



BEEHIVE Project: A Case Study on Dissemination & Exploitation Initiatives at the University of Cebu

2

Dissemination

vs.

Exploitation

Dissemination: a planned process of providing information on the results of the project to key actors, e.g. spreading the word about project's successes and outcomes as far as possible.

Exploitation: 1) a planned process of transferring the successful results of the project to appropriate decision-makers and key players at local, regional, national or international level AND 2) a planned process of convincing individual end-users to adopt and/or apply the project results.

3

**Project
Outcomes for
Dissemination
& Exploitation**

- 1. Infographic Report**
- 2. FRIENDS MOOC**
- 3. Digital Storytelling**
- 4. Intercultural Passport**
- 5. FRIENDS Teahouses**



Co-funded by the
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BEEHIVE: Building Entrepreneurial Ecosystems to Enhance Higher Education Value-Added for Better Graduate Employability

The BEEHIVE project is funded through the Erasmus+ Capacity Building in Higher Education. It aims at building sustainable university-based entrepreneurial ecosystems at higher education institutions in Indonesia and the Philippines. The project will enhance the partner universities students' and graduates' employability and their ability to create jobs. Furthermore, it will support the Partner Countries' higher education institutions' transformation into entrepreneurial universities.

[LEARN MORE](#)

5

Primary
Target
Beneficiaries

Students and Graduates of PC HEIs



6

**Secondary
Target
Beneficiaries**

Students and graduates outside of PC HEIs

7

Key Challenge

**Building an
entrepreneurial
ecosystem is new
to PH universities.**

8

DISSEMINATION

9

Dissemination Goal

to raise awareness about the main project themes of entrepreneurship, business startup support, the entrepreneurial university concept and creation of comprehensive entrepreneurial ecosystems universities

10

BEEHIVE Project Outcomes

1. Towards Entrepreneurial University
National Benchmarking Report
2. Entrepreneurship for All MOOC
3. BEEHIVE Accelerator Programme
4. BEEHIVE Label



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BEEHIVE

Towards the Entrepreneurial University

National Benchmarking Report for the Philippines

BEEHIVE: Building Entrepreneurial Ecosystems to
Enhance Higher Education Value-Added For Better
Graduate Employability

Project Number 573936-EPP-1-2016-1-BG-
EPPKA2-CBHE-JP

www.beehive-erasmusplus.eu

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**Email
Campaign to
Disseminate
the BEEHIVE
PH NBR**

46

Internal stakeholders

113

External stakeholders

548

students



BEEHIVE MOOC





14

**BEEHIVE
PROJECT
PROMOTION
TO THE UC
COMMUNITY**

BEEHIVE Project Presentation

Introduced and presented the BEEHIVE Project to the Vice-Chancellors, Deans and Program Heads of all campuses during the New Curriculum Planning Session.

September 2017

BEEHIVE Mini- Conference

With Christina Armutlieva as the guest, a mini-conference was organized to discuss the BEEHIVE Project and its opportunities for the University of Cebu. The conference was attended by decision makers and senior leaders of the university,

October 2017

BEEHIVE MOOC Dissemination to the Deans

The BEEHIVE MOOC was presented to all the college deans to get their buy-in and support in terms of the MOOC learners and testers from UC.

November 2017

15

**BEEHIVE
PROJECT
PROMOTION
TO THE UC
COMMUNITY**

BEEHIVE College Campaigns

The college deans cascaded the BEEHIVE Project information to their respective faculty members, and students.

December 2017 –
January 2018

BEEHIVE Swags Design Contest

The competition created awareness of the BEEHIVE Project through a design competition. The winning entry served as the official design for the BEEHIVE swags.

January 2018

BEEHIVE Campus Caravans

The campus caravans were organized in 3 different UC campuses. The event promoted the BEEHIVE project to the UC students and served as an avenue for the MOOC registration.

