

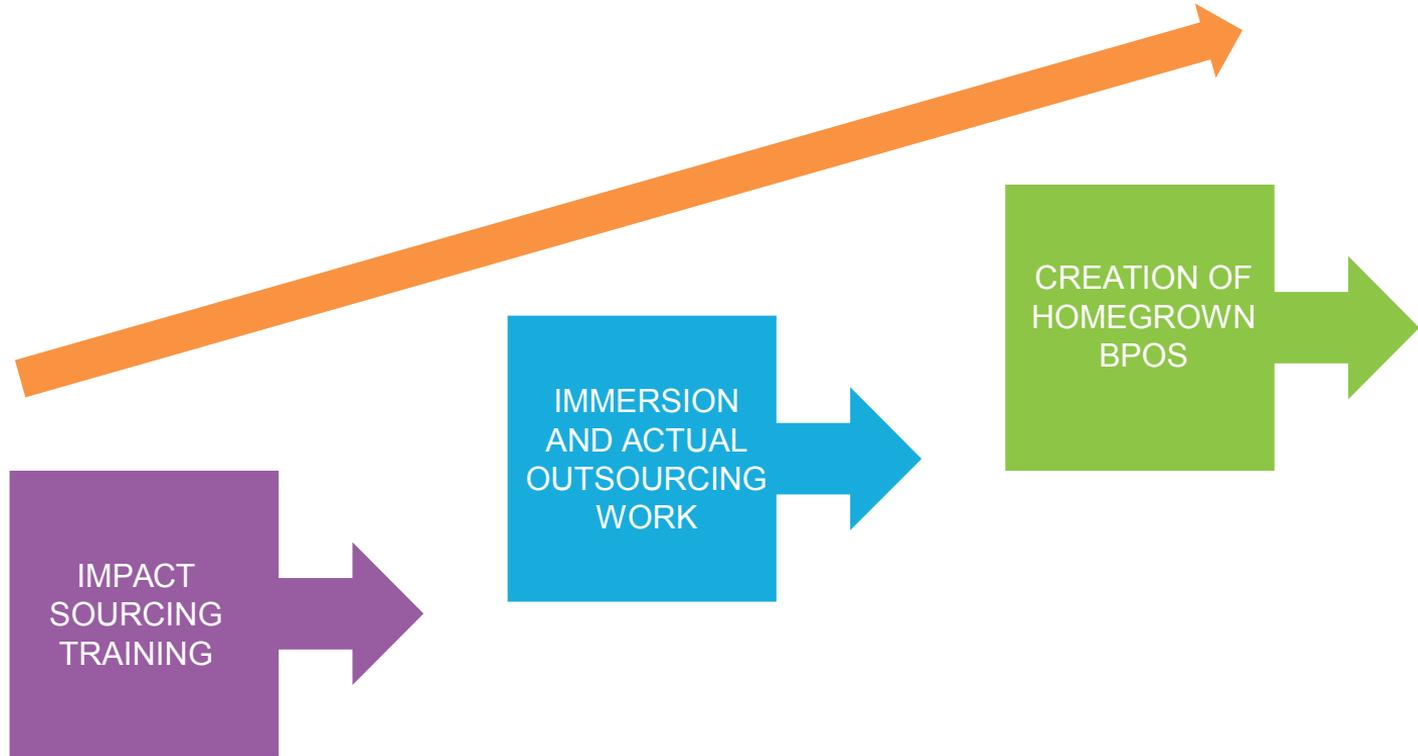
CREATING RURAL BPOS IN THE COUNTRYSIDE: Success Stories of Selected Locations

Moderator: **Stephanie P. Caragos, NICP**

Importance of Rural BPOs

1. Increase access to digital markets and business process outsourcing (BPO) in far-flung communities with high unemployment rate.
2. If big locators will not setup in Rural areas to provide at least 1,000 jobs, then at least 10 Rural BPOs can provide at least 100 jobs each, still hitting the goal.
3. Those seeking jobs no longer need to travel and transfer to larger cities, leaving their families, just to get employment.

