

— FAME TALKS 2025

The Digital Leap

Empowering Philippine MSMEs Through AI

From AI curiosity to AI business leverage



Joie Cruz

Founder & CEO, Limitless Lab

How many of you here are business owners, and founders?

TYPE “OWNER”

How many of you are managing so many things every day?

TYPE “**BUSY**”

How many of you feel like your business has so much potential, but sometimes you don't have enough time, people, or systems to maximize it?

TYPE **"POTENTIAL"**

**How many of you have tried using AI,
maybe ChatGPT, Claude, Gemini, etc but
you know you're not yet maximizing its
full power?**

TYPE “AI”

And finally, how many of you are ready to discover how AI can become a real business advantage — helping you save time, look more professional, and grow with more ease?

TYPE “I’M READY”



Hi I'm *Foie*

Ex-millennial in government

Started my own design thinking,
innovation and impact firm at the age
of 23

Recognized as part of Tatler Gen.T

Generate over \$1,000,000+ revenue
through development contracts,
grants, consulting

Built a team of 12 people



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Despite having a team, I was still always busy. I was not even paying myself for the first 5 years of my business.



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Our funding sources dried up; and I had to let go of the majority of my team in 2023.



I WAS BUSY "BEING BUSY"

I RELIED TOO MUCH ON WORD OF MOUTH FOR OUR MARKETING AND BUSINESS DEVELOPMENT EFFORTS.

I WAS NOT THINKING IN TERMS OF SYSTEMS WHEN IT COMES TO RUNNING MY BUSINESS.



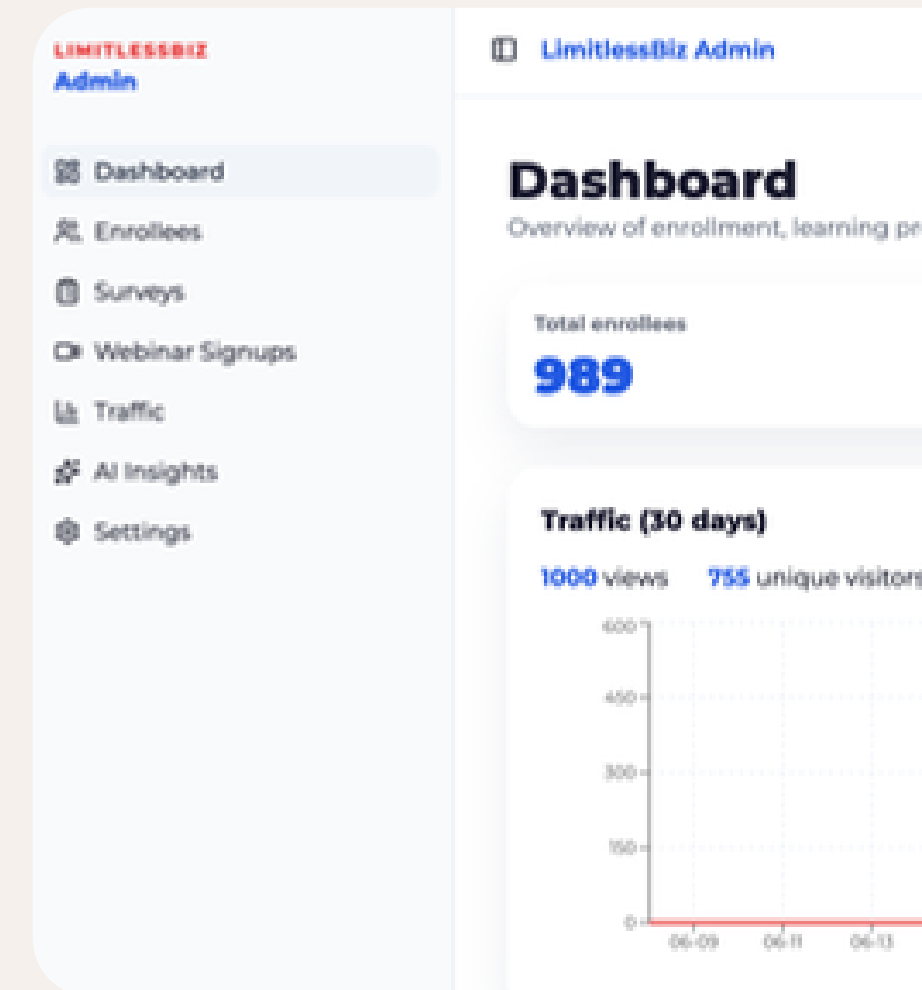
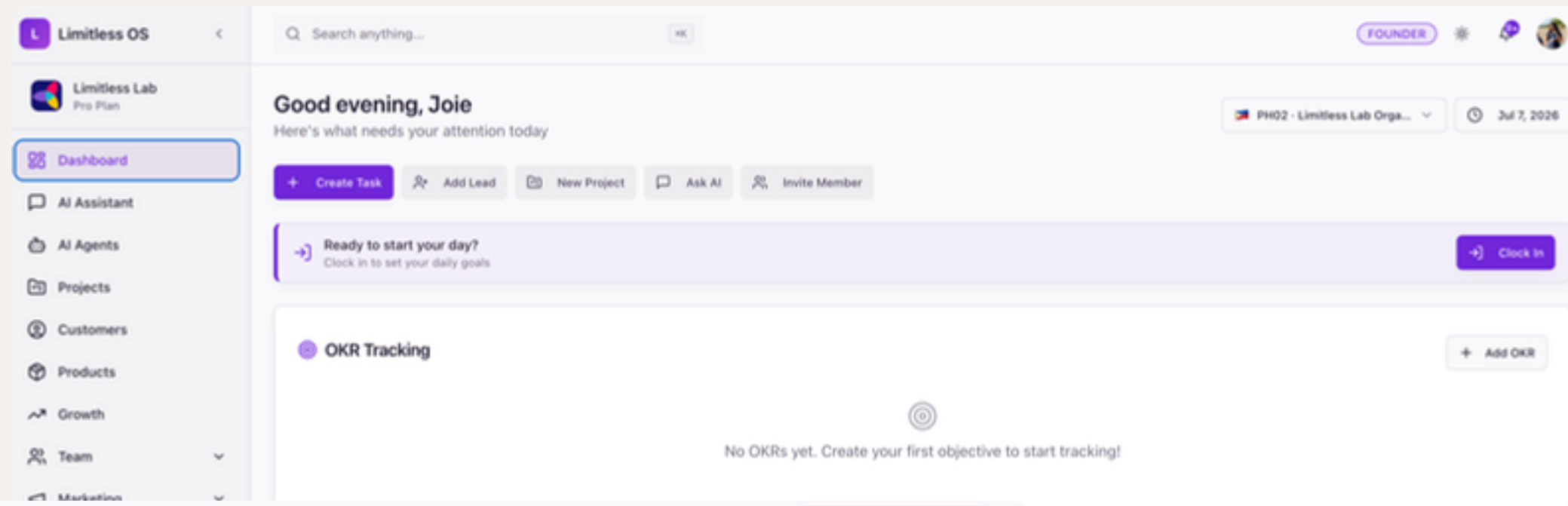
Invested into learning more
about AI since 2024

