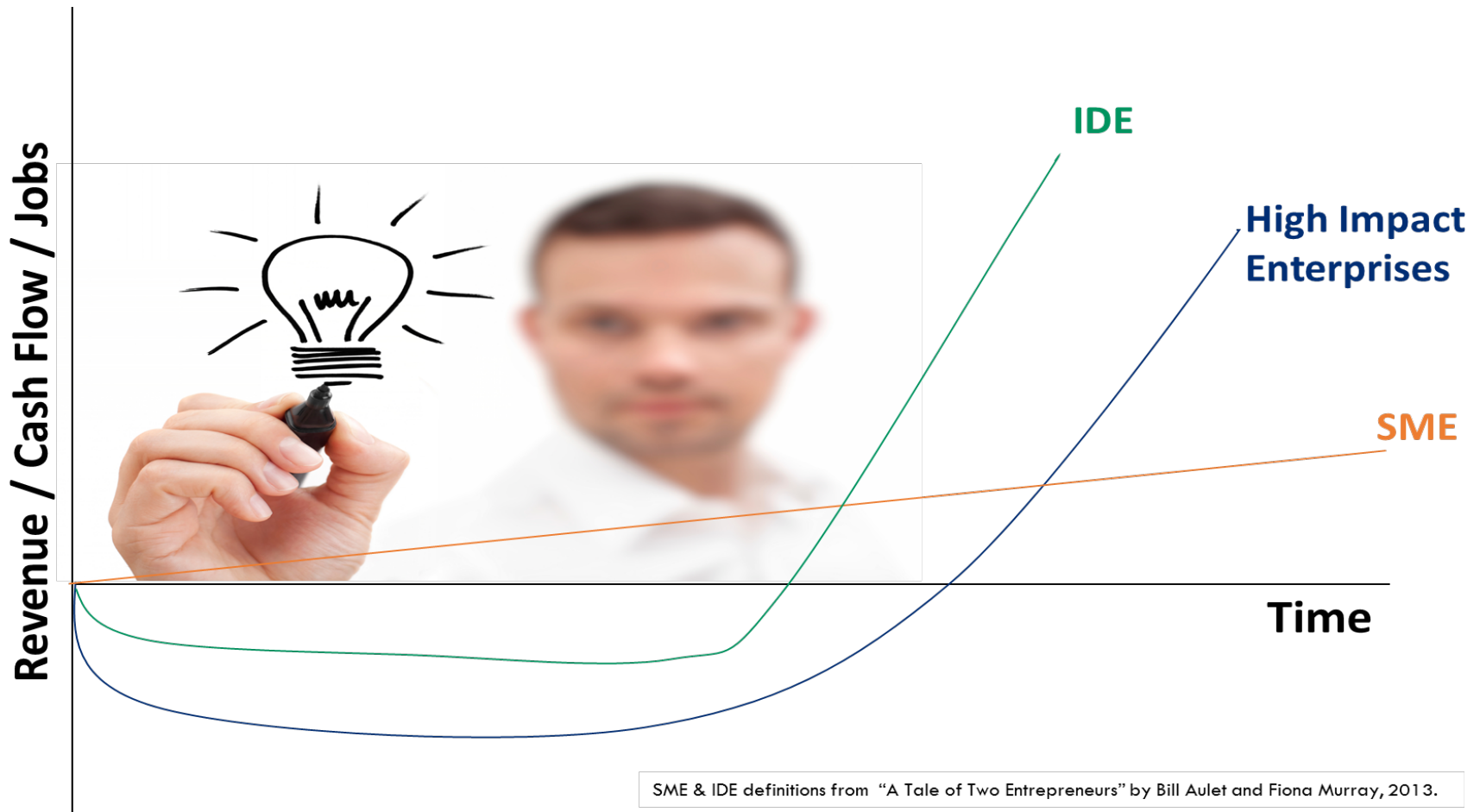
innovation

why you should care

the Philippine problem

- We compete on an advantage that is easily imitated by other countries
 - ➔ *Thus, we compete on price*
- When we compete on the price of goods, we have to keep our costs low
 - ➔ *Thus, we sacrifice the wages of our people*
- The salaries are so low and inflation is so high, that we suffer brain drain
 - ➔ *Thus, what we are really doing is exporting wealth!*





SME & IDE definitions from "A Tale of Two Entrepreneurs" by Bill Aulet and Fiona Murray, 2013.



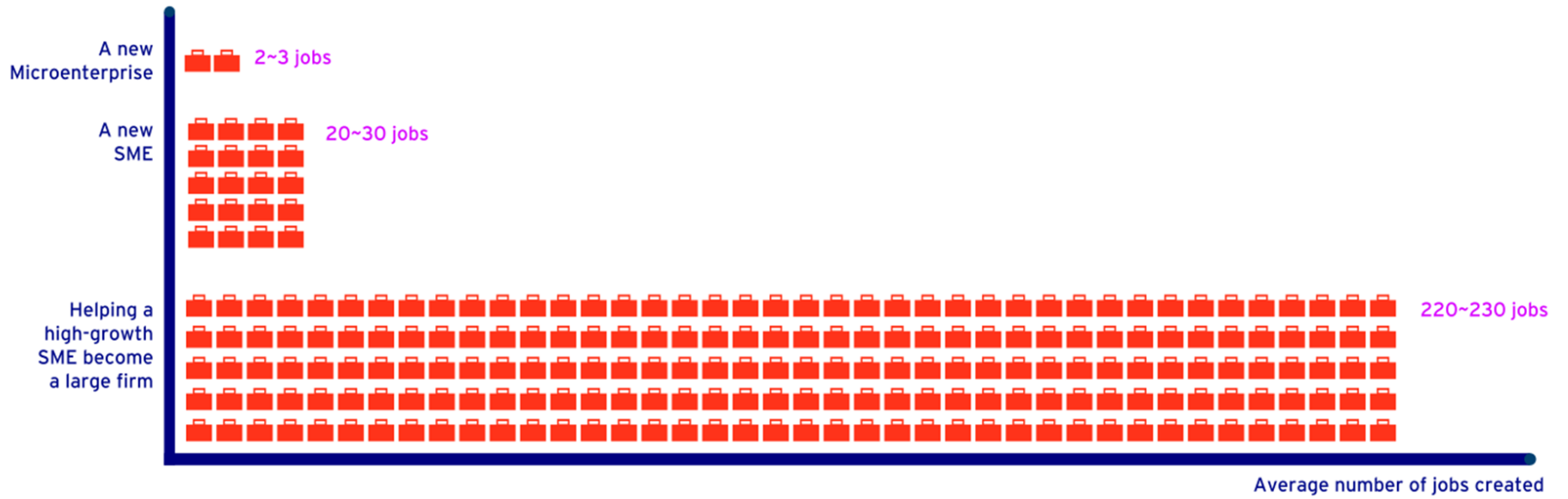
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1% rise in mean income or
consumption expenditures

3% reduction in the proportion of
people below the poverty line

Job Creation
in Different Types
of Enterprises





Technology
Development



Business
Development



Community
Development

