

Transform yourself from Entrepreneur to Innovator!



Select Saturdays, 6 September 2025 to 21 Feb 2026
Ateneo de Manila University, Loyola Heights, Quezon City, Metro Manila



ATENEO
BUSINESS
RESOURCE
CENTER



**cia
bootleg
manila**
an outpost of
creative intelligence
associates, japan



INTRODUCING:



Ateneo JGSOM's Business Resource Center and CIA Bootleg Manila present ICE: a groundbreaking immersive program for entrepreneurs who want to leap beyond business-as-usual. This unique program marries Ateneo JGSOM's academic excellence in management education with CIA Bootleg Manila's proven expertise in brand strategy and innovation consultancy, providing a powerful combination of theoretical foundation and practical application.



ATENEO DE MANILA UNIVERSITY
BUSINESS RESOURCE CENTER



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Unlike traditional programs, ICE delivers practical innovation skills in just **3 intensive modules** designed to make you a **DISruptive Innovator**:



1 DISCOVER

your inner innovator
and innovation
opportunities for
your enterprise

6 weeks

2 INNOVATE

your enterprise
through ideation
and incubation

6 weeks

3 STRATEGIZE

your new customer
experience design
and innovation
implementation plan

6 weeks

Complete all three modules in in 18 weeks (Sept-Nov 2025, Jan-Feb 2026).

Transform your business forever.

ICE: DESIGNED FOR TODAY'S ENTREPRENEURIAL REALITIES



POWERFUL PARTNERSHIP: ACADEMIC EXCELLENCE MEETS INNOVATION EXPERTISE

ICE brings together two powerhouses:



ATENEO DE MANILA UNIVERSITY
BUSINESS RESOURCE CENTER

Renowned for management education excellence, providing rigorous theoretical frameworks and business fundamentals that have shaped the Philippines' business leaders for decades.



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Leading innovation and brand strategy consultancy with a track record of transforming businesses through creative problem-solving and strategic innovation.

This collaboration ensures you receive both the solid business foundation and cutting-edge innovation methodologies required for sustainable business transformation.

PRACTICAL OUTCOMES

At the completion of ICE, entrepreneurs will have developed:

- ✓ The mindset, toolset, and skillset to lead innovation for years to come
- ✓ A comprehensive innovation strategy – including incremental to revolutionary ideas that address various aspects of one's enterprise
- ✓ Multiple validated innovation concepts
- ✓ Deep insights on your customers and competitors
- ✓ A systematic approach to ongoing innovation within their organization
- ✓ A network of innovation-focused entrepreneurs and mentors



ICE: DESIGNED FOR TODAY'S ENTREPRENEURIAL REALITIES

The ICE difference:



Time-Efficient Learning

Complete the full program in 18 weeks (Sept-Nov 2025, Jan-Feb 2026), with a schedule built for busy entrepreneurs.



Value-Focused Investment

Full program: ₱125,000 (Early bird) - with immediate application to your current business.



Innovation-Centered Curriculum

Every tool, technique and framework is focused on practical innovation outcomes.



Real-Time Implementation

Apply what you learn directly to your business during the program.



Multidisciplinary Expertise

Access entrepreneurship, innovation, psychology, sociology, brand, marketing, and business specialists in one program.



Flexible Learning Approach

Hybrid format combining face-to-face lectures, workshops, mentoring sessions, talks, with applied fieldwork.

What you'll master:



The Creative Mindset and the Innovation Process that fuels enterprise evolution and growth



Customer psychology and sociology techniques for groundbreaking insights



Whole-brain ideation for revolutionary solutions



Rapid prototyping and implementation strategies

*ICE meets you where you are: **at the helm of your business, ready for the next level of growth!***

ICE is specifically crafted for active entrepreneurs who need to accelerate innovation while running their businesses.

**Our focus is practical implementation—
turning insights into immediate business impact.**





YOUR RUPTIVE JOURNEY: FROM BUSINESS LEADER TO INNOVATION LEADER

MODULE 1



Discover your Inner Innovator. Discover your Enterprise's Innovation Opportunities.

6 weeks

- 5 Synchronous classes
- 2 Applied Innovation Fieldwork sessions
- 2 Mentoring sessions
- 1 ICE Talk

MODULE 2



**From Ideation to Incubation...
Innovate your Enterprise!**

6 weeks

- 5 Synchronous classes
- 2 Applied Innovation Fieldwork sessions
- 2 Mentoring sessions
- 1 ICE Talk

MODULE 3



Implementing Innovative Strategies!

