



**INTERNATIONAL CONFERENCE
STARTUP AND TECHNOPRENEURSHIP ECOSYSTEM**

ISTE

**Conference Program
&
Collection of Abstracts**



8th-11th May 2023

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International Conference on Startup and Technopreneurship Ecosystem

Date: 8th-11th May 2023

Co-hosted by Can Tho University and Tra Vinh University, Vietnam

Can Tho University (CTU)

Address: Campus 2, 3/2 Street, Xuan Khanh Ward, Ninh Kieu District, Can Tho City, Vietnam

Contact: Ms. Nguyen Thi Phuong Thao, Email: ntpthao@ctu.edu.vn, Tel: (+84) 982.909.275

Tra Vinh University (TVU)

Address: 126 Nguyen Thien Thanh Street, Ward 5, Tra Vinh City, Vietnam

Contact: Ms. Nguyen Thi Ngoc Van, Email: ntnvan@tvu.edu.vn, Tel: (+84) 914.465.090

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SCHEDULE

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Date	Time	Activity
8 th May	9:00 & 14:00	Picking up at Tan Son Nhat Airport at 2-time frames
	12:00	Lunch at Tra Vinh Guest House
	12:00 - 17:00	Accommodation registration
	18:30	Dinner at Tra Vinh Guest House
9 th May	6:30	Breakfast at Tra Vinh Guest House
	7:30	Delegation pick-up to TVU
	8:00	Morning conference (see Conference Agenda for details)
	11:15 - 13:15	Lunch
	13:15	Afternoon conference (parallel sessions, see Conference Agenda for details)
	17:00	Back to Tra Vinh Guest House and Dinner
10 th May	6:00	Breakfast and check-out
	6:45	Travel to CTU (2.5-hour trip)
	9:30	Welcome Ceremony at Administration Building, CTU, Campus 2
	10:00 - 12:30	Consortium meeting
	12:30	Lunchtime at CTU Guest House, Campus 1 (411, 30/4 Street, Hung Loi Ward, Ninh Kieu District, Can Tho City)
	13:45 - 15:00	CTU tour (College of Engineering, Maker Innovation Space, Hi-Tech Building)
	15:00 - 17:00	Visit Korean-Vietnam Incubator Park, Can Tho City
	17:30 - 18:15	Rest time
	18:30 - 20:30	Farewell party, Hotel Doan 30 (80A Nguyen Trai Street, Ninh Kieu District, Can Tho City)
	20:30	Return to hotel
11 th May	5:00 - 6:45	Visit Cai Rang Floating Market
	7:00 - 8:00	Breakfast
	8:00	Hotel check-out
	8:15 - 12:00	Travel to Tan Son Nhat Airport (3.5-hour trip) *All return flights should have departure time after 14:00

International Conference on Startup and Technopreneurship Ecosystem

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CONFERENCE AGENDA

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OPENING CEREMONY Date: 9th May 2023 Venue: Hall B71.101– 126 Nguyen Thien Thanh Street, Ward 5, Tra Vinh City, Viet Nam	
7:30 - 8:00	Registration and Reception (MC: Ms. Diep Bao Anh & Mr. Lam Son Dien)
8:00 - 8:30	Welcome Remarks Assoc. Prof. Dr. Nguyen Minh Hoa, Rector of Tra Vinh University Assoc. Prof. Dr. Tran Trung Tinh, Vice Rector of Can Tho University Summary of ISTE and Agenda Information Assoc. Prof. Dr. Phan Anh Tu, Conference program chair
PLENARY SESSION Venue: Hall B71.101 Chair: Assoc. Prof. Dr. Diep Thanh Tung Secretary: Ms. Nguyen Thi Ngoc Van https://zoom.us/j/9902140735?pwd=RWQzWUNtdkQybXlyZ0MvcGV1T3N0UT09 Meeting ID: 990 214 0735 Passcode: 670031	
8:30 - 9:00	Successful Entrepreneurship – How to Be a World Market Leader as an Entrepreneur? Keynote Speaker: Prof. Dr. Savas Tumis TVU and Technical University of Berlin
9:00 - 9:30	Building Stronger Communities and Ecosystems for Start-ups and Innovation Success through Collaborations Keynote Speaker: Dr. Josefina Abilay Department of Science and Technology Philippines (Government)
9:30 - 9:45	Gifting flowers to keynote speakers Group photo
9:45 - 10:15	Tea Break
10:15 - 11:15	INTERNATIONALIZATION OF START-UP SUPPORT ACTIVITIES (Discussion on opportunities for collaboration between universities in supporting student entrepreneurship and other fields) Chair: Assoc. Prof. Dr. Diep Thanh Tung Secretary: Ms. Nguyen Thi Ngoc Van
11:15 - 13:15	Buffet and Lunch breaks + Networking Venue: Hall B71.103