February 2018

16

BEEHIVE Swags Design Contest

(Jan. 4 – 23, 2018)



<http://bit.ly/beeiveswagscontest>



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BEEHIVE
CAMPUS
CARAVAN



UCLM
BANILAD
MAIN

18

**BEEHIVE
Campus
Caravans**

450

Total Target Attendees



743

Total Actual Attendees



3

Campuses

19

**BEEHIVE
Campus
Caravan**



**BEEHIVE Project
Orientation**

20

BEEHIVE
Campus
Caravan



Inspirational Talk

21

BEEHIVE
Campus
Caravan



Fireside Chat

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BEEHIVE
Campus
Caravan



Ask an
Entrepreneur

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BEEHIVE
Campus
Caravan



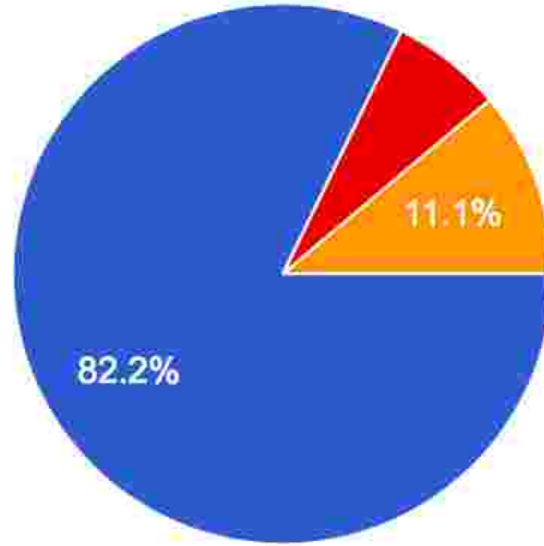
MOOC
Registration

24

BEEHIVE MOOC Pilot

Testing

April 3, 5 & 10,
2018

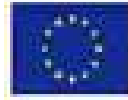


- Student
- Teacher
- Alumnus/Alumna

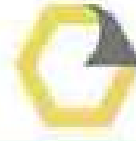
- ▶ **30** Total Target Testers
- ▶ **90** Total Actual Testers
- ▶ **3** Campuses

25

GABBEE
Project Mascot
Customer
Service
Representative



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of the European Union



BEEHIVE



30 answered inquiries from <http://bit.ly/AskGabbee>

6 newsletters sent to **743** UC students

79 answered emails about MOOC technical issues

5+ emails sent to **1000+** MOOC learners

1000+ emails sent promoting the BEEHIVE Accelerator

26

1st Philippine
Technology
Business
Incubator
Summit

Nov. 24, 2017

INNOVATION  COUNCIL

FOR INDUSTRY, ENERGY AND EMERGING TECHNOLOGIES (DOST-PCIEERD)

PRESENTS

1ST PHILIPPINE TECHNOLOGY BUSINESS INCUBATOR
TBI SUMMIT

IN PARTNERSHIP WITH



INTERNET SPONSORED BY



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UC ICT CONGRESS

Feb. 23, 2018



promoted the BEEHIVE MOOC to **2,000+** IT students and teachers at the University of Cebu

05:00PM Break (10:00AM - 10:00AM) (Closed)	03:10PM ICT: The Industry 4.0 Speaker: Petya Neebowa ICT Specialist at Department of Education (DOE)	03:30PM Design Thinking Mr. Arvin Torres Managing Director for Technology & Services
03:30PM Introduction Number 1 (Openair, T-Mobile) (Openair)	04:00PM Blockchain Technology and its Applications Speaker: Jhon Hernandez Blockchain Developer (Blockchain)	04:20PM The Beehive Project Dr. Arvin Torres Chair, UC ICT 2018

<http://uc.edu.ph/ictcongress2018/>

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PSITE 7
Student
Conference

March 2, 2018



promoted the
BEEHIVE
MOOC to **1,500+**
IT students in
Cebu City

29

Google Women Techmakers Forum

March 24, 2018

HER
STORIES

“
**UNIVERSITY-BASED
ENTREPRENEURIAL
ECOSYSTEM**”

Dr. Sherryl Saterre

Refresh: Diversity of Culture and Sherryl Project

MARCH 26, 1PM-5PM MINI THEATER, MSU IIG

promoted the
BEEHIVE
MOOC to
students and
teachers in
Mindanao State
University –
Iligan Institute of
Technology