DICT STEPS TO RURAL BPOs via RIS



SUGGESTED PANEL QUESTIONS

1. How did you start your own rural BPO? Inspiration?
2. What are the challenges and hurdles that you had to overcome in starting a Rural BPO?
3. What are the challenges and hurdles in running a Rural BPO?
4. What can you share about contingency planning?
5. Butch --- Visayan KPO is a different category --- although it's rural, how different is it, what were the considerations, market? Etc?
6. What advice would you give to those who aspire to take the same path and opportunity you've chosen?
7. How should the government assist in the development and support of rural BPOs?
8. We should also be able to discuss and distinguish the different setups for RIS --- there are those with 4-10 staff, those on a larger scale such as 700 and those with 1000.
9. I will be asking about best practices --- share what you feel is something to consider if the participants are thinking of setting up agencies/companies. This is essential as part of your success.
10. Discuss about what each company is doing for talent and community as part of your role in your area.

SUGGESTED PANEL QUESTIONS

1. How did you start your own rural BPO?
2. What are the challenges and hurdles that you had to overcome in operating a rural BPO?
3. What advice would you give to those who aspire to take the same path and opportunity you've chosen?
4. How should the government assist in the development and support of rural BPOs?



**DO NOT INCLUDE NEXT
SLIDES FOR
PRESENTATION**



Ms. Jehan Forro

Co-founder

Narra Digital, Zamboanga City

<https://narradigital.com/>

Services: Digital Marketing, Dedicated VA,
Web Dev, Content Creation, Mobile Dev

NARRA N DIGITAL

About Ms. Jehan Forro

Jehan Forro is the Project Manager for Narra Digital Solutions, a homegrown digital agency in Zamboanga City. Narra Digital was born out of the RIS-TT held in October 2017. It was co-founded by RIS-TT trainees Jehan Forro and Racquel Asa in partnership with their mentor Marl Ian Dionaldo. The agency's name is taken from the Narra tree, the country's national symbol of resilience and stability.

Jehan, as the Project Manager, keeps herself busy by finding more clients for her team and managing the daily operations of the company. The Narra team dreams of bringing Zamboanga to the forefront of the online jobs industry, with highly-skilled, well-trained, resilient digital professionals to boast of.



Mr. Lorenzo Dupa

Co-founder

Digiworkz Carmona Carmona, Cavite

<http://digiworkzcarmona.com/>

Services: Web Dev, Social Media Marketing,
VA, Graphic Design

Creating Digital Solutions

digiworkz
Carmona

The logo for Digiworkz Carmona features the word "digiworkz" in a blue, lowercase, sans-serif font. The letter "o" in "workz" is replaced by a stylized globe with a blue and orange circuitry pattern. Below "digiworkz" is the word "Carmona" in a blue, uppercase, sans-serif font.

About Mr. Lorenzo Dupa

- a former Overseas Filipino Worker in Saudi Arabia for 13 years.
- Chairman & Co-founder - Digiworkz Carmona Service Cooperative
- Chief Operating Officer - Outbound Broker
- Top Rated Upwork Freelancer as an E-commerce Developer

Travelled in different places in Luzon, such as Bataan, Baguio, & La Union to share different opportunities in Freelancing and ecommerce.

His Work Focus is Digiworkz Carmona, where they cater the needs of Micro Small & Medium Enterprise to go digital with the help of Carmona LGU and DTI.

He is also proud graduate of Carmona RIS TT program.



Mr. Leif Margallo

CEO & Founder

Virtual Workforce Professionals

Iloilo City

<http://virtualworkforcepro.com>

Services: Call Center Services, Virtual Assistance



About Mr. Leif Margallo

1. Awarded as One of the most outstanding dads of Iloilo City as a young entrepreneur given by SM City Iloilo and Keep on Talking Program last June 18, 2017, during a Father's Day event.
2. Advocate of the Rural Impact Sourcing Program of the Department of Information and Communications technology, to promote Digital Jobs in the countryside.
3. Vice President of Digital Career Advocates of the Philippines, a national association of Online Freelancers all over the country.
4. Co-Founder of Lifesprings Community Center, a first of it's kind community center to promote Entrepreneurship, Innovation and Collaboration
5. CEO/Founder of Virtual Workforce Professionals, a homegrown BPO company with 6 expansion offices all over the Philippines providing work to 709 Filipino digital professionals.



