

# LSEED SPOTLIGHT

The Official Newsletter of LSEED



LASALLIAN SOCIAL ENTREPRENEURS

Brian Chen



Angel Palma



Eldrin Lee

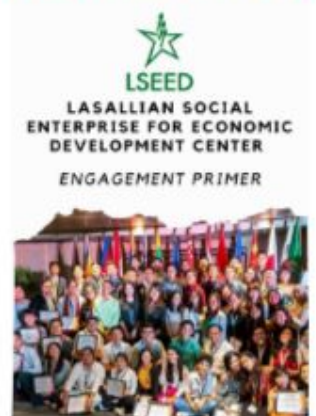


## TODAY'S HIGHLIGHT LSEED PRIMER

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"Social entrepreneurship is a multi-sectoral, multidisciplinary, and innovative approach to development that aims to address community and social problems by utilizing concrete and inclusive business models that are anchored on the principles of sustainable development."

# AN OVERVIEW

OF THE 3 FEATURED LSEED LASALLIAN SOCIAL ENTERPRISES

**AirDisc** by Angel Palma is a new kind of cooling technology that does not use any chemical refrigerants as a cooling medium but instead, uses the air that we breathe as the cooling medium.



**Juaniko Distributions** is a social enterprise with the objective of increasing the profitability of sari sari stores by enhancing their supply chain and setting up their financial management systems.

**Nama Microgreens** is a social enterprise aiming to create a sustainable food system in which food production, processing, distribution, and consumption are integrated to enhance the environmental, economic, social, and nutritional health of the community.





# “Green” Air Conditioning Made Possible with AirDisc Cooling Technology

by Bianca Velasquez



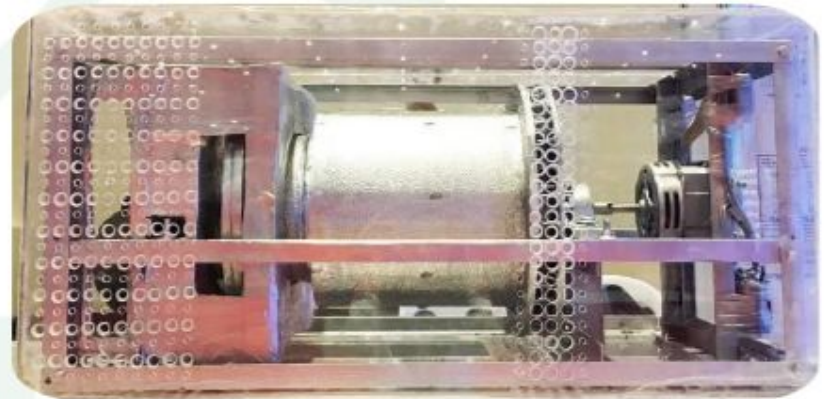
Angel Palma is a Mechanical Engineering student from De La Salle University but has had passion for both Engineering and Science ever since she was a child. AirDisc Cooling Technologies is an invention that she first developed in high school as a project but because of the impact and potential that she saw in her product, she continued to work hard in order to create the groundbreaking “green” air conditioning. AirDisc is a new kind of cooling technology that does not use chemical refrigerants as her cooling medium but rather she uses the air that we breathe as the cooling medium. Because of her invention, she brought a product into the world that combats one of the world’s most pressing issues – climate change. On top of this, as she continued to develop her prototype, she also discovered that it only consumes 10% of electrical consumption. Through AirDisc, Angel won over 30 local and international recognition for her trailblazing technology.



*Photo retrieved from viralfeedph.com*



*Photo retrieved from read-a.com*



*Photo retrieved from esquiremag.ph*

## Entrepreneurial Journey

Creating a new piece of technology was definitely not an easy task for a college student. It becomes pressuring, challenging and overwhelming to be surrounded by big names from the industry asking her questions about things that she has not even learned yet. But growing up, it was instilled in her that this pressure is a part of life and she has always had her family there as her support system. Another piece of motivation that she held onto was from her grandmother who told her that she always has to help others when she has the capacity to do so, and AirDisc can definitely do that. Despite these challenges, she powered through and grew the product to where it is today which is what makes her thankful that AirDisc can be used as a platform to help others and mother earth.