30

4th PSITE - 7

Apr 12 – 14,
2018



promoted the
BEEHIVE
Project and
MOOC to ITE
educators in
Region 7



BEEHIVE ACCELERATOR

32

**BEEHIVE
ACCELERATOR
PROGRAM
ROADMAPPING**

Jul 18 & Aug 7,
2018

2

FGD sessions



26

attendees



5

workshops

33

BEEHIVE ACCELERATOR PROGRAM ROADMAPPING

- ▶ Disseminate the BEEHIVE Accelerator Program to the deans, program heads, campus directors, Vice-Chancellors
- ▶ Get the buy-in & support from the decision makers (middle & top management)
- ▶ Gather inputs for the institutional roadmap
- ▶ Create the UC Startup Accelerator Playbook – process workflows, standard operating procedures, cultural values, brand book and roadmap.

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**UCnian Startup
Speed Dating
& Ideation
Bootcamp**



35

**UCnian
Startup
Speed
Dating &
Ideation
Bootcamp**

3

sessions

91

attendees

4.50

Average rate on the level of satisfaction = Very Satisfied

36

2019 UC
BEEHIVE
Accelerator
Call for
Applications



A Space to Shape your Ideas
for the World of Tomorrow

UC BEEHIVE is now accepting applications
for the first cohort of its accelerator programme.

Apply now!

<http://bit.ly/BEEHIVEAccelerator2019>

UC BEEHIVE Accelerator 2019

EUROPEAN UNION
BEEHIVE
GENESIS @ UC

The poster features a background image of a woman speaking into a microphone, with other people in the background. The text is overlaid on this image. At the bottom, there are logos for the European Union, BEEHIVE, and GENESIS @ UC.

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**2019 UC
BEEHIVE
Accelerator
Call for
Applications**

30

Target Startup Applications



60

Actual Startup Applications



10

Startups Accepted into the Accelerator Programme

38

2019 UC BEEHIVE Accelerator Call for Applications



Hello, future entrepreneur...

Howdy?

As you may already know, the startup accelerator programme is one of the project outcomes of the **BEEHIVE** project established at the University of Cambridge.

I am happy to announce that the UC BEEHIVE Accelerator Programme is now accepting student startups.

Are you interested in bringing your business idea into reality?

Are you motivated to build your own future?

Are you happy being free and independent?

Are you one of those people that get things done?

Email Campaign

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2019 UC BEEHIVE Accelerator Call for Applications



Social Media Channel

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2019 **UC**
BEEHIVE
Accelerator
Call for
Applications



College Dissemination

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EXPLOITATION

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MOOC-to-Course Credit




MOOC-to-Subject Credit Matrix						
Subject	CCS	CBA	HRM	Anim	Eng'g*	Others**
Technopreneurship	CC				CC	
Basic Entrepreneurship			CC			CC
Demo Reel				CC		
Capstone Project (41 & 42)	MC					
MIS		CC				
FS1/BA6		MC				
Project Study 1					MC	
Thesis 1			MC			

CC = Course Credit MC = Midterm Credit
*Eng'g: CompE, IE, ECE, EE, ME, CE
**Others: Customs Admin, Educ, Maritime

- ▶ **204 students** (and counting) **were given credit**
- ▶ Credit Requirements: MOOC Certificate + Business Plan

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MOOC-to-MOOC Credit

Business Concept Evaluation Rubric

Course Name: Course & Year:

Certificate of Achievement/Grade Completion: -- Only evaluate if (or the) the student passed the certificate of completion.

