




We at **JOSEBIZCO Inc.** can make it happen—

with our expertise in the hawker-style food market
business that's already setting today's foodie trend.






GYUD FOOD

is conceptualized to be a neighborhood food market that will make students, families, barkadas, and communities looking for comfort grub any time of day feel right at home.



A decorative arrangement of food items on a white background, including a wooden cutting board with vegetables, scattered nuts, a lemon wedge, and a bowl of spaghetti with a hard-boiled egg.

The food hub boasts of a building that has an open-air structure with two levels, and a garden area for al fresco group dining featuring picturesque lights at night and landscape attractions.

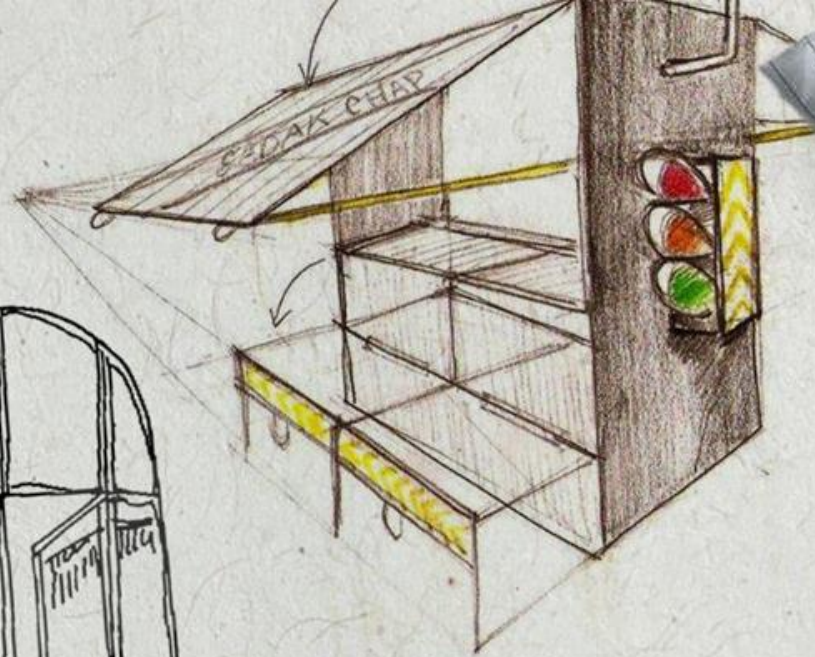
Guests can eat, shop, lounge and relax as if they never want to leave.



This and similar developments
are made possible by a
seasoned team of food market
and franchise experts.



JOSEBIZCO, INC.



We pride ourselves in creating unique food and business ventures and forging valuable partnerships.

With an eco-system of practical and efficient supply chain, operations, marketing and food experts working together towards a common goal, we make our dreams at JOSEBIZCO INC. a reality.

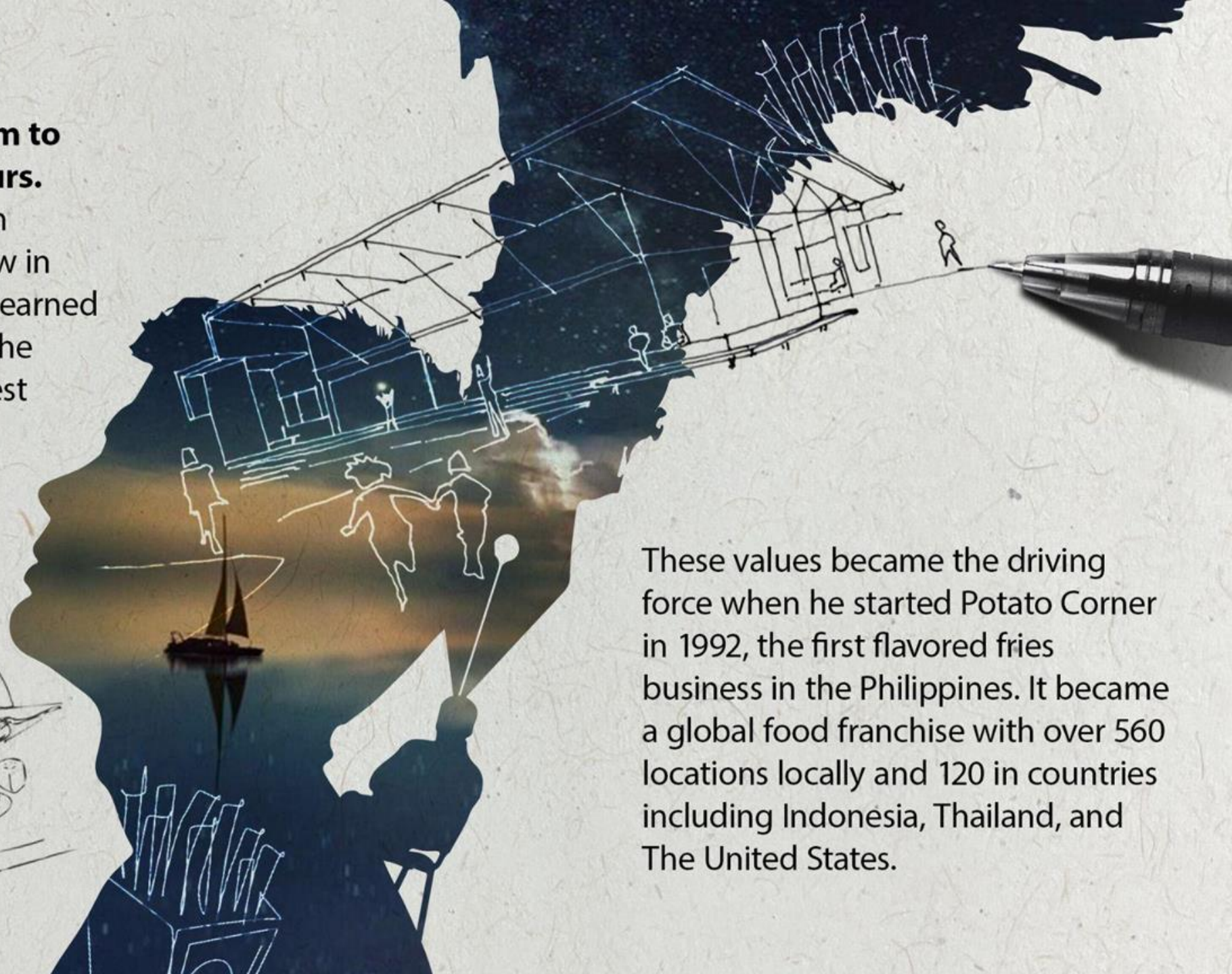


RELATIONSHIPS MAKE THE DREAM WORK

It's the relationship with people that matters the most to JOSEBIZCO Inc. Since its fruition in 2008, the company has championed micro-entrepreneurs and ingenious local brands with its collaborative growth dynamics. The inspiration behind the purpose of this company is based on the vision of its founder JOSE P. MAGSAYSAY, JR.

It has always been his dream to help his fellow entrepreneurs.

This dream was realized when he worked as an ordinary crew in a fast-food restaurant where learned the value of hard work from the smallest position to the biggest responsibility.



These values became the driving force when he started Potato Corner in 1992, the first flavored fries business in the Philippines. It became a global food franchise with over 560 locations locally and 120 in countries including Indonesia, Thailand, and The United States.

CHAMPIONING ENTREPRENEURSHIP

Beyond Jomag's success with Potato Corner as a business and franchising model are his different entrepreneurship accolades and ventures:

Achievements & Current Positions

- Masters Degree in Entrepreneurship from Asian Institute of Management
- CEO of the Year, 2016
- Entrepreneur of the Year, 2019
- Entrepreneur in Residence and Board of Trustee at AIM
- 2019 Triple A Awardee of AIM and AIM Alumni
- Board of Trustees, Philippine Franchise Association, 2001 to 2022
- Founding Member of the Board of Trustees of International Corporation for Small Businesses
- Board of Directors, FPD Global Services and Management Corp.
- Board of Directors, Board of Director Pearth Lending Corporation
- Board of Directors, Mercato Centrale Inc.
- Board of Directors, Keyland Corporation
- Chairman/President and CEO of Asian Consulting Group, a tax consultancy company

- Chairman/President and CEO
Manna Foods, Inc., a food commissary
Josebizco, Inc.
Magsaysay Food and Beverage, Inc.
Magsaysay Hospitality and Realty Corporation
Partner Ng Bayan, Inc.

Past Positions Held

- President and CEO of Cinco Corporation and Fiesta Multi-Brand and Trading Corporation, 1992 to 2021
- Board of Directors, 7-11 Philippines, 1999 to 2001

JoMag always likes to attribute the success of his business to his partners, customers, and franchisees—which reflects the humility in his character. His perseverance and dedication have resulted in many recognitions from the people and industries he has worked with.



JoMag's brand of leadership is public service. While devoting much of his life to Potato Corner, he continued his advocacy of helping startup entrepreneurs by creating JOSEBIZCO Inc. in 2005.

At the core of this company is JoMag's passion for collective growth and community sharing.



Through its various businesses, it has generated work opportunities for people and local communities. It has become an ecosystem of diverse services that cater to the needs of several industries.

**EMPOWERING OTHER
DREAMERS**

MAGSAYSAY FOOD BEVERAGE CORPORATION

Producing unique food brands
that complement the taste
of our customer.



LIVE.
LOVE.
EAT.

FRÜT

INIHAWS
BARBECUE & BEER

GyudFood

MAMONAKU
KOHI

MAGSAYSAY 168 SUPPLY CHAIN

Creating efficient supply-chain
process for various products
and business partners.

JOSEBIZCO, INC.

BUSINESS ECOSYSTEM

MAGSAYSAY HOSPITALITY AND REALTY CORPORATION

Building tangible spaces to strengthen
relationship with customers and improve
the way they consume our products.



PARTNER NG BAYAN INCORPORATED

Empowering micro-businesses
and local entrepreneurs.

Mercato Centrale
Frito King
Tai Koo
Asian Consulting Group
DV Tech

Kickstarters
Maria Health
Chammie
Pearth Lending
SuperShow

A detailed architectural sketch of a city street scene, viewed from an elevated perspective. The sketch shows a wide street lined with various buildings, trees, and a river or canal on the right side. The drawing is done in a light, sketchy style with many small details. In the bottom left corner, there is a black drafting tool, possibly a compass or a divider, and in the bottom right corner, there is a black pen or pencil.

Key Movers Behind our Success

Our team is composed of
various industry experts,
solidly working together
towards Josebizco's vision.

A detailed pencil sketch of two individuals. On the left is a woman with long, dark, wavy hair, looking slightly to the right with a gentle smile. On the right is a man with short, dark hair, smiling broadly at the camera. Both are wearing collared shirts. The sketch is rendered with fine lines and shading, giving it a soft, artistic feel. The background is filled with light, scribbled pencil lines.

Anton Diaz

Venture Partner

Inez Magsaysay

Venture Partner

RJ Ledesma

Venture Partner

Vanessa Ledesma

Venture Partner



Prof. Andy Ferreria
Guru of Entrepreneurship,
Ateneo de Manila Graduate School

Prof. Jay Bernardo
Guru of Entrepreneurship,
Asian Institute of Management

Prof. Danny Antonio
Guru of Entrepreneurship,
Asian Institute of Management



Nicko Falcis
Finance Consultant

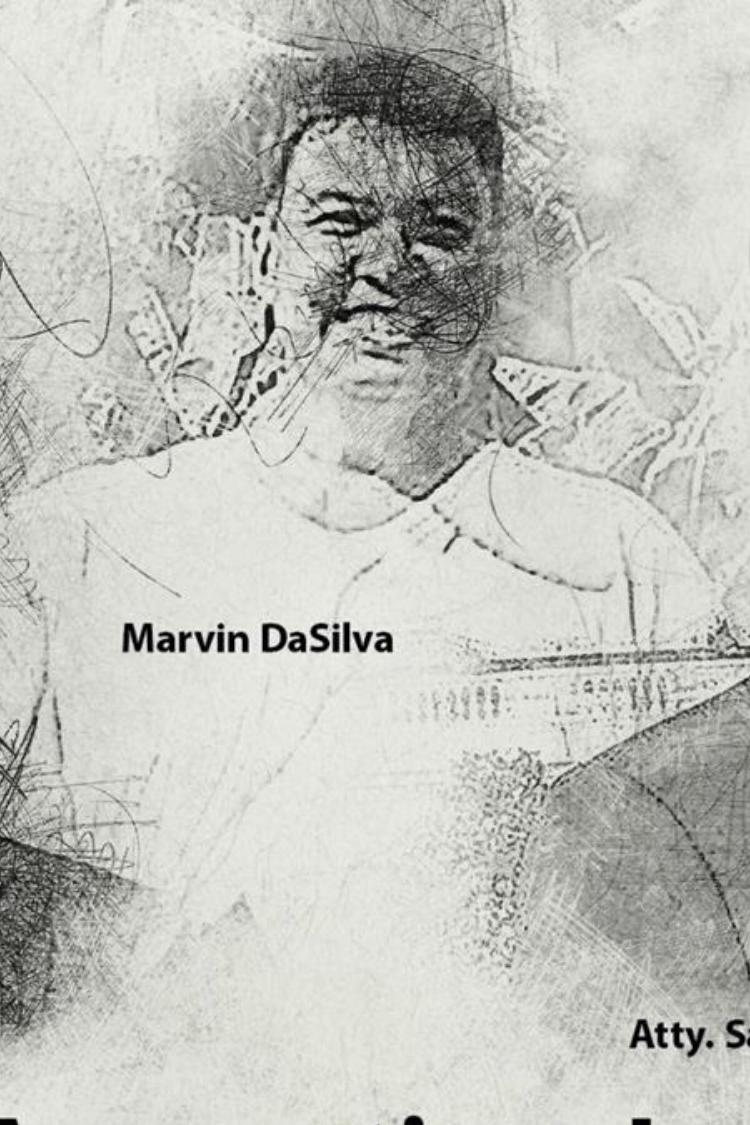
A detailed pencil sketch of a man with short, dark hair, wearing glasses and a dark jacket over a light-colored shirt. He is smiling and looking slightly to the right. The sketch is rendered with heavy, expressive pencil strokes, particularly around the face and hair.

Homer de los Santos
Finance and Operations Analyst

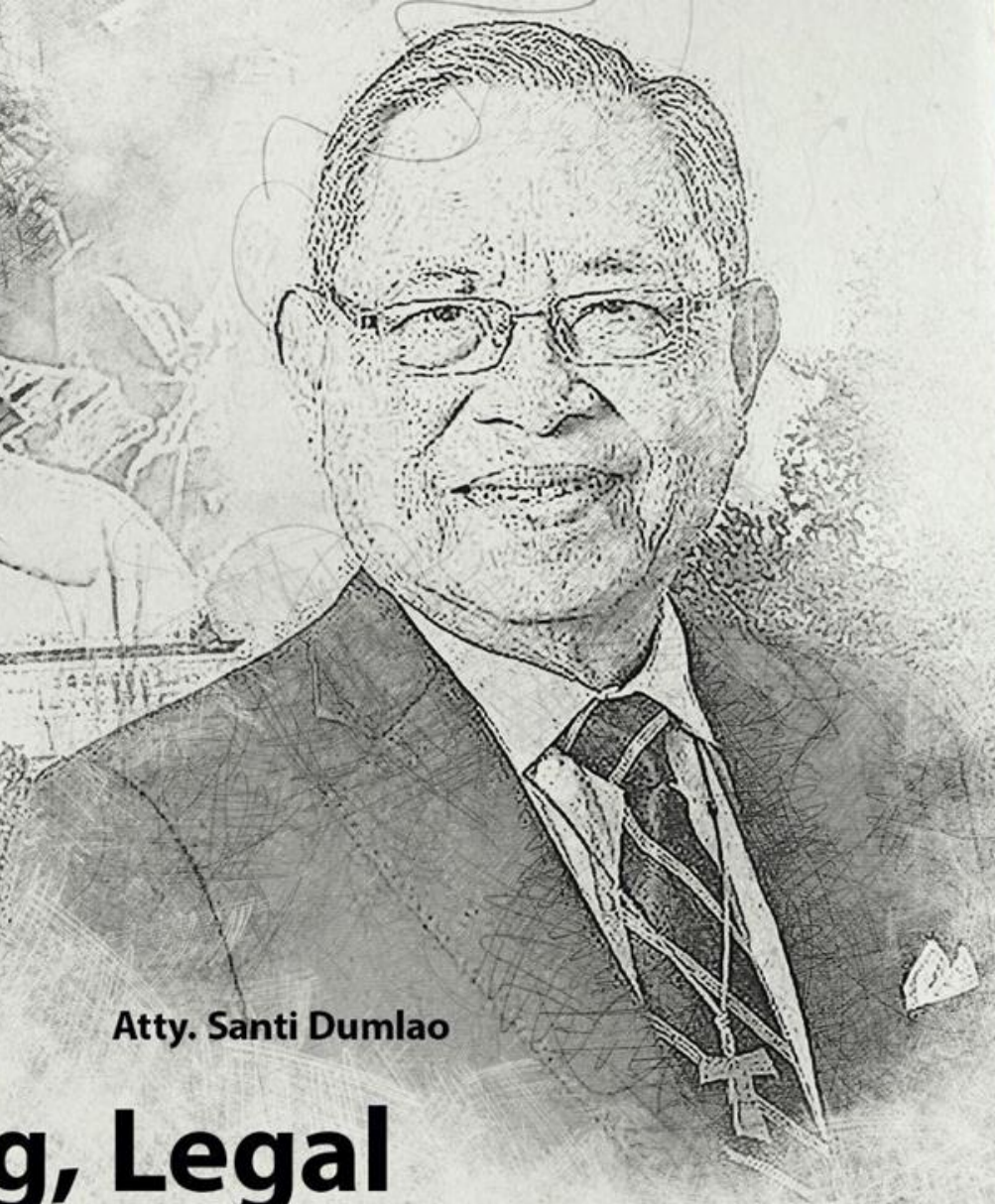
A detailed pencil sketch of a man with a shaved head, wearing a light-colored button-down shirt under a dark jacket. He is looking slightly to the left with a neutral expression. The sketch uses heavy, expressive pencil strokes, especially in the hair and clothing.



Joel Perez



Marvin DaSilva



Atty. Santi Dumlao

Accounting, Legal & Business Development Consultants



Froilan Fabella

FXB Design

Lorraine Menez-Obusan

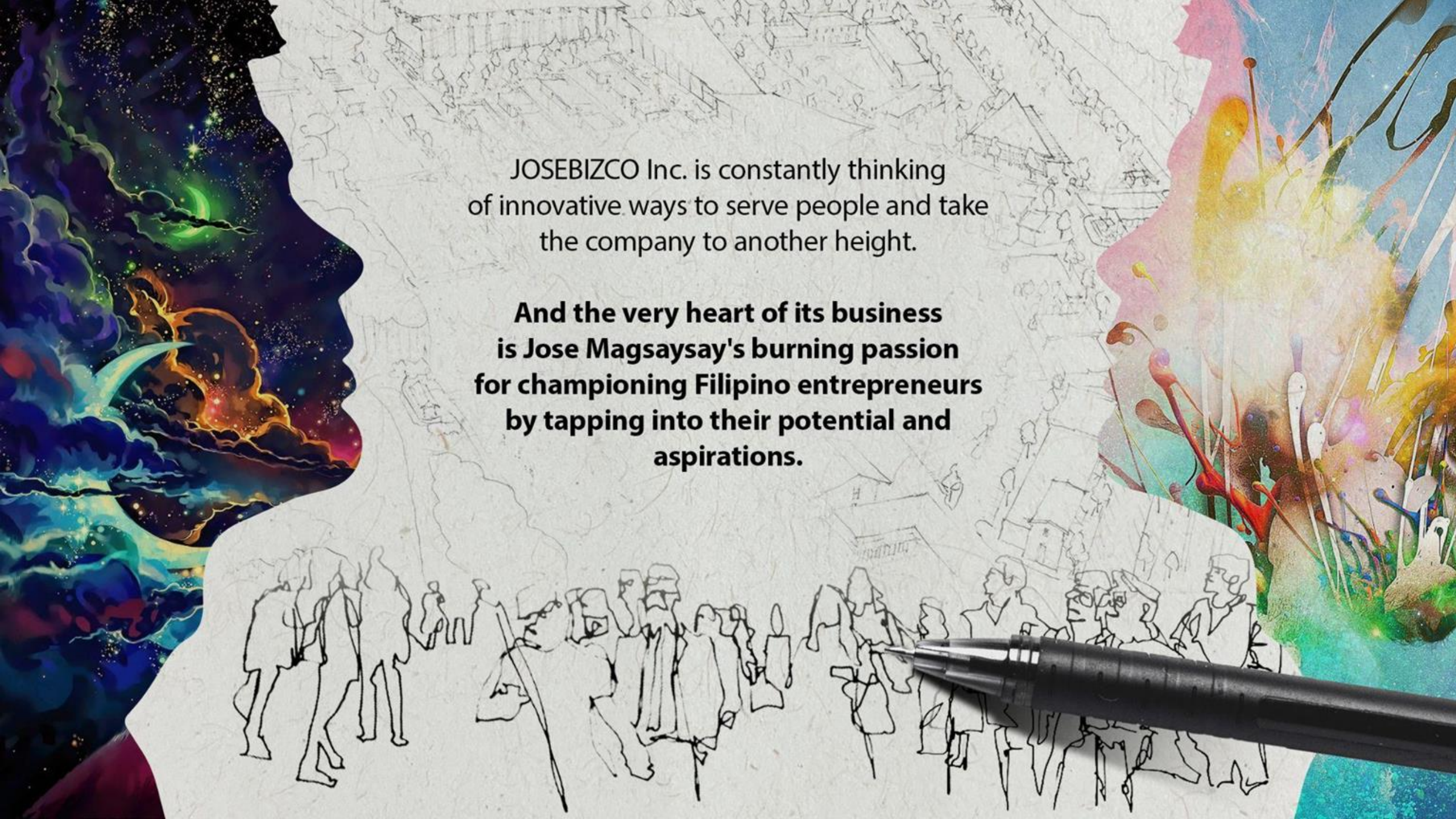
Leo Santos

Ryan Arce

Joan Lopze-Flores

**The Jumpcat
Experiment**

**Creatives &
Marketing**



JOSEBIZCO Inc. is constantly thinking
of innovative ways to serve people and take
the company to another height.

**And the very heart of its business
is Jose Magsaysay's burning passion
for championing Filipino entrepreneurs
by tapping into their potential and
aspirations.**



"From Concept to Profit: A Fast-Track Program for Food Entrepreneurs"

The Josebizco Food Business Incubation Program

Starting a food business in the Philippines is a challenging endeavor due to:

- intense market competition
- changing consumer preferences
- fluctuating ingredient costs
- complex regulatory requirements
- difficulties in securing financing and supply chains
- and the need for strong marketing and efficient operations—

all of which must be **understood and addressed** to achieve long-term success.



Our solution....

A **food business incubation program** that provides a comprehensive support system that empowers aspiring food entrepreneurs to transform their innovative ideas into successful, sustainable businesses through *expert mentorship, hands-on learning, and access to essential resources.*

Target Market

- **Aspiring entrepreneurs** aiming to enter the food and beverage sector.
- **Existing food business owners** seeking to overcome operational challenges and achieve growth.
- **Individuals** interested in understanding the intricacies of the food industry and business incubation.



Program Objectives

1. Developing a Robust Business Concept:

- Understand market dynamics and identify opportunities for growth.
- Develop effective marketing and branding strategies.
- Explore franchising and scaling models suitable for the food industry.

2. Profit Maximization Techniques:

- Implement cost-control measures and efficient supply chain management.
- Analyze pricing strategies and value proposition enhancement.
- Leverage technology to optimize operations and reduce overheads.

3. Business Expansion Strategies:

- Craft a compelling business plan with clear objectives and strategies.
- Understand consumer behavior and tailor offerings accordingly.
- Ensure compliance with regulatory standards and adopt best practices.



Program Description

The Food Business Incubation Program is a comprehensive three-month initiative designed to empower aspiring and existing food entrepreneurs in the Philippines.

By addressing common challenges such as:

- market understanding
- consumer preferences
- operational hurdles
- resource limitations
- financial management
- location selection
- competition
- external factors
- and regulatory compliance

The program aims to ***equip participants with the knowledge and skills necessary for sustainable business growth and profitability.***

Key Components

- **Expert Tutoring and Mentorship:** Access to seasoned professionals and successful entrepreneurs for guidance and support.
- **Resource Access:** Provision of tools, templates, and resources essential for business planning and execution.
- **Networking Opportunities:** Engagement with industry stakeholders, potential investors, and peer entrepreneurs.
- **Practical Exposure:** Hands-on experiences through workshops, industry visits, and real-world business implementations to gain a deeper understanding of actual business situations.

TIMELINE

OBJECTIVE	TOPICS	SPEAKER/S	SCHEDULE
Developing a Robust Business Concept	VMO/ Lean Canvas/ SWOT/ Marketing & Branding/ Store Implementation	JP Magsaysay / A Ferreria	Month 1
Profit Maximization Techniques	Supply Chain Management/ Cost Control & Pricing/ Value Enhancement	Ariel Faraon (UST)/ Noel Aban / H Delos Santos/ Ernest Alcano/ Parker Ong	Month 2
Business Expansion Strategies	Business Planning/ 3-Year Projected Financial Statement	Noel Aban/ Homer Delos Santo/ JP Magsaysay/	Month 3

<div><div>PROBLEM</div><div>List your top 1-3 problems.</div><div><ul style="list-style-type: none">Uncontrolled OPEXUncollected A/RPoor planningPoorly estimated working capitalintense market competitionchanging consumer preferencesfluctuating ingredient costscomplex regulatory requirementsdifficulties in securing financing and supply chains</div></div> <div><div>EXISTING ALTERNATIVES</div><div>List how these problems are solved today.</div><div><ul style="list-style-type: none">Trainings and seminarsFamily businessMiss and hit basis</div></div>	<div><div>SOLUTION</div><div>Outline a possible solution for each problem.</div><div><ul style="list-style-type: none">A structured 3-month program combining weekly workshops, tutoring, and mentoringExpert guidance in planning, costing, operations, and marketingAccess to shared kitchens, supplier networks, and financial planning toolsFree first session to help participants understand the incubation program</div></div> <div><div>KEY METRICS</div><div>List the key numbers that tell you how your project is doing.</div><div><ul style="list-style-type: none">Number of businesses/ stores launched or scaledImprovement in profitability and efficiency (pre- and post-program)Retention and satisfaction rate of participantsOperational efficiency (COGS %, inventory turnover)Time to breakeven and scalability readinessProduct-market fit and brand traction</div></div>	<div><div>UNIQUE VALUE PROPOSITION</div><div>Single, clear, compelling message that states why you are different and worth paying attention.</div><div>An all-in-one support system to build a profitable, scalable, and sustainable food business, offering expert mentorship, business tools, real-world simulations, and market access.</div></div> <div><div>HIGH-LEVEL CONCEPT</div><div>List your X for Y analogy e.g. YouTube is Flickr for videos.</div><div>"The learner-centered school for aspiring food entrepreneurs"</div></div>	<div><div>BUY-IN / SUPPORT</div><div>List people whose support you need or could block you.</div><div><ul style="list-style-type: none">Direct access to expert mentors and proven systemsExposure to real customers through pilot marketsPreferred supplier and commissary connectionsStrong support network from the incubation ecosystemOpportunity for investment or franchising post-program</div></div> <div><div>CHANNELS</div><div>List your path to customers (internal or external).</div><div><ul style="list-style-type: none">Through the food incubation program and partner institutionsOnline learning platform and community forumsLocal events, demo days, and pop-upsMentor introductions and peer networking</div></div>	<div><div>CUSTOMER SEGMENTS</div><div>List your target internal customers and users.</div><div><div>1. Office Workers and Professionals</div><div>•Looking for quick, affordable, and satisfying meals (e.g., rice meals, ready-to-eat packs)</div><div>•Often found in central business districts, BPO hubs, co-working spaces</div><div>2. Students and Young Adults</div><div>•Price-sensitive but adventurous with food</div><div>•Interested in new food trends, street food-style meals, and snacks</div><div>3. Middle-Class Families</div><div>•Buy from food stalls, online sellers, or weekend food bazaars</div><div>•Interested in ready-to-cook packs, frozen goods, or comfort food</div><div>4. Online Shoppers / Delivery App Users</div><div>•Order food via GrabFood, FoodPanda, or social media</div><div>•Convenience and unique branding are key</div><div>7. Corporate Clients / Caterers</div><div>•Bulk orders for company events, meetings, or pantry stocking</div><div>•Opportunities in B2B catering or packed meals</div></div><div><div>EARLY ADOPTERS</div><div>List the characteristics of your ideal internal customers.</div><div><ul style="list-style-type: none">Friends and FamilyLocal Foodies and Food BloggersCo-Working Space Tenants / Office Workers NearbyStudents and Campus Communities</div></div></div>
<div><div>COST STRUCTURE / BUDGET</div><div>List your fixed and variable costs.</div><div><ul style="list-style-type: none">OPEXRaw materials and production costsPackaging, marketing, and distributionBusiness registration and complianceEquipment and labor (if scaling)Incubation program fee (initial investment)</div></div>			<div><div>VALUE CREATED</div><div>List the positive impact on the business in monetary terms.</div><div><ul style="list-style-type: none">Direct food product sales (online, dine-in, pop-ups)Increase in shareholder value as the center helps launch successful food businessesFranchise or licensing opportunitiesRetail partnerships (convenience stores, groceries)Corporate catering or commissary contracts</div></div>	

<h3>PROBLEM</h3> <p>List your top 1-3 problems.</p> <ul style="list-style-type: none"> Uncontrolled OPEX Uncollected A/R Poor planning Poorly estimated working capital intense market competition changing consumer preferences fluctuating ingredient costs complex regulatory requirements difficulties in securing financing and supply chains 	<h3>SOLUTION</h3> <p>Outline a possible solution for each problem.</p> <ul style="list-style-type: none"> A structured 3-month program combining weekly workshops, tutoring, and mentoring Expert guidance in planning, costing, operations, and marketing Access to shared kitchens, supplier networks, and financial planning tools Free first session to attract and qualify participants 	<h3>UNIQUE VALUE PROPOSITION</h3> <p>Single, clear, compelling message that states why you are different and worth paying attention.</p> <p>A food incubation program that provides a comprehensive support system that empowers aspiring food entrepreneurs to transform their innovative ideas into successful, sustainable businesses through expert mentorship, hands-on learning, and access to essential resources</p> <h3>KEY METRICS</h3> <p>List the key numbers that tell you how your project is doing.</p> <ul style="list-style-type: none"> Number of incubatees enrolled and graduated Number of businesses launched or scaled Improvement in profitability and efficiency (pre- and post-program) Retention and satisfaction rate of participants <h3>HIGH-LEVEL CONCEPT</h3> <p>List your X for Y analogy e.g. YouTube is Flickr for videos.</p> <p>"The learner-centered school for aspiring food entrepreneurs"</p>	<h3>BUY-IN / SUPPORT</h3> <p>List people whose support you need or could block you.</p> <ul style="list-style-type: none"> Industry-experienced mentors and entrepreneurs Access to commissaries, suppliers, and tested food business models Direct link to funding, franchising, and commercialization opportunities Strategic partnerships with schools and entrepreneurship networks Existing brands 	<h3>CUSTOMER SEGMENTS</h3> <p>List your target internal customers and users.</p> <p>Aspiring entrepreneurs aiming to enter the food and beverage sector.</p> <p>Existing food business owners seeking to overcome operational challenges and achieve growth.</p> <p>Individuals interested in understanding the intricacies of the food industry and business incubation.</p> <p>EARLY ADOPTERS</p> <p>List the characteristics of your ideal internal customers.</p> <ul style="list-style-type: none"> Gyud Food Hub
<h3>EXISTING ALTERNATIVES</h3> <p>List how these problems are solved today.</p> <p>Institutions planning to put up the same business model</p>			<h3>CHANNELS</h3> <p>List your path to customers (internal or external).</p> <ul style="list-style-type: none"> University networks and partner schools Entrepreneurial associations Social media and digital marketing Startup communities and co-working hubs (GYUD) Government and LGU partners (DTI, DOST, etc.) 	
<h3>COST STRUCTURE / BUDGET</h3> <p>List your fixed and variable costs.</p> <ul style="list-style-type: none"> OPEX Awarenes campaign Management cost (Admin & Logistics) Facilitator and mentor fees Venue or commissary rental Learning materials and platform development 	<h3>VALUE CREATED</h3> <p>List the positive impact on the business in monetary terms.</p> <ul style="list-style-type: none"> Program Fees Leasing Revenue from supply chain Increase in shareholder value as the center helps launch successful food businesses More business from repeat customers Brand equity Partnerships and sponsorships 			

***“Entrepreneurship is about
serving others. Profits are
just the reward for doing it
well “***

Jose P. Magsaysay, Jr.
CEO, Josebizco, Inc.
Founder, Potato Corner



Let's work together in developing
more business revolutions.

BE OUR PARTNER.



THANK YOU

JOSEBIZCO, INC.