

THE **ASIA** CEO

VOLUME 1

UNVEILING ASIAN SUCCESS

**USING TECHNOLOGY TO
GAIN A COMPETITIVE
EDGE**

*IS CRUCIAL FOR
COMPANIES THAT WISH TO
THRIVE IN THE FAST-
PACED BUSINESS WORLD
OF TODAY.*

**INVEST IN THE
RIGHT
TECHNOLOGY,
AUTOMATE
PROCESSES, USE
DATA
ANALYTICS,
EMBRACE
CLOUD
COMPUTING...**



iPhiTech INTERNATIONAL
PHILIPPINE
TECHNOLOGIES

**TECHNOLOGY
MAY HELP
BUSINESSES**

*IMPROVE THEIR
PRODUCTS AND
SERVICES, REACH
MORE CONSUMERS,
AND STREAMLINE
OPERATIONS.*

*STAY UP-TO-
DATE WITH
NEW*
**TECHNOLOGIES,
FOCUSING ON
USER
EXPERIENCE**
*AND
COLLABORATE
WITH OTHER
BUSINESSES*

TECHNOLOGY'S COMPETITIVE ADVANTAGE

SAVVY STRATEGIES AND PRACTICES

TO HARNESS THE POWER OF TECHNOLOGY AND LEAVE YOUR
COMPETITORS IN THE DIGITAL DUST!

LETTER FROM THE EDITOR

by Mark Vincent Enriquez

Dear Reader,

Welcome to the inaugural edition of Asia CEO Magazine! We are absolutely thrilled to have you join us on this exciting journey. Our mission is to provide you with top-notch information, motivation, strategies, tools, and inspiration that will propel you towards success in the dynamic world of business.

At Asia CEO Magazine, we believe in the power of the 5 "Essential Elements" that define our core values. These elements, namely fun, independence, adventure, collaboration, and contribution to society, serve as the guiding principles behind everything we do. We believe that by embracing these values, you can unlock your full potential and achieve remarkable success.

In the upcoming editions of our magazine, we will delve deeper into these values, uncovering strategies and insights that will help you navigate the ever-changing business landscape. Exciting plans are in the pipeline, and we can't wait to share them with you!

**“TECHNOLOGY IS
A POWERFUL TOOL
THAT CAN HELP
BUSINESSES
MAXIMIZE THEIR
PERFORMANCE”**



SO READ ALONG, AS THERE ARE TONS TO DISCUSS...

Let's start by exploring the first Essential Element - Intellectual Property Alchemy. This element encompasses the creation of intellectual property, particularly in the form of digital education that can be sold online. By developing valuable intellectual property, you not only gain the freedom to lead a location-independent lifestyle but also position yourself as a thought leader in your industry.

Moving on to the second Essential Element - promotion, monetization, and leverage. This element focuses on transforming your content into revenue-generating opportunities. It's not just about having a well-designed plan; true success lies in turning a single transaction into multiple transactions. Leverage becomes the key to unlocking exponential growth and maximizing your business's potential.

Our magazine platform provides a unique opportunity for contributors to reach thousands of people by leveraging the power of collaboration. Each member drives traffic to the platform, creating a win-win situation for everyone involved. By tapping into this collaborative marketing platform, you can amplify your reach and connect with a diverse audience.

The third Essential Element - operations, processes, and systems - is where sanity resides. Successful businesses thrive because they have standardized procedures governing their foundation. From customer greetings to staff hiring, and from accounting to legal matters, each task needs to be documented and systemized for a smooth-running business, even in your absence. By establishing efficient operations and processes, you can ensure sustainable growth and long-term success.

Now, let's talk about the most crucial Essential Element - Personal Mastery. This element is all about winning your inner game. It means giving yourself permission to succeed, forgiving past mistakes, and maintaining the discipline to achieve your goals. Without progress in Personal Mastery, the other elements lose their significance. By excelling in Personal Mastery, you become your own cheerleader, overcoming any fears or doubts that may hold you back. This is when the real magic happens!

Last but certainly not least, we have the fifth Essential Element - the Lifestyle of AWESOME! This element embodies the idea of living life to the fullest. It's about vibrant health, travel, adventure, and meaningful relationships. It's about giving back to your community and the planet. Your Lifestyle of AWESOME is a reflection of your success and fulfillment in all areas of life. Embrace it, cherish it, and let it inspire you to create a lasting impact.

We hope that this vision resonates with you as much as it does with us. Our goal is to equip you with the tools, strategies, community, and support you need to achieve YOUR Lifestyle of AWESOME! Each month, we will bring you valuable information from The Institute's incredible faculty, ensuring that you have access to the latest insights and trends.

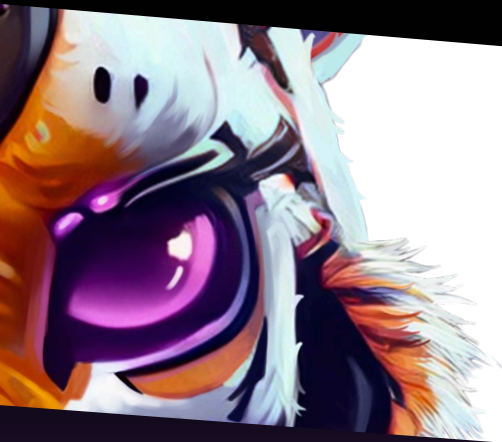
We encourage you to share your thoughts, comments, and questions. This magazine is all about YOU, and your voice matters to us. Let us know what you think and how we can continue to serve you better.



ENJOY THIS MONTH'S ISSUE



Filled with a wealth of great information that you can implement in your business and your life. We would also like to express our heartfelt gratitude to our faculty for their invaluable contributions to this inaugural edition.



**IT IS WITH YOUR SUPPORT THAT WE ARE
ABLE TO MAKE A DIFFERENCE.**

**WELCOME ABOARD!
HERE'S TO YOUR
LIFETIME OF AWESOME!**

Benjamin Yalung III, the current Vice President for Operations of International Philippine Technology or “iPhiTech”, a leading web and software engineering company based in the Philippines, is set to become the next Chief Executive Officer of one of the most prominent IT companies in the country. Mr. Yalung, who has been with iPhiTech since its establishment in 2019, has played a vital role in providing innovative and high-quality IT and digital solutions to various industries, both in the local and global markets. He has also contributed to the growth and development of iPhiTech, making it one of the most trusted and respected IT companies in the Philippines.

A portrait of Benjamin Yalung III, a man with dark hair tied back and a mustache, wearing a light pink blazer over a grey sweater. He is resting his chin on his hand in a thoughtful pose. The background is a soft, out-of-focus light blue and white.

SPOTLIGHT: BENJAMIN YALUNG III

VP OF OPERATIONS

He develops strategies to increase profitability and reinforce organizational values alongside senior leadership personnel; provide insights on company needs through collaborations with Directors or Department Managers; analyze complex operational data and devise solutions for continuous improvement.



M T . M A Y O N

iPhiTech

AND THE JOB TRENDS IN TECH TODAY

Buckle up for a captivating journey through the vibrant world of iPhiTech! From redefining remote work to pushing the boundaries of cutting-edge tech, this is where trends come to life in spectacular fashion.

Fasten your seatbelts and prepare for an exciting journey through the iPhiTech universe! Initiate a voyage in which remote work is redefined and the boundaries of cutting-edge technology are boldly pushed. Here, trends are more than mere fads; they're narratives that come to life in breathtaking fashion. iPhiTech does not follow trends; rather, it creates them. This is where job trends in the digital world flourish like never before, from remote work revolutions that transcend borders to pushing the very limits of technological innovation. At iPhiTech, trends are not merely observed – they are created.





EMERGING JOB OPPORTUNITIES IN *THE DIGITAL LANDSCAPE*

More and more job opportunities arise in the digital world, and iPhitech is at the center of it. As technology speeds up, a lot of possibilities open up, iPhitech assists in building innovations and careers. From rethinking how remote work is done to making tech solutions that are better for the environment, the world offers a wide range of choices to try. Get ready for the future by taking on jobs like:

Remote Work Opportunities

iPhitech embraces the idea of setting up employees' own workplace at the comfort of their respective homes while maintaining the good quality of their work.

Web Designing

A job that goes beyond just creating a design for your website; experts at iPhitech are masters also of innovation, guaranteeing to structure your website based on the modern trends.

Graphic Designing

Proving that IT is an art, iPhitech's graphic designers strive hard to create images and layouts that surely make a big impact.

Embrace iPhitech's pioneering spirit, which helps not only industries but also jobs that do well in the digital age to change and grow.



INDUSTRY- SPECIFIC JOB TRENDS AND PROJECTIONS

Knowing the ins and outs of your sector gives you an advantage as occupations shift and new ones emerge. Every company has a unique tale of transformation to tell, whether it is at the level of technology, healthcare, finance, or environmental impact.

By understanding these changes, you'll be able to move through the changing currents of your chosen field and make job decisions that fit with the pulse of the professional world, which is always changing.

