



February 23, 2022  
University President  
School

Dear Sir/Madam:

Greetings!

Since the President's mandate in 2019, Technopreneurship and startups have been fully supported by the government with the Innovative Startup Act and the Philippine Innovation Act. The same has also been integrated in various curriculums in the academe, so that the graduates will have an entrepreneurial mindset as they step out into the real world. This creates more options for them and has a positive economic impact on our country.

Now in its 5th year, the Silliman University Technology Business Incubation (TBI) office will virtually hold the 5th Dr. Lao Creativity Camp for five (5) weeks starting on March 14, 2022. This year, we are still doing this for FREE but this time we are happy to partner with Binus University, Indonesia and EldoHub, Africa.

As we are partnering with two international partners, we are aiming to reach out to high school and college students from the Philippines, Indonesia and South Africa to help ignite and stimulate new and innovative ideas with an entrepreneurial value. This event will be done online and will be delivered synchronously and asynchronously via our Silliman Online University Learning (SOUL) platform. Registration for the creativity camp is also free.

At the end of the camp, campers must submit a project proposal that may be funded by an external benefactor and bring honor to your school. For this year, the proposal must be a product development to be applied in any area of agriculture and marine to improve the lives of small farmers and fishermen. A product may be in the form, but not limited to, hardware or its prototype (e.g., 3D models), a software application (e.g., web, mobile, multimedia), results from an experiment (e.g., analytics, business plan, and models). Intellectual Property will remain property of the participants after this activity and will be awarded full-scholarship to the incubation program after this event.

Below is the camp outline

Module 1: Planning

Week 1: Creativity and Problem-Solving  
Week 2: Experimenting & Focusing Ideas  
Week 3: Customer Analysis  
Week 4: Business and Financial Management  
Week 5: Pitching Preparation  
Week 6: Pitching

Module 2 (Optional): Proposal Writing (1 week)

Module 3: Hackathon

Week 1-2: Design  
Week 3-5: Development  
Week 6: Testing  
Week 7: Pitching with Potential Investor

In view thereof, we are inviting you to grab this opportunity and nominate as many students as you can who will represent your school to attend the said camp as campers. There is no limit to how many Campers but preferably one representative per school. They must be in high school level or could be college students who may be scheduled to propose a thesis or capstone project. They can form a team before registration or form the team once registered. Participants may not necessarily come from the same college/department to form a team. This is all for FREE but in return, all we require is for campers to complete all camp sessions. A certificate of completion will be given to those who can complete the sessions. Interested students are required to register at <https://laoici.weebly.com/creativity-camp.html>.

We are hoping for your support and positive response to this invitation. Should you have any questions or concerns, please email us at [tbi@su.edu.ph](mailto:tbi@su.edu.ph) or call 422-6002 local 418 or 09206091425.

Respectfully yours,

Asst. Prof. Janice Antoniette Forster  
Manager, SU Sinergy TBI

Noted by:

Aloysius B. Gunawan  
Binus Incubator, Binus University

Chepkemai Magdaline  
Eldohub, Africa

Dave E. Marcial, Ph.D.  
Project Leader, Sinergy TBI

Enrique G. Oration, Ph.D.  
Director, Research and Development Center

## 2022 DR. LAO CREATIVITY CAMP

The Dr. Lao Creativity Camp is a competitive scholarship among top students. It is a specialized training on creativity to ignite and stimulate new and innovative ideas with an entrepreneurial value among high school and college students. The camp is designed and opened to support the attainment of the vision of Dr. Lao ICI Laboratory (ICI Lab). It is implemented and managed by the Silliman University Technology Business Incubator (TBI) Office. This year's Free 5th Creativity Camp will start on March 14, 2022. For this year, the camp is purely online, and it is in partnership with Binus University-Indonesia and Eldohub Innovation Hub in South Africa.

