



ACEND

ATENEO CENTER FOR ENTREPRENEURSHIP, INNOVATION AND DEVELOPMENT

BULLETIN

ACEND Holds Strategic Retreat at Kabug Mangrove Park with CSITE Faculty

The Ateneo Center for Entrepreneurship, Innovation and Development (ACEND) recently conducted an evaluation and planning session at the Casa de Coco in Slay, Sibugay Province on June 11 - 13, 2025. The event began with a spiritual dialogue among the team members. This spiritual engagement reinforced the team's dedication to promoting and advancing the mission of ACEND.

Following the evaluation and planning sessions, the team engaged in an immersion session at the Kabug Mangrove Park and Wetlands located in Slay, Zamboanga Sibugay. This activity was further enhanced by the involvement of faculty members from the Natural Science Department of the College of Science, Information Technology, and Engineering (CSITE), who contributed significant environmental insights to the discussions.

Kabug Wetlands is a 50-hectare ecotourism site co-managed by the Slay local government and local fisherfolk. Home to rich mangrove forests, native flora, and diverse bird species, it stands as a living example of how community-based conservation can protect biodiversity while sustaining livelihoods.

The engaging environment fostered significant discussions regarding how ACEND's mission can be more deliberately aligned with socioeconomic and environmental sustainability.

Collectively, the team examined possibilities for climate-resilient technologies, green entrepreneurship, and community-driven solutions that respect ecological systems.



ALeRTO Recognized by DOST-PCIEERD for National Impact

The Department of Science and Technology-Philippine Council for Industry, Energy, and Emerging Technology Research and Development (DOST-PCIEERD) has recognized Ateneo de Zamboanga University's ALeRTO project as a model for impactful innovation. This recognition will be formally conferred during the agency's 15th Anniversary Celebration on June 27, 2025, at Marriott Hotel, Pasay City.

Developed under the GEO-SAFER Mindanao program, ALeRTO (Automated Local Emergency Response and Tracking Operations) is a DOST-PCIEERD-funded initiative led by Mr. Mario S. Rodriguez. The project translates geoinformatics research into an automated, real-time flood and rainfall monitoring system that supports disaster resilience in Mindanao.

ALeRTO, a startup incubated by Azul Hub, was selected as a prime example of how publicly funded research can be transformed into accessible, community-benefiting solutions. Its success reflects the university's commitment to science-based public service and sustainable development.

AdZU Backs IP Commercialization at National ITSO Summit

Ateneo de Zamboanga University (AdZU) reaffirmed its commitment to innovation and intellectual property (IP) development by joining the National ITSO President's Summit and General Assembly on April 10, 2025, at Sequoia Hotel Manila. Hosted by the Intellectual Property Office of the Philippines (IPOPHL), the summit gathered ITSOs from across the country to strengthen collaboration in IP protection and commercialization.

A key event highlight was the ceremonial signing of a Memorandum of Agreement (MOA) between IPOPHL and select ITSOs, including AdZU. Representing the university was ITSO Manager May Maravilles, who underscored AdZU's role in supporting patent services, IP awareness, and research commercialization in Western Mindanao.

AdZU's participation strengthens its alignment with the national innovation agenda, helping bring research to market through technology transfer and licensing. By promoting inclusive access to IP services, AdZU continues to champion regional growth and innovation beyond the nation's urban centers.



Zamboanga Startups Featured on National Podcast, Showcasing Innovation from Azul Hub

Startups from Ateneo de Zamboanga University's Azul Hub took center stage in the June 18 episode of Startup Podcast PH, which featured five emerging ventures from Zamboanga City's growing innovation ecosystem. The episode highlighted how impactful, technology-driven solutions are thriving outside the nation's capital—rooted in local talent and community-focused goals.

Among those featured were JBM Labs, offering digital solutions for SMEs; RideNow PH, an app-based school shuttle service; BioInnovate, developer of VocaGloves, a wearable that interprets Filipino Sign Language into speech; Emergenseek, a mobile platform connecting users to emergency responders; and ALeRTO, which works with LGUs to strengthen disaster response and preparedness.