6 weeks

- 3 Synchronous classes
- 1 Applied Innovation Fieldwork sessions
- 1 Mentoring sessions
- 1 ICE Talk

*Learn while
running your
business!*

***Classes held on
select Saturdays
beginning Sept
2025 to Feb
2026 (except on
national holidays).***

THE 4-Is FRAMEWORK:

YOUR SYSTEMATIC APPROACH TO INNOVATION

Most entrepreneurs innovate by chance.

ICE entrepreneurs innovate by choice.



INSPIRATION

Generate groundbreaking insights from customers and stakeholders using psychological and sociological research techniques.



IDEATION

Create solutions that delight customers while improving profitability through both.



INCUBATION

Develop innovative ideas through prototyping, pitching, and rigorous selection.



IMPLEMENTATION

Design and detail the important steps to successfully launch new solutions.



Not theory. Not case studies of other businesses.

**YOUR BUSINESS IS YOUR
LEARNING LABORATORY.**

ICE: THE EXPERIENCE



THE ICE LEARNING EXPERIENCE: IMMERSIVE, PRACTICAL, TRANSFORMATIVE



*The ICE Advantage:
A Multi-Dimensional Learning Journey*

ICE delivers a rich, varied learning experience that combines:

- ✓ **Face-to-Face Masterclasses:**
Dynamic in-person sessions at Ateneo's premier facilities
- ✓ **ICE Talks with Industry Giants:**
Exclusive presentations from founders and/or leaders of Potato Corner, Beach Hut, Piandré, Autokid, MEGA Sardines, and other market leaders
- ✓ **Real-World Applied Fieldwork:**
Turn your business into your laboratory for immediate implementation
- ✓ **One-on-One Mentoring:**
Personal guidance from elite business leaders who've not only built successful enterprises themselves but bring decades of consulting expertise with the country's most reputable corporations and enterprises. Our mentor team combines multinational experience, advanced degrees in business and entrepreneurship, and proven track records in transforming businesses across industries.
- ✓ **Collaborative Learning:**
Connect with a select cohort of growth-minded entrepreneurs

ICE: THE EXPERTS

PROGRAM DIRECTOR & LEAD FACILITATOR



Aaron A. Palileo, MBA

- CEO & Co-Founder, CIA Bootleg Manila
- Lecturer, Ateneo De Manila University
- Faculty, Ateneo Graduate School of Business
- Certified Coach, Creative Education Foundation, USA
- MBA, Asian Institute of Management

INNOVATION SPECIALISTS: GUEST LECTURERS



JR Ilagan, RPsy, PhD

Psychology Expert
Faculty, Ateneo De Manila,
Psychology Department



**Mara Yusingco,
RPsy, PhD (candidate)**

Behavioral Science Expert
Faculty, Ateneo De Manila,
Psychology Department



Debbie Rodrigo, ME

Organizational Design Expert
Faculty, Ateneo De Manila,
Master in Entrepreneurship,
Social Enterprise Development Track

THE MENTORSHIP TEAM

CORE CIA BOOTLEG STRATEGY TEAM



Paolo Abella

Co-Founder & Head Strategist,
CIA Bootleg Manila

- Expertise in brand strategy, storytelling & design, advertising and marketing
- Education: New York Film Academy, Fine Arts at UP Diliman



Joanne Palileo

Co-Founder & Head Strategist,
CIA Bootleg Manila

- Expertise in brand strategy, psychology, clinical counseling, advertising & copywriting
- Education: MA in Clinical Psychology (candidate), Ateneo De Manila University; AB Psychology, University of The Philippines, Futures Studies & Speculative Design, Parsons School of Design The New School



Leslie Ramos

Director & Head Strategist,
CIA Bootleg Manila

- Expertise in omni-channel strategy, sales and key account management
- Education: Interdisciplinary Studies, Ateneo De Manila University

ENTREPRENEUR MENTORS



Rodmark Barriga

Teaching & Strategy Fellow,
CIA Bootleg Manila
Master in Entrepreneurship, Social
Enterprise Development (AGSB)

- CEO & Co-Founder, Palamigan Co.
- Pioneering sustainable ice production methods boosting local economies
- Faculty, Master in Entrepreneurship: Social Enterprise Development, AGBS
- Teaching & Strategy Fellow, CIA Bootleg Manila



Janine "Nin" Chiong

Teaching & Strategy Fellow,
CIA Bootleg Manila
Master in Entrepreneurship, Social
Enterprise Development (AGSB)

- CEO & Co-Founder, HABI Lifestyle & Roots Collective
- Pioneering green fashion initiatives and sustainable industry practices
- Faculty, Ateneo De Manila University
- Teaching & Strategy Fellow, CIA Bootleg Manila



Tal De Guzman

Teaching & Strategy Fellow,
CIA Bootleg Manila
Master in Entrepreneurship, Social
Enterprise Development (AGSB)