*Photo retrieved from Philippine Information Agency*

## Social Entrepreneurship

To Angel, Social Entrepreneurship is within a person. Yes, it is something that anyone can do but others can do it meaningfully because it is instilled in who they are and their values. Angel started off with no background in Social Entrepreneurship. As a government scholar, it is part of their oath to vow to use their gift of education for the benefit of the Filipino people, which ultimately added to her understanding of the aspect of Social Entrepreneurship in businesses. Eventually, her understanding deepened and she came to the realization that Social Entrepreneurship is a completely different field that deserves more appreciation and attention.



*Photo retrieved from metro.style*

As her understanding of Social Entrepreneurship deepened, she applied this to AirDisc Cooling Technologies. From the

Filipino word “tulay” meaning bridge, eTulay is an Employment and Entrepreneurship Social Enterprise of AirDisc that will empower AirDisc and the unemployed, especially the youth. Employment is geared towards the development of an Innovation Hub that will equip them to collaborate with AirDisc and assist in the development of new innovations. This will furthermore emphasize the importance of skills development and capacity building. Entrepreneurship is a development program that makes educational advancement available to those who are passionate about upgrading their skills and capabilities.



*Photo retrieved from jascoop.com*

Her journey with LSEED Center and the Hult Prize has definitely contributed to her learning experience and growth. “LSEED helped me grow and realize the importance of having a solid foundation on social enterprise. I’ve always thought that when you have a company, it’s a rule of thumb to always give back to the community. With LSEED, I was able to distinguish the value of AirDisc, through eTulay, in the social enterprise world. The expertise and insights given by Mr. Norby Salonga on CSR as well as Ms. Nally on Economics, made it possible for my team to come up with an improved version of our pitch for the Hult Prize - Shanghai.



Our entire stay for Hult Prize - Shanghai tested our grit and knowledge. With this, we were able to move forward having every decision well-thought of, every move calculated, and corresponding actions were consulted and approved by all the concerned stakeholders. Engaging with fellow social entrepreneurs as much as possible during the socials helped build connections and network. They had their own set of stories with valuable insights and ideas as well. Our mentors were so supportive and were always on call and alert of the events unfolding around us. Their wisdom, our hard work, and the experiences we've been through made the Hult Prize - Shanghai worthwhile and unforgettable."

Link to interview: [shorturl.at/oqsZ2](https://shorturl.at/oqsZ2)

## ANGEL'S MESSAGE

**Always be curious** – sometimes we have these questions in our head but the people around us can't answer them for you.

**Always have an open mind, heart and everything,** because there are times when you get the idea anywhere else, not in the classroom.

**Always go back to your purpose** – back to your "whys" because this is what matters the most, your purpose.

**We are usually driven by our purpose,** always go back to your purpose, your "why's" and "why not's" then when you have that figured out, go into your "hows" which is your plan to carry out your ideas.'

The role of Social Enterprises to Angel is that they go hand in hand with the economy of the Philippines. It creates jobs but at the same time it serves a bigger purpose and she encourages people to create a Social Enterprise so it could benefit you and the community around you.



Photo retrieved from [2ndopinion.ph](https://2ndopinion.ph)





# Juaniko Distributions: Changing the Supply Chain and Financial Management Systems of Sari-Sari Stores For the Better

by Hannah Canon



*Photo retrieved from Analyñ Solis*

A social enterprise is making its mark by working with sari-sari store owners in Dagat Dagatan, Caloocan City with the objective of increasing the profitability of these stores by enhancing their supply chain and setting up their financial management systems. They are known as Juaniko Distributions.

After observing the high density of sari-sari stores within the community, DLSU alumni Brian Chen, Rhij Janda and Diego Santiago decided to tap into these stores by asking, "What if we can make your profits

better? Train them on different skills that can enhance or expand their businesses?". With these thoughts in mind, the idea of Juaniko Distributions blossomed. Their core business model is to supply fast moving consumer goods (FMCG) such as Tide and Downey to these stores at a rate much lower than they were receiving.