Mr. Schweizer Severo

Co-founder

AcoTech, Kalibo, Aklan

<https://www.facebook.com/pg/acotechnologies>

Services: Web Dev, Social Media Marketing,
Graphics Design, SEO, Creative Writing, VA,
Data Entry



About Mr. Schweizer Severo

- **One of the Top 3 medalist in the RISTT in Aklan.**
- **Co-founder / Head of Graphic Design Department.**
- **His company is ACOTECH which stands for Aklanon Creative Outsourcing Technologies**
- **It is an outsourcing enterprise that is composed of different Aklanon freelancers who provide up-to-date, relevant, and professional digital and virtual services. They do website developing, graphics designing, photography, social media marketing, content writing, and more..**



Mr. Butch Valenzuela

President & CEO

Visaya KPO, City of Tanjay, Negros Oriental

<http://www.visayakpo.com/>

Services: Healthcare information management, Contact center service delivery, Finance and Accounting Outsourcing, Information Technology Management

VISAYA

About Mr. Butch Valenzuela

Eleven years ago, Butch wanted to retire from working for more than 16 years in California in several capacities as an Director of Information Systems and Financial Controller for ITT Industries or so he thought. His experience in ERP systems for manufacturing companies brought him to China as a consultant for a US\$300 million a year contract manufacturer. In doing so, he would pass through the Philippines as his commute took him from LA to Hong Kong every two weeks for about three years. This led him to the Contact Center Industry. He founded Visaya KPO with his son Julian 11 years ago and have since grown to about 1,000 FTEs today. In partnership with Accenture, they started the Rural BPO project in the town of Tanjay, Negros Oriental about 5 years ago and have grown it to 400 FTEs.

The Rural BPO project was inspired by the Rockefeller Foundation and adapted by Accenture as one of the Corporate Social Responsibility programs. As an accredited supplier to Accenture, Visaya KPO runs the operations. The goal is to uplift the rural areas of the Philippines and affect people's lives.



Mr. Michael Cubos

CEO & Founder

Performance 360, Cebu City

<https://www.facebook.com/performance360global/>

Services: Contact center service delivery



About Mr. Michael Cubos

Michael Cubos founded Performance360 Global Services, a rural business processing outsourcing (RBPO) company in the coastal municipality of Cordova, Cebu. He started his company in 2010 after working in a senior-level management position for eight years in several BPO giant companies.

His advocacy is to inspire Filipinos to run their own community-based IT-BPO and create jobs to the towns and the countryside.

Michael Cubos is an awardee of the 2016 Top Outstanding Cebuano Award (TOCA) in the field of Entrepreneurship, Co-Chairman of Cebu Business Month 2017 - Cebu Digital Innovation Summit, Immediate Past President of the Cebu Innovation Council and a Board Trustee of the Cebu Chamber of Commerce and Industry.



Mr. Rojim Banguis

Co-founder

DigiTYch Solutions

Plaridel, Misamis Occidental

<https://www.facebook.com/digitych.solutions/>

Services: Contact center service delivery



About Mr. Rojim Banguis

He is the Municipal Information & Communications Technology Officer Center Manager in Plaridel Tech4ED Center of the Local Government Unit of Plaridel, Misamis Occidental.

He has 5 years experience in image editing, brand and logo designing, tarpaulin lay outing and image enhancement/restoration using Adobe Photoshop. He had also an experience with spreadsheet and word processing, video editing using Windows Movie Maker.

With being discouraged easily is his greatest weakness, however, he is able to combat it by inspiring himself that his sacrifices would be the only way for him to achieve his dreams in life.