All five startups are supported by the Ateneo Center for Entrepreneurship, iNnovation, and Development (ACEND), which continues to foster technology-driven entrepreneurship in Western Mindanao. The episode affirmed ACEND's commitment to inclusive innovation and the advancement of regional development through tech-based ventures.

ACEND Explores TESDA Accreditation for Fab Lab

The Ateneo Center for Entrepreneurship, iNnovation, and Development (ACEND) met with representatives from the TESDA Testing Center on May 10, 2025, at the ACEND Conference Room to discuss the possible accreditation of ACEND's Fabrication Laboratory as a certified TESDA training center.

Representing TESDA was Ms. Jocelyn C. Wee, Center Administrator of TESDA IX Regional Training Center (RTC), who shared key guidelines and processes for accreditation. She emphasized the importance of meeting TESDA's facility and safety standards, equipping the lab with the appropriate tools, aligning training programs with TESDA's competency-based curriculum, and ensuring the presence of certified trainers and complete documentation.

Representing ACEND were Director Mario S. Rodriguez and Fab Lab Manager Gli Christian Egos, who both expressed strong interest in pursuing the partnership. TESDA committed to providing technical guidance, while ACEND outlined its roadmap toward compliance.

The initiative supports ACEND's mission to provide quality, industry-relevant technical training and promote innovation and workforce readiness.



AdZU ITSO Secures 8 Licensing Deals, Enhancing IP Protection via Trademark

Between April and June 2025, AdZU ITSO secured eight new licensing agreements, marking a milestone in Ateneo de Zamboanga University's efforts to strengthen the value of its official trademarks. These agreements authorize accredited partners to produce merchandise bearing the university's name and emblems, ensuring brand integrity and quality.

ITSO continues to work closely with suppliers to uphold university branding guidelines while promoting responsible and strategic use of intellectual property. With sustained demand for official merchandise, the office aims to further expand licensing opportunities that align with Ateneo's values and long-term goals.

ITSO Holds IP Training Series for University Personnel

The Innovation and Technology Support Office (ITSO) of Ateneo de Zamboanga University recently rolled out a series of Intellectual Property (IP) trainings as part of its advocacy to build a culture of innovation and IP awareness within the University. On March 27, two batches of Central Services personnel participated in the trainings held at the College AVR which introduced basic IP concepts, the importance of protecting intellectual assets, and the University's IP-related policies. On May 28, the faculty and staff of the Senior High School Department attended a similar session at Lantaka with discussions tailored to the context of teaching, learning, and research.

Through these initiatives, ITSO aims to equip University personnel with a deeper understanding of their roles in the responsible creation, use, and protection of intellectual property. The office continues to provide learning opportunities that strengthen AdZU's commitment to academic integrity, innovation, and the ethical stewardship of knowledge and creative works.



AZUL Hub Partners with DILG IX for CapDev 2025

AZUL Hub, the Technology Business Incubator of Ateneo de Zamboanga University, met with DILG Region IX on June 5, 2025, at the Lantaka Campus to prepare for the National CapDev Co-Creation Pitching Expositions 2025. Set for August in Zamboanga City, the event aims to unite national agencies, LGUs, and the academe in co-creating solutions to real governance challenges.

Ms. Merdel Fe P. Fullo of DILG's Research and Innovation Facility outlined the vision: to promote best practices and strengthen collaboration for continuous LGU capacity development.

AZUL Hub was tapped to co-lead the Innovation Pitch Fest. ACEND Director Mario S. Rodriguez proposed a Reverse Pitching segment, where LGUs present urgent needs and invite startups to co-create solutions around social protection, disaster response, and business efficiency. Also present was Ms. Aurora Gonzales of AdZU's Social Development Unit, who highlighted the need for inclusive, community-driven innovation.

