IDEAKITA
PROGRAMME INFORMATION KIT

Bring your ideas to life with MDEC's IdeaKita.

MDEC™

Register now at
mdec.my/ideakita

ABOUT IDEAKITA

https://mdec.my/ideakita/

IdeaKita is designed **to help budding entrepreneurs establish a tech company**. IdeaKita aims to harness aspiring innovators and potential tech entrepreneurs that can drive Malaysia's digital economy.

Through this programme, we will be providing participants with access to industry mentors and a series of workshops to validate entrepreneurs' problem statements, ideas, and business models.

This programme is open to anyone that is looking to set up a tech business in Malaysia. To register, you are encouraged to have a team of 2 or more people, and are encouraged to think about a specific business idea or problem to solve.

Registration deadline: 25th September 2022

Anchor Partners

Digital Penang   EduCity ISKANDAR   SDEC Digitalising Sarawak   TAYLOR'S UNIVERSITY Wisdom · Integrity · Excellence   TEGAS | Digital Village.

WHO ARE WE LOOKING FOR?

Experienced Founders and Serial Entrepreneurs

Founders that are looking to validate new ideas and are seeking industry validation

Programmers & Tech Developers

New or experienced tech programmers, software developers, etc that are looking to start a new tech business

New Entrepreneurs & Fresh Graduates

New entrepreneurs that are seeking guidance on how to start a tech business

... and many more! Everyone is welcomed to join us!

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PROGRAMME STRUCTURE

You may choose to participate either in Track A or Track B.

TRACK A
3rd Oct – 14th Oct

If you want to start a tech company but don't have a business idea yet, this track is for you! We will guide you on the development of your idea & how you can bring it to life.

TRACK B
17th Oct – 31st Oct

If you already have a business idea & you are looking for customer and market validation, MVP development and how to sell your idea, this track is for you! We will guide you on your journey.

Programme Dates

IdeaKita Track A	Day 1	Monday	3-Oct	Welcome Party
	Day 2	Tuesday	4-Oct	Ideation
	Day 3	Wednesday	5-Oct	Customer
	Day 4	Thursday	6-Oct	Market
	Day 5	Friday	7-Oct	Solutioning
	Day 6	Tuesday	11-Oct	Industry Insights
	Day 7	Wednesday	12-Oct	Preparation
	Day 8	Thursday	13-Oct	Talks
	Day 9	Friday	14-Oct	Pitch
	Day 10	Monday	17-Oct	Pitch Submission
IdeaKita Track B	Day 1	Monday	17-Oct	Welcome Party
	Day 2	Tuesday	18-Oct	Ideation
	Day 3	Wednesday	19-Oct	Customer
	Day 4	Thursday	20-Oct	Market
	Day 5	Friday	21-Oct	Solutioning
	Day 6	Tuesday	25-Oct	Industry Insights
	Day 7	Wednesday	26-Oct	Preparation
	Day 8	Thursday	27-Oct	Talