

Philippines

# Manila

ACTIVATION PHASE

MEMBERS:

Department of Trade and Industry

“ Amidst the disruptions caused by the COVID-19 pandemic, the Philippine startup ecosystem is vibrant and thriving. This year, more than ever, we are leveraging our strength in Fintech to promote the increased use of digital payments and e-commerce as we move forward and adapt to a new normal.

Undersecretary Rafaelita M. Aldaba

Competitiveness and Innovation Group, Department of Trade and Industry

## Sub-sector Strengths



### Fintech

Fintech companies make up 15% of Manila’s startups. The transaction value of the Fintech market in the Philippines reached approximately \$10 billion in 2019 and is expected to grow by 24% in 2020, taking into account the expected impact of COVID-19. Notable Philippine Fintech startups include Coins.ph, a digital wallet and digital currency exchange, which was acquired for \$72 million, and First Circle, an online financing platform for SMEs, which raised \$26 million in a Series A round in 2018. In 2019, Paymongo, a modern payment infrastructure, raised \$2.7 million in seed funding.

### E-commerce

The Philippine E-commerce market is growing at a CAGR of 26.4%, one of the fastest growth rates in Southeast Asia. The government has developed the Philippines E-commerce Roadmap 2022 with an aim to improve the overall infrastructure landscape of logistics and e-payments among other initiatives to help boost online business activities. Startup success stories include GoodWork, a service provider hiring platform that closed a \$1.6 million seed round in 2020, and online automotive marketplace, AutoDeal, which was acquired for \$16.7 million in 2019.

## Why you should invest in Manila

TOTAL EARLY STAGE FUNDING

\$102 m

GLOBAL AVG.  
\$4.31 m

ECOSYSTEM VALUE

\$1.6 bn

GLOBAL AVG.  
\$10.5 bn



Top 20 Global Ecosystem  
Bang for Buck



Top 30 Global Ecosystem  
Affordable Talent



EXIT GROWTH  
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# Reasons to move your startup to Manila

MEDIAN SEED ROUND

\$360 k



GLOBAL AVG.  
\$494 k

MEDIAN SERIES A ROUND

\$2.3 m



GLOBAL AVG.  
\$2.7 m

SOFTWARE ENGINEER  
SALARY

\$8 k



GLOBAL AVG.  
\$42.1 k

## Experienced Tech Talent and Young Workforce

The country’s well-established outsourcing industry, built around talent from Philippine universities and strong English-language skills, gives founders an experienced pool of employees to draw from.

## COVID-19 Policy

The government announced a “Small Business Wage Subsidy Program” to help businesses retain their employees during the quarantine period by providing wage subsidies of up to \$160 per eligible employee for 2 months. A \$20 million Enterprise Rehabilitation Financing facility has been established to provide loans to qualified micro and small businesses. Other forms of support include subsidies for startup incubation and acceleration.

## Startup Support

The Philippine Innovation Act and the Innovative Startup Act provide funding and other forms of support for startup, micro, small and medium enterprises, as well as removing barriers to doing business.

# Startup Community

STARTUP GENOME  
MEMBERS

MEMBER

### Department of Trade and Industry

The Department of Trade and Industry (DTI) is responsible for realizing the country’s goal of developing globally competitive and innovative industry and services sectors that contribute to inclusive growth and employment generation in the Philippines.

STARTUP GENOME  
PARTNERS

Department of Science and Technology / Department of Information and Communications Technology / Intellectual Property Office of the Philippines / Small Business Corporation / National Development Company / Philippine Exporters Confederation, Inc. / QBO Innovation Hub / AIM-Dado Banatao Incubator / IdeaSpace Foundation / StartUp Village / Launchgarage / Brainsparks / Philippine Fintech Association / Fintech Alliance of the Philippines