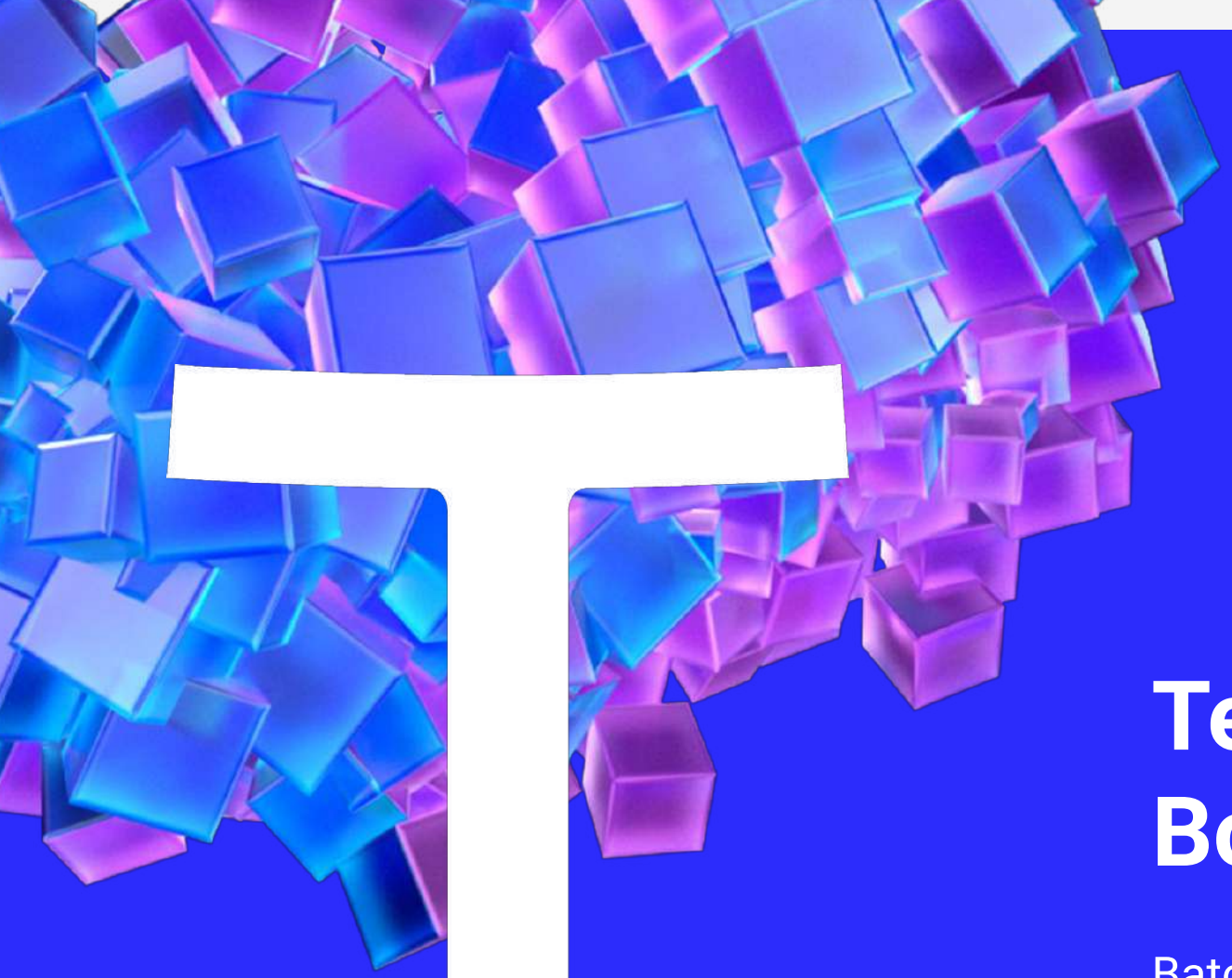

MRANTI
Malaysian Research Accelerator for Technology & Innovation

Technology & Innovation Bootcamp

Batch 2 | 3-7 October 2022

AKADEMI SAINS MALAYSIA

YOUNGSCIENTISTS NETWORK MALAYSIA

Overview of MRANTI

01

DNA
DIGITAL NEWS ASIA
Your Eye on the Tech Ecosystem

Digital Economy powered by 'MDEC' | Insights | 'Software Testing is' Business | Personal Tech

MaGIC-TPM now MRANTI

By Digital News Asia November 9, 2021

- *In line with Malaysia's technology commercialization catalyst agenda*
- *Develop future workforce & accelerate adoption of technology & innovation*

(L2R) Deputy Mosti Minister Ahmad Amzad, Mosti Minister Dr Adham Baba, Mosti chief secretary Zainal Abidin with Dzuleira Abu Bakar at the MRANTI launch.

MRANTI
Malaysian Research Accelerator for Technology & Innovation

Malaysian Research Accelerator for Technology & Innovation

MRANTI seeks to inspire the world with a bold new model to **accelerate Ideas to Impact** by combining our developmental expertise with tech infrastructure and services for the creation, development and commercialisation of technology and innovation

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MRANTI

Malaysian Research Accelerator for Technology & Innovation

National Aim

Malaysia as a hub for technology innovation, commercial adoption and scientific excellence.

Goal

Transform ideas to impact, deliver return on ideas (ROI).

Mandate

Facilitating the end-to-end process of Research & Development and Commercialisation & Innovation (R&D&C&I) from early stage ideation to commercialisation, in collaboration with Public Sector, Private Sector, Academia and the Civil Society

Headquarters & Branches

686 Acre MRANTI Park, Kuala Lumpur with operations in Pahang and Perlis.

6 Technology Clusters

Support facilities, resources and services for rapid research, development and commercialisation **enabling you to accelerate product and solution development**

Addressing Challenges in the R&D&C&I Value Chain

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Malaysian Research Accelerator for Technology & Innovation

R&D&C&I Value Chain / Stages	Early: Ideation & Applied Research	Mid: Prototyping & Viability Testing	Late: Scaling Up & Commercialisation
Process	**Idea / Research** **Research Prototype** **IP Protection**	**Commercialisation Approach** **Integration & Collaboration** **Industry Prototype** **Testing & Validation**	**Regulatory Certification** **Manufacture & Scale Up** **Commercial Deployment**
Key Issues	• R&D mainly driven by IHLs (Academic, Basic Research) • Lack of enterprise R&D (Applied research) • Fragmented systems and various R&D efforts • Lack of R&D funding	• Technology Transfer Offices has limited partnership & industry network • "Valley of Death" between TRL4 and 5 with high failure rate • Lack of Innovation "Scouts" to bring ideas to market • Invention/innovation not aligned with industry needs & market demand	• Low Commercialisation rate & value • Low product/solution scalability • Limited visibility of commercialisable products/solutions for businesses to adopt or collaborate with innovators • Lack of central repository for ideas that are market-ready

Enabling Transformational Growth

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Malaysian Research Accelerator for Technology & Innovation

R&D&C&I Value Chain / Stages	Early: Ideation & Applied Research	Mid: Prototyping & Viability Testing	Late: Scaling Up & Commercialisation

Ecosystem Building

We are here to build a strong community through the **Quadruple Helix Model** (Public Sector, Private Sector, Academia and Civil Society) to inspire, enculturate and catalyse market-driven innovations

World-Class Infrastructure

With our strong roots in technology park management, we are able to provide a range of world-class facilities for **prototyping, fabrication, testing, development, collaboration** to nurture the growth of innovation

Developmental Programmes

Navigating technological and obstacles can be challenging. We are here to support technology seekers and providers with the necessary and wide range of **programmes** and interventions **to accelerate commercialisation.**

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Forging Strategic Partnerships

MRANTI
Malaysian Research Accelerator for Technology & Innovation

Public Sector

Identify commercialisation problem statements, policies, regulations and funding

Private Sector

Understand industry demands to develop proofs of concept that align to Industry needs

Academia

Integrated and centralised collaborations across universities nationwide

Civil Society

Identify suitable technology solutions that would benefit and be adopted by society

Idea

Impact

Connector between ecosystem players to facilitate market-driven R&D and innovations

Catalyst to promising innovations to scale through industry market access

Incubator to commercially feasible R&D outputs and ideas into POC and prototypes

Research & Development Centres

Facilities:
A certified facility for Traditional Medicine, HACCP, MeSTI and HALAL premises status. Full-suite laboratory - **Product Development and Formulation Lab, Analytical Biochemistry & Molecular Biology Lab and Agrobio Lab** (Agriculture Biotechnology).

Services include:

- Regulatory and Product Registration Services
- Product Packaging, Design & Printing
- Herbal Product CMO (OEM Services)

Facilities:
For product development and bio-processing of innovative health supplements, herbal-based products. A 20-acres area with **precision agriculture, smart farming and precision manufacturing technologies**

Services include:

- Formulation and laboratory analysis
- Product registration
- Consultancy in Biotechnology
- Project management

Facilities:
Precision manufacturing hub and R&D for high-tech military and engineering products. Provides the application of scientific and engineering knowledge and methods.

Services include:

- Digitisation & Engineering
- Metrological Services
- Rapid Prototyping
- Design & Product Development

Access to World Class Infrastructure

MRANTI
Malaysian Research Accelerator for Technology & Innovation

by 2025

BioScience Tech Living Lab - BioIndustry

Catalyse Malaysia's bio-economy growth through incubator and bionexus-certified facility equipped with various certifications including GMP and HALAL

by 2022

Makerslab

Create, experiment, and realise ideas through the usage of new age technologies and tools & facilities with assistance from subject matter experts

by 2025

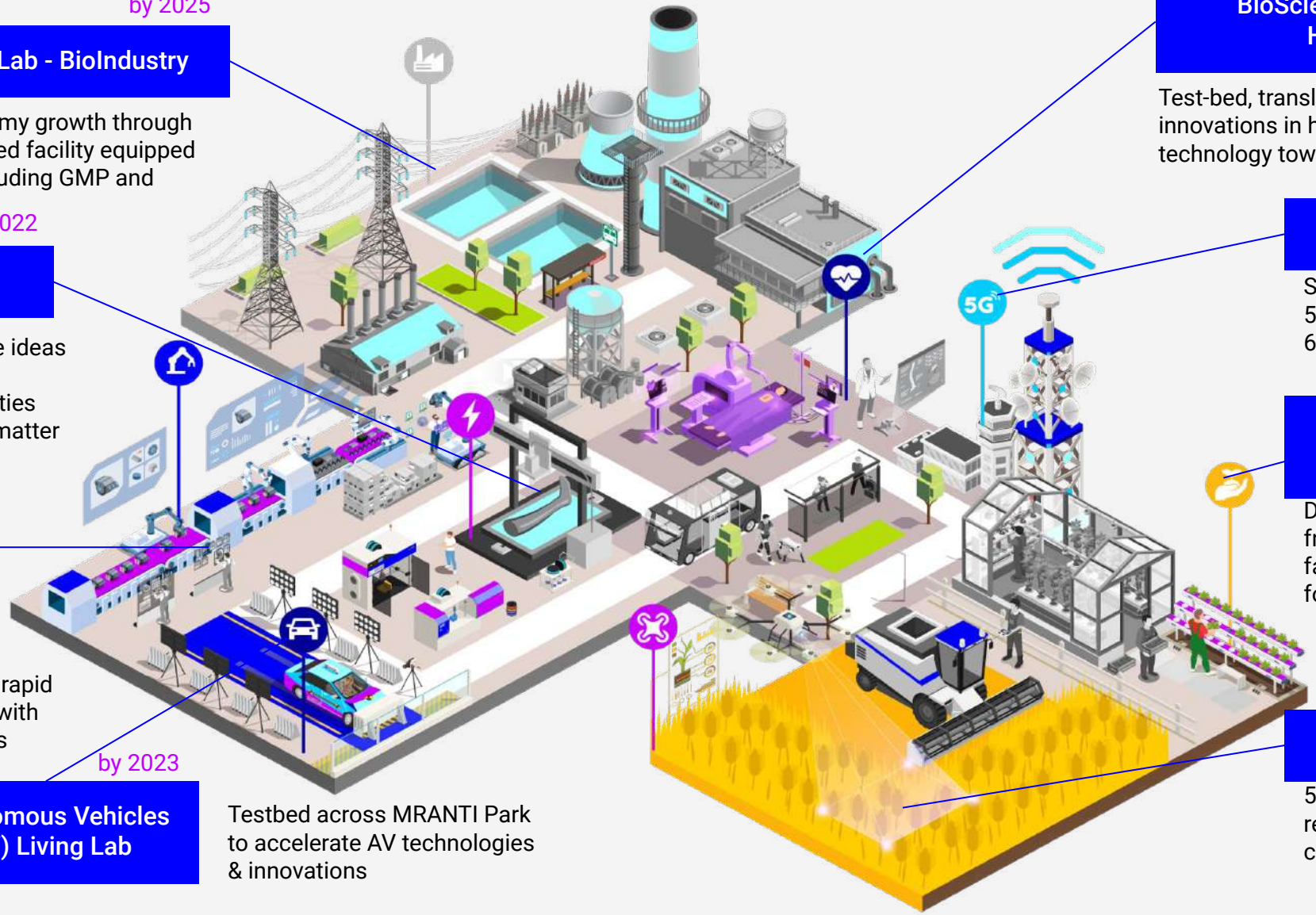
4IR Flexible Manufacturing System Living Lab