In a world
where things
are always
changing...

*it's not just smart to know
what the trends and
predictions are for your
field; it's also the compass
that will lead you to a
successful, fulfilling job.*

ABIGAIL CUENCO

AVP OF OPERATIONS

Abigail develops strategies to increase profitability and reinforces organizational values alongside senior leadership personnel; provides insights on company needs through collaborations with Directors or Department Managers; analyzes complex operational data and devise solutions for continuous improvement.



Jennifer —
Project Manager

Jennifer plans and oversee various projects to ensure they are completed in a timely fashion and within budget.

Also, she plan and designate project resources, prepare budgets, monitor progress, and keep stakeholders informed the entire way.

FUTURE FASHION PREDICTIONS

— Maverick
Team Lead

Maverick leads the team to success by contributing to the achievement of the organizational goals and drive sales.

With his strong guidance, instruction, training, and leadership skills, he monitors and supervises the team, ensuring maximum performance and success.

Peek into the crystal ball and explore what the future holds for Tech Chic. Will AI-generated designs become the next big trend? In what ways can wearable technology develop in the years ahead?

TECH CHIC:

WHERE LEISURE MEETS IT FASHION

by Harvey Tuazon
Multimedia Director

He provides our creative team with creative guidance and ideas to launch new impressive projects.

He implements the creative vision and become the point of reference for any creative plan that wants to make its way to the customers.



Technology and fashion are two fields that are constantly evolving and influencing each other. Today, more and more IT professionals are embracing their tech savvy and style sense, creating a new trend called tech chic.

Tech chic is all about combining functionality, comfort, and aesthetics in your wardrobe, whether you are working from home, in the office, or on the go.

SOME OF THE FEATURES OF TECH CHIC ARE:

- Wearing smart devices that can help you stay connected, informed, and healthy, such as smartwatches, fitness trackers, or wireless headphones.
- Choosing clothes and accessories that are versatile, durable, and easy to care for, such as:

Cashmere sweaters, collared shirts, drawstring pants, and modern sneakers that can take you from a Zoom meeting to a coffee run.

Pieces that have hidden pockets, water-resistant fabrics, or anti-wrinkle features that can make your life easier.



Lee Timbol
Web Engineer

■ Expressing your personality and creativity through your outfits, such as:

Mixing and matching colors, patterns, and textures to create a unique look that reflects your mood and interests.

Accessorizing with fun and fashionable items that have a tech twist, such as keyrings, stickers, badges, phone cases, or jewelry that double as payment devices.

Customizing your smartwatch with different bands, faces, or widgets to suit your style and needs.

John Michael effectively defines the project's goals, objectives, and scope, and develops a comprehensive project plan that clearly outlines the necessary tasks, timelines, and resources.

He diligently communicates with both the project team and stakeholders, adeptly manages risks and issues, and closely monitors progress to guarantee that the project remains on course.

Michael Bandarlipé
Project Manager





Micklien is the motivating force for the project team, ensuring a smooth workflow. With his strong leadership skills, he effectively addresses challenges and fosters teamwork to achieve project goals.

— Micklien Basilio
Project Lead


TECH CHIC IS NOT
JUST A FASHION
STATEMENT. IT IS
ALSO A LIFESTYLE
CHOICE THAT
SHOWS YOU ARE
CONFIDENT,
INNOVATIVE, AND
ADAPTABLE.

BY EMBRACING
TECH CHIC, YOU
CAN ENJOY THE
BEST OF BOTH
WORLDS: LEISURE
AND IT FASHION.

Rhyn has a strong design foundation, he adeptly oversees projects, guiding his team with collaborative flair. From branding to digital experiences, his innovative touch and attention to detail leave a lasting mark. Keen on emerging trends, he infuses versatility into his work, while seeking diverse inspirations to fuel his creativity.

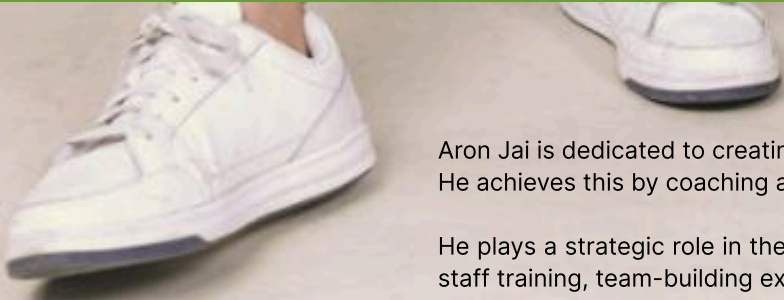
Rhyn Sagaoinit —
Creative Lead





— Aron Jai Bajamundi
Project Lead

TECH CHIC



Aron Jai is dedicated to creating a positive client experience. He achieves this by coaching and managing his team effectively.

He plays a strategic role in the execution of daily operations, overseeing staff training, team-building exercises, and performance reviews.

Paul oversees the overall planning and resource allocation for the entire team to ensure that all iPhiTech's projects are staffed with the best people for the job.

Moreover, he improves the project's overall flow by balancing employees' workload and overcoming resource shortages or late deliveries.

Paul Campos
Success & Resources Manager



TECH CHIC

Bonipher Marimla
Project Manager



Bonipher takes a proactive approach to ensuring effective project launches.

With an emphasis on respect and value for our customers as well as equitable workloads for employees, his goal is that each venture runs smoothly from start to finish – with no sacrifice in quality or timeliness!



TRAVEL & ADVENTURE: TRAVEL TO PHILIPPINES IN 2023



When was the last time you had the chance to travel

with leisure on the side? Like, you're working but it feels like you're just hanging around because you are in such a lovely place that is perfect for both work and rest. Our trip to Baguio for a partnership seminar was a good example for this!

iPhitech executives and staff had a taste of the Philippines' summer capital, Baguio City last July. It was a perfect venue for gatherings and seminars because of its cool and comfy ambiance. Some of the notable people during the events were iPhitech's VP for Administration, Mr. Jeri Cantillero, VP for Operations, Mr. Benj Yalung, and Assistant VP, Miss Abby Cuenco, among others.

Here we'll show you some of the awesome places and sightseeing places our team visited that you can visit in your next getaway and others you'll love to go to!

HOT SPOTS YOU CAN ADD IN YOUR ITINERARY FOR BAGUIO CITY 2023



BOTANICAL GARDEN

Located on Leonard Wood Road between Wright Park and Teacher's Camp. This is a great place to learn about the biodiversity and history of the Cordillera region. In addition to local flora, you may also view exotic plants and flowers from throughout the world.

You can also interact with the Igorot people who live in the park and learn about their traditions and customs. The park is also a peaceful and relaxing spot where you can enjoy the fresh air and scenery.

Our team went to this place before attending a seminar and they say that this was a sightseeing tour and brings great memories to remember by when they get home.

MINES VIEW OBSERVATION DECK

For a stunning view of the mountains and valleys, head to Mines View Park. This is an overlook park that offers a panoramic view of the Cordillera mountain range. You can also rent a horse and ride around the park, or take photos with traditional costumes at the Cordillera Village.

Mines View Park is a must-see for anyone who wants to witness the beauty and majesty of the Cordillera mountains. You can see the contrast between the green hills and the rocky cliffs, as well as the old mines that used to be a source of livelihood for many people.

If you have a group and want to share the sights together like our team at iPhiTech. It's better to get that nice picture of the greeny view as your background and preserve it in your memories.





WRIGHT PARK

Another well-liked Baguio park, this one honoring the man who pushed for its creation: Governor Luke E. Wright. The park is conveniently situated close to The Mansion, the President of the Philippines' official vacation house.

Wright Park is a wonderful place for anyone who appreciate both nature and culture. The Pool of Pines, with its symmetrical reflection of the surrounding trees and architecture, is a sight to behold.

The Wright Park Riding Circle offers horseback riding with a variety of horses to pick from. You can also go to the Ketchup Food Community, which has a wide selection of restaurants, or check out the local attractions, which are open to the public on certain days.

2023



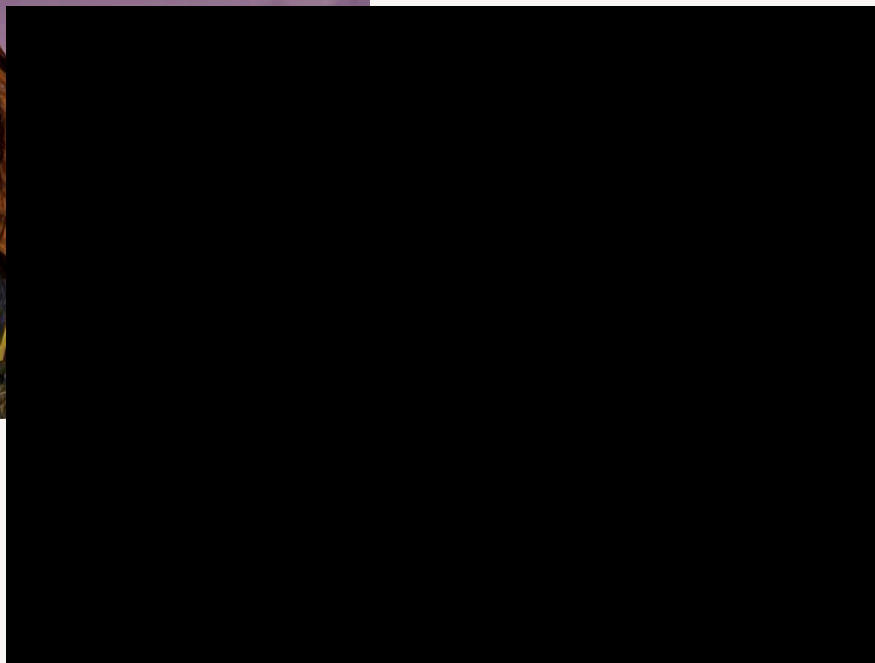
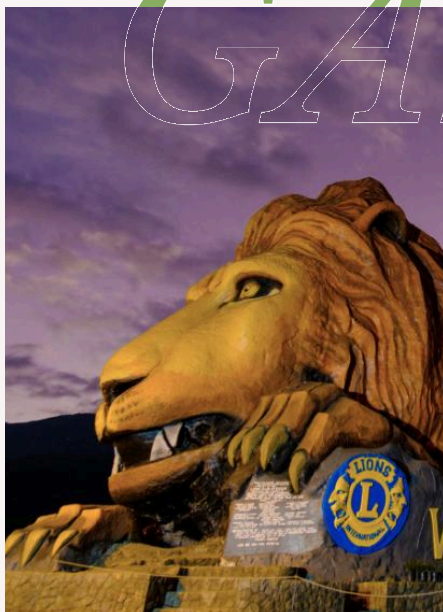
BURNHAM PARK

Burnham Park is a historical landmark and a popular recreational area in Baguio. In 1905, it was included in the city's master plan created by American architect Daniel Burnham. There is a tiny lake in the park where you may rent a boat and go for a paddle. Gardens, play areas, picnic spots, and sports facilities round out the package.

Burnham Park is an excellent place to socialize and have a good time with your loved ones. There are many options for entertainment, so you can pick something that really speaks to you.

In the park, you can rent a boat, ride bikes or roller skates, play games, or just take it easy. Baguio is known for its many delicious treats, and you may sample several of them here.

GALLERY



VP OF ADMINISTRATION

Jerry is the key person in monitoring and reporting on the organization's overall health and success by spearheading the development and implementation of all administrative policies and procedures pertaining to the hiring and mentoring of staff, training and development, compliance, and preparing and managing budgets.

LEVERAGING TECHNOLOGY FOR COMPETITIVE ADVANTAGE: STRATEGIES AND BEST PRACTICES

BY JERI CANTILERO

Businesses must leverage technology to their advantage to succeed in today's world. Businesses may use technology to improve their products and services, attract new clients, and streamline operations. In this article, we'll talk about the tactics and best practices businesses may use to gain a competitive edge through technology.



Strategies for Leveraging Technology for Competitive Advantage

1. Invest in the right technology:

Investing in the appropriate tools is the first step in utilizing technology for competitive advantage. Businesses should research and invest in the most pertinent technologies to their sector. For instance, investing in mobile apps and e-commerce platforms might expand your consumer base and revenue if you work in the retail sector.

2. Automate processes: Another important tactic for using technology to your advantage is automation. Businesses can give their staff more time to focus on more crucial activities by automating monotonous operations. Additionally, automation can increase productivity and decrease error rates for firms.

3. Use data analytics: This is also an effective technique that companies may employ to obtain a competitive edge. Businesses can learn more about customer behavior and preferences by studying customer data. This data can be utilized to enhance goods and services and develop more precise marketing strategies.

4. Embrace cloud computing: Businesses can gain a competitive edge by using cloud computing. This technology allows them to cut costs, enhance flexibility, and scale up their operations.

Best Practices for Leveraging Technology for Competitive Advantage

1. Stay up-to-date with new technologies:

Businesses need to keep up with emerging technologies to stay ahead of the competition. This entails keeping an eye on new trends and investing in cutting-edge technology when it becomes accessible.

2. Focus on user experience: Another important aspect of using technology to your advantage is user experience.

Businesses should concentrate on developing goods and services that are user-friendly and beneficial to clients.

3. Collaborate with other businesses:

Collaboration is another important tactic for leveraging technology. By partnering with other enterprises, businesses can share resources and knowledge and create new opportunities.

Using technology to gain a competitive edge is crucial for companies wishing to
thrive in today's fast-paced business world. *Organizations can obtain a competitive edge and prosper over the long term by making the correct technological investments, automating operations, utilizing data analytics, adopting cloud computing, remaining current with new technologies, emphasizing user experience strongly, and working with other organizations.*

CAN *AI* REPLACE CEOs?

— by **Ronaldo German**

Investor and Retired entrepreneur

Not just an avatar . . .

Ronnie is an experienced investor & entrepreneur with a diverse range of expertise in various roles. As part of his consultancy work, his primary focus and enthusiasm lie in the realms of brand and business development.

Business leaders provide leadership, decision-making, and responsible for innovation, strategy and action. They have emotional intelligence, special skills and expertise.

Many admire the likes of Warren Buffet, Elon Musk, Mark Zuckerberg, Apple's Tim Cook, Microsoft's Satya Nadella, and Google/Alphabet's Sundar Pitchai. Is it possible to clone them? Can they be replaced by AI?

A number of Asians reached global CEO status. It is interesting to note that several originated from India. Aside from Satya Nadella and Sundar Pitchai, there's Arwind Krishna of IBM, Adobe's Shantanu Narayen, Deloitte's Punit Renjen, Novartis' Vasant Narasimhan, Micron's Sanjay Mehrotra, Starbucks' Laxman Narasimhan, YouTube's Neil Mohan, Chanel's Leena Nair, and so on.

Another notable Asian CEO is Nvidia's Jensen Huang from Taiwan.

Most of the world's top CEOs earned an MBA degree. Engineering is the next field of study.

Amongst Asians, why is there a significant number of Indian CEOs? Some may say that India has a huge population of 1.4 billion people, with 32 million working overseas. Or is it the Indian DNA. They are described as not afraid of handwork. They persevere. India has a good educational system and robust tech culture. Indians are raised to be assertive. They are resilient. On top of that, they are English speaking. And known for their work ethic and adaptability. They are comfortable engaging with other types of people.

An example is what Sundar Pichai had to endure to become a world-renowned CEO. He comes from a poor family in India. His trip to the U.S. costs more than his father's annual income. He faced culture shock. But he succeeded through hardwork, perseverance and passion.

HE WAS QUOTED AS SAYING:

“IT’S THE IDEA THAT MATTERS. NOT WHERE YOU CAME FROM. DON’T BE AFRAID TO TAKE RISKS IN LIFE.”

CEOs have soft skills, can work collaboratively in diverse teams, make judgement calls, adapt to new opportunities and unexpected challenges. Communicates well. They know how to diffuse conflict. They inspire, motivate, and command respect.

Alibaba’s founder Jack Ma finds people smarter than him, and make them work together to get their smart ideas out. He said

“Machines can never be wiser. Smart people use their brain while wise people use their heart. Machines don’t have a heart, they only have chips. It’s the heart where wisdom comes from. Machines are invented by human beings. Humans can never create another animal smarter than humans. Computers may be clever but human beings are much smarter.”

Is there a computer program with passion, feelings and emotions? Can AI care for people? Can AI make us laugh?

Admittedly, AI is a powerful tool. A technology for humanity meant to improve the life of people. But there’s good AI and bad AI, e.g., military’s battle robots, threat of terrorism, misinformation using fake images and video, scamming, data piracy.

AI cannot generate judgement calls based on experience and intuition.

AI may not be able to replace CEOs. But CEOs and businesses will benefit from the use of AI through increased productivity.

Pope Francis called for responsible use of this technology. People must ensure their outputs align with the good of humanity.

AI will flourish but it needs responsible people behind the technology. Away from those with malicious intent. Checks and balances should be in place.

Some traits of a CEO are difficult to replicate, e.g., inspiring people to pursue the corporate vision; courage to take risks; make quick decisions; how to execute and make profit; getting things done; being proactive; driving initiatives; rallying the troops. They are creative and strategic at the same time. CEOs focus on results. They take accountability.

A CEO’s number one product may not be technology. It is human nature. Managing relationships. They have a reputation to represent the industry, with leadership everybody wants to follow. CEOs continuously raise the standard. Build strong alliances. Practice diplomacy. They can speak and relate to different people: customers, employees, executives, salespeople, shareholders, board of directors, government, creditors, suppliers, local community, and media. They understand timing in marketing campaigns and product launches. They serve as role model to employees. They are charismatic with unwavering resolve. They know how to articulate a vision and make people follow.

ChatGPT, a conversational AI, makes doing tasks faster and easier. Generate response. Make stories. It can quickly do research work and school assignments. Up next is the integration of AGI (Artificial General Intelligence) with robotics. OpenAI (developer of ChatGPT) and 1X gave a sneak peek of its physical robot named NEO. It embodies AI. NEO demonstrated cleaning the house using a vacuum cleaner, packing stuff inside boxes, carrying 20kg boxes to shelves, opening windows and doors, cooking and baking, serving food and drinks, walking pet dogs, watering plants, and doing factory work. People can talk to them naturally. They interact. Do intellectual task. A home companion and co-worker. An AI-powered humanoid Robot is now a reality.

Software is programmed by computer engineers working nowadays with AI supercomputers, i.e., a new type of factory.

Soon, we will not only shop for the latest computer model or smart phone. We may start buying an AI-powered humanoid robot to serve as home companion, or restaurant, hotel, office, healthcare, factory worker.

Apple's co-founder Steve Wozniak said "a computer will never equal the brain. We do not know how the brain is wired. AI may be good in certain areas, e.g., like playing chess, but it can also make horrible mistakes, e.g., self-driving car accidents."

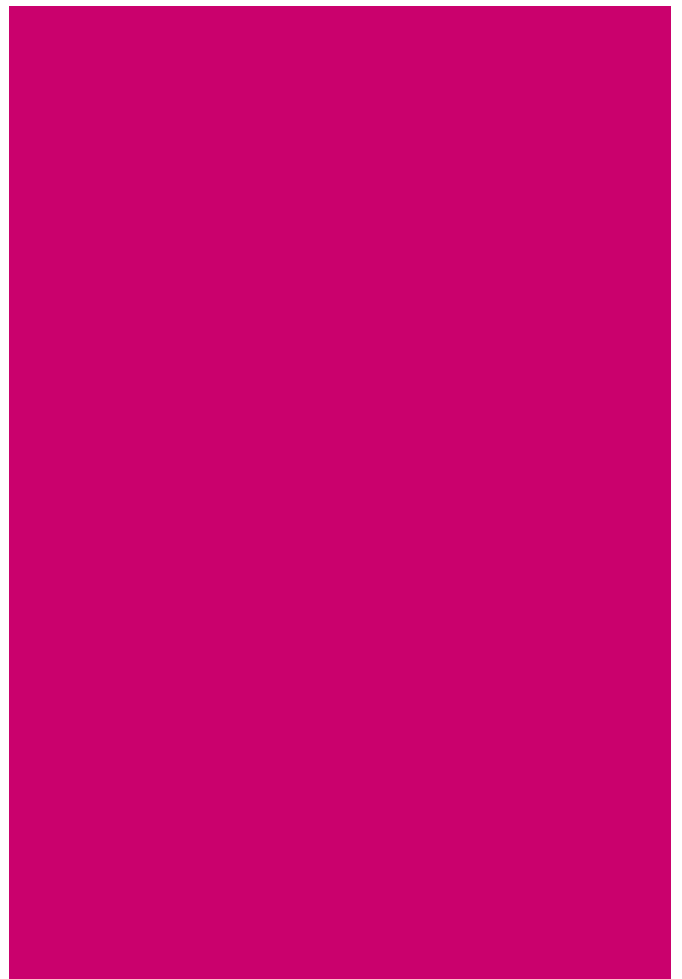
CEOs have a growth mindset. They see the bigger picture. They contribute to society and the bottom line. Gone are the days when CEOs primary duty is to increase shareholder value. The new CEO is expected to institute business practices that incorporate a socially aware mindset, i.e., issues that affect society such as environmental impact, climate change, global warming, sustainability, workplace diversity, labor concerns, and global health.

A business legacy for future generations rather than just

looking at P&L. Working toward a positive social impact, e.g., product safety, water conservation, use of renewable energy, healthcare, and address packaging or plastic waste, pollution, deforestation, greenhouse gas emissions, etc. A company CEO must not only deliver financial performance, but also show their positive contribution to society.

CEOs are least likely to be replaced by AI. Human intuition cannot be replicated. AI cannot replace human creativity. And there is an absence of empathy. How will AI replace human connection?

Being a CEO is a daunting task but they have the opportunity to do some lasting good beyond just providing profitable investments.



2023

ENTERTAINMENT AND ARTS

In this section, we bring you the latest news and trends in the world of entertainment. Whether you are a fan of movies, music, theater, or literature, you will find what interests you and entertain you here. Plus, we give you a sneak peek into the behind-the-scenes of the most exciting and creative projects from **International Philippine Times**. If you love entertainment and arts, this is the section for you.

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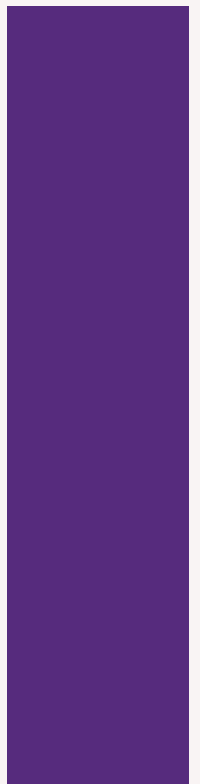
entertainment and arts.
find something to inspire
d-the-scenes of some of
echnology - iPhiTech. If

STREAMING & SOCIAL MEDIA

BY JEN DEL MONTE, PROJECT MANAGER

How digital platforms are democratizing the access and distribution of entertainment and arts content, as well as influencing the tastes and preferences of consumers and critics.

Streaming and social media are digital platforms that allow users to access, share, and create entertainment and arts content online, such as videos, music, podcasts, blogs, and memes. Streaming and social media have been transforming the entertainment and arts industry in various ways, such as:



REVOLUTIONIZING ACCESS AND DISTRIBUTION:

Streaming and social media have lowered the barriers to entry and increased the reach of entertainment and arts content, enabling more creators and consumers to participate in the industry.

For example, streaming services like Netflix, Spotify, and YouTube have provided more choices and convenience for consumers to access diverse and personalized content, as well as more opportunities and revenue for creators to distribute their content to a global audience.

Similarly, social media platforms like Facebook, Twitter, and Instagram have enabled more users to express their opinions, share their recommendations, and showcase their talents to a wider network of followers and friends.

INFLUENCING TASTES AND PREFERENCES:

Consumers' and critics' tastes have been influenced by streaming and social media, which in turn affects the success of entertainment and arts content.

Netflix, Spotify, and YouTube are just a few examples of streaming services that employ algorithms and data analytics to tailor their content recommendations to their users' tastes and habits, as well as to target specific demographics with their own productions.

Likes, comments, shares, hashtags, and trends are all tools that social media sites like Facebook, Twitter, and Instagram use to build an audience, get feedback on material, start viral phenomenon, and spark cultural movements that impact public opinion and content demand.

NAVIGATING THE WAVES OF WEB 3: A PARADIGM SHIFT IN THE DIGITAL LANDSCAPE

BY: JAN HUMPHREY SALANGSANG

In an era of rapidly evolving technologies, the concept of the internet has undergone transformative shifts. We've journeyed from the static Web 1.0 to the interactive Web 2.0, and now, we stand at the cusp of another revolutionary leap - the advent of Web 3. As an intern at iPhitech IT and Digital Solutions, I'm excited to delve into the intricacies of this emerging paradigm and explore its potential impact on the digital world.

Understanding Web 3: A New Horizon

Web 3, often referred to as the "Decentralized Web," is not just an incremental upgrade; it represents a fundamental departure from its predecessors. At its core, Web 3 aims to create a more open, equitable, and user-centric internet experience by leveraging blockchain technology, decentralized networks, and enhanced data privacy.

Potential Impacts and Opportunities

1. Decentralization and Blockchain:

Unlike the centralized nature of Web 1.0 and the user-generated content of Web 2.0, Web 3 embraces decentralization. Blockchain technology plays a pivotal role by providing secure and transparent data management. Smart contracts enable trustless interactions, while decentralized applications (DApps) empower users with more control over their data.

2. Enhanced Privacy and Security:

Web 3 addresses the growing concerns around data privacy. Users have ownership of their data, and permissioned access ensures that personal information is shared only with explicit consent. This heightened security is a direct response to the data breaches and privacy infringements witnessed in the past.

3. Interoperability and Seamless

Experiences: Web 3 seeks to break down silos by promoting interoperability between different platforms and services. This enables smoother and more fluid experiences for users as they navigate through a decentralized digital landscape.

4. Tokenization and Digital Economy:

Cryptocurrencies and tokens are integral to the Web 3 ecosystem. They enable new forms of value exchange, micropayments, and incentivized participation. Content creators, developers, and users can now participate in a decentralized digital economy.

1. Content Creation and Distribution:

Creators can monetize their content more directly through microtransactions, reducing dependence on advertising revenue. Immutable timestamps on the blockchain can establish ownership and protect intellectual property.

2. E-Commerce and Supply Chains:

Web 3 can enhance transparency in supply chains, reducing counterfeiting and ensuring the authenticity of products. Smart contracts streamline transactions and automate processes.

3. Gaming and Virtual Realities:

Decentralized gaming ecosystems enable true ownership of in-game assets and the ability to trade them across multiple platforms. Virtual reality experiences can be more immersive and shared across decentralized networks.

4. Finance and Banking:

Decentralized finance (DeFi) platforms offer borderless access to financial services, disrupting traditional banking systems. Loans, investments, and remittances become more efficient and accessible.

5. Identity and Personal Data:

Web 3 provides individuals with greater control over their digital identity. Self-sovereign identity solutions empower users to manage and share their personal data securely.

As Web 3 gains traction, it has the potential to reshape the digital landscape as we know it. From decentralization and enhanced privacy to a new digital economy built on tokens and blockchain, the possibilities are vast. At iPhitech IT and Digital Solutions, we are committed to staying at the forefront of this paradigm shift, embracing the opportunities it presents and helping our clients navigate the waves of Web 3 to achieve their digital goals. Stay tuned as we continue to explore and innovate in this exciting new era of the internet.



TECH TITANS: *DISRUPTING INDUSTRIES THROUGH INNOVATION*

By Daniel Singian, VP for Product and Technology

The intersection of technology and business has led to unprecedented disruptions across various industries. From fintech revolutionizing financial services to artificial intelligence transforming supply chains, this piece explores how tech giants are changing the game.

Technology is advancing at a rapid pace, and the tech giants are not only keeping up, but also leading the way. Companies like [Apple](#), [Amazon](#), [Alphabet](#), and [Microsoft](#) have made their fortunes by disrupting sluggish industries or inventing new ones. They have leveraged their expertise in data, software, hardware, and cloud to create innovative products and services that meet customer needs and expectations.

But they are not stopping there. The tech giants are also eyeing new opportunities in sectors that have traditionally been resistant to change, such as healthcare, education, media, and transportation. They are using their resources, scale, and influence to challenge incumbents, forge partnerships, and acquire startups. They are also investing heavily in research and development to explore emerging technologies such as blockchain, quantum computing, biotechnology, and virtual reality.

UNSTOPPABLE

The impact of these tech titans is felt across the economy and society. They are creating new markets, reshaping existing ones, and generating value for consumers, businesses, and shareholders. They are also posing new challenges for regulators, competitors, and workers. Some of the industries that are facing the threat of tech disruption include retail, banking, insurance, entertainment, travel, education, healthcare, manufacturing, logistics, and energy.

The tech giants are not invincible, however. They face their own risks and uncertainties, such as changing consumer preferences, regulatory scrutiny, cybersecurity threats, talent shortages, and innovation fatigue. They also have to contend with rising competition from other tech players, both established and emerging.

The tech industry is dynamic and unpredictable. The tech giants have proven their ability to disrupt industries through innovation, but they also have to constantly adapt and evolve to stay ahead of the curve.

The question is:
**Who will disrupt
the Disruptors?**

CONTENT AND IMPLEMENTATION OF ACORNTOTREE.COM

OWNER/PRESIDENT OF ACORNTOTREE.COM

My content offerings include various elements that cater to different learning preferences and needs within the family and education space. I create educational printables that are freely accessible to all, fostering interactive and engaging learning experiences. Additionally, I host a family podcast, providing a platform for insightful discussions, expert interviews, and practical advice on parenting and education. I also wanted Acorntotree.com to be available in fourteen languages so that more families worldwide could benefit from the academic content for babies to young adults and have supportive content for adults.

One of the core components of my vision is to curate a portal of free academic and educational resources. This portal will serve as a treasure trove for families and teachers seeking quality materials to support their educational journeys. Whether printable worksheets, informative articles, or helpful tools, I want to make these resources readily available and easily accessible.

With these aspirations in mind, I was searching for an expert website developer who shares my enthusiasm and understands the importance of creating a seamless online platform. I envision a user-friendly website showcasing my diverse content offerings and ensuring a smooth and engaging user experience. The design should be inviting, the navigation intuitive, and the overall interface responsive across various devices.

Furthermore, I value implementing SEO best practices to ensure that my content reaches its intended audience effectively. This involves optimizing the site's structure, integrating relevant keywords, and strategizing for higher search engine visibility.

As a content creator focused on education for families and teachers, I am dedicated to providing valuable resources that empower and inspire. My content offerings include various elements that cater to different learning preferences and needs within the family and education space. I create educational printables that are freely accessible to all, fostering interactive and engaging learning experiences. Additionally, I host a family podcast, providing a platform for insightful discussions, expert interviews, and practical advice on parenting and education.

I needed to consult a website developer to implement the SEO for the website to succeed. I reached out to Jeri at International Philippine Technologies. Jeri's expertise aligns perfectly with what I had in mind. His insights, creativity, and technical proficiency were crucial in realizing my vision and positively impacting families and educators worldwide.

Patrice is a certified teacher in New York State, USA. Through her brand, Acorn To Tree, she is dedicated to creating a website that offers a wide range of high-quality free resources. These resources are aimed at improving the lives of families and individuals, all conveniently gathered in one place

TOGETHER WE CREATED AN SEO BLUEPRINT THAT WOULD INCLUDE THE FOLLOWING:

1

Keyword Research: Identify relevant keywords related to family education, parenting tips, and educational resources. This will guide content creation and optimization.

11

Social Media Integration: Integrate social media sharing buttons and encourage sharing valuable content to increase the site's reach and visibility.

2

Content Strategy: Develop a comprehensive content plan that includes articles, videos, infographics, and interactive resources catering to various age groups and educational topics within the family context.

12

Analytics and Monitoring: Set up tools like Google Analytics to track user behavior, site traffic, and engagement metrics. Use this data to refine the content strategy and SEO efforts continuously.

3

On-Page Optimization: Optimize each page with target keywords in title tags, meta descriptions, headers, and throughout the content. Utilize semantic keywords to improve content relevance and user experience.

13

Local SEO: If the website offers location-specific resources or events, implement local SEO strategies to improve visibility for users in the website's target location.

4

User Experience (UX) and Design: Design a user-friendly interface with easy navigation, responsive design for mobile devices, and clear calls-to-action to encourage engagement and site exploration.

14

Regular Updates: Maintain a consistent posting schedule and update existing content to reflect the latest information and trends in family education.

5

High-Quality Content Creation: Develop informative, engaging, and well-researched content that addresses common family education questions and challenges and provides actionable advice.

15

Community Engagement: Foster community by encouraging user comments, questions, and discussions. Respond promptly to user inquiries to build trust and engagement.

6

Multimedia Integration: Integrate multimedia elements such as images, videos, and interactive tools to enhance engagement and cater to various learning preferences.

BY FOLLOWING THESE STEPS AND STAYING UP-TO-DATE WITH SEO TRENDS,

7

Technical SEO: Ensure fast loading times, clean code structure, and proper use of header tags for content hierarchy. Implement schema markup to enhance search results with rich snippets.

8

Mobile Optimization: Prioritize mobile optimization to ensure a seamless experience for users accessing the site from smartphones and tablets.

9

Internal Linking: Establish a logical internal linking structure to guide users to related content and help search engines understand the site's hierarchy.

10

External Link Building: Develop a strategy to acquire high-quality backlinks from reputable educational and parenting websites, enhancing the site's authority and search engine rankings.

ATTRACTING ORGANIC TRAFFIC AND

PROVIDING VALUABLE RESOURCES TO MY TARGET AUDIENCE.

HEALTHY LIVING



JOGGING

THE POSITIVE EFFECTS OF WEEKLY JOGGING ON HEALTH

Regular physical activity, like a weekly jog, is crucial for maintaining a well-rounded lifestyle. Regular jogging has numerous benefits for your overall health, encompassing both physical and mental well-being. Cardiovascular health, endurance, and body weight experience physical enhancements. Adding a weekly brisk jog to your schedule can help improve your circulation and energy levels.

Jogging has benefits that go beyond the physical and also impact the mind. Endorphins, also referred to as the "feel-good" chemicals, are released within the body due to the rhythmic motion of running, leading to a reduction in stress and anxiety levels. The method enhances mental clarity and facilitates tackling daily challenges confidently.

Ensure that you engage in a warm-up and cool-down routine prior to and following each running session in order to optimize the benefits of your weekly jogging routine. Establishing attainable objectives and gradually increasing the intensity and duration of your workout over time. A weekly jog is important for a healthy lifestyle, regardless of your running experience.

SOCIAL CONNECTIONS AND HEALTHY LIVING: WEEKLY JOGGING GROUPS

Additionally, the presence of jogging groups can have a beneficial impact on one's mental well-being. Regular interactions and camaraderie have the potential to alleviate feelings of isolation, reduce stress levels, and enhance self-esteem. Jogging together enhances physical fitness and cultivates lasting friendships.

iPhiTech's weekly jogging session with the group of IT professionals who are also wellness enthusiasts was enjoyable. During the team bonding activity, participants enjoyed shaking off perspiration and excess weight as they made their way to the finish line. A week of work in front of the computer necessitates incorporating a round of exercises to maintain physical fitness and overall health.

CODE BENJ:
*THE JOURNEY
OF A FILIPINO
IT LEADER*



CODE BENJ:

THE JOURNEY OF A FILIPINO IT LEADER

Benjamin Yalung III, the Vice President for Operations of International Philippine Technology or “iPhiTech”, a web and software engineering company based in the Philippines, is set to become the next CEO of an IT company in the country. Mr. Yalung, who has been with iPhiTech since its inception in 2019, has been instrumental in providing cutting-edge IT and digital solutions to various industries, both locally and globally. His success story is an inspiration to many aspiring Filipino IT professionals who want to make a difference in the world of technology. Mr. Yalung started his career as a web developer and gradually climbed the ranks to become one of the top executives of iPhiTech. He is also the inspiration behind Code Benj, a program that aims to empower and mentor young Filipino coders and developers.

Mr. Yalung's vision for **Code Benj** is to create a community of passionate and skilled IT experts who can innovate and solve real-world problems using technology. He believes that the Philippines has a lot of potential and talent in the IT sector, and he wants to help them achieve their dreams and goals.

He is expected to take over as the CEO of an IT company this year. He said that he is excited and honored by the opportunity, and he hopes to continue his legacy of excellence and innovation in his new role. He also thanked iPhiTech for their support and trust, and said that he will always be part of the iPhiTech family.

REVAMP YOUR WORKSPACE:

ULTIMATE HOME OFFICE MAKEOVER

*MUST-HAVES FOR A GREAT
MAKEOVER OF YOUR HOME OFFICE:*

COSMIC DESK ORGANIZER

This star desk organizer will help you keep your galaxy of office supplies in order. No more digging through a pile of junk to find a pen!

ERGO-BLISS CHAIR

Say goodbye to sitting in pain! This chair is like being on cloud nine.

WIRELESS CHARGING PAD

Cut the cord clutter and charge your devices in style. This sleek charging pad is the modern-day magic your desk deserves

FLOATING SHELVES

These shelves look like they came out of a design magazine and are a great way to store things.

ZEN GARDEN MOUSE PAD

This mouse pad can also be used as a small zen garden, so you can take away worry during breaks.

USE A DIFFUSER

Fill your workspace with the scent of relaxation and let your mind wander to places where inspiration has no limits.

NEON MOTIVATION WALL ART

Put up a neon sign that says "Motivation" to light up your workspace.

WHY RECREATE YOUR HOME OFFICE?

Working from home gives you a lot of benefits that change the way you work. Enjoy the freedom to make a plan that fits your productivity. Say goodbye to commuting and enjoy mornings without stress.

This innovative setup is welcomed at iPhiTech. Freelancers and work-from-home employees take it as a privilege and a responsibility. We make sure to find a perfect spot in our homes to set up an office that's complete with a computer, a table, and a chair as well as all other things we need to stay productive.

Comfortable clothes are in, and office attires are out. At iPhiTech, professionalism, productivity, and the comfort of everybody is a priority.

Filipino Cuisine:

A Culinary Journey Into The Heart Of Philippine Culture

Filipino cuisine is more than just food. It is a reflection of the country's rich and diverse culture, shaped by centuries of interaction with Asia, Europe, and America.

Let's delve into the richness and variety of Filipino cuisine, a melting pot of flavors and traditions that can tell you a lot about the history, geography, and identity of the Filipino people.

We'll also introduce you to JM, a successful IT expert who decided to pursue his passion for food by opening a restaurant showcasing the best Filipino cuisine.



The Diversity of Filipino Cuisine

Because the Philippines is an archipelago made up of more than 7,000 islands, its cuisine reflects this diversity. The ingredients, climate, and personal preferences of the people who live on each island inform its distinctive cuisine. Foreign cultures, such as Chinese, Spanish, and American, have significantly impacted Filipino cuisine over the centuries. These international styles were modified to fit the Filipinos' culinary preferences and the ingredients they could access.

The cuisine of the Philippines is well-known for its variety and deliciousness. Traditional Filipino fare often features a medley of flavors, including sweet, sour, salty, spicy, and bitter. Rice, coconut milk, vinegar, fish sauce, shrimp paste, garlic, ginger, chili peppers, lemongrass, and calamansi are just some of the staples (a citrus fruit). Boiling, steaming, frying, roasting, grilling, and stewing are all common cooking techniques.

The warmheartedness and generosity of the Filipino people are reflected in their cuisine. Filipinos are known for their generosity when it comes to food. They frequently host get-togethers for food and drink. They also make elaborate meals for parties and celebrations like weddings, birthdays, and festivals.

The cuisine of the Philippines is a delicious window into the country's history, geography, and unique culture. It's also a way for Filipinos to show their appreciation to visitors, friends, and family.

The Passion of Kuya JM

Filipino restaurant owner JM of Angeles City's "Kuya JM" is an expert in this.

Kuya JM has worked for iPhiTech, an award-winning IT firm that specializes in online and software engineering services, for many years as a Senior Engineer. Within the organization, he is also Assistant Vice President of Administration.

He had a prosperous job in information technology, but he gave it up to follow his dream of creating a restaurant dedicated to Filipino cuisine.

"I love eating and cooking, and I always dreamed of having my own restaurant," JM says. "I wanted to share my love for Filipino food with others, especially those unfamiliar with our dishes. I also wanted to create a place where people can enjoy good food and company in a cozy and inviting atmosphere."

Located in the heart of Angeles City, a dynamic city known for its nightlife and entertainment, lies Kuya JM's restaurant, which he affectionately and respectfully named after himself. The restaurant is a culinary oasis, bringing up contemporary interpretations of classic Filipino dishes.

Delicious Filipino meals from all around the country's many regions and influences can be found here.

Tapsilog, Lechon Kawali, Tortang Talong, Boodle Bundle, and Champorado are some of the most well-known delicacies. The dishes at "Kuya JM" Restaurant are prepared daily from scratch using only the finest ingredients.

JM also puts his own spin on the dishes by employing his own recipes and skills that he picked up from friends and family.

AVP OF ADMINISTRATION

He oversees the day-to-day operations of iPhiTech's administrative functions – human resources, information technology, accounting, and other support services. He develops new strategies to improve efficiency or reduce costs in these areas.

At “Kuya JM” Restaurant, dining goes beyond just food. It is an experience that JM aims to make memorable and enjoyable for every guest. The restaurant has a cozy and inviting ambiance, with warm lighting, wooden furniture, and colorful decorations. The staff is attentive and friendly, greeting every customer with a smile and a “*Kumusta?*” (How are you?).

Kuya JM says he is grateful for the support he has received from his family, friends, colleagues, and customers since he opened his restaurant. He says he is happy with his decision to follow his passion and share his love for food and culture with others.

“I want my customers to feel at home when they come to my restaurant,” Kuya JM says. “I want them to relax and have fun while they enjoy their food. I also want them to learn more about the Philippines, its culture, its history, and its people.”

Su-Hoon Cho
Jr. Software Engineer

Gregorio Arceo
SME Lead/ Project Lead

Lee Timbol
Web Engineer

STORIES OF RESILIENCE: HOW IT PROFESSIONALS OVERCOME CHALLENGES AND OBSTACLES

MR. JERI

CANTILLERO'S STORY

Mr. Jeri Cantillero is a Vice President for Administrator with iPhiTech, an innovative firm specializing in web and software engineering. He enjoys working with his fellow colleagues and seeing them succeed.

His work path was different before he joined iPhiTech. For four years, he worked as a librarian, a position he found rewarding because of the opportunity to foster a positive atmosphere for learning and reading.

He left his position as a librarian to try his hand at customer service, sales management, and market research in the business world. He improved his abilities and accumulated knowledge, but he knew he had more potential.

That's why he went back to school for an advanced degree in business and management at the University of the Philippines - Diliman, where he could study under industry greats and connect with influential people in his field.

Although he encountered numerous difficulties along the way, he maintained his determination to pursue his heart's desire. When he joined iPhiTech, he found an occupation that allowed him to combine his interest in people with his aptitude for technology.

He has found his true calling in IT, where he is able to forge genuine relationships with clients and have an actual impact on their company.



MR. DANIEL SINGIAN'S STORY

Mr. Daniel Singian is the Vice President of Product & Technology of iPhiTech, a web and software engineering company. His varied background informs his outlook, work ethic, and strategy for overcoming obstacles.

When he was in elementary school, he got his first job at an Auto Glass & Aluminium company, where he learned the value of

After completing his degree, he sought employment in the web development industry, where he eventually found his calling. A friend of his who worked in IT sparked his interest by demonstrating the far-reaching consequences of the industry. The company hired him on as a junior developer, where he learned the ropes.

He left his prior employer because he felt he

VP OF PRODUCT & TECHNOLOGY

Daniel plays a pivotal role in the technical vision and development of our products and services. He manages other senior managers and senior engineers, collaborating with the marketing and support teams, as well as providing the overall vision for the product and service roadmap.

MS. LEAR DACANAY'S STORY

Mrs. Lear Dacanay is currently the Human Resources Director. She has a remarkable story of overcoming adversity and pursuing her dreams.

She was born into a low-income household in Ilocos, a province in the northern Philippines. Her mother and grandfather raised her and her two sisters and worked hard so that they could attend college. She owes them a great deal for instilling in her the value of learning and the drive to succeed that they did.

As the eldest of her two sisters, she was responsible for caring for both of them and managing the household. She entered beauty pageants to supplement her income and cover unexpected costs. She attended university to study psychology and did exceptionally well, earning honors.

She left her hometown in search of better chances abroad. She yearned for freedom from her controlling father and the promise of a fresh start.

The loss of her grandfather, her father, and her sister's illness were among the most trying experiences of her life. It left her feeling helpless and abandoned.

However, she gained insight that proved important in her eventual triumph. The only thing she can control is how she responds to the unexpected events that will inevitably occur in her life. She realized she needed to find her path to healing and to remember her loved ones even as she grieved.

When she joined iPhiTech, she found a community where she could pursue her interest in IT and develop professionally. She had to learn every aspect of the business from scratch, including sales, marketing, accounting, and human resources.

Many individuals, situations, expectations, and difficulties were thrust upon her. She was under pressure to improve and demonstrate her worth. She needed to push herself to achieve her goals.

Also, she wasn't by herself. She was backed by her superiors, her mentors, and her peers. They instructed her on everything she would require. They offered her comments and suggestions. She was encouraged and inspired by their efforts.

They were concerned for her welfare as a person. When she needed someone to talk to, they were there for her. When she needed someone to lean on, they were there for her.

She eventually bonded with them. They were adopted into her family.

To her, it was like having a new family.

She found her calling in IT, where she can build genuine relationships with clients and make a real difference to their businesses.

Cheska is responsible for the strategic planning of personnel and resources to guarantee that all projects are completed with a highly-skilled team.

By carefully managing employee workloads and rectifying any resource concerns swiftly, our teams experience improved productivity while delivering top quality work.

THE IMPACT OF COMMUNITY ACTION ON SOCIETY

by Cheska Burrell

iPhiTech contributes toward the achievement of this goal in its own special way. It provides its employees with a variety of opportunities to take part in social activities, which not only refine their abilities but also raise their level of social awareness. Instead, it benefits a wider community, particularly when IT professionals share their knowledge and experiences with younger people and encourage them to pursue careers in the field.

When people with similar interests, goals, or problems work together, they are engaged in "community action." The following are examples of community action:

INITIATIVES IN THE PUBLIC INTEREST

These are efforts to improve some aspect of society. Regular folks, nonprofits, or businesses with a social mission can start them. Social initiatives include the shipping container optimization platform Cubex Global, the waste management service RecyGlo, which helps keep plastic out of waterways, and the seaweed-based food and bio packaging company Oceanium.

COLLECTIVE INITIATIVES

This involve community members coming together to plan and execute a common goal. Groups, associations, and networks at the community level may coordinate these activities. Free meals for people experiencing homelessness, gender equality through financial inclusion and the protection of cultural artifacts are all examples of community initiatives.

ADVOCACY IN THE COMMUNITY

This is the process of bringing attention to and swaying decision-makers on community-wide social issues. Any number of people, organizations, or social movements can do it. Campaigns for social justice, human rights, and the environment are all examples of advocacy in the community.

AS A RESULT OF THE FOLLOWING, COMMUNITY ACTION CAN HAVE A PROFOUND EFFECT ON SOCIETY:

- Facilitates individual agency and future success
- Brings to bear abilities and assets that might otherwise go unused
- Encourages people to get to know one another and work together
- Improves civic participation and social capital.
- Promotes originality and inspiration
- Helps bring about societal shifts and growth

TAKING COLLECTIVE ACTION HAS THE POTENTIAL TO CREATE POSITIVE CHANGE IN THE WORLD. PARTICIPATING IN COMMUNITY SERVICE HAS THE POTENTIAL TO IMPROVE NOT ONLY OUR OWN BUT ALSO THE LIVES OF THOSE AROUND US.

SPOTLIGHT:

DISCOVERING MORE OF THE INTERNATIONAL PHILIPPINE TECHNOLOGIES (iPhiTech)

In the vast landscape of global web development, one team stands out for its exceptional expertise and dedication – iPhiTech. With a Filipino team of experts renowned for their global competence, iPhiTech has become a driving force in the industry. Filipinos have proven time and again to be an indispensable addition to the web development workforce, showcasing unparalleled work ethics and skills that international brands covet.

It's no surprise that iPhiTech's Filipino web development engineers are highly sought after by businesses worldwide, looking to enhance their online presence and user experience. The international acclaim for Filipino talent has solidified iPhiTech's position as a premier choice for outsourcing web development needs.

IPHITECH'S DISTINCT APPROACH TO WEB DEVELOPMENT

At the heart of iPhiTech's success lies its unwavering commitment to crafting integrated web development solutions that elevate businesses to new heights. The core focus is on creating robust user experiences that cater to the diverse needs of clients. With a holistic approach, iPhiTech ensures that each website developed not only meets but exceeds the expectations of its clientele.

LEVERAGING THE POWER OF WEB PLATFORMS

iPhiTech takes the world's most popular web platforms and transforms them into dynamic, customer-centric digital spaces.

WordPress Mastery: Collaborate with iPhiTech's team of seasoned web development engineers to unlock the full potential of WordPress. Whether it's creating a website from scratch or revitalizing an existing one, iPhiTech's Senior Web Development Engineers bring the latest trends to life, giving your brand a vibrant online presence.

WooCommerce Wonders: Elevate your online store with iPhiTech's WooCommerce expertise. Through meticulous theme modification, plugin customization, and seamless payment gateway integration, iPhiTech transforms your WordPress site into a sales-driven powerhouse.

Shopify Excellence: For the majority of eCommerce ventures, Shopify is the go-to platform. iPhiTech's experienced Shopify Developers are primed to design, build, and optimize your Shopify store. Watch your conversion rates soar as iPhiTech fine-tunes your digital storefront to perfection.

Laravel: The Masterstroke: Establishing a digital platform is a blend of logic and imagination. iPhiTech's adept use of the Laravel framework simplifies this intricate process. With a mastery of Laravel's capabilities, iPhiTech engineers craft digital experiences that captivate and engage users.

ELEVATE YOUR BUSINESS WITH IPHITECH'S WEB DEVELOPMENT SOLUTIONS

If you're ready to propel your business to new heights, iPhiTech is your ultimate partner in web development. With a Filipino team that epitomizes global competence and a dedication to creating exceptional user experiences, iPhiTech is more than a web development provider – it's a catalyst for transformation. Choose iPhiTech and embark on a journey to redefine your digital presence and captivate your audience like never before.



MONEY MATTERS

She is a meticulous Accounting Officer known for her exceptional attention to financial details and systematic approach. With a comprehensive understanding of financial principles, she effectively manages and organizes financial records, ensuring accuracy and compliance.

CHONA CASTRO
Accounting Officer

FINANCIAL PLANNING TIPS AND MONEY-SAVING AND MANAGING EXPENSES STRATEGIES

Although it's necessary for survival, worrying about money is a common source of stress for many people. Budgeting, saving, and spending wisely is a common problem.

In case you count yourself among them, relax. You can get out of your current financial rut with careful planning, self-discipline, and advice from those more experienced.

Money is a common source of stress for many people, but it doesn't have to be.

With careful planning, self-discipline, and expert advice, you can get out of your financial rut and achieve your goals. We'll share some tips and strategies on budgeting, saving, spending wisely, and building a good standing with banks.

Some of these methods have been implemented in iPhiTech's financial planning to better manage the funds and expenses

FINANCIAL PLANNING TIP

START WITH THE END IN MIND

You need to know exactly what you want to achieve with your money before you can make a sensible financial plan. Where do you see yourself in five years?

How much cash will get you there? When do you hope to accomplish these things?

Make your goals SMART by writing them down (Specific, Measurable, Achievable, Relevant, and Time-bound).

If you want to take a vacation in six months, a reasonable short-term goal could be to save \$5,000. Perhaps you want to retire in 20 years and your long-term goal is to save \$500,000. Since you have a clear idea of what you want to accomplish and how much money will be required, as well as an actionable strategy for getting there, and since the goals are in line with your values and top priorities, they qualify as SMART goals (you have a deadline to work towards).

You can better plan your finances, save and invest, and track your progress if you set SMART financial goals. It'll inspire you to maintain financial discipline along the way.

MONEY-SAVING AND MANAGING EXPENSES STRATEGY USE THE **50/30/20** RULE

The 50/30/20 rule is a simple method of budgeting in which half of one's income is allocated to necessities, 30 percent to luxuries, and 20 percent to financial goals like debt repayment and savings. Following this guideline can help you maintain a healthy financial equilibrium, allowing you to save enough while still enjoying life's little luxuries and providing for your financial future.

With a monthly income of \$4,000, for instance, you could set aside \$800 for savings and debt payments while allocating \$2,000 toward necessities (including housing, utilities, food, transportation, etc.). (such as emergency fund, retirement fund, credit card bills, etc.).

If you follow the 50/30/20 rule, you can stay out of debt, save more money, and amass wealth more quickly.

THE IMPORTANCE OF MAINTAINING A GOOD CREDIT HISTORY WITH BANKS TO YOUR COMPANY

A solid relationship with financial institutions is crucial to our web and software engineering company success. Did you realize that our standing with financial institutions is equally important to your company's success?

We at **iPhiTech** are pleased to boast an excellent reputation among banking industry professionals; this can provide you an edge in the marketplace. Here, we'll break down what it means to have a solid banking connection and how it may help your company succeed.

When banks have confidence in you, they show it by giving you more favorable loan terms. To them, you are a trustworthy and trusted partner because of your stellar reputation in the market. These include a high Credit score, a track record of on-time payments, and a comprehensive business plan. When banks are willing to invest in your company, it paves the way for development and growth.

Having a solid financial history is advantageous in many ways. One benefit is that it can help you get the money you need faster. Various financial tools are available to help businesses expand, such as loans, lines of credit, and more. Financial institutions are more willing to extend credit to reputable companies, which can result in cost savings.

Second, building rapport with financial institutions helps enhance your company's credibility. Banks are more inclined to endorse your company to new customers and business partners if they see that you are financially stable. If you do this, you can raise your profile and potentially attract new clients.



CAREER DEVELOPMENT AND JOB SEARCH TIPS



VIRTUAL CAREER DEVELOPMENT 2023

FilVAN also organizes events, webinars, training, and workshops to help its members learn new skills, network with peers, and grow their careers. You can join FilVAN for free by answering some questions and agreeing to the group rules. To learn more about FilVAN, visit their Facebook page.

They also offer eBooks that can help you land your first job as a Freelancer.

- How to Sell Yourself as a Virtual Assistant
- Crafting a Winning Virtual Assistant Pitch
- Building an Impressive Virtual Assistant Portfolio

Tips for Job Seeking You Should Try

To help you get started, we have prepared some e-Books that will guide you through the process of selling yourself as a virtual assistant, crafting a winning pitch, and building an impressive portfolio. These e-Books will teach you how to:

- Identify your niche and target market
- Create a professional online presence
- Write a compelling resume and cover letter
- Pitch your services to potential clients
- Showcase your skills and achievements
- Negotiate your rates and contracts
- Manage your time and projects
- Deliver quality work and exceed expectations

Remember that effort pays off. Work hard and you're sure to get the result you deserve!



ARTIFICIAL INTELLIGENCE BEYOND THE HYPE

Artificial intelligence (AI) is one of the most talked-about and influential technologies of our time. But what exactly is an AI, and how does it work? How is it transforming various industries and aspects of our daily lives? And what are the challenges and risks that we need to be aware of as AI becomes more pervasive and powerful?

AI has a wide range of applications and impacts across various industries and domains. Some examples are:

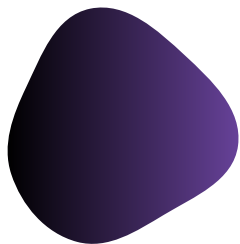
- **E-commerce:** AI can help online retailers to provide personalized recommendations, dynamic pricing, fraud detection, inventory management, and customer service.
- **Health care:** AI can help doctors and patients to diagnose diseases, suggest treatments, monitor health conditions, discover new drugs, and improve health outcomes.
- **Education:** AI can help teachers and students to customize learning paths, assess progress, provide feedback, tutor subjects, and enhance engagement.
- **Entertainment:** AI can help content creators and consumers to generate music, art, videos, games, and stories, as well as to curate content, filter preferences, and create immersive experiences.
- **Finance:** AI can help banks and customers to manage money, invest wisely, detect fraud, optimize portfolios, and provide financial advice.

AI also has significant implications for our society and ethics. As *AI* becomes more advanced and autonomous, we need to consider the following questions:

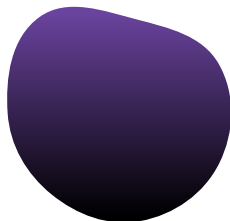
- **Accountability:** Who is responsible for the actions and outcomes of AI systems? How can we ensure that AI systems are transparent, explainable, and auditable?
- **Bias:** How can we prevent or mitigate the biases that may arise from the data or algorithms that power AI systems? How can we ensure that AI systems are fair, inclusive, and diverse?
- **Privacy:** How can we protect the privacy and security of the data that is collected and used by AI systems? How can we balance the trade-offs between data sharing and data protection?
- **Human-AI interaction:** How can we design AI systems that are user-friendly, trustworthy, and empathetic? How can we foster collaboration and coexistence between humans and AI systems?
- **Social impact:** How can we leverage AI to address global challenges such as poverty, climate change, health care access, and education? How can we ensure that AI benefits everyone and does not widen the gaps between the haves and have-nots?

MEET OUR *MULTIMEDIA TEAM*

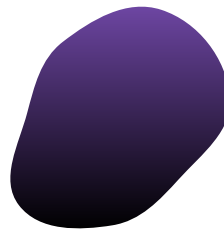
We believe that creativity is the key to innovation. Our team of creative individuals are not only skilled and experienced, but also passionate and innovative. They are always ready to take on new challenges and exceed expectations. In this section, you will get to know more about each member of our team and their respective roles. We hope you enjoy meeting our creative team as much as we enjoy working with them.



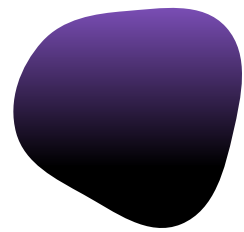
KIM HARVEY TUAZON
Multimedia Director



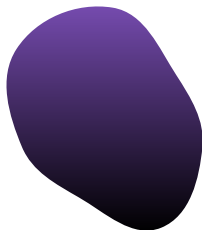
RHYN DARYLL SAGAOINIT
Creative Lead



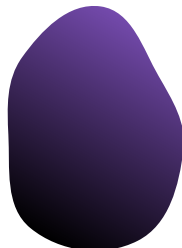
DARSY ESTRADA
Project Lead



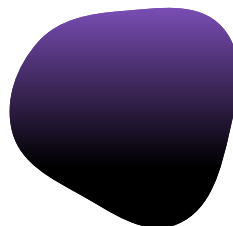
SAGEN KENN BRIONES
Multimedia Designer



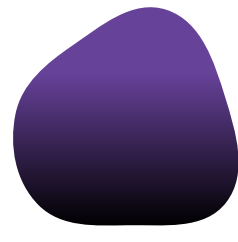
JOSHUA KHALED VALDEZ
Multimedia Designer



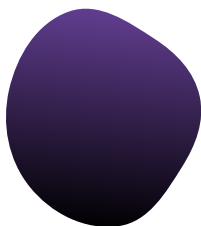
ANTHONY TIANCO
Video Editor



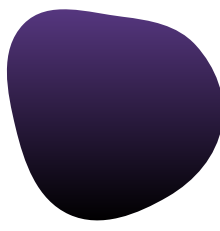
TRACI LIN PLATERO
Creative Designer



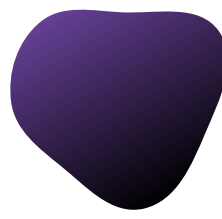
HANNAH JANE TRINIDAD
Web & Graphic Designer



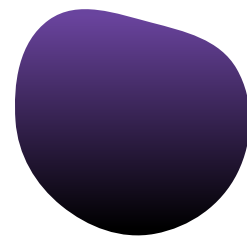
KEVIN MENDOZA
Web & Graphic Designer



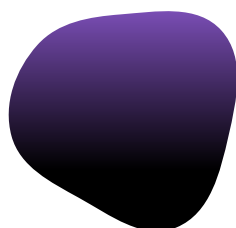
RANDALE PORCIUNCULA
Web & Graphic Designer



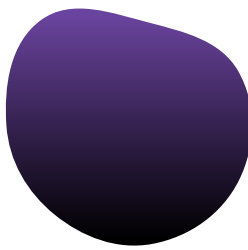
JESS EDLER LIBAN
Brand Designer



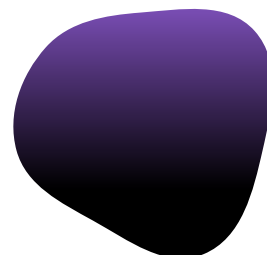
JAMES MENBERT ILORETA
Video Editor



MAAN CLAUDINE PANGAN
Content Creator Lead



ZIAN JOHN SAGALA
Content Creator



ALBEENA JEAN CRUZ
Content Creator

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