Criteria	Description	Excellent (5 - 10 pts)	Very Good (4 - 8 pts)	Good (3 - 6 pts)	Fair (2 - 4 pts)	Poor (1 - 3 pts)	Score
Industry and Market Analysis	The analysis thoroughly identified and described market need/pain points, target customers, competitors and as well as industry and/or technology trends.	Completed all related concerns for this area, and quality of work meets highest expectations.	Completed all related concerns for this area, and quality of work meets the highest expectations.	Completed all related concerns for this area, and quality of work meets expectations.	There are missing related concerns for this area, and quality of work is below expectations.	There is no evidence found and/or quality of work does not meet expectations.	
Concept and Innovation	The business idea demonstrates a compelling and unique value proposition, leverages market fit, and disruptive innovation.	Completed all related concerns for this area, and quality of work meets highest expectations.	Completed all related concerns for this area, and quality of work meets the highest expectations.	Completed all related concerns for this area, and quality of work meets expectations.	There are missing related concerns for this area, and quality of work is below expectations.	There is no evidence found and/or quality of work does not meet expectations.	
Scalability	The business concept demonstrates a strong and viable economic value indicators such as, interconnectivity, media, automation, multipliers, flexibility, manufacturing, etc.	Completed all related concerns for this area, and quality of work meets highest expectations.	Completed all related concerns for this area, and quality of work meets the highest expectations.	Completed all related concerns for this area, and quality of work meets expectations.	There are missing related concerns for this area, and quality of work is below expectations.	There is no evidence found and/or quality of work does not meet expectations.	
Comments:						TOTAL SCORE: <input type="text"/>	
						Equivalent Grade: <input type="text"/>	
						Evaluated by: <input type="text"/>	
						Signature over Printed Name: <input type="text"/>	
						Date Evaluated: <input type="text"/>	

Final Grade was computed based on:

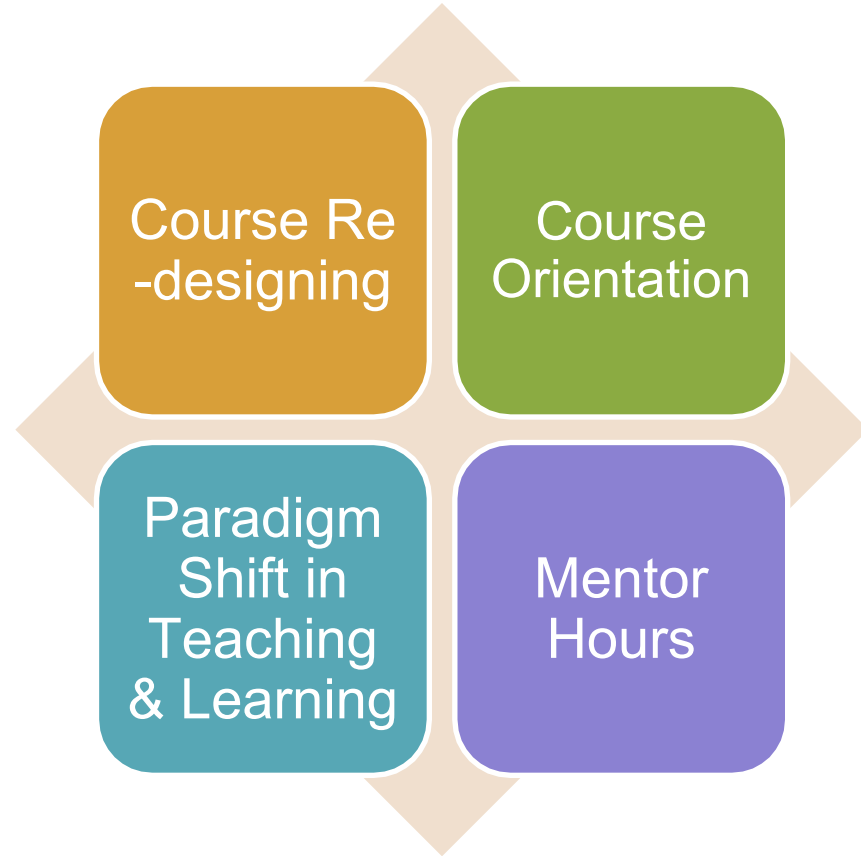
- ▶ 70% MOOC Certificate
- ▶ 30% Business Plan/Concept

Business Concept Criteria:

- ▶ Industry & Market Analysis
- ▶ Concept & Innovation
- ▶ Scalability

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**Experiment:
BEEHIVE MOOC
Embedded in
Technology
Entrepreneurship
course for the
BSIT programme**