Support tech-driven product development from large-scale rapid prototyping to manufacturing with advanced engineering facilities

by 2023

Autonomous Vehicles (AV) Living Lab

Testbed across MRANTI Park to accelerate AV technologies & innovations



by 2025

BioScience Tech Living Lab - Healthcare Tech

Test-bed, translate, and manufacture innovations in healthcare & wellness technology towards widespread adoption

by 2023

5G Living Lab

Spearhead the development of 5G-enabled innovations across 686 acres of MRANTI Park

by 2024

BioScience Tech Living Lab - AgriTech

Develop and commercialise frontier technologies for urban farming and agriculture including food insecurity

AREA57 by 2023

DroneTech Living Lab

5-acres integrated ecosystem as research-to- commercialisation centre of excellence for dronetech

Programmes & Initiatives

MRANTI
Malaysian Research Accelerator for Technology & Innovation

R&D&C&I Value Chain / Stages	Early: Ideation & Applied Research	Mid: Prototyping & Viability Testing	Late: Scaling Up & Commercialisation

Programmes & Services [Total 25 in 2022]

Early - Mid Stage

Workshops, Digital Courses & Tools, Webinars and Bootcamp

1. Massive Open Online Courses (MOOC)
   - Digital Business Academy
   - Science, Technology & Innovation (STI) Webinars
   - Growth Wheel Actionable Strategy Tools / platform
2. Technology and innovation Essentials
3. ESG Workshops
4. Impact Innovation Partnership
5. Technology & Innovation Bootcamp
6. IP & Tech Commercialisation Masterclass

Partnerships and Knowledge Sharing

1. 4IR & Tech Commercialisation Awareness & Outreach Programmes
2. Innovation Competencies for Public Service Excellence

IP Services

1. Value Added IP Services

Mid - Late Stage

Accelerators & Incubators

1. Industry Based Accelerators
2. Social Impact Challenge Accelerator (SICA)
3. APEX Incubator

Testing & Commercialisation

1. NTIS - Jelajah Malaysia
2. NTIS - Programme with partners sandbox
3. NTIS CIO Masterclass & CAN
4. Program Perolehan Impak Sosial Kerajaan (PPISK) - until June 2022
5. Corporate Innovation & Commercialisation
6. IP Commercialisation Facilitation
7. Product Market Fit and Validation Techniques for Government, RU's & RI's

Market Access

1. Global Market-Fit Programme
2. MyStartUp Hub

Early - Mid - Late Stage

1. Quadruple Helix Stakeholders Engagement Forums 2. Industry Roundtable with Quad Helix 3. CIO Action Network (CAN) Community

MRANTI Technology & Innovation Bootcamp

02

Technology & Innovation Bootcamp

Objective :

- Validate, refine and building ideas into viable prototype as part of commercialization journey
- Equip teams with the right tools, knowledge and intervention to improve the innovative solutions

Outcome :

- Prototypes being completed for targeted purposes
- Commercialization for the deployment of the solutions according to their stages

Target audience :

- Researchers with the potential and intent to commercialize
- Scientists with the intention to gain assistance to commercialize
- Students with scientific or technology based ideas to be developed

Technology areas to be focused during the programme

Deep Tech | **Drone** | **Blockchain** | **Data & IOT**

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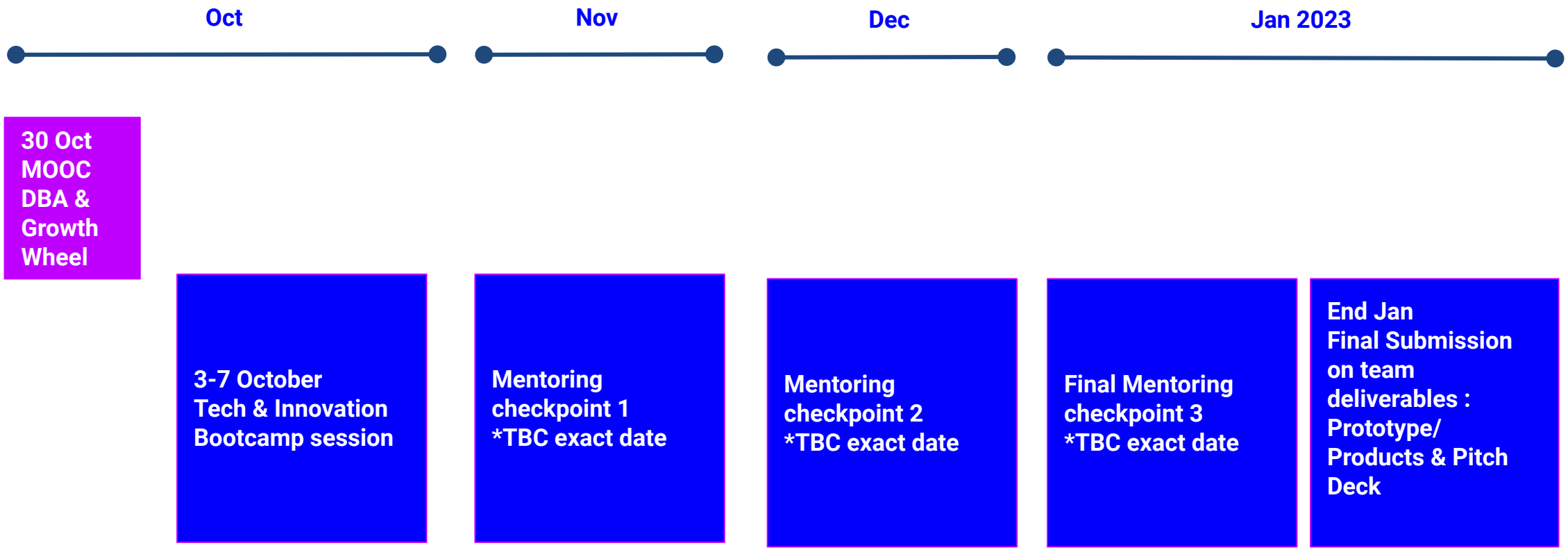
Programme overall timeline



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**Itinerary is subject to change by MRANTI and will be informed to selected participants from time to time*

Programme content

Commercialization

- Ideation & Validation
- Creating Low or High Fidelity Prototype
- Market Assessment
- Go-to-Market strategy
- IP Strategy

Technology

- 4IR Tech literacy and strategy
- Tech Adoption

Business Acumen

- Business Model
- Valuation and Investment strategy
- Branding and Marketing

Pitch Deck Craft & Presentation

- Structured Pitch Deck
- Presentation pitch exercise and demo

5 days = 3-7 October
9am until 5pm
First 3 days = Virtual Session
Last 2 days = Physical session in MRANTI Park

**Itinerary and topics are subject to change by MRANTI and will be informed to selected participants from time to time*
**Full itinerary will be released to the selected participants*

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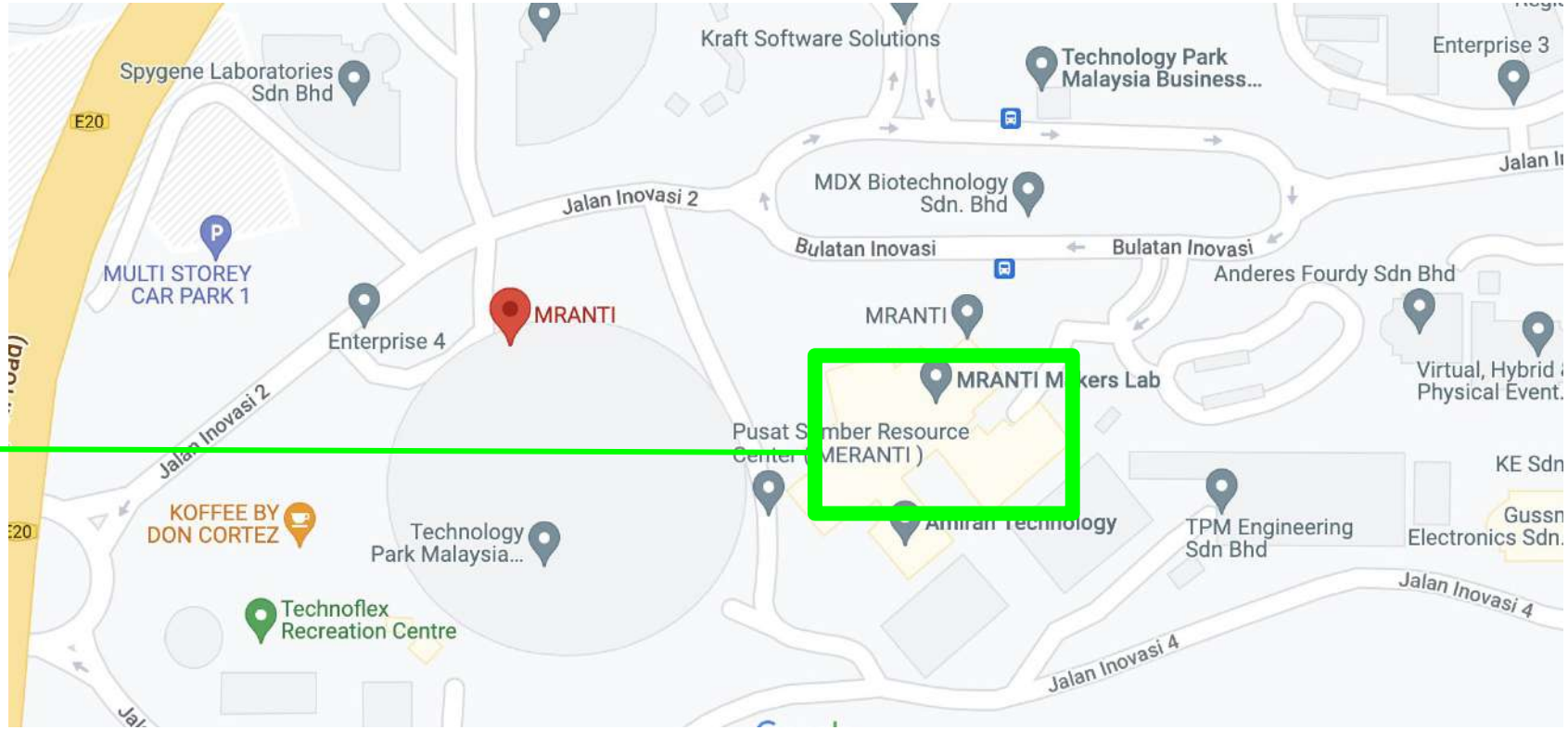
Physical location (6 & 7 October 2022)

Resource Centre, MRANTI Park (previously known as Technology Park Malaysia, TPM)
Bukit Jalil, Kuala Lumpur



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Outcome

We aim by end of the programme inclusive of post bootcamp period, the team will have at least :

Alpha/Beta Prototype in the form of website, apps or hardware mockup (3D printed etc)

Full pitch deck developed to illustrate your product, business model, customers etc according to the training

A list of decisions and actions set with Growth Wheel advisors and executed towards achieving intended growth.