PARALLEL SESSIONS 1 ENTREPRENEURIAL BEHAVIORS AND PROMOTING START-UP ENTREPRENEURSHIP Venue: Tra Vinh Business Incubator Co-Chair: Assoc. Prof. Dr. Tran Trung Tinh, Vice Rector of Can Tho University Co-Chair: Prof. Dr. Savas Tumis, Tra Vinh University and Technical University of Berlin Secretary: Ms. Nguyen Thi Phuong Thao https://zoom.us/j/9902140735?pwd=RWQzWUNtdkQybXlyZ0MvcGV1T3N0UT09 Meeting ID: 990 214 0735 Passcode: 670031	
13:15 - 13:40	Factors Affecting The Entrepreneurial Orientations of the Chinese-Vietnamese in Can Tho City <i>Chau Thi Le Duyen, Phan Anh Tu, Tran Thi My Phuong, Nguyen Quang Nhat, and Quach Trung Kien</i> Can Tho University, Vietnam
13:40 - 14:05	An Entrepreneurial Value Creation Model-The Empirical Study of Graduates in the Mekong River Delta <i>Tran Thi My Phuong and Phan Anh Tu</i> An Giang University, Vietnam National University Ho Chi Minh City; Can Tho University, Vietnam
14:05 - 14:30	The Effect of Entrepreneurship Education on Students' Entrepreneurial Intentions <i>Le Thi Thu Trang, Nguyen Thi Phuong Dung, and Nguyen Thi Ngoc Tham</i> Can Tho University, Vietnam
14:30 - 14:55	Factors Affecting Entrepreneurial Intention of Students of Can Tho University <i>Chau Thi Le Duyen, Phan Anh Tu, Tran Thi My Phuong, Tran Thy Linh Giang, and Le Thi Kim Lon</i> Can Tho University and An Giang University (VNU-HCM), Vietnam
14:55 - 15:20	The Model of Enhancing and Promoting Startups at Tra Vinh University <i>Nguyen Van Vu An, Nguyen Thi Ngoc Van</i> Tra Vinh University, Vietnam
15:20 - 15:45	Salt Crushing and Iodizer Machine <i>Gonzales, Abigail N., Enriquez, Michelle D., Vivas, Ken Angelo M.</i> College of Engineering, Occidental Mindoro State College (OMSC), Philippines

<p>PARALLEL SESSIONS 2 ECOSYSTEM AND BUSINESS INCUBATORS Venue: Hall B71.101 Co-chair: Assoc. Prof. Dr. Diep Thanh Tung, TVU Co-chair: Dr. Kumaresan Magaswaran, APU Secretary: Mr. Lam Son Dien https://zoom.us/j/9902140735?pwd=RWQzWUNtdkQybXlyZ0MvcGV1T3N0UT09 Meeting ID: 990 214 0735 Passcode: 670031</p>	
13:15 - 13:40	<p>Review on Student-Founded Startups within university incubators in ASEAN <i>Shuyang Li, Angelina Seow Voon-Yee, Murali Raman</i> Asia Pacific University of Technology & Innovation (APU), Malaysia</p>
13:40 - 14:05	<p>Establishment of the Innovative Food and Agri-Biosystems Business Solutions for Startups at Mindoro State University (MinSU), Philippines <i>Levy B. Arago, Jr., Christian Anthony C. Agutaya and Mark Keylord S. Onal</i> Mindoro State University (MinSU), Philippines</p>
14:05 - 14:30	<p>The Palawan International Technology Business Incubator Framework and Its Best Practices <i>Fheter John Calanday, Maria Adela Lacao, Marjorie Española, Ramon Docto, Ma. Josefina Abilay</i> Palawan State University, Philippines</p>
14:30 - 14:55	<p>Ecosystem, Business Environment and Market Access in South Africa: Implication for SMEs Startups <i>Thoko Mayekiso, Ogujiuba Kanayo & Mazanai Musara</i> Centre for Entrepreneurship Rapid Incubator (CFERI) University of Mpumalanga (UMP), South Africa</p>
14:55 - 15:20	<p>Psychological Approaches to Interventions in Entrepreneurial Business Incubation <i>Musara M., Mayekiso T. & Ogujiuba, K.</i> University of Mpumalanga (UMP), South Africa</p>
15:20 - 15:45	<p>Managing an Incubation Centre Experience in A Malaysian University <i>Mr. Kumaresan, APU, Malaysia</i></p>
15:45 - 16:00	Tea break
<p>CLOSING CEREMONY Venue: Hall B71.101</p>	
16:00 - 16:30	<p>Feedbacks and remarks from chair sessions <i>Prof. Dr. Savas Tumis and Assoc. Prof. Dr. Diep Thanh Tung</i> Closing remarks and Publication of proceedings announcement <i>Assoc. Prof. Dr. Phan Anh Tu</i></p>

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COLLECTION OF ABSTRACTS

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**Factors Affecting the Entrepreneurial Orientations
of the Chinese-Vietnamese in Can Tho City**

Chau Thi Le Duyen¹, Phan Anh Tu¹, Tran Thi My Phuong²,
Nguyen Quang Nhat¹, and Quach Trung Kien¹

¹*School of Economics, Can Tho University*

²*An Giang University, Vietnam National University Ho Chi Minh City, Vietnam**

ABSTRACT

This study aims to determine the factors affecting the entrepreneurship of the Chinese-Vietnamese entrepreneurs in Can Tho city with a sample size of 105 the Chinese-Vietnamese business owners. Regression analysis results show that there are 05 factors with 14 observed variables affecting the entrepreneurship of the Chinese-Vietnamese entrepreneurs in Can Tho city, including “Entrepreneurial Inspiration”, “Policy support”, “Family background”, “Social Networks” and “Financial Capital”. The implication of this study is to help the government learn from the reality and propose better supportive policies on enhancing startup activities.

Keywords: *Can Tho, Chinese-Vietnamese Entrepreneurs, Entrepreneurship*

Review on Student-Founded Startups within University Incubators in ASEAN

Shuyang Li, Angelina Seow Voon-Yee, and Murali Raman
The Asia Pacific University of Technology and Innovation, Malaysia

ABSTRACT

A great value was contributed by numerous successful student-founded startups which strongly encouraged other university students to found startups within university incubators in recent decades globally. Hence, startups within university incubators in ASEAN speed up to follow the manner of analogous startups in most developed countries. However, startups failed at high rate within university incubators in ASEAN. With that in mind, this study aims to find out the critical success factors (CSF) via capturing and synthesizing extant literatures. According to the findings of literature review, this study stems from numerous factors to intensively discuss the existence of entrepreneurial curriculum and programs, availability of university's supports, and personal motivations. The outcomes of this literature review informed that there were limited and sparse knowledge on this emerging phenomenon, with the mere existence of descriptive studies, a lesser extent, and cases inquiries. Recognizing these gaps in this juncture, this study sets the base for future empirical examination to provide conceptual insights that could remarkably support student-founded startups within university incubators to be successful, a clear guidance for startups within business incubators, and further enhancing of entrepreneurship in universities and nations.