- CEO & Co-Founder, Risqué Designs
- Merging traditional Filipino craftsmanship with modern design
- Bringing cultural heritage to the forefront of fashion
- Lecturer, College of Benilde & SoFA Design Institute
- Teaching & Strategy Fellow, CIA Bootleg Manila



Maan Sicam

Teaching & Strategy Fellow,
CIA Bootleg Manila
Master in Entrepreneurship, Social
Enterprise Development (AGSB)

- CEO & Co-Founder, Happy Helpers
- Transforming community service through sustainable job opportunities
- Adjunct Faculty, Master in Entrepreneurship: Social Enterprise Development, AGBS
- Teaching & Strategy Fellow, CIA Bootleg Manila



Trish Lim-Francia

Teaching & Strategy Fellow,
CIA Bootleg Manila
Master in Entrepreneurship:
Social Enterprise
Development, Ateneo
Graduate School of Business

Adjunct Faculty, Master in
Entrepreneurship: Social
Enterprise Development,
Ateneo Graduate School of
Business

CEO & Co-Founder, Woven

ICE: THE EXPERTS

PERSONALIZED MENTORSHIP APPROACH

Each ICE participant receives:

- **Dedicated Primary Mentor** - matched to your specific business and goals
- **Regular One-on-One Sessions** - focused on your specific implementation needs
- **Real-Time Guidance** - as you apply innovation tools to your business

This exceptional mentorship team ensures you receive guidance that combines academic rigor, practical business success, and cutting-edge innovation methodologies.



THE ICE TALKS:

LEARNING FROM INDUSTRY TITANS



ICE TALK 1:

THE ENTREPRENEURIAL MINDSET & OPPORTUNITY SEEKING

→ *Concluding Module 1: DISCOVER!*

Learn how successful entrepreneurs identify hidden opportunities and develop the mindset that separates market leaders from followers.

ICE TALK 2:

ENTREPRENEURIAL INNOVATION

→ *Concluding Module 2: INNOVATE!*

Discover how established businesses ideate and implement innovation strategies and programs, transforming ideas into market-winning offerings.

ICE TALK 3:

THE INNOVATIVE ORGANIZATION

→ *Concluding Module 3: STRATEGIZE!*

Explore how to build innovation into your company's DNA and create a culture that consistently produces breakthrough ideas.

**Former or current clients of CIA Bootleg Manila
Lineup subject to change without prior notice*



Andoni Albert

CEO, Kation Technologies, Inc.



Andrea Lorenzana

General Manager, Piandr  Salon



Barry Cruz

CEO, RUA Seguridad*
(Thermoplastic Road Marking)



Choo Natividad

VP and Owner, Sophia Jewellery*



Dennis Balajadia

CEO, Dragon Edge Group*
(Beach Hut, Cycles, Cradle, Bite Block)



Don Buhain

CEO, Rex Education



Emily Balajadia

CMO, Dragon Edge Group*
(Beach Hut, Cycles, Cradle, Bite Block)



Eric Lim

Co-Founder, Autokid Trucking Solutions*



Jayvee Reyes

CEO, Organica Nutrition*
(Sleepasil, Cardiclear, Best Shape, Path)



Joe Magsaysay

Co-Founder, Potato Corner* & GYUD Food



Arch. Jojo Tolentino

CEO, AIDEA Inc.



Marvin Tiu Lim

Chief Growth Strategist, MEGA Sardines*
Co-Founder, Autokid Trucking Solutions*



Ni a Terol

Co-Founder and CEO, Imaginable Impact



Ryan Cruz

CEO, Nippon Hasha Inc.*
(Mendokoro Ramenba, Yushoken, Kazunori)

PROGRAM CURRICULUM

ICE: A COMPREHENSIVE INNOVATION JOURNEY

MODULE 1 DISCOVER

DISCOVER YOUR INNER INNOVATOR.
DISCOVER YOUR ENTERPRISE'S INNOVATION OPPORTUNITIES.

KEY TOPICS:

Innovation, Creativity & Entrepreneurship Foundations

- The Innovation Process & Creative Mindset
- The Various Types of Innovation
- Creativity Myths & Barriers
- The Creative Entrepreneur vs. The Business Owner

Whole-Brain Entrepreneurship

- Whole-Brain Thinking Methods
- Balancing Analytical and Creative Approaches

Inspiration Finding: Innovation Opportunities via Insighting & Research

- Creating Powerful Innovation Objectives
- Sociological Research Techniques
- Psychological Customer Interviews
- The 4 Layers of Customer Needs

Opportunity Identification

- Turning Market Insights into Business Opportunities

Featured ICE Talk:

The Entrepreneurial Mindset & Opportunity Seeking

MODULE 2 INNOVATE

FROM IDEATION TO INCUBATION...INNOVATE YOUR ENTERPRISE!

KEY TOPICS:

Advanced Ideation Techniques

- Left-Brain Ideation Methods
- Right-Brain Ideation Methods
- Conceptualization: From Ideas to Innovative Solutions

Prototype Development

- Innovation Incubation Methods
- Prototyping Techniques
- Presenting & Pitching: User Testing & Feedback Collection

Idea Screening & Selection

- Evaluation Frameworks
- Risk Assessment Tools
- Prioritization Methods
- Strategic Alignment Evaluation

Featured ICE Talk:

Entrepreneurial Innovation Success Stories

PROGRAM CURRICULUM

MODULE 3



IMPLEMENTING INNOVATIVE STRATEGIES!

KEY TOPICS:

Innovation Concept Design

- Designing the Overall Innovation Concept
- Storytelling for Innovation
- Customer Experience Design
- Creating Compelling Value Propositions

Implementation Planning

- SHARP: Strategies, Hindrances, Action Plans, Resources & Performance Metrics
- Innovation Roadmap Development
- Resource Allocation Planning

Building Innovative Organizations

- Innovation Philosophies & Principles
- Innovative Practices & Processes
- Creating a Culture of Innovation

Featured ICE Talk:

Building and Leading Innovative Organizations

YOUR INVITATION TO INNOVATION

INVESTMENT FOR YOUR FUTURE

FULL PROGRAM

(Sept 2025 to Feb 2026):

- Regular rate: ₱ 100,000
- Early bird*: ₱ 90,000
(*Until July 30 only)

Inclusions:

- 9 Plenary/Synchronous classes (Face-to-face)
- 6 Applied fieldwork sessions
- 6 Personal mentoring sessions (Online)
- 3 ICE Talks with industry leaders and seasoned entrepreneurs
- Learning Materials – Lecture decks, Worksheets

MODULE 1 (Sept to Oct 2025) ONLY

OR

MODULE 2 (Oct to Nov 2025) ONLY:

₱ 60,000 per module

Inclusions:

- 3 Plenary/Synchronous classes (Face-to-face)
- 2 Applied fieldwork sessions
- 2 Personal mentoring sessions (online)
- 1 ICE Talk with industry leaders and seasoned entrepreneurs
- Learning Materials – Lecture decks, Worksheets



DETAILED SCHEDULE



NEXT BATCH STARTS:

September 6

(Limited to only 30 serious entrepreneurs per cohort)

VENUE:

**SOM 210 Case Room,
Ateneo De Manila
University**

MODULE 1 (SEPTEMBER – OCTOBER 2025)

- 6 Sep: Plenary Class Day 1 – Intro to ICE & Whole Brain Thinking
- 13 Sep: Plenary Class Day 2 – Innovation Objectives & Sociological Insighting
- 20 Sep: Mentoring 1 (Online)
- 27 Sep: Plenary Day 3 – Psychological Insighting
- 4 Oct: ICE Talk 1 – Entrepreneurial Mindset & Opportunity Seeking
- 11 Oct: Mentoring 2 (Online)

MODULE 2 (OCTOBER – NOVEMBER 2025)

- 18 Oct: Plenary Class Day 4 – Ideation Part 1
- 25 Oct: Plenary Class Day 5 – Ideation Part 2
- 8 Nov: Mentoring 3 (Online)
- 15 Nov: Plenary Day 6 – Prototyping & Screening Ideas
- 22 Nov: ICE Talk 2 – Entrepreneurial Innovation
- 29 Nov: Mentoring 4 (Online)

MODULE 3 (JANUARY – FEBRUARY 2026)

- 10 Jan: Plenary Day 7 – Innovation Design & Storytelling
- 17 Jan: Mentoring 5 (Online)
- 31 Jan: Plenary Day 8 – Implementation Planning
- 7 Feb: Plenary Day 9 – The Innovative Organization
- 14 Feb: Mentoring 6 (Online)
- 21 Feb: ICE Talk 3 – The Innovative Organization

CONTACT

To inquire and enroll, contact
Ms. Jen Mendoza-Dela Cruz at
jmendoza@ateneo.edu



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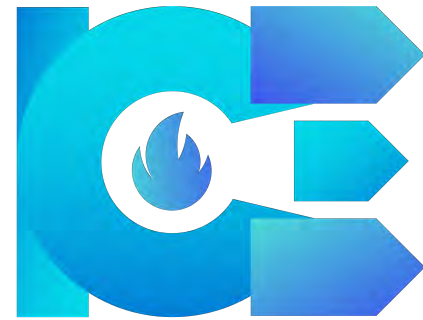


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INNOVATION
CAMP FOR
ENTREPRENEURS