45

**Experiment:
BEEHIVE MOOC
Embedded in
Technology
Entrepreneurship
course for the
BSIT programme**

4

sections

156

students

4.29

Average rate on the level of experience = VERY GOOD
LEARNING EXPERIENCE

46

DISSEMINATION COLLATERALS

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Brand Book



- ▶ Logo usage and rules
- ▶ BEEHIVE colors
- ▶ BEEHIVE typography
- ▶ Graphics Dimensions

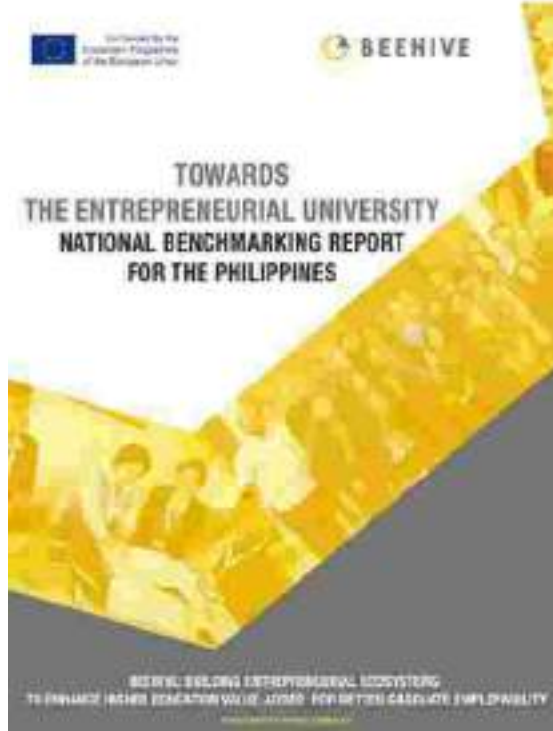
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BEEHIVE
Logo



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BEEHIVE PH NBR Presentation Materials



Full Report



Highlights



Infographic

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Success
Stories
Videos



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BEEHIVE MOOC Teaser Video



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Event
Billboard

FUTURE ENTREPRENEURS WELCOME



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BEEHIVE

UC
university of cebu

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Event
Website



BEEHIVE CAMPUS CARAVAN

February 15
February 21
February 28

Lapu Lapu & Mendaue Campus
Bantilad Campus
Main Campus

IN PARTNERSHIP WITH



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of the European Union



BEEHIVE

<http://bit.ly/ucbeehivecaravan2018>

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Pre-Event Registration

1



2



3



4



5



6



55

Playlists



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Social Media Posters



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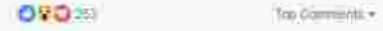
Official
Facebook
Page



MARK
ANTHONY
LAPUZ



Mark Anthony Fuentes Lapuz is an alumnus of the University of Cebu-Main, Computer Engineering Department. He was an SEI-DCST scholar and was one of the awardees of Top 10 Outstanding UC Graduates of Batch 2009. He has worked as a System Engineer in a local company in Cebu City. He also has worked in Laxmark Research & Development, and became an IT Manager in one of the biggest call centers in Cebu. See More



Martin Martin Lapuz Jr. Correction, he's the NBA player is Russell Westbrook. 🙄
bata congrat brother 🙄

Like Reply Message 20 Edited
View 2 videos replies

UC: University of Cebu Hi, He's a Kevin



[@UniversityOfCebuWebmasters](#)

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Facebook
Live Videos



<https://www.facebook.com/UniversityOfCebuWebmasters/videos/>

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BEEHIVE
Campus
Caravan
Official
Twitter
Channel



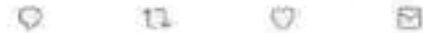
UniversityOfCebu @uc_webmasters · Feb 25

Students from different colleges of @uc_webmasters at the #BEEHIVEUCMain Campus Caravan



UniversityOfCebu @uc_webmasters · Feb 25

@uc_webmasters presents @beehive_plus Campus Caravan! Watch it LIVE from the UC-Main Campus bit.ly/2Fw2Yqp



[@uc_webmasters](https://twitter.com/uc_webmasters)



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BEEHIVE

Campus

Caravan

Official

Social Media

Hashtags

#Beehive

#BeehiveXUCLM

#BeehiveXBanilad

#BeehiveXUCMain

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BEEHIVE Campus Caravan Newsletters



Hello, future entrepreneur.

