



# PLUG AND PLAY OVERVIEW

Presentation for “Technology Entrepreneurship in the Philippines”

Panel Discussion, Stanford University, May 8, 2012

By: Jojo Flores, Co-Founder and VP of Operations, PlugandPlay

# The Plug and Play Story



**Saeed Amidi**  
CEO & Founder

1996

- Owned the legendary 165 University Ave
- Housed Logitech, PayPal, Danger, and Google



**Jojo Flores**  
Co-Founder & VP  
Operations

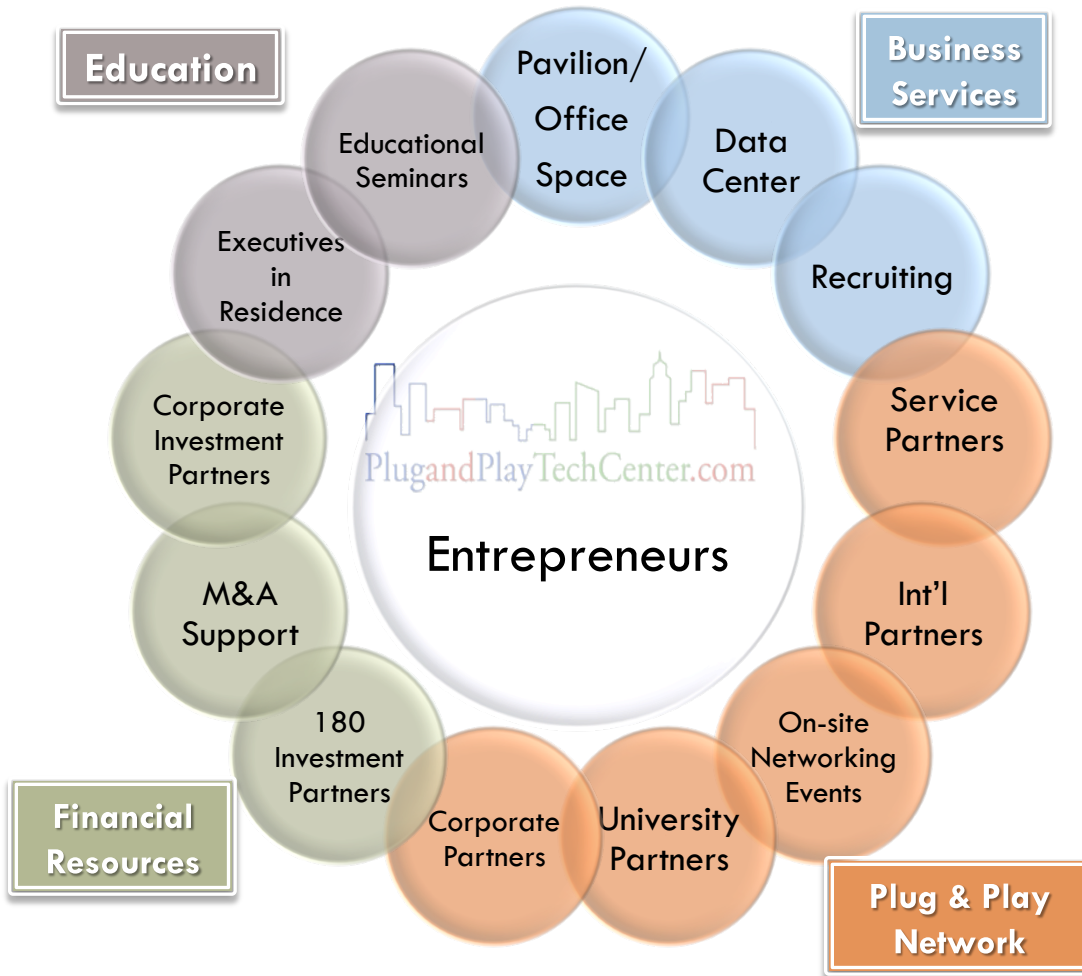
2006

- Plug and Play Tech Center Sunnyvale Location opens its doors at the former HQ of Philips Semi-Conductor



# Plug and Play Ecosystem

A place where technology startups access funding and partner resources needed to get to market faster. **Silicon Valley in A Box.**



## Plug and Play's Investment Arm

- Actively investing for 15 years
- Pre-seed & Seed Funding

## Successful Startups:



# Funding Relationships

4

- \$1 Billion in funding raised by Plug & Play startups since 2006
- Over \$130M raised in 2010 and \$600M in exits. In 2011, over \$350M raised and \$500M in exits.
- Over 200+ Venture Capital and Strategic Corporate Venture Partners

