

PROGRAM

5:00 PM - 6:00 PM	Registration Opens/ Pre-Event Open Networking	
6:10 PM	Welcome Message	Rene "Butch" Meily President, IdeaSpace
6:20 PM	Keynote Message	Jay Fajardo Executive Director, IdeaSpace
6:25 PM	Introduction of IdeaSpace Accelerator Program Cohort 11	Shoraliah Macalbe Manager for Startup Development, IdeaSpace
6:37 PM	Batch 1 of Startup Pitches	
7:04 PM	IdeaSpace Alumni Testimonial	Ana Calubad Founder, Britana
7:14 PM	Batch 2 of Startup Pitches	
7:44 PM	IdeaSpace Alumni Testimonial	OJ Lopez Founder, RevaStaff
7:54 PM	Closing Remarks	Katrina Rausa Chan Outgoing Executive Director,
8:04 PM	Post-Event Open Networking	IdeaSpace

MAXIMIZE THE IDEASPACE COHORT 11 DEMO DAY FLIPBOOK!



Check out the startup's website right from this digital flipbook by tapping the designated button on each page.



Easily get in touch with the founders by visiting their individual LinkedIn profiles. Keep an eye out for the LinkedIn icon on the founders' photos and simply tap on it to go straight to their profiles.



Feel free to download your personal digital copy of the IdeaSpace Cohort 11 Demo Day Flipbook in PDF. You can also share the link with others.



IdeaSpace Ventures is the Philippines' premier startup enabler.
IdeaSpace has graduated some of the country's most successful ventures through its flagship Accelerator Program.

IdeaSpace Ventures provides funding to pre-seed to Series A startups, supported by QBO Innovation Hub, a public-private initiative that serves as its programmatic arm—which operates incubation and acceleration initiatives for startups across multiple stages and industries, and conducts an array of startup ecosystem and community activities.

Was established as IdeaSpace Foundation in 2012 by its Chairman, Manny V. Pangilinan, with the vision of spurring Filipino technopreneurship, and is backed by First Pacific, Metro Pacific Investments Corporation (MPIC), PLDT-Smart, Meralco, and Maynilad, as well as a number of various public and private organizations, including the Department of Science and Technology, the Department of Trade and Industry, and J.P. Morgan.

For more information on IdeaSpace Ventures, visit *ideaspace.vc* or follow us at *@ideaspace.vc*





The IdeaSpace Accelerator Program Cohort 11 is a 4-month program focused on accelerating the growth of high-potential tech startups by helping them take the next step in their venture.



Hey Roomie is a community-engagement app supercharging the way people connect, collaborate, and monetize their passions online.

Notable Milestones:

- Launched app in July 2023, available on Android and iOS
- Monetized 6 months ahead of schedule
- USD 100K GMV in 8 months
- Over 11,000 registered users
- QBO's Top 100 Startups 2023
- Echelon's Top 100 Startups APAC, 2024

ITOOH Homestyle is reshaping the landscape of the Philippine furniture industry by providing an unified, tech-enabled platform for households and businesses to access a diverse range of well-made furniture, local art, and home decor, thus simplifying the process of transforming living and working spaces.

Notable Milestones:

- Achieved 11x growth in GMV 2021 to 2023
- Established partnerships with 80+ merchants
- Offers interior design, furniture repairs, and reupholstery services
- Served 400+ customers including businesses





kazam™ helps Kasambahays and Homeowners who want to connect directly with each other by offering them a simpler, safer, and smarter way to meet online.

Notable Milestones:

- 11,000+ registered users
- Available in web and mobile app for Android and iOS users
- Over 10,000 followers in Facebook
- DOST-PCIEERD Startup Grant Fund Cycle 4 recipient

Startups will be given the opportunity to learn the best practices and strategies for business operations, fundraising, marketing, and sales from experienced mentors and entrepreneurs in the Philippine startup ecosystem.



Kintab is a mobile car care that caters to car owners who don't want to wait in line or spend their time looking for an available carwash or service center.

Notable Milestones:

- Participated in Final Pitch 2021
- 40+ Mobile Cleaning Units within Davao, Cavite, and Subic
- Partnership with Petron, Seaoil, and BPI

Kippap Learning Corporation provides high-quality and accessible video lectures for civil engineering graduates preparing for their board exams, with a vision to cover all standardized exams in the Philippines.