In addition to that, we are also looking to aim for several other achievements based on milestone chosen :

- Viable Prototype (interests, early adopters etc)
- Company incorporation (Ent/LLP/Sdn Bhd)
- Registered copyright/patent of the IP
- Funnel to other next stage programme e.g NTIS, GAP, Tech Comm
- IP with the valuation of RM50,000 and above
- IP commercialization through licensing, royalty etc
- Commercialized product (first sale)

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Requirement

You are encouraged to join in a team with at least 2 pax. At least one of you can join all sessions

The team must have at least one team member with tech/programming experience, preferably the CTO of the company

The team must have at least viable and validated idea to be submitted for application

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What will you get from the programme?

Commercialization knowledge

- Understand the process from our experts and apply it to your solutions and accelerate your journey

Mentoring and access to expert's advisory

- Understand the process from our experts and apply it to your solutions and accelerate your journey

Networking and connecting opportunity

- Spend time with the like-minded people and forge partnerships with other startups, partners and other players within the ecosystem

Access to MRANTI services and facilities

- Understand and engage with relevant services and facilities such as Intellectual Property (IP), Engineering, Tech and IT

Incorporation and Copyright : Registration assistance

- The top selected teams with potentials to commercialise, will be offered with 1 year support of registering the business (Enterprise/Sdn Bhd/LLP) via appointed company secretary which also include the first year incorporation fee. *(Subjected to selection and changes by MRANTI)*

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How to submit application?

For application submission, you can click on the link or scan the QR code

[Application submission]

CLOSING DATE : 23 September 2022

Or you can scan this to go to the application form

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Programme Information Appendix

Developmental & Commercialisation Programmes

We support **fast-tracking commercialisation and maximising Return on Ideas for technology and innovation solutions** across startups & business development stages via our offering of strategic partnerships, demand-led programmes, and forward-thinking initiatives

Commercialisation Stage

IDEATION & APPLIED RESEARCH	PROTOTYPING AND VIABILITY TESTING	SCALING UP & COMMERCIALISATION

Workshops, Webinars & Bootcamps

Continuous **support and lifelong learning for all levels of innovators** to develop attributes and skills to launch, grow or join a digital and/or tech business.

Introduction to the usage of Innovation and Technology tools to **ideate, validate and adopt technology** which will bring idea into the commercialisation pathway.

We help you equip the skills to design solutions that create, deliver and capture value to move from ideas to market.

Partnerships and Knowledge Sharing

Our partnerships platform **increase commercialisation opportunities between technology creators and adopters, strengthen strategic engagement for the Quadruple Helix** to generate sustainable value & impact, raise and amplify awareness of ESG & its opportunities to Quadruple Helix ecosystem stakeholders to generate sustainable value and impact.

Accelerator Programme

A thematic accelerator programme **focusing on the growth of companies to scale and commercialise products as well as services** by being investment-ready and adopting new technologies that cater to a specific industry.

We also offer **impact-driven accelerator programme** coupling with SDG challenges in addressing sustainability issues faced by corporates, agencies, etc.

Test & Go-to Market

Go to Market platform that **facilitates market access of expansion-ready innovators beyond ASEAN** and inviting innovative global startups and companies for a softlanding in Malaysia who are considering to set up innovation hubs in ASEAN.

We offer **industry and expert advice on technology readiness and transfers**, sandbox awareness campaigns, public sector innovation, access to live testing grounds and ecosystem resources for market access and commercialisation.

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Malaysian Research Accelerator for Technology & Innovation

Create Innovators & Solutions to Accelerate Impact

Trigger → **Immerse** → **Boost**

Massive Open Online Courses (MOOC)

Online courses and tools to:

- Launch and grow digital businesses.
- Facilitate R&D and tech to market.

Programmes:

1. Digital Business Academy
2. STI Webinars
3. Digital Innovation Tools

Innovation Essentials & Tech Talk

Introduction to innovative tools such as **Design Thinking**, **Business Model Canvas** and topics such as **Impact**, **Commercialisation** plus insights on **Emerging technologies**.

Technology & Innovation Bootcamps

Intensive structured course for 2 weeks focusing on **prototyping and adoption of technology**. 6 months of mentoring period to achieve specific goals

Industry Based Accelerator (Global Accelerator Programme: Thematic Edition)

2-months thematic programme to **accelerate the growth** of local and international companies **to scale and commercialise products and services** by being investment-ready. Focus industries are Business & Financial Services, Water & Food And Medical & Healthcare

MOOC

- Provides continuous support and lifelong learning for all levels of innovators to develop attributes and skills to **launch and grow digital and/or tech business**.
- Builds skills to design solutions that **create**, **deliver** and **capture value** to move from **ideas to market**.
- Adds **value** as a package bundled with **your** programmes, facilities and services.

Digital Business Academy:

- Ideas & Products
- Social Innovation
- Marketing & Sales
- Brand & Comms
- Finance & Operations
- People & Culture

Innovation Webinars:

- Innovation
- Emerging & Exponential Technologies
- Tech 2 Market
- Tech 4 Impact

Actionable Strategy Coaching & Tools:

- Business Concept
- Customer Relations
- Organisation
- Operations

- *Status Assessment*
- *Opportunities Assessment*
- *Skills Assessment*

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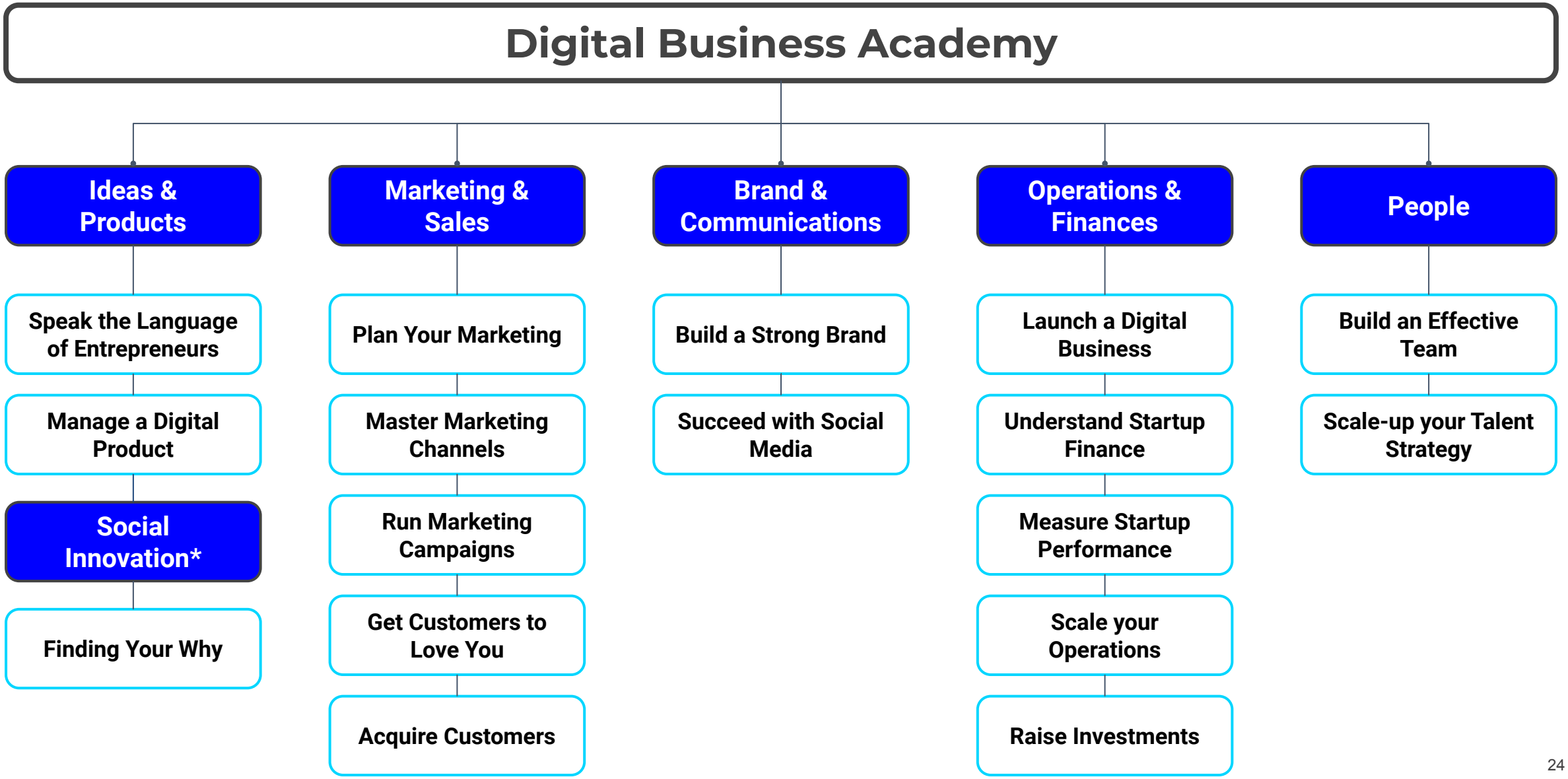
Digital Business Academy (DBA)



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DBA Content Details

Ideas & Products

- Speak the Language of Entrepreneurs
  - Do you have the ‘right stuff’ to be an entrepreneur
  - How entrepreneurs think up ideas
  - How entrepreneurs test and refine their ideas
  - How entrepreneurs talk to their customers
  - How entrepreneurs move from ideas to action
  - How entrepreneurs assess the competition
- Manage a Digital Product
  - Build a product vision
  - Making a basic product to test
  - Testing your product with real customers
  - Improving your product