Not your typical social enterprise, Juaniko Distributions takes pride in working with the "community nanays". In fact, six of the "nanays" are actually co-owners and they are Ana Solis, Danice Pedregosa Hayan, Lourdes Pajares, Crescencia Roque, Gina Morante Rodriguez and Marites Apoya Calvez. They directly work with the organization in terms of planning what to do, what to supply, who to talk to, which sari-sari store to engage with amongst others. Juaniko Distributions does not only supply these stores with the necessary products, but they also monitor these stores' progress on a monthly basis, which is atypical for many businesses since sari-sari stores are deemed to be small.

## **Top row, left to right:**

Brian, Gina, Crescencia and Ana

## **Bottom row, left to right:**

Maritez, Diego, Rhij, Danice and Lourdes

*Photo retrieved from the Facebook page of Juaniko Distributions*





Brian  
Chen



*Photo retrieved from LinkedIn*



## The Journey of Brian Chen

One of the founders, Brian Chen, represented Juaniko Distributions during the first season of LSEED Talks. He talked about his journey from being a student to a social entrepreneur. He began his journey after participating in a community engagement program of the DLSU during his fourth and fifth year. He was sent to live and experience first hand the life of the people in Samar (Samareños/Samarnons) for six to seven days. Finding himself to be very fortunate to experience this, he told himself, "Trying to reach out to communities shouldn't end here. I should do something moving forward especially when I am out of school once I graduate."

With this, he began to have that kind of mindset towards communities. Despite his lack of business knowledge, after all, he graduated with degrees in economics and legal management, he persevered through his insecurities. LSEED's fellowship program helped him understand crucial information such as the forecasting of how many products to buy and what products to buy. LSEED played a huge role in his journey as it gave him the avenue to fulfill his passion. He mentions that the concept of collaborating with the "nanays" came into mind when LSEED taught him a crucial lesson, "A social enterprise is not only something you build for other people but you also build with other people." With founders who were not equipped with much business knowledge, the enterprise faced many challenges.



*Photo retrieved from Analyin Solis*





Brian Chen identified two challenges during his interview. The first being the inaccuracy of their forecasts due to gaps in their plans and execution. To address such a challenge, they realized that they must be more realistic. By working harder, they will be able to yield their desired results. The second challenge was their inability to be physically present in the community due to COVID-19, which is problematic for a business model that heavily relies on it.



*Photo retrieved from Analyln Solis*



*Photo retrieved from Analyln Solis*

From being there every other week pre-pandemic to no visits at all, the transition proved to be difficult for them. Several co-founders also moved out of the community, weakening their physical force in the community. This has affected their progress as each person had specific roles. Fortunately, they have come to the conclusion that they must learn to adjust and adapt to the situation. With the remaining “nanays”, they can continue to spread the word about who they are and what they do.



*Photo retrieved from Analyln Solis*

Brian Chen ends his interview by giving advice to students who are afraid to put up their businesses during a pandemic. He says that although now is “not the perfect time, it is still a good time.” Many are at home, which may mean more time to come up with ideas and plans. It is common to fear starting a business, but he mentions that LSEED is perfect as they have mentors who can help and guide students in their decision-making.

Link to interview: [shorturl.at/devEL](https://shorturl.at/devEL)



# Seeds of Hope

by Joshua Torre

nama

Nama Microgreens begins with its vision of bridging science and agriculture as they believe in the power of science and technology. The social enterprise utilizes research from indoor LEDs to pest control and management to maximize yield, nutritional value and quality from seed to harvest. Through their microgreens, they aim to create a sustainable food system in which food production, processing, distribution, and consumption are integrated to enhance the environmental, economic, social, and nutritional health of the community.