Leading nationwide AI literacy
programs for the ASEAN
Foundation

Coaching LGUs, NGAs, and
MSMEs on responsible and
innovative use of AI

Built 25+ business systems for
ourselves and for clients



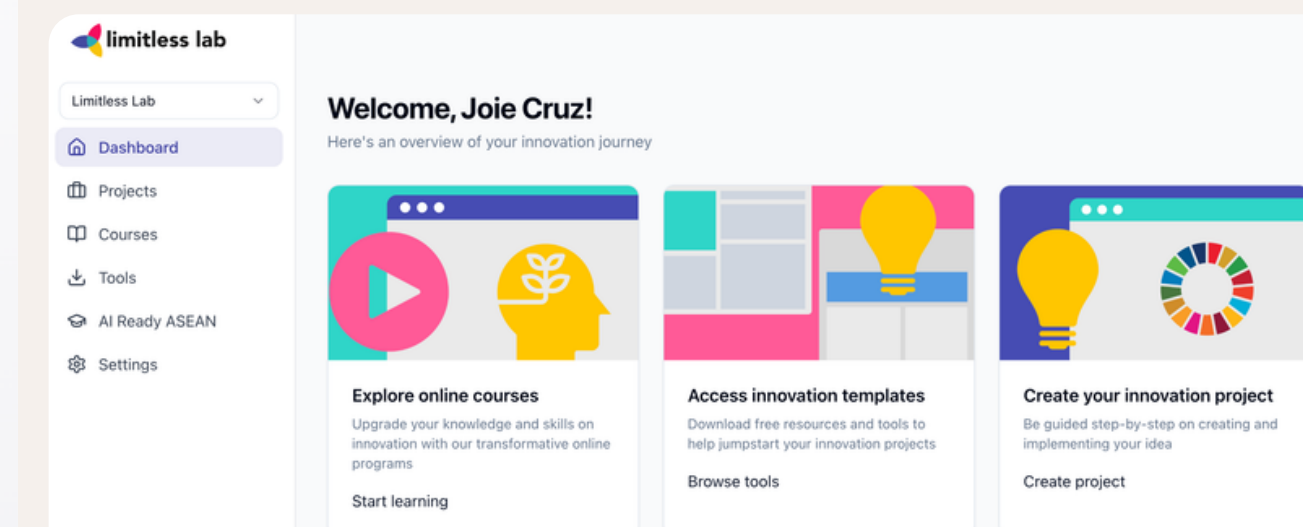


The AI-Powered Business Operating System

Manage projects, grow revenue, lead your team, and run marketing — all powered by AI. Built for founders and fast-moving companies.

[Sign up for waitlist →](#)

[Login](#)



”

*AI is no longer just the future.
It is becoming today's business advantage.*

THE QUESTION IS NOT IF — IT'S WHEN YOU'LL START.

What You'll Take Away With Today

- Reasons why you should adopt AI further
- AI use cases and possibilities of AI you can immediately apply to your business
- That one area in your business that can be systemized and amplified by AI – leading to your business' growth

BEFORE WE DIVE IN

**What is one task in your business
you wish AI could help you with?**

Keep it in mind as we go through today's talk.

What is AI

AI is a technology that helps computers think, learn, and assist us in doing tasks that normally require human intelligence — like writing, planning, analyzing, creating, and making decisions.

Why AI Matters for Creative MSMEs Right Now

"You are already talented. Already resourceful. Already doing the hard work."

Philippine creative entrepreneurs compete on craftsmanship, culture, and creativity. Those are strengths AI will never replace.

"AI doesn't replace what you're great at. It multiplies your time, your reach, and your output."

More content. Better copy. Faster follow-ups.
Cleaner operations — without hiring a bigger team.

Old Digital Leap vs. The New Digital Leap

THE OLD LEAP

Be Online

- Open a Facebook page
- List on Shopee or Lazada
- Build a basic website

Status: table stakes for every business



THE NEW LEAP

Use AI to Operate Smarter

- Think faster — research, plan, and decide
- Create faster — content, copy, visuals
- Sell smarter — follow up, convert, close
- Operate better — SOPs, systems, scale

Status: your competitive edge today

The Importance of Your BUSINESS DATA

WHERE MOST PEOPLE STOP



How Most Businesses Use AI Today

MOST BUSINESSES

Use AI as a search bar or caption writer

"Write me a caption for this photo"

"Give me 5 business name ideas"

"What's the best price for my product?"

vs.

THE BIGGER OPPORTUNITY

Use AI as a business thinking partner

"Build a follow-up system for my FAME buyers"

"Create catalog copy for export buyers in Japan"

"Write my team's SOP for buyer inquiries"

FROM SIMPLE TO SOPHISTICATED

The AI Possibilities Ladder

LEVEL

01

Product Visuals

Photo styling,
backgrounds, lighting

LEVEL

02

Product Copywriting

Catalog copy, stories, export
descriptions

LEVEL

03

Content Multiplication

One product → 10
marketing assets

LEVEL

04

Sales & Follow-Up

Buyer emails, trade fair
scripts, lead nurture

LEVEL

05

Customer Insights

Buyer personas, segments,
positioning

LEVEL

06

Operations & Systems

SOPs, checklists, templates,
team guides

LEVEL

07

Mini AI Tools

Calculators, planners,
FAQ bots

LEVEL

08

AI Business Systems

End-to-end workflows built
for your business

NEXT LEVEL

NEXT LEVEL

SECRET WAYS I USE MY TOP AI TOOLS



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NEXT LEVEL

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LEVEL 01

Product Visuals

Style and photograph your products with AI guidance — no professional photographer needed.

AI-Guided Product Photo Styling

YOUR PROMPT TO AI

"I have a handwoven abaca bag in natural tan. Help me style it for a premium lifestyle photo that would appeal to international buyers."

Product: Handwoven Abaca Bag

AI STYLING BRIEF

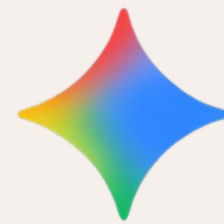
- **Background:** Soft linen surface with natural rattan texture
- **Lighting:** Soft natural side light from a window. No flash.
- **Props:** Dried tropical leaves, pebbles. Keep it minimal.
- **Angle:** 45° overhead to show weave texture + a close-up detail shot
- **Mood:** Premium artisan. Warm, organic, export-ready.