Social Innovation

- Starting With A Problem
  - Finding Your Why

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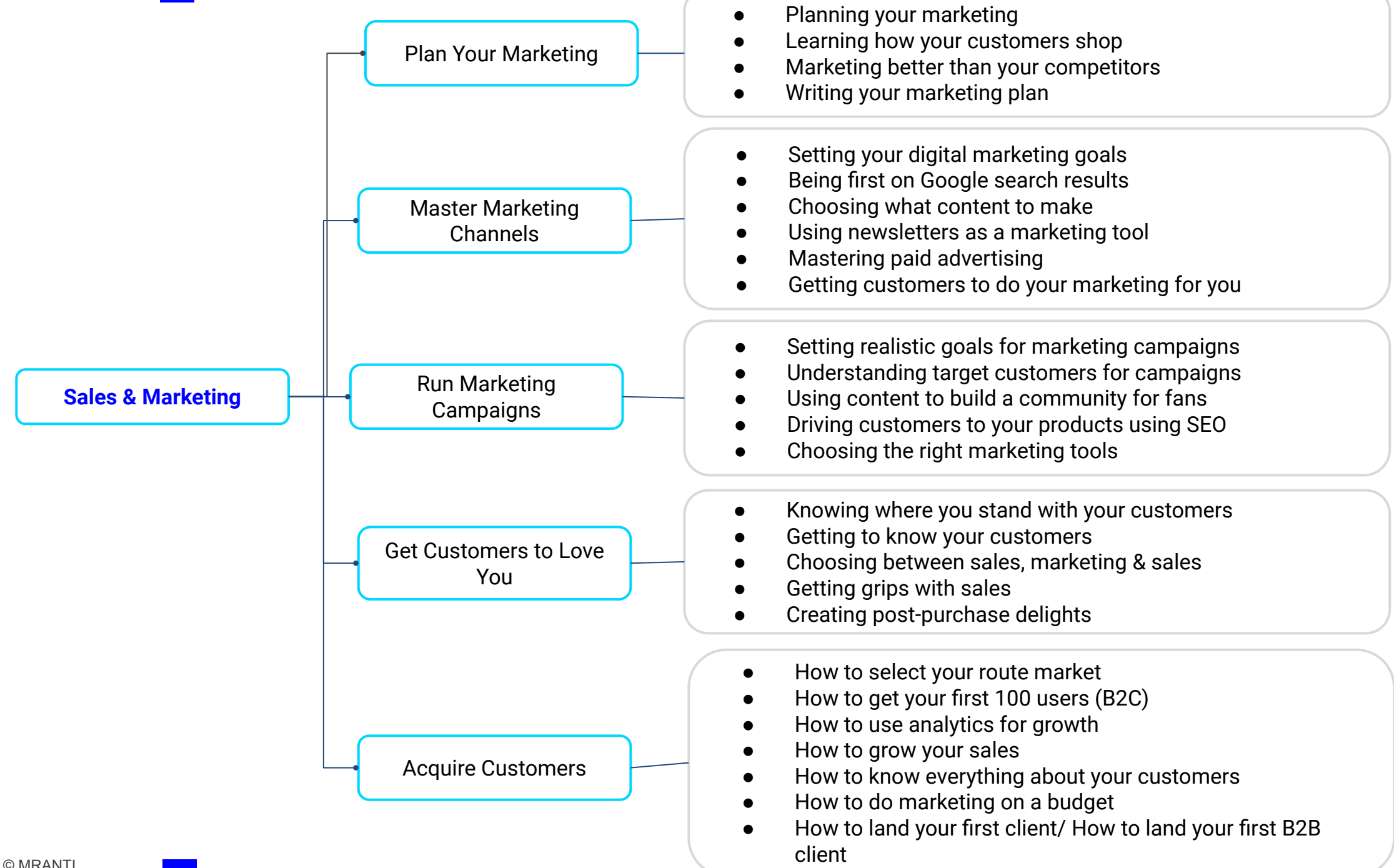
Sales & Marketing
Plan Your Marketing
Planning your marketing
Learning how your customers shop
Marketing better than your competitors
Writing your marketing plan
Master Marketing Channels
Setting your digital marketing goals
Being first on Google search results
Choosing what content to make
Using newsletters as a marketing tool
Mastering paid advertising
Getting customers to do your marketing for you
Run Marketing Campaigns
Setting realistic goals for marketing campaigns
Understanding target customers for campaigns
Using content to build a community for fans
Driving customers to your products using SEO
Choosing the right marketing tools
Get Customers to Love You
Knowing where you stand with your customers
Getting to know your customers
Choosing between sales, marketing & sales
Getting grips with sales
Creating post-purchase delights
Acquire Customers
How to select your route market
How to get your first 100 users (B2C)
How to use analytics for growth
How to grow your sales
How to know everything about your customers
How to do marketing on a budget
How to land your first client/ How to land your first B2B client

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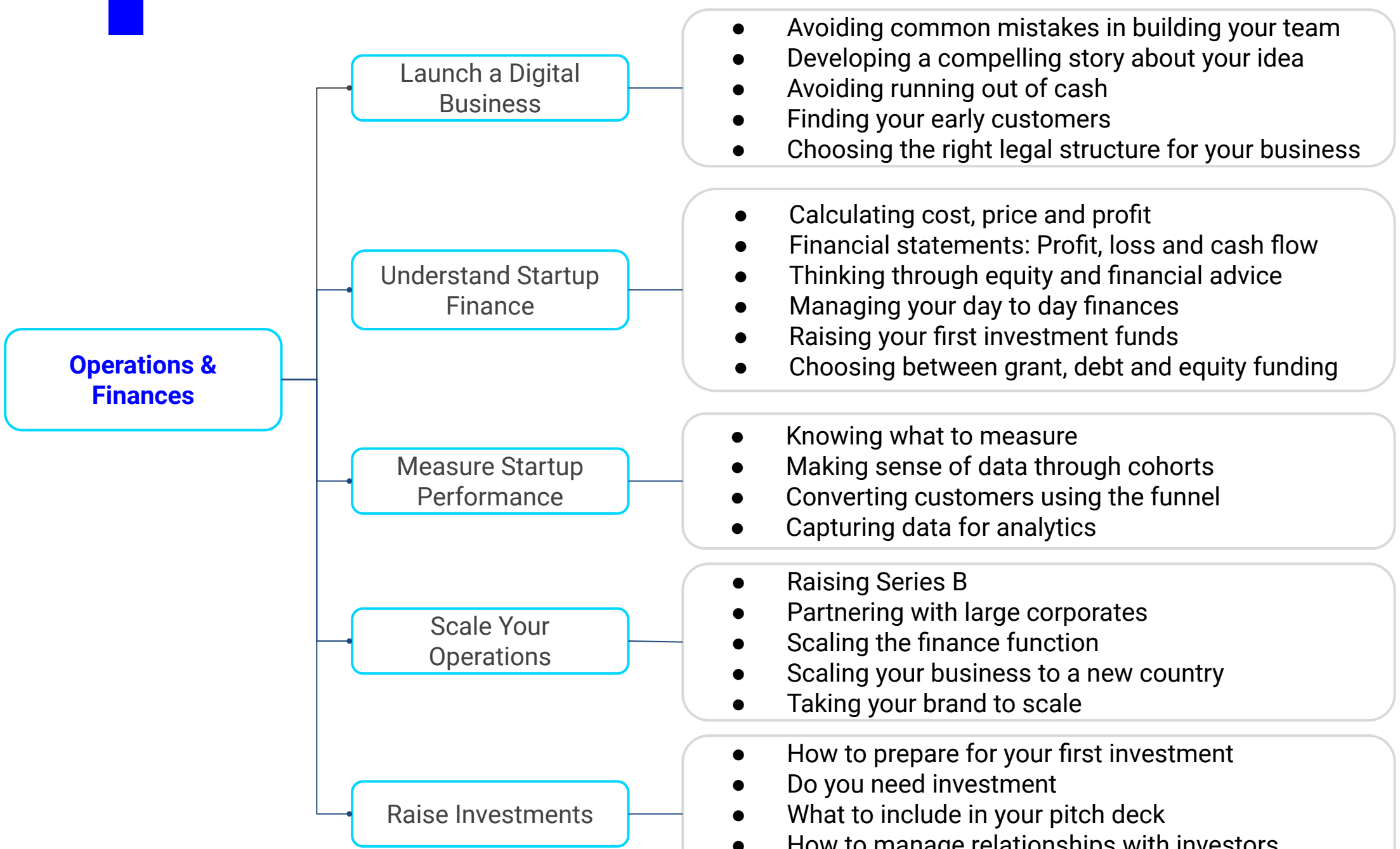
Operations & Finances
Launch a Digital Business
Avoiding common mistakes in building your team
Developing a compelling story about your idea
Avoiding running out of cash
Finding your early customers
Choosing the right legal structure for your business
Understand Startup Finance
Calculating cost, price and profit
Financial statements: Profit, loss and cash flow
Thinking through equity and financial advice
Managing your day to day finances
Raising your first investment funds
Choosing between grant, debt and equity funding
Measure Startup Performance
Knowing what to measure
Making sense of data through cohorts
Converting customers using the funnel
Capturing data for analytics
Scale Your Operations
Raising Series B
Partnering with large corporates
Scaling the finance function
Scaling your business to a new country
Taking your brand to scale
Raise Investments
How to prepare for your first investment
Do you need investment
What to include in your pitch deck
How to manage relationships with investors
How to prepare for Series A