## Funding 2010



\$130 mil

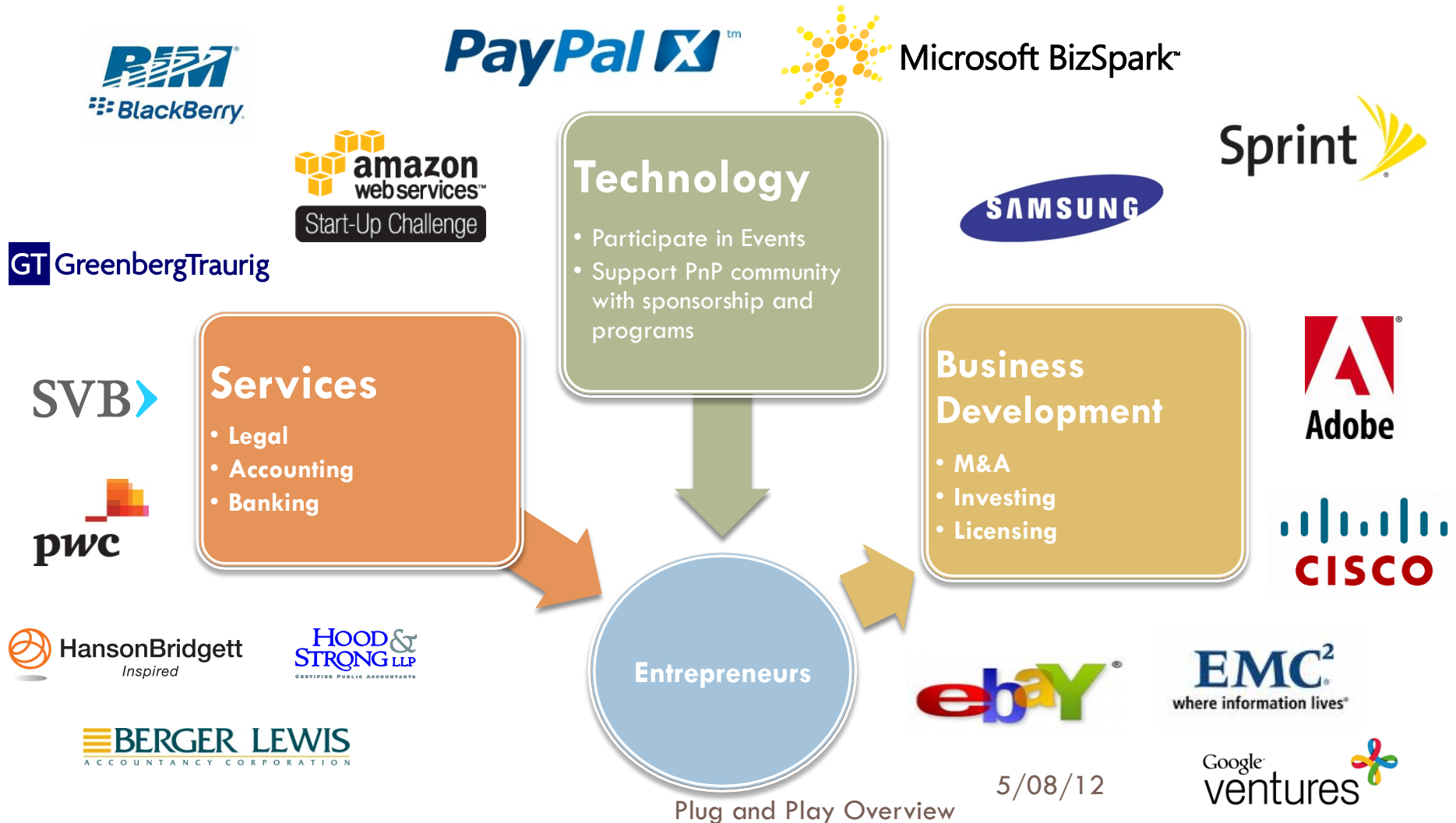


## Successful Exits 2010



...plus 9 more

# Corporate Partnerships



# Networking Opportunities



## Weekly

- Executive in Residence Brainstorming
- New Tenant Orientation Meeting
- Daily Dealflow Sessions



## Monthly

- CEO Talks
- Plug and Play Angels (PAPA)
- Community Meeting
- Plug and Play Mobile Meetup



## Quarterly

- EXPO Series
- EXPO
- University EXPO
- International EXPO
- Startup Camp



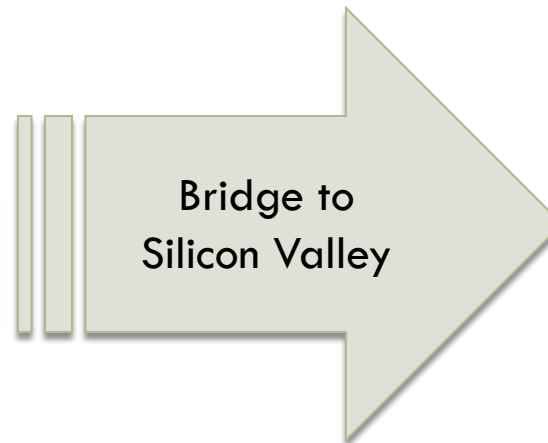
## Yearly

- Mobile Conference
- Other Industry Conferences
- University & International Tech Treks

