

# WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the UN Global Compact Office

2020 UN Women Asia-Pacific WEPs Awards Regional Awardee Profile



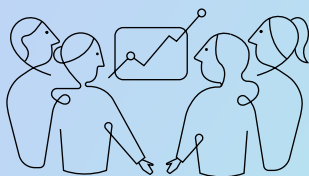
## Katrina Rausa Chan

Executive Director,  
QBO Innovatoint Hub

### QBO

**Country:** Philippines  
**Year Established:** 2016  
**Industry:** Tech Startups/  
Incubator/ Accelerator

**Website**  
[www.qbo.com.ph](http://www.qbo.com.ph)



### A Vision to Build an Ecosystem

Katrina Rausa Chan has been passionate about driving the startup ecosystem in the Philippines ever since she witnessed the growth potential of the sector while attending university in the US. After returning to the Philippines in 2012, she was the very first volunteer at an accelerator called IdeaSpace, a pioneering organization in the Philippines before startups were popular. A few years later, she eventually took on a full-time role there as Head of Growth and Strategy.

With a strong belief in the transformative potential of startups and a desire to contribute to a thriving startup ecosystem for her country, Kat launched QBO Innovation Hub in 2016. QBO is a first-of-its-kind organization in the Philippines, bringing together a public-private coalition among Idea Space, J.P. Morgan, the Department of Science and Technology, and the Department of Trade and Industry, to support tech startups at a national scale. Katrina plays an active role in advising startups and leading overall strategy for QBO's programs, and under her leadership, QBO has collaborated with 150+ institutional partners, conducted 500+ programs, and assisted over 500+ startups, connecting them with over 4 million USD in resources.

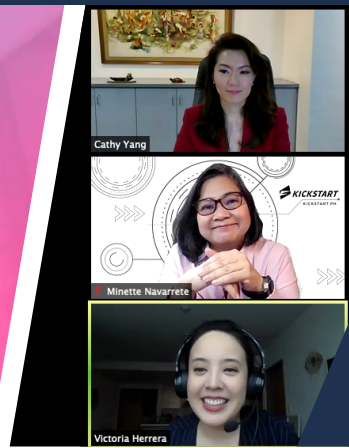
**QBO aims to develop the Philippines as a center for innovation and unleash the potential of an entrepreneurship-driven economy as a means to nation building, sustainable development, and inclusive growth.**



Photo: Courtesy of QBO



Photo: Startup Pinay Brunch Panel



Cathy Yang

Minette Navarrete

Victoria Herrera

## Bridging the Gap for Women in Tech

While the Philippines leads in many gender-indices, having topped a global survey on the role of women in senior management in the Grant Thornton International's 2021 Women in Business Report, the tech sector remains heavily male dominated. PwC's 2020 Philippine Startup Survey found that less than 20% of startups were women-founded and very few women hold CEO, CFO and CTO positions.

QBO has played a major role in opening space for women in the heavily male dominated tech startup sector in the Philippines. Although the many programs QBO runs to assist the startup community were designed to be inclusive and offered for free to all startups, female founders were consistently underrepresented. Leveraging her position as a leader in tech to bring gender issues to the fore of discussion, Kat advocated for and led the creation of Startup Pinay ('Startup Woman') in 2018, a QBO program that actively promotes opportunities for women to lead startups and scale their businesses.

Programs focus on three core pillars of Exposure, Networking, and Capacity Building. QBO offers SP members access to exclusive opportunities to gain sponsorship to participate in international startup conferences and promote their companies through print, online and broadcast media. QBO celebrates women founders through dedicated tracks at national events including Philippine Startup Week, and partners with global competitions including She Loves Tech and SoGal to promote recognition of Filipina talent. QBO also believes in the crucial role of male allies and provides incentives for male-led companies to develop female leaders and encourage women to step into leadership roles. Since SP's inception in 2018, the percentage of women who signed-up with the QBO QMMUNITY has increased by 64%.

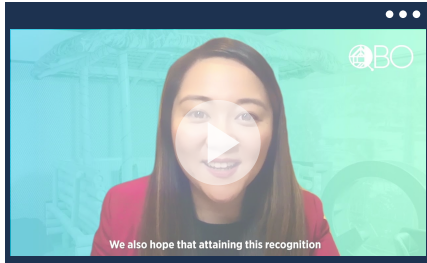


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*At QBO, we're working towards ensuring that equal gender representation in tech becomes the norm. Women like me need to be actively part of building, innovating and leading at the startups that will shape the future.*

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## Strategies for Sustainability



*Watch the testimonial video to learn more about QBO*

Seeking to amplify their work, QBO recently entered a three-year partnership with Investing in Women (IW), an initiative of the Australian Government that promotes women's economic empowerment in South East Asia. The partnership will enable QBO to take meaningful steps towards shifting gender norms, especially as it concerns the role of women as founders, workplace gender equality, and access to growth capital for women-owned and women-led enterprises in the Philippines.

A core activity of the partnership will be a campaign to shift gender norms that builds on Startup Pinay's existing work to profile strong female founders in the country, highlighting the success stories and struggles of #PinayTechSheroes and building other campaigns targeting millennials and youth. Through this, QBO aims to continue to increase female membership and encourage women to participate the startup space. In addition to opening doors for women, the campaign aims to reach millions of Filipinos and reinforce the message that startups are both aspirational and attainable, and that anyone, especially young women, can thrive in the tech industry.

## Women's Empowerment Principles



High-Level Corporate Leadership



Treat all Women and Men Fairly at Work without Discrimination



Employee Health, Well-Being and Safety



Education and Training for Career Advancement




Enterprise Development, Supply Chain and Marketing Practices



Community Initiatives and Advocacy



Measurement and Reporting

 [asiapacificwepsawards.org](http://asiapacificwepsawards.org)

   [@unwomenasia](https://www.instagram.com/@unwomenasia)  [linkedin.com/showcase/weprinciples/](https://www.linkedin.com/showcase/weprinciples/)

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