### Platform:

Asynchronous: ourSOUL.su.edu.ph (Moodle-based Learning Management System, 1 hour per day)

Synchronous: Zoom (for Consultation, 1 hour a week)

Registration: Free

Application Requirements:

For Philippine Campers: Register at <https://laoici.weebly.com/creativity-camp.html>

The camp is composed of three (3) modules:

### Module 1: Igniting Creativity (5 weeks) MARCH 14-APRIL 15, 2022

Pre-requisite: endorsement from any organization

Learning Outcome: At the end of the course, the participants are expected to:

1. Identify, develop and act upon your creative potential
2. Use tools and other techniques for idea generation
3. Apply problem-solving and creative ideation skills to a real-life situation

Topics:

#### WEEK 1: Creativity and Problem-Solving

Day 1: Introduction; Understanding Creativity, Innovation and Entrepreneurship  
Day 2: Introduction to Problem Analysis  
Day 3: Problem Identification: Reverse Pitching in the fields of Agriculture, Energy and Marine, eCommerce, and Health  
Day 4: Connecting Solutions to Problems  
Day 5: Wrap-up and Assessment

#### WEEK 2: Experimenting & Focusing Ideas

Day 1: Review and Expectations of the Week  
Day 2: Understanding Success Factors for Innovation  
Day 3: Activity & Processing of Outputs  
Day 4: Experimenting Ideas: The Minimum Viable Product  
Day 5: Wrap-up and Assessment

#### WEEK 3: Customer Analysis

Day 1: Review and Expectations of the Week  
Day 2: Sources for research and development (R&D) and contacting researchers

Day 3: Understanding customers and customer feedback

Day 4: Finding and interviewing potential customers and understanding customer problems

Day 5: Wrap-up and Assessment

#### WEEK 4: Business and Financial Management

Day 1: Review and Expectations of the Week, and Concept Submission  
Day 2: Venture Proposal Brainstorming and Design Thinking  
Day 3: Business Modeling  
Day 4: Financial Management Tips for Future Start-ups  
Day 5: Team Roles

#### WEEK 5: Pitching Preparation

Day 1: The Pitching Process  
Day 2: Research day  
Day 3: Designing Product Collaterals (video, brochure)  
Day 4: Trial Pitch  
Day 5: Finalizing Ideas

**2022 DR. LAO CREATIVITY CAMP**

**Module 2: Proposal Writing (1 week, optional) APRIL 18 – 22, 2022**

Pre-requisite: Module 1

Learning Outcome: At the end of the session, campers should be able to write and submit a project proposal based on the desired format and funding grants.

Topics:

Day 1: How to Prepare a Project Proposal

Day 2: Writing the Background of the Study

Day 3: Writing the Literature Review

Day 4: Writing the Framework

Day 5: Writing Methodology

*Note: Campers from Negros Oriental are eligible for the Dr. Lao Research and Development Grant.*

**Module 3: Hackaton (8 weeks) APRIL 18 TO JUNE 10, 2022**

Pre-requisite: Module 1

Learning Outcome: At the end of the module, campers should be able to plan, design, develop, and test a software or a product.

Phases:

Weeks 1-2: Planning

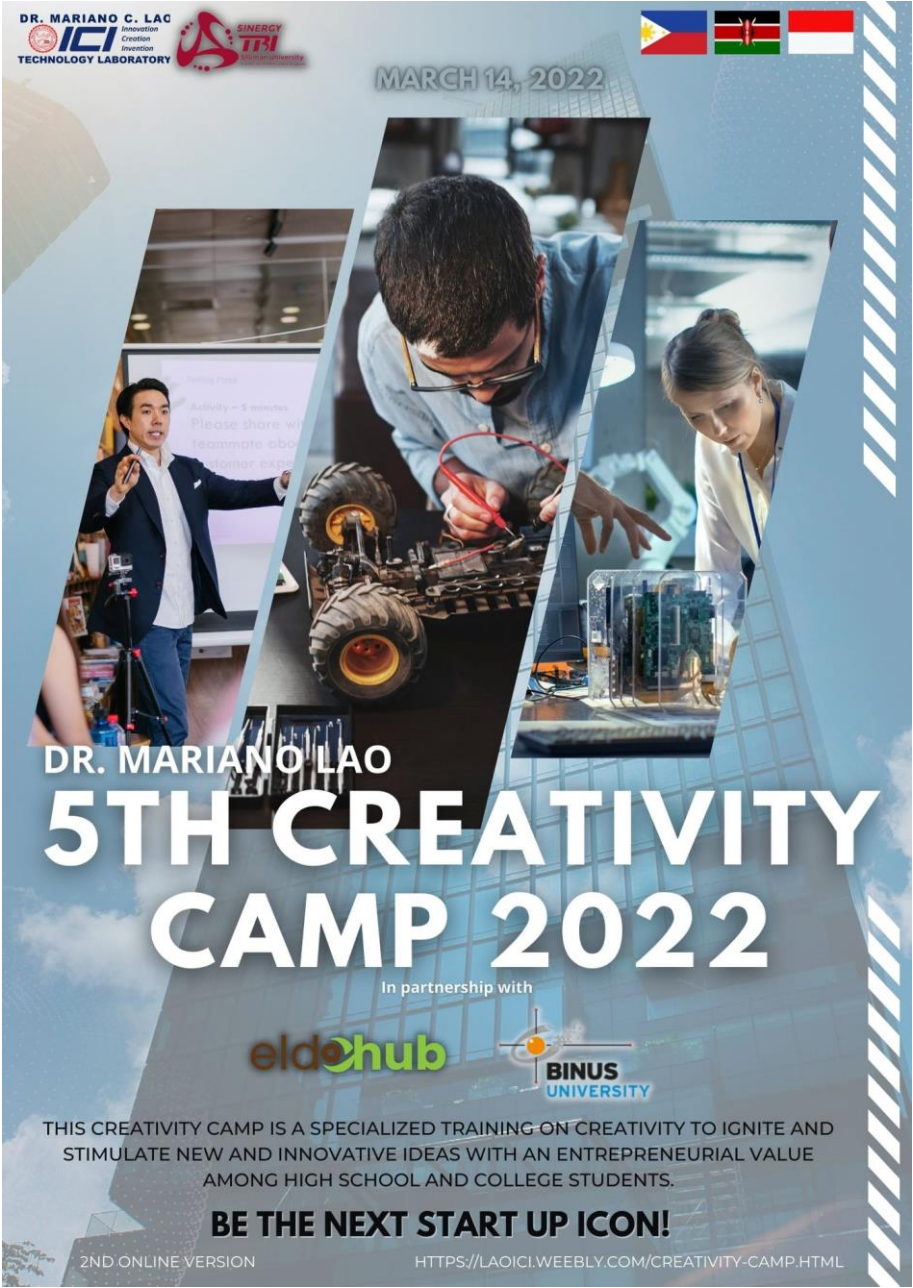
Weeks 3-4: Design

Weeks 5-6: Development

Week 7: Testing

Week 8: Product Pitching

-end-



The poster for the 5TH CREATIVITY CAMP 2022 features a collage of images showing students working on projects, including a robot car and a circuit board. The text on the poster includes the date MARCH 14, 2022, the name DR. MARIANO LAO, and the title 5TH CREATIVITY CAMP 2022. It also mentions the partnership with eldohub and BINUS UNIVERSITY, and provides a description of the camp as a specialized training on creativity to ignite and stimulate new and innovative ideas with an entrepreneurial value among high school and college students. The poster ends with the slogan BE THE NEXT START UP ICON! and the website URL HTTPS://LAOICI.WEBBLY.COM/CREATIVITY-CAMP.HTML.

DR. MARIANO C. LAO  
**ICI**  
Innovation  
Creation  
Invention  
**TECHNOLOGY LABORATORY**

**SINERGY TBI**  
Silliman University

**MARCH 14, 2022**

**DR. MARIANO LAO**  
**5TH CREATIVITY CAMP 2022**

In partnership with  
**eldohub**  
**BINUS UNIVERSITY**

THIS CREATIVITY CAMP IS A SPECIALIZED TRAINING ON CREATIVITY TO IGNITE AND STIMULATE NEW AND INNOVATIVE IDEAS WITH AN ENTREPRENEURIAL VALUE AMONG HIGH SCHOOL AND COLLEGE STUDENTS.

**BE THE NEXT START UP ICON!**

2ND ONLINE VERSION  
[HTTPS://LAOICI.WEBBLY.COM/CREATIVITY-CAMP.HTML](https://laoici.weebly.com/creativity-camp.html)