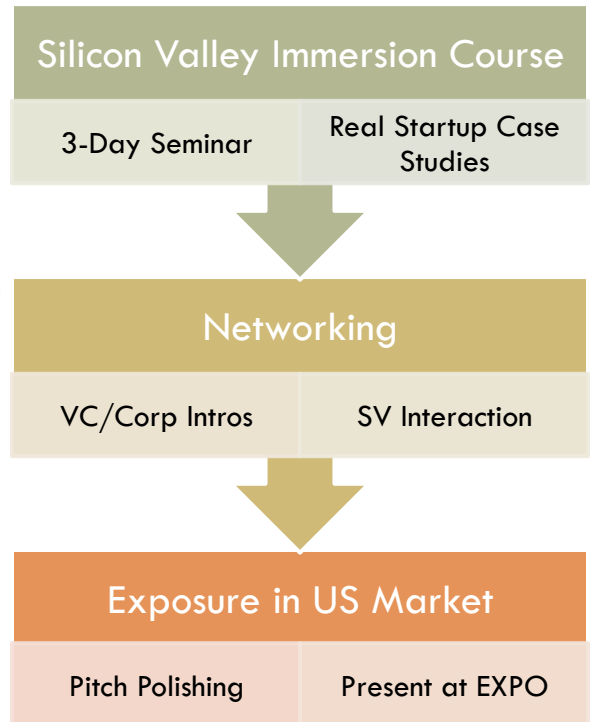
# International Partners

7

- Startup Acceleration Programs at Plug & Play in Silicon Valley
- Strategic Partnerships and Platforms in select international locations




## Three Month Acceleration



# What are we doing in the Philippines?

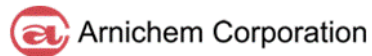
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- **STAC – SV (Science and Technology Advisory Council – Silicon Valley)** 
- Composed of mainly Filipino-American Silicon Valley professionals
- Strategic advisory partner to the global commercialization of technology projects in the country
- Forged partners with the government, private sector, and universities



# ON3 Pitching Competition

9



# Grand Prize

10

- ❑ A three (3) month Silicon Valley immersion and funding mission at Plug and Play Tech Center in Silicon Valley.
- ❑ Introduction to at least 5 top-tier VCs and angel investors in Silicon Valley. The winners will participate at one of Plug and Play's EXPO series.
- ❑ Participation at Plug and Play's week-long Silicon Valley Entrepreneurship Academy.



# What are we seeing in the last 3 years?

11

- Growing interest in technopreneurship:
  - ~ 20 teams in 2010 to ~ 40 teams in 2012
  - Increasing attendance in developer groups, i.e. Roofcamp, TechTalks, WebGeek Philippines
- Participation from universities: on-campus incubators, business plan competitions
- Creation of angel funds

# The Good News

12

- Strong economic growth and macro-economic fundamentals:
  - GDP 6-7%, Inflation 4%, Unemployment 7%
- The economy is awash with cash
  - Stricter enforcement of tax collection
  - From BPO industry (now \$10B industry)
    - Call Centers
    - Non-voice
  - From OFW remittances (over \$30B per year)
- Upgraded financial (bond) rating
- President Aquino is getting generally good reviews internationally
- PH showing signs of emerging as the next Tiger?
  - ▣ Goldman Sachs : Next (N) 11

# The Challenge

13

- WEF: 2011 Global Competitiveness Report
  - ▣ Philippines ranked 75 out of 142 nations
- Still a weak culture of entrepreneurship
  - ▣ Due to economic factors
  - ▣ Brain drain
- Low number of startups
- Weak infrastructure
  - ▣ 27% internet penetration
- Lack of government support
- Lack of good and trained engineers and entrepreneurs

# Key Driver: Entrepreneurial Ecosystem

14

- The entrepreneurial ecosystem: arguably the most important component of the innovation process
  - ▣ The evidence shows: without a robust ecosystem, our efforts at becoming globally competitive will fail
  - ▣ The issues become:
    - How do we develop an entrepreneurial ecosystem for the Philippines?
    - Who do we emulate?
    - How do we tailor the ecosystem so it works in our culture?
    - What foundations should be built to jumpstart innovation and entrepreneurship?

# Key Conclusions

15

1. Promote entrepreneurship and build the ecosystem
2. Develop startup funding sources
3. Mobilize STAC SV to coordinate resources and oversee ecosystem
4. Focus on early successes to create momentum



# THANK YOU!

**Jojo Flores**

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