Notable Milestones:

- SandBox 2020 Champion
- Founders Launchpad Incubatee
- Arise Ye! Boost Acceleration Program Top 8
- Draper Startup House Manila Top 10
- PHP 10 million revenue in December 2022





Molinos de la Especia is a traditional CPG provider of quality spices that does it right at scale.

Notable Milestones:

- Successfully pivoted to new mass market brand Mama Shai and route to supermarkets and grocery stores
- Doubled YOYY growth from PHP 6 million in 201 to PHP 26 million in 2023
- Mama Shai is now available in 170 retail stores and supermarkets in Visayas and Mindanao
- Onboarded fractional C-Suite Officers for nationwide expansion



HEY ROOMIE

The ultimate hub for fans and communities to connect, collaborate, and thrive online.

Hey Roomie is the modern community's virtual home base, equipped with everything a community needs to thrive. It's an app supercharging the way people connect, collaborate, and monetize their passions online. Features include centralized member management, brand and product curation, social media content aggregator, and chat. What sets us apart is our ability to connect highly engaged organizations with brands, enabling our communities to earn.

Hey Roomie is home to 11,000 Roomies from top PH fan clubs and University orgs like Donbelle Official, JG Community, UP Pep Squad, and DLSU AIESEC. In 2024, Hey Roomie will expand its user base to the OFW market.



What key practices have propelled your startup's success?

Hey Roomie has taken on, and continues to practice, a collaborative approach with our users from day one.

As a platform that champions community engagement, we

regularly conduct feedback sessions with our users to ensure that we shape our platform and app-experience based on consumer needs.

Co-creation with our stakeholders has allowed us to gain trust and affinity with our community, enabling us to gain early-stage traction on both users and revenue with very low CAC.

What ambitious and groundbreaking achievement, a "moonshot," would you aim for?

To become the global hub for communities worldwide, bringing together diverse interests, cultures, and passions under one virtual roof. Our aim is to connect every community, big or small, from every corner of the globe, fostering collaboration, understanding, and positive change.

What legacy would you want Hey Roomie to be remembered for?

At Hey Roomie, we believe in the power of connection. Our legacy? Enabling passionate individuals to come together, spark magic, and make a difference. From Filipinos to the world, we're uniting people with their passions, one community at a time.

CREATOR ECONOMY



How has IdeaSpace Accelerator impacted your startup?

Participating in the IdeaSpace
Accelerator Program significantly
benefited Hey Roomie. It enhanced
our capabilities for growth and
fundraising, refined our startup
narrative, and provided invaluable
community support and access to
industry experts and mentors.

Which mentor advice from IdeaSpace Accelerator has resonated most with you?

First, everything needs to be measurable. Putting a metric on everything allows for an unbiased picture of failure or progress. This is crucial for early stage startups when resources are scarce and every decision needs to strategically contribute to traction.

Another one is to candidly observe users using your product. User feedback is great, but verbal feedback might be shaped by people's personal biases, their need to be agreeable, and their current state of mind. Physically observing people use and navigate through our product brought fresh new sets of insights that no interview can provide.

What was your "Aha!" moment in the program that shifted your outlook on your startup or industry?

It was recognizing the need to prioritize user engagement. While we entered the program with a good foundation in revenue and user acquisition, we understood the importance of deep-diving into enhancing engagement. This realization shifted our focus towards operationalizing strategies to foster stronger connections within our community to ultimately drive sustained growth and impact.





INA FLORES



IC MENDOZA

Director for Talent



ITOOH HOMESTYLE

One-stop shop of winning designs from bestselling merchants, making homestyle effortless for all.

ITOOH Homestyle is reshaping the landscape of the Philippine furniture industry by providing a unified platform for households and businesses to access a diverse range of furniture, simplifying the process of transforming their homes and workspaces. Founded in 2021 by seasoned entrepreneurs with a shared passion for interior design and technology, ITOOH Homestyle addresses the problem stemming from the limited choices in the furniture market and the arduous, timeconsuming nature of furnishing spaces.



What key practices have propelled your startup's success?

ITOOH Homestyle's success can be attributed to key best practices that have defined our journey. Early on, we prioritized onboarding top-tier local furniture brands as early adopters, establishing a strategic partnership that built credibility and broadened our marketplace offerings.