Keywords: ASEAN, CSF, Student-Founded Startups, University Incubators

An Entrepreneurial Value Creation Model: The Empirical Study of Graduates in the Mekong River Delta

Tran Thi My Phuong¹, and Phan Anh Tu²

¹*Department of Economics-Business Administration, An Giang University, Vietnam National University Ho Chi Minh City, Vietnam*

²*Department of International Business, Can Tho University, Vietnam*

ABSTRACT

In recent years, entrepreneurial value creation has gained attention in entrepreneurial research. This study examines the relationship between entrepreneurial intention, entrepreneurial opportunity recognition, entrepreneurial competency, and entrepreneurial value creation model based on the entrepreneurial value creation theory of Mishra and Zachary (2014). The research context is the Mekong River Delta. The survey objectives are 627 graduates living and starting up in the Mekong River Delta. The empirical findings show that seven factors are positively related to entrepreneurial intention including subjective norm, perceived behavior control, attitude toward behavior, education support, family, structural support, and formal support. Education support (ES), Perceived behavior control (PC), and Subjective norms (SN) impacted the most strongly on Entrepreneurial intention (EI). In addition, five factors are concluded to be positively related to entrepreneurial opportunity recognition including prior knowledge, active searching, alertness, social network, and creativity. The strong impacts on opportunity recognition are Prior knowledge (PN) and Creativity (CR). Especially, two factors influencing entrepreneurial competencies are entrepreneurial intention and entrepreneurial opportunity recognition. Also, entrepreneurial competencies are proven to be positively related to the entrepreneurial value creation model. Furthermore, the research shows that four components of the entrepreneurial value creation model are efficiency, novelty, lock-in, and complementarities.

Keywords: *Entrepreneurial Competency, Entrepreneurial Intention, Entrepreneurial Value Creation, Entrepreneurial Opportunity Recognition*

The Effect of Entrepreneurship Education on Students' Entrepreneurial Intentions - The Case of Can Tho University

Le Thi Thu Trang, Nguyen Thi Phuong Dung, and Nguyen Thi Ngoc Tham
School of Economics, Can Tho University, Vietnam

ABSTRACT

The aim of study was conducted with assessing the influence of entrepreneurship education on the entrepreneurial intention of students at Can Tho University. The study was conducted with a survey of 426 Can Tho University's students who currently have entrepreneurship as one of their courses in their institution. Cronbach's alpha, exploratory factor analysis (EFA) and structural equation modeling (SEM) are used to test the reliability of the scale and the relationships of the factors in the theoretical model. The research results show that the research has built a set of criteria to measure the elements the concept of entrepreneurship education. Especially, adding a new scale "entrepreneurial oriented activities" in the scale of entrepreneurial education components. The study also shows that Entrepreneurship education has an indirect impact through subjective norms (opinions of relatives, friends and social views), attitude and perceived behavior control. And then, they have positive effects on students' entrepreneurial intention. The research results emphasize the need to strengthen entrepreneurship education at Can Tho University because the entrepreneurship education program will arouse the entrepreneurial spirit of students.

Keywords: *Can Tho University, Entrepreneurship Education, Entrepreneurial Intention, Students*

Factors Affecting Entrepreneurial Intention of Can Tho University's Students

Chau Thi Le Duyen¹, Phan Anh Tu¹, Tran Thi My Phuong²,
Tran Thy Linh Giang¹, and Le Thi Kim Lon¹

¹*School of Economics, Can Tho University, Vietnam*

²*An Giang University, Vietnam National University Ho Chi Minh City, Vietnam*

ABSTRACT

The research results show that the factors affecting the entrepreneurial intention of Can Tho University students are ranked in order of influence from high to low (1) Finance, (2) Support from family, (3) Entrepreneurial Inspiration, (4) Risk, (5) Creative idea (6) Education, the variable Risk alone is negatively related to the negative Beta coefficient. The model's adjusted R² value is 0.662, showing that 66.2% of the variation in the entrepreneurial intention of Can Tho University students is explained by factors in the research model. The t-test shows that gender has no relationship with students' entrepreneurial intention. The findings also show no difference between income, industry groups, and courses with entrepreneurial intention. The implication of this study goes without any limitation for devised government support policy.

Keywords: *Can Tho University, Entrepreneurial Intention, Factors, Students*

The Model of Enhancing and Promoting Startups at Tra Vinh University

Nguyen Van Vu An¹, and Nguyen Thi Ngoc Van²

¹*Center for Innovation and Entrepreneurship, Tra Vinh University, Vietnam*

²*Faculty of Foreign Languages, Tra Vinh University, Vietnam*

ABSTRACT

Universities are places to research and develop new technologies and new business models. Therefore, this is the ideal environment for innovative ideas. However, the setting for promoting entrepreneurship and innovation in universities needs to be further improved to increase the number of successful businesses, create more jobs, and improve the local economy and society. The article shares some initial startup support results from the student startup support model of Tra Vinh University, thereby raising a few recommendations to improve the effectiveness of startup support in universities.

Keywords: *Innovative Ideas, Startup, Students*

Feasibility for Innovative Food and Agri-Biosystems Startups: A Business Incubator

Christian Anthony C. Agutaya, Mark Keylord S. Onal, and Levy B. Arago, Jr.
Mindoro State University, Philippines

ABSTRACT

Innovative Food and Agri-Biosystems Startups (iFABs) in the Philippines was a business incubator to be run by Mindoro State University (MinSU) with the goals of fostering entrepreneurship, creating jobs, accelerating the growth of new and existing businesses, encouraging the commercialization of university research, and improving access for small businesses to resources like campus facilities, faculty, and students. This study considered the market viability for a business incubator, estimated expenditures, and offered suggestions for the best methods for building and running the facility. The results of the feasibility research will be used to develop an incubator concept that can be applied to the food, IT, and post-harvest machinery sectors and that satisfies market and organizational needs. The accomplishments it can demonstrate through quantitative performance metrics will need to be taken into account when determining the level of future financial support for its activities. Thus, the proposed business incubator will promote the establishment of new businesses and help to increase the likelihood of those enterprises.

Keywords: *Agri-Biosystems Startups, Business Incubator, Innovative Food*

Psychological Approaches to Interventions in Entrepreneurial Business Incubation

Musara M., Mayekiso T., and Ogujiuba, K.
University of Mpumalanga, South Africa

ABSTRACT

Extant literature confirms that psychological dimensions such as personality and cognition are highly correlated with entrepreneurship (business start-up and growth). Yet, very little is known regarding the application of psychological approaches in business incubation interventions such as mentorship and other support mechanisms for start-ups including, but not limited to health and well-being of start-up founders, counseling, personality profiling for matchmaking purposes, entrepreneurial leadership behavior, and developing entrepreneurial mindsets. Drawing from personality and cognitive theories as well as extant literature, we explore the application of psychological approaches in business incubation interventions. Furthermore, through integrating approaches across the discipline of psychology and entrepreneurship, the paper proposes a conceptual framework to illustrate how psychology theories could be applied in business incubation centers. Further studies to empirically test the proposed conceptual framework in existing business incubation centers are imminent. This paper contributes to the nascent multi-disciplinary entrepreneurship theory and practice.

Keywords: *Business Incubation, Entrepreneurship, Psychological Approaches*

Salt Crushing and Iodizer Machine

Gonzales, Abigail N., Enriquez, Michelle D., Vivas, and Ken Angelo M.
College of Engineering, Occidental Mindoro State College, Philippines

ABSTRACT

This study compared an existing salt crusher machine in salt industry. The cost and the effectiveness of maintenance are then compared in order to find the best process in crushing and iodizing procedures. The cost and effectiveness based (functionality, durability, aesthetic and safety) were measured that will be used in the preventive maintenance or replacement of material components of the machine considering the age-replacement. are then compared in order to find the best maintenance In this study, researchers used corrosion-resistant stainless steel in the machine since salt can cause the corrosion of metal at high humidity level. Also in terms of bagging/packaging, we choose “Big size bags”, because the researchers believed that right-chosen package protects salt from the negative impact of the environment and saves product during transportation and storage. The salt crusher and iodizer machine was also a green machine, pollution-free, low noise, alone equipped with aggregate room, dust chamber, so that dust is fully collected, to meet customer needs for cleanliness, as the whole dynamic balancing outstanding.