DEMO EXAMPLE · LEVEL 01

AI-Guided Product Photo Styling



Demo



Gemini

LEVEL 02

Product Copywriting

Turn rough notes into export-ready, premium product descriptions that sell your craft and story.

From Rough Notes to Premium Description

BEFORE

Basic product listing

Abaca bag, handwoven, medium size, with two handles. Brown color. Made in Philippines. Waterproof lining inside. Good for beach or market.

Functional. Forgettable. Low perceived value.

AFTER

AI-crafted with context

"Handcrafted from sustainably sourced Philippine abaca fiber, this artisan tote blends centuries of weaving tradition with modern form. Each piece is unique — a story of Filipino craft, made for the conscious global traveler."

Evocative. Export-ready. Premium-positioned.

Demo



LEVEL 03

Content Multiplication

Turn one product into a full suite of marketing content across every channel and buyer touchpoint.

1 Product → 10 Marketing Assets

10x

01

Instagram Caption

Hook, hashtags, CTA

02

Reel Script

30-second video
narration

03

Email Newsletter

Promo email to your list

04

Brochure Copy

Print-ready catalog text

05

Buyer Pitch

Export pitch for
B2B buyers

06

Product FAQ

Common buyer
questions

07

Website Listing

E-commerce
product page

08

Export Catalog

International trade
listing

09

Trade Fair Script

60-second booth pitch

10

Social Ad Copy

Facebook & IG paid ads

Demo



LEVEL 04

Sales & Buyer Follow-Up

Respond to buyer inquiries faster, follow up professionally, and never let a warm lead go cold.

Trade Fair Buyer Follow-Up

BUYER MESSAGE RECEIVED

"Hi! I met you at your Manila FAME booth. I'm interested in your rattan furniture line for my hotel in Singapore. Can you send more info?"

YOUR PROMPT TO AI

"Write a professional follow-up to a Singapore hotel buyer interested in our rattan furniture. Mention catalog, MOQ, and next steps."

AI-GENERATED FOLLOW-UP EMAIL

Subject: Your Manila FAME Inquiry — Rattan Collection for Hotels

Dear [Name],

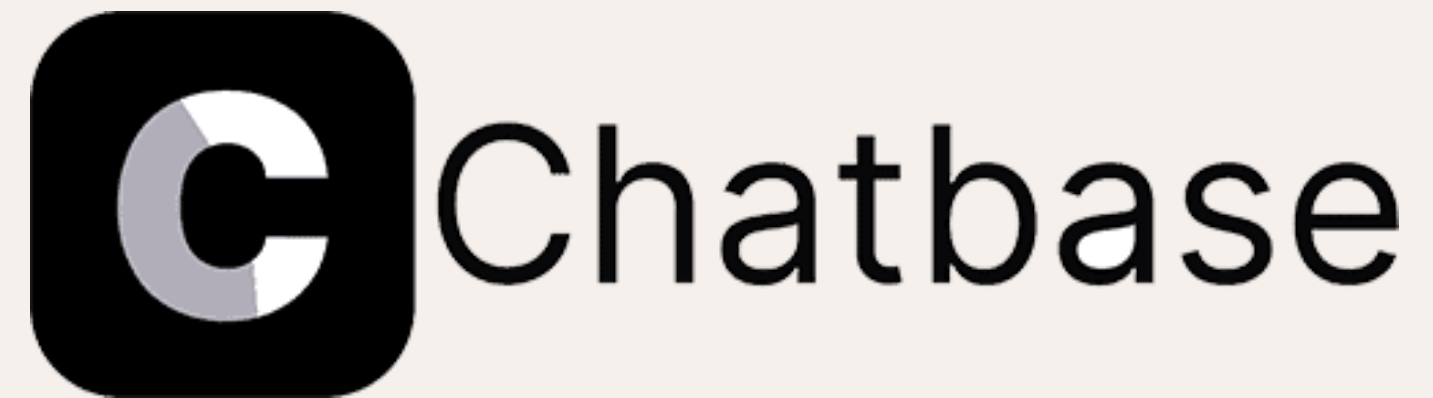
Thank you for visiting our booth at Manila FAME. We're delighted by your interest in our handcrafted rattan furniture for hospitality spaces.

Please find our hospitality catalog attached. Our **minimum order is 20 pieces per design**, with 60–90 day lead times. Custom sizing and finishes available.