Central to our mission is community building which is achieved through engaging content on social media and YouTube. We curate design stories and showcase like-minded personalities, fostering a sense of belonging and positioning ourselves as thought leaders in the industry.

Significant investment in the quality of product presentation sets our platform apart, ensuring exhaustive and consistent

p listings. By not solely relying on partner merchants' content, we enhance the user experience and build trust.

Our partnership with interior designers has played a crucial role in curating exceptional design inspirations and ensuring seamless transactions for our customers.

Customer service remains at the heart of our operations, driven by a deep understanding of our customers' needs. This commitment leads to continuous refinement of services, exceeding expectations, and fostering long-term relationships and loyalty.

What ambitious and groundbreaking achievement, a "moonshot," would you aim for?

We envision ITOOH Homestyle becoming the ultimate destination for redefining the way people experience and interact with their living and working environments. Our moonshot is to revolutionize the furniture industry by seamlessly integrating technology, sustainable practices, and unparalleled user experiences, setting new standards for innovation in the furniture retail space.

What legacy would you want ITOOH Homestyle to be remembered for?

A catalyst for empowering households and businesses to create inspiring spaces that reflect their unique identities and aspirations. We envision leaving a lasting legacy of creativity, quality, and community, where the journey of transforming spaces becomes synonymous with convenience, and meaningful memories.

RETAIL & E-COMMERC



How has IdeaSpace Accelerator impacted your startup?

It provided us with access to a robust community within the Philippine startup ecosystem, offering invaluable support and networking opportunities that have been essential for our growth. The program also granted us access to the IdeaSpace Investments team, who provided insights and guidance from a VC perspective, helping us refine our strategies and pitch effectively. Lastly, the access to mentors through the program has been transformative, offering us tailored advice, industry expertise, and actionable feedback to navigate challenges and seize opportunities effectively.

Which mentor advice from IdeaSpace Accelerator has resonated most with you?

The advice from a mentor on the validation that designing our platform primarily for B2C while developing a strong monetization model centered around B2B2C or B2B2B dynamics is acceptable.

This insight highlighted the potential for collaboration with interior designers,

architectural firms, contractors, and corporate procurement teams. By leveraging these partnerships, we not only enhance the value proposition for our end, but consumers also tap into lucrative revenue streams within the B2B sphere. This advice underscored the importance of strategic alignment and diversification in our business model, enabling us to cater to a wider market while ensuring sustainable growth and scalability for our startup.

What was your "Aha!" moment in the program that shifted your outlook on your startup or industry?

One of the challenges we faced was navigating our priorities given scarce resources. Despite our platform being designed for B2C, we have unlocked opportunities and generated revenue from B2B interactions, prompting us to consider a potential pivot in our product strateay.

However, our most profound realization came when IdeaSpace emphasized the importance of building further on what we already had rather than starting anew. This insight prompted a strategic shift in our approach, focusing on maximizing the potential of our existing strengths, relationships, and resources to drive sustainable growth and innovation within our marketplace.



JULES VELOSO
CEO



ANDREW BERCASIO



ENAH IGUAL
Head of Merchant Growth



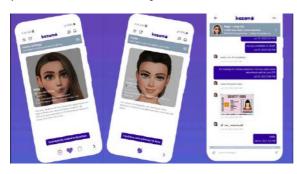
KAZAM

A reliable job matching platform, offering a simpler, safer, and smarter way for kasambahays and homeowners to meet online.

kazam™ helps kasambahays and homeowners connect directly with each other by offering them a simpler, safer, and smarter platform to meet online. We hope to uplift the socio-economic status of kasambahays by matching them with gainful employment opportunities and homeowners by providing them the right kasambahay to assist them in completing household tasks, thereby freeing up time for personal or professional pursuits.

Homeowners find it challenging to hire kasambahays using traditional channels. Kasambahays have limited reach when looking for opportunities.

kazam[™] helps kasambahays by allowing them to create a profile that showcases their skills while enabling homeowners to review kasambahay profiles and contact potential hires directly.



What key practices have propelled your startup's success?

Leveraging over two decades of friendship, our Founding Team places a strong emphasis on Radical Candor: Challenging Directly and Caring Personally. Our working culture thrives on earnest and open disagreement, leading to a collective commitment to agreed-upon paths.

Given our diverse professional backgrounds, disagreements on strategy

execution and finer points are common. Encouraging direct challenges allows us to tap into each other's experiences, fostering collaborative refinement of kazam[™]. The absence of sacred ideas enables quick pivots, especially as insights from the IdeaSpace program shed new light on our plans.

The sustainability of our team's creative tension is maintained by demonstrating personal care for each other and our vision for kazamTM. We prioritize asynchronous work to respect everyone's time, indulge in shared meals post-key meetings for stress relief, and declare rest periods devoid of shop talk.

Our commitment to Caring Personally extends to customers, as everyone, from the CEO to employees, engages with them. This ensures a clear understanding of customer needs, driving product development and marketing aligned with our North Star.

What ambitious and groundbreaking achievement, a "moonshot," would you aim for?

We want to develop a job-fit and user-touser matching algorithm that optimizes for mutual satisfaction, which can be successfully applied to other job or relationship matching scenarios beyond kazam[™]'s core.

What legacy would you want kazam™ to be remembered for?

We would like kazam™ to leave the legacy of improving and professionalizing the previously overlooked kasambahay market, giving kasambahays dignity and pride in their occupation, and creating

HUMAN RESOURCE



opportunities for them to achieve economic and social mobility. In addition, freeing potential income-earners from household work leads to an increase in average household income, and freeing women to pursue other career paths instead of taking on disproportionately more unpaid household work leads to an improved gender balance for professional roles in various industries.

We would like to be remembered as achieving these socio-economic benefits in a way that has a positive ripple effect on the local communities we serve and contribute to the overall development of the region.

ON IDEASPACE...

How has IdeaSpace Accelerator impacted your startup?

IdeaSpace opened doors for us, giving us access to mentors, venture capitalists, and even potential users outside our circles. The new insights that we got prodded us to reexamine our thinking, focus on what is essential, and confront our unknowns so that we can act to solve problems instead of worrying. The IdeaSpace ecosystem gave us both the comfort that we will get the support we need even beyond the program, and also the nudge we needed to elevate this startup that was almost just a hobby into a full-blown enterprise.

Which mentor advice from IdeaSpace



During an investment team checkpoint, Ben used the umbrella analogy to clarify product positioning, emphasizing the need to be the essential solution in high demand. Insights from this session and Professor Richard's masterclass guided us to prioritize becoming the indispensable product that fulfills a critical need and commands appropriate value.

Consequently, we are expediting our evolution from a feasible minimum viable product to a desirable solution that addresses the fundamental problem of homeowners needing help managing their households effectively.

What was your "Aha!" moment in the program that shifted your outlook on your startup or industry?

Our startup, traditionally cautious in navigating the regulated manpower services industry, deliberately postponed the implementation of certain valueadding features to avoid regulatory complexities. In an enlightening masterclass, Professor Richard highlighted the challenges regulatory bodies face in keeping up with industry trends, advising us to prioritize solving customer problems and leave legal matters for scrutiny later. This revelation has prompted us to reassess and expedite the release of previously shelved features, aiming to elevate our product from merely feasible to desirable by fully addressing customer needs.



CRIS AZAÑA CEO



ADRIAN AZAÑA CRO



RON CASTRO CTO



JUMBZ LUCERO CFO



ANNA LUCERO
Co-Founder





KINTAB

Mobile car care provider of basic, essential and time-saving services, right on your doorstep or wherever you need!

Kintab is a Mobile Car Care Service provider. Schedule, track, and pay for mobile carwash & detail, disinfection, and other maintenance services at a time and location that fits your schedule. Our professionally trained Car Groomers come to you with the equipment needed to perform your requested service.

Kintab's scheduling process is designed as a "first come, first serve" system. Services that come in are equally distributed to our Mobile Units based in different locations in the country.

Kintab is servicing not just individual car owners but companies with fleet services as well.

Kintab's goal is to revolutionize and redefine car care services in the country.



What key practices have propelled your startup's success?

Like any other service-oriented business, we make sure to put customers first. We listened to suggestions and feedback to continuously improve. The services that we currently offer are actually suggested by some of our most loyal customers.

The delivery of our service is what sets us apart from traditional carwash service providers. By being mobile, it allows us to reach a wider area and tap new customers who rarely have their cars cleaned.

What ambitious and groundbreaking achievement, a "moonshot," would you aim for?

We hope that Kintab Mobile Cleaning Units will be top-of-mind choice for all car care services that is available in all communities, subdivisions, and villages all over the country.

We also hope that Kintab will be the driving force in providing convenient and hassle-free services for automotive services, connecting all car care providers in the country.

What legacy would you want Kintab to be remembered for?

We want Kintab to be responsible for keeping your car clean and roadworthy at all times due to the convenience we offer, allowing car owners to access all necessary services for their vehicles quickly and hasslefree. We also want to be a community partner!



How has IdeaSpace Accelerator impacted your startup?

The masterclasses and mentorship programs prompted us to reassess our approach to presenting our business to investors, challenging both our current model and the figures we showcased in various pitches. While we maintain belief in the efficacy of franchising for our current needs, insights from Ben encouraged us to explore additional considerations that could enhance our numbers and prepare us for investor interest. Notably, his question about reaching our desired number of Mobile Cleaning Units led us to contemplate alternative strategies for ensuring the sustainability of our business beyond that point.

Which mentor advice from IdeaSpace Accelerator has resonated most with you?

We had the chance to listen to Ron Baetiong talk about how to retain and manage your startup team. What resonated with me is the importance of "always hiring." We only start the process of hiring when a position is opened or vacated, but due to its urgency, we tend to hire people in a rush. But with the concept that he mentioned, it will allow us to build a pool over time and choose somebody who has gone through a more thorough questioning and background check. It is always an advantage to be prepared at all times.

What was your "Aha!" moment in the program that shifted your outlook on your startup or industry?

During the Pit Stop: VC FEEDBAQ, we presented a conservative Serviceable Obtainable Market (SOM), prioritizing realism in our projections. Raya from Kaya advised us to think bigger when engaging with venture capitalists, emphasizing the importance of showcasing the full potential of our business. Considering our current stage, engaging with an Angel Investor may be suitable as we continue to validate additional income streams, acknowledging that our projections are realistic for the short term.









DINO PANLILIO Marketing



BEN BELTRAN
Business Development



MIKEY TOLENTINO
Operations



KIPPAP LEARNING CORPORATION

Home of top-notch engineers, providing thorough board exam lectures, available on repeat.

Kippap Learning Corporation is an online learning company that can help students double their chances of passing standardized examinations in the Philippines.

The company offers a learning platform that features high-quality lecture videos, rigorous assessments, and direct access to top-notch instructors.

To further help their students, an Alpowered gamified learning management system is being developed to maximize learning outcomes.



What key practices have propelled your startup's success?

We recognize the paramount importance of understanding our customers. By engaging in a thorough exploration of their intricacies, encompassing their pain points, needs, aspirations, and objectives, we actively contribute to the perpetual improvement and

refinement of our solutions. In embracing a comprehensive understanding of our diverse customer base, we foster an environment where the continuous enhancement of our offerings becomes an ingrained and shared commitment among us all.

What ambitious and groundbreaking achievement, a "moonshot," would you aim for?

We want to spearhead the education revolution in the country and lay the groundwork for the nation's eventual prosperity.

What legacy would you want Kippap Learning Corporation to be remembered for?

Our goal is to establish Kippap as the ultimate learning platform for students, synonymous with excellence and empowerment. We want to be the first choice that comes to mind for students, known for accessibility and a commitment to transformative education. Our legacy will reflect a profound impact on the educational landscape, symbolizing inspiration, innovation, and unwavering dedication to the pursuit of knowledge.

EDUCATION TECHNOLOGY



How has IdeaSpace Accelerator impacted your startup?

The impact of IdeaSpace Accelerator on our startup has been profound, with a core lesson being that your network is indeed your net worth. Participating in this program exponentially expanded our network, providing us with a wealth of knowledge, numerous opportunities, and invaluable connections. This enhanced network has played a pivotal role in accelerating the growth trajectory of our company, enabling us to tap into a diverse range of resources and perspectives that have proven instrumental in our journey.

Which mentor advice from IdeaSpace Accelerator has resonated most with you?

The mentor advice from IdeaSpace
Accelerator that resonated most with
us emphasized the strategic
importance of patience in building
our team. Understanding that
investing time in finding the right

team members is a significant and valuable contribution to our company's long-term success has become a guiding principle. This insight has influenced our approach to recruitment, encouraging us to prioritize quality over speed and fostering a team culture that aligns with our company's vision and values.