Keywords: *Crusher, Effectiveness, Iodizer, Preventive Maintenance*

Ecosystem, Business Environment and Market Access in South Africa: Implication for SMEs Startups

Thoko Mayekiso, Ogujiuba Kanayo, and Mazanai Musara
Centre for Entrepreneurship Rapid Incubator, University of Mpumalanga, South Africa

ABSTRACT

South Africa's small business sector is vital to the country's economy. In 2018, the national unemployment rate rose to 27.2%, with over 250,000 jobs lost in key industries. Due to South Africa's low growth and high unemployment levels, entrepreneurship has emerged as a critical solution for long-run economic growth. Nonetheless, small and medium-sized enterprises (SMEs), continue to struggle in South Africa due to a variety of challenges, and their survival rate is concerningly low. Furthermore, according to the Global Entrepreneurship Monitor (GEM), in 2016, most SMEs did not survive more than five years. The overarching question that this article addresses is to what extent the elements of Environment and Market in the Ecosystem are an impediment to the success of SMEs. The analysis used a Two-Way Analysis of Variance (ANOVA) and Frequency Counts. ANOVA investigated the impact of market access and the business environment on ecosystem levels. SMEs were divided into three groups based on their market access (Low Market Access; Medium Market Access; High Market Access). Market access had a statistically significant main effect [$F(2,1477)=3.61, p=.03$] with a moderate effect size (partial eta squared=.328). The business environment was also significant, but with a much lower partial eta squared. Posthoc comparisons using the Tukey HSD test revealed that the mean scores for the groups differed significantly. The main effect for the business environment [$F(2,1477)=.186, p=.035$] as well as the interaction effect [$F(2,1477)=2.207, p=.35$] were statistically significant. According to ANOVA findings, both market access and business environment are significant factors influencing the South African entrepreneurial ecosystem. The lack of competition and investment in the economy is largely due to a failure to effectively open the economy to start-up incubation and increased participation by SMEs. While the government expects SMEs to abide by various rules, it should assist them in navigating the challenging business environment, lower barriers to doing business, and open-up access to markets. Policymakers should also work to support the formation of start-ups and alliances between SMEs and bigger corporations by offering incentives for cooperation, to provide SMEs more access to markets for market expansion.

Keywords: *Barriers; Business; Entrepreneurship; JEL Classification: M21, 012, 040, 047; Market; SMEs*

The Palawan International Technology Business Incubator Framework and Its Best Practices

Fheter John Calanday¹, Maria Adela Lacao¹, Marjorie Española¹,
Ramon Docto¹, and Ma. Josefina Abilay²

¹*Palawan State University, Philippines*

²*Department of Science and Technology, Mimaropa, Philippines*

ABSTRACT

The Palawan International Technology Business Incubator (PITBI) is one of the universities established TBIs in the Philippines and one of the two in MIMAROPA region. The TBI was established under a Memorandum of Understanding between the Palawan State University, Department of Science and Technology-MIMAROPA (DOST-MIMAROPA) and E3 Hub (international company). The study aimed to assess the Palawan International TBI framework and best practices in incubation of the startups. A descriptive method was used by a structured survey questionnaire through Google form and an interview was used to validate the results. The nine startups of Palawan International TBI were the respondents. A framework indicating the success metric for TBIs was developed that covers the TBIs' service provisions and internal capacity. PITBI has enumerated their best practices based on the assessment of their startups and overall, they are successful in mentoring their startups.

Keywords: *Startups, Startup Ecosystem, University Technology Business Incubator Framework*