Photo retrieved from the Facebook page of Nama Microgreens

Behind this innovative idea are two individuals who share the same interest in building a social enterprise. Eldrin Lee is a graduate of physical material science, and ever since was intrigued by science and how different things interacted with each other. With the recent destruction of the



Eldrin Lee

Photo retrieved from the Facebook page of LSEED PH

environment brought by climate change, he realized that there is something that has to be done. Meanwhile, Skyrene Bolasco, an accountancy graduate has been exposed to numerous community development initiatives throughout her membership in Enactus of Adamson University. Enactus is a social entrepreneurship organization that focuses on community-based projects to transform lives and shape a better and sustainable world. As an active officer, Skyrene molded her values and beliefs to develop social awareness and love for community development.



Skyrene Bolasco

Photo retrieved from the Facebook page of LSEED PH





*Photo retrieved from the Facebook page of Nama Microgreens*

Through the Alexa Mira Society, Eldrin and Skyrene have been drafted as a team to undertake the program of urban farming. Eldrin's past experiences from Luntieng Farms have led him to explore the gaps and opportunities in the agricultural sector. He mentioned several issues such as perishable goods from transportation and the lack of transparency on production of crops. Those issues led to his initial idea of combining agriculture in an urban setting and adapting new and more feasible methods from Luntieng Farms. Knowing Skyrene's background in accounting and community engagement, Eldrin approached her to ask for her interests in establishing a social enterprise. Eventually, this led to the creation of Nama Microgreens.

Under LSEED's online mentoring program, diverse set of mentors provided Nama Microgreens with different perspectives and insights in further developing and improving the social enterprise. The continuous support of LSEED has greatly contributed to its journey despite the limited interactions they face today. While businesses try to cope up with the changes brought about by the pandemic, Nama Microgreens maximizes the most they can get out of this situation. Currently, they are conducting market research to explore other markets as well as future partnerships for product distribution and collaborations. They are also enhancing their brand's credibility through collaborating with nutritional research institutions such as FNRI and SGS. Furthermore, they are looking for partner communities to provide them with new opportunities that Nama Microgreens could offer.

## urban farming.



*Photo retrieved from the Facebook page of Nama Microgreens*

Link to interview: [shorturl.at/KMY35](https://shorturl.at/KMY35)



# NEWS UPDATES



LSEED Talks Season 2 Episode 11 premiered last May 14, featuring Mr. Gomer Padong of the Poverty Reduction through Social Entrepreneurship (PRESENT) Coalition.

LASALLIAN SOCIAL ENTERPRISE FOR ECONOMIC DEVELOPMENT

LSEED presents

## LSEED TALKS: SEASON 2

Featuring the Secretariat Lead of the Poverty Reduction through Social Entrepreneurship (PRESENT) Coalition

**PRESENT COALITION**

MAY 14, 2021 (Friday)  
4:30PM via Facebook Live

Facebook.com/LSEEDPH | (632) 8524401 local 120 | 2nd Floor, B. Corason Hall, 2401 De La Salle University, SMC Avenue, M.

STREAM VIA [FACEBOOK.COM/LSEEDPH](https://www.facebook.com/LSEEDPH)

WeCAN talks Episode 2 aired last May 21, featuring Prof. Akiko Imai, a representative from Showa Women's University

LASALLIAN SOCIAL ENTERPRISE FOR ECONOMIC DEVELOPMENT

LSEED

**WeCAN Talks:**  
**A Webinar Series**

FEATURING PARTICIPANTS/MEMBERS OF  
#WECAN INTERNATIONAL BOOT CAMP

### Episode 2

**PROF. AKIKO IMAI**  
REPRESENTATIVE,  
SHOWA WOMEN'S UNIVERSITY

MAY 21, 2021 - 5:00PM

STREAM VIA  
[FACEBOOK.COM/LSEEDPH](https://www.facebook.com/LSEEDPH)

Facebook.com/LSEEDPH | (632) 8524401 local 120 | 2nd Floor, B. Corason Hall, 2401 De La Salle University, SMC Avenue, M.



# ANNOUNCEMENTS



Stay tuned for our upcoming events!

Let us know what you think below through our feedback form.

# FEEDBACK



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