What was your "Aha!" moment in the program that shifted your outlook on your startup or industry?

It was realizing that by strategically maximizing our existing resources and resisting the allure of incessant fundraising, we could channel our efforts more effectively. This paradigm shift allowed us to discern and prioritize the key activities that genuinely propel our company towards the realization of our goals. The insight gained during this realization has not only streamlined our operations but has also reshaped our perspective on sustainable growth within our industry.









VJ VILLAFUERTE CCO



THERESE SANDOVAL





MOLINOS DE LA ESPECIA

Traditional provider of quality spices, delivering a world of flavor to every Filipino, at scale.

Molinos is a consumer packaged goods (CPG) company with 2 spice brands - Molinos and Mama Shai.

Founded in 2015, Molinos de la Especia is a specialty spice house offering dried herbs, spices, and gourmet food items. Our products are sourced from partners we trust throughout Asia and beyond—from the chalky saffron fields of Kashmir to the Cardamom hills of Kerala to the mountainous regions of Japan.

We exist to support our customers in their culinary adventures and in spreading the love of food. We make it our mission to provide high-quality spices that are rich in flavor and aroma.

OUR BEST SELLERS

Certainder Poweler

Carris-Poweler

Carris-P

What key practices have propelled your startup's success?

Constantly striving for enhancement, we consistently examine and refine our processes, products, and business methodologies. This proactive approach underscores our commitment to continuous improvement and ensures that we remain adaptable and innovative in the dynamic landscape of our industry.

What ambitious and groundbreaking achievement, a "moonshot," would you aim for?

It is to elevate Molinos and Mama Shai beyond borders, transforming them into internationally recognized household names for spices. We envision not just products, but cultural phenomena that transcend geographical boundaries, enriching kitchens worldwide with the vibrant flavors and traditions embodied by our brands. This audacious goal fuels our passion to redefine the spice industry globally and establish a lasting legacy of culinary excellence.

What legacy would you want Molinos de la Especia to be remembered for?

Our legacy vision for Molinos de la Especia is to be remembered as the



startup and brand that fearlessly took on industry giants, challenging the status quo and redefining the narrative within the spice market. We aspire to leave an indelible mark as innovators who not only disrupt the sector but also set new benchmarks for quality, authenticity, and culinary inspiration. Ultimately, we aim to be celebrated for our boldness in charting unexplored territories and leaving an enduring legacy of passion, tenacity, and transformative impact.

ON IDEASPACE...

How has IdeaSpace Accelerator impacted your startup?

We got recognition and validation from investors and people who know a lot about running successful businesses and startups. We now feel more confident about going out there into the world and talking about our brand.

Which mentor advice from IdeaSpace Accelerator has resonated most with you?

The mentor advice from IdeaSpace Accelerator that resonated most with us is the acknowledament that we are on the right path. With a strong foundation built on traction, a cohesive team, and a well-defined market, coupled with the fact that we are genuinely addressing a significant problem, this reassurance has been a guiding light, motivating us to persevere through challenges. It serves as a constant reminder of our strengths and the positive impact we are making, fueling our determination to overcome obstacles and continue on our path of growth and success.

What was your "Aha!" moment in the program that shifted your outlook on your startup or industry?

We used to think that consumer goods don't have a place in the startup world. Being in the Ideaspace Accelerator proved that wrong, and I learned that with the right network and guidance, we can scale the brand and make it international.



PAULA GARCIA CEO



CONNECT WITH US!

Interested to know more about the **IdeaSpace Accelerator Program**? We're keeping an eye out for potential startup applicants and promising mentors!

Feel free to connect with these Q-ties in charge of the IdeaSpace Accelerator Program!



BEN ALDERSON
Head of
Strategy,
Investments, and
Partnerships



SHOR MACALBE Manager for Startup Development



MAT GONZALES
Investments
Associate



LILETH MORTAÑEZ
Associate for
Startup
Development

Follow our socials!



facebook.com/ideaspace.vc



@ideaspace.vc



hello@ideaspaceph



linkedin.com/company/ideaspacevc/



Visit our website at:

www.ideaspace.vc

Drop by our office at:

375 Sen. Gil Puyat Ave., Makati 1209 Metro Manila (02) 8890 4660