My name is Gabbee, the lead ambassador of [BEEHIVE](#), and I am at your disposal.

I'd like to thank you for attending the [BEEHIVE Campus Caravan](#) this **February 26, 2018, 1:00 PM at the Activity Center, UC-Main**. I'm so excited to share with you the BEEHIVE Project.

Here are some tips on what to do in the event.

1. Bring your school ID and Eventbrite printed ticket.
2. Upon arrival at the event venue, go straight to the registration area. Present your school ID and Eventbrite printed ticket to our friendly BEEHIVE ambassadors for event check-in.
3. Make sure that you get the MOOC Registration Guide flyer and Student's Feedback Form.

UC-Main Newsletter: <https://mailchi.mp/ee93e75902cc/uc-beehive-campus-caravan-uclm-174795?e=dcde5d7cd1>

UC-Banilad Newsletter: <https://mailchi.mp/80722d31c9db/uc-beehive-campus-caravan-uclm-165471?e=dcde5d7cd1>

UC-LM Newsletter: <https://mailchi.mp/4626742b1dd8/uc-beehive-campus-caravan-uclm?e=dcde5d7cd1>

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Resources

Kit

BEEHIVE Project Downloads

Kindly go to the following links to download the files. Thank you.

Main Certificate of Attendance: <http://bit.ly/maincaravancert>

Banilad Certificate of Attendance: <http://bit.ly/ucbcaravancert>

LM Certificate of Attendance: <http://bit.ly/uclmcaravancert>

BEEHIVE Project Information Pack: <http://bit.ly/beehiveinfopack>

BEEHIVE MOOC Registration Guide: <http://bit.ly/beehivemoocguide>

BEEHIVE MOOC Syllabus: <http://bit.ly/moocsyllabus>

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Title Card

FIRESIDE CHAT



MARK LAPUZ



SHERYL SATORRE

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Print
Media

Dream.

Innovate.

Inspire.

Learn How to Build Your Own Business for FREE

Here's how:

1. Go to <http://beehive-erasmusplus.eu/MOOC-registration/>
2. Register as MOOC learner.
3. Provide your personal information and contact details.

 Co-funded by the Erasmus Programme of the European Union 

- ▶ BEEHIVE Information Pack
- ▶ MOOC Registration Guide
- ▶ Billboard
- ▶ Standee

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Digital
Marketing
Channels



MailChimp

slido



66

Google
Apps



Google Forms



67

Videos,
Graphics,
Presentations



Piktochart
make information beautiful

68

Links
Management

bitly

A decorative border at the top of the page consists of a grid of 30 blue line-art icons. The icons include a document, a tag, a gear, a magnifying glass, a smartphone, a document with lines, a tag, a gear, a magnifying glass, a smartphone, a document with lines, a target with an arrow, two gears, a pie chart, an envelope, a speech bubble, a target with an arrow, two gears, a pie chart, a checkmark in a circle, a presentation board with a line graph, a thumbs up, a lightbulb, a clock, a checkmark in a circle, a presentation board with a line graph, a thumbs up, a lightbulb, and a clock.

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LESSONS LEARNED



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1.
**Know your
audience**

Millennials

Generation Z

Digital natives

71

Digital vs. Traditional

Facebook vs. Twitter vs. Instagram vs. YouTube

Email vs. SMS

2.
Use
appropriate
dissemination
channels

72

Create the right campaign

Choose speakers who can connect or relate to students

Design activities that encourage students' participation

Make the learning experience fun

3. **Make the dissemination and promotion engaging.**

73

Get support from top management, deans, chair persons, program heads, teachers and various student organizations, student council

4. **Involve the right people.**

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Social media channels

Event website

Email

.....

5. **Take advantage of the FREE online resources.**

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THANKS!

Any questions?

You can find me at
iamsbsatorre@gmail.com