I'd love to schedule a call this week — when are you available?

Warm regards,
[Your Name] | [Business Name]

Demo



LEVEL 05

Customer Insights

Understand who buys from you, how to position for each segment, and how to speak their language.

One Product. Five Buyer Profiles. Five Pitches.

Product: Handwoven Pandan Placemats

HOTELS & RESTAURANTS Bulk ordering, custom sizing, natural material story for eco-conscious dining	GIFT BUYERS Made-in-PH story, giftable packaging, uniqueness, cultural meaning	INTERIOR DESIGNERS Texture, natural palette, styling versatility, custom weave patterns available	EXPORT BUYERS MOQ, lead time, certifications, artisan provenance, fair trade appeal	LIFESTYLE SHOPS Aesthetic fit for curated retail, social media visual appeal, local pride
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LEVEL 06

Operations & Systems

Create SOPs, checklists, and team guides in minutes — so your business runs smoothly even when you're not there.

AI-Generated SOP in Seconds

YOUR PROMPT TO AI

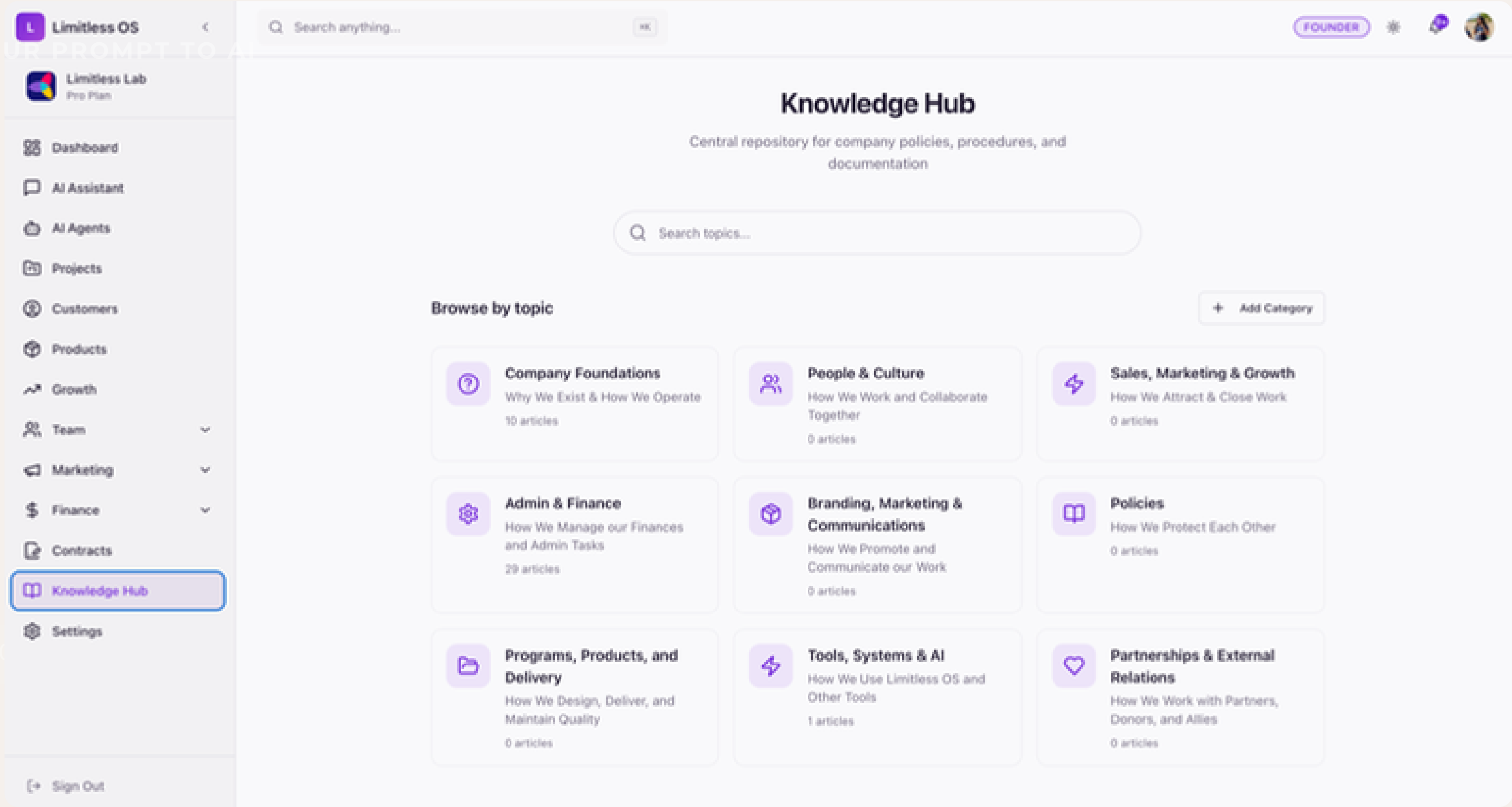
"Create a step-by-step SOP for my team when responding to buyer inquiries after Manila FAME. Include response time, tone, what to include, and how to follow up."