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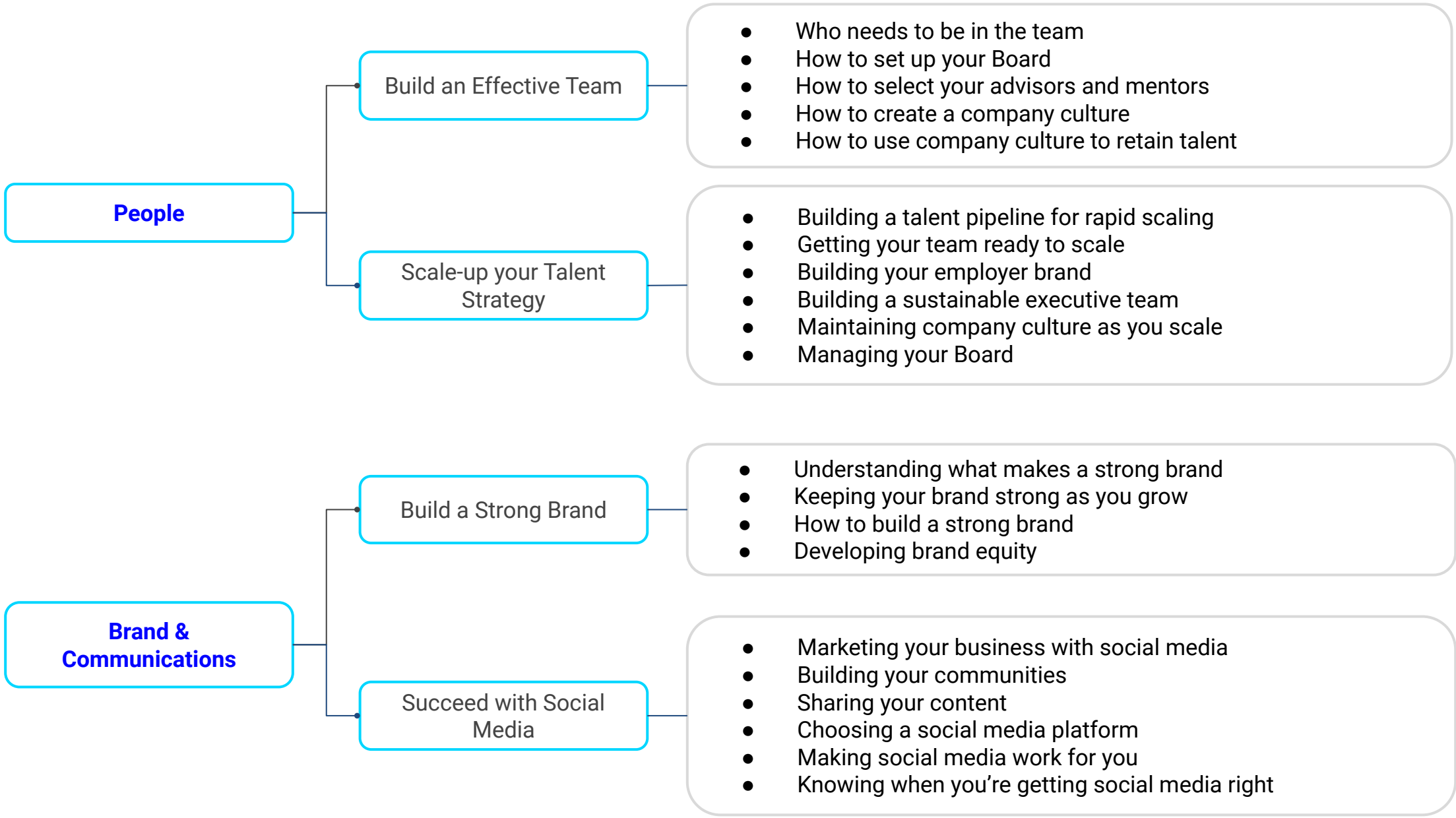
People
Build an Effective Team
Who needs to be in the team
How to set up your Board
How to select your advisors and mentors
How to create a company culture
How to use company culture to retain talent
Scale-up your Talent Strategy
Building a talent pipeline for rapid scaling
Getting your team ready to scale
Building your employer brand
Building a sustainable executive team
Maintaining company culture as you scale
Managing your Board
Brand & Communications
Build a Strong Brand
Understanding what makes a strong brand
Keeping your brand strong as you grow
How to build a strong brand
Developing brand equity
Succeed with Social Media
Marketing your business with social media
Building your communities
Sharing your content
Choosing a social media platform
Making social media work for you
Knowing when you're getting social media right

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Actionable Strategy Coaching & Tools

- Visual toolbox and cloud-based platform for **strategy** and **decision-making** in startups and growth companies.
- A **collaborative platform** for business owners and business advisors to **attain focus**, **set agenda**, **make decisions** and **take actions.**
- Paid programme with complimentary introductory package.

Address 4 main **business challenges**

- Business Concept
- Customer Relations
- Organisation
- Operations

Make decision and **take action** in **5 focus areas of each challenge**

Status Assessment

Opportunities Assessment

Skills Assessment

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Thank You

Ideas to Impact

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email: hello@mranti.my

@mymranti

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