30 seconds to write. Seconds to generate.

SOP: BUYER INQUIRY RESPONSE

- 1** Acknowledge within **24 hours** — brief, warm reply confirming receipt.
- 2** Send full response **within 48 hours** with catalog and pricing sheet attached.
- 3** Tailor tone to buyer type: hotel buyer, retail buyer, or export buyer.
- 4** Follow up **5 days later** if no reply, using the follow-up template.
- 5** Log all leads in the buyer tracker with status: warm / hot / closed.

AI-Generated SOP in Seconds



Demo



A TOOL TO KNOW



Claude as Your Business Workspace



Content Assistant

Captions, scripts, emails, ad copy in your brand voice



Document Summarizer

Summarize contracts, proposals, reports in seconds



Product Copywriter

Catalog copy, export descriptions, web listings



Buyer Follow-Up

Professional emails tailored to each buyer type



SOP Creator

SOPs, checklists, onboarding guides in minutes



Strategy Partner

Think through pricing, positioning, business decisions



Mini Tool Builder

Build calculators, lead trackers, FAQ bots, and custom business tools — no coding required

LEVEL 07 PREVIEW

From Prompt to Mini Business Tool



Pricing Calculator

Cost + margin +
export pricing
automatically



Content Planner

Monthly content
calendar for your
products



Lead Tracker

Track FAME buyer
leads and follow-
up status



Catalog Generator

Build your product
catalog from a
spreadsheet



FAQ Assistant

Answer buyer
questions from your
product data

Real tools built with AI — no coding required. **We'll cover how to design and deploy your first one in the webinar.**

SECRET WAYS I USE MY TOP AI TOOLS



SECRET WAYS I USE MY TOP AI TOOLS



- Memory Import
- Connections
- Co-work
- Claude Design
- Voice Mode

SECRET WAYS I USE MY TOP AI TOOLS



- Apps Creation
- Website Creation

The possibilities are now **LIMITLESS**
*when it comes to what you can build for
your business with AI*

THE SHIFT IN THINKING

"The question is no longer: Can AI help my business?"

"The question is: Which AI system should I build first?"

AI⁺IMPACTPRENEUR

+ AI FOR MSMEs

Find your first AI system

"The one workflow that will free your time and grow your income — without the overwhelm."

Answer 6 quick questions and get a personalized recommendation for the very first AI system to build in your business.

🕒 ~2 minutes 📝 6 questions ⭐ No tech needed

Find my first AI system →

IMPORTANT

Using AI With Integrity

01 Protect Customer Data

Be careful pasting personal customer information or private business data into AI tools.

02 Always Check for Accuracy

AI can confidently get things wrong. Review important output before publishing.

03 Keep Your Brand Voice

AI gives you a first draft. You give it your voice. Refine every output to sound like you.

04 Don't Copy Others' Work

Use AI to amplify your original ideas — not to replicate competitors or repurpose others' content.

05 AI Amplifies Creativity — It Doesn't Replace Originality

Your most powerful competitive advantage is your story, your craft, and your perspective. AI helps you tell it better — not tell it for you.

YOU'VE SEEN THE POSSIBILITIES

Today was about seeing what's possible.

WHAT YOU DID TODAY

- ✓ Saw 6 levels of AI use for your business
- ✓ Explored real demos of use cases to give you ideas on what you can build for your business
- ✓ Identify the right first AI solution for your specific business

WHAT COMES NEXT

- Design and plan your first AI system
- Design and plan your first AI system
- Deploy it with a clear 7-day action plan

Imagine at least 1% of our
MSMEs are able to scale
globally with the help of AI

*What would that
Philippines look like?*





YOUR AI JOURNEY STARTS NOW

You don't need to learn more of
AI before you start integrating it
into your business

YOUR AI JOURNEY STARTS NOW

You don't need to learn more of
AI before you start integrating it
into your business

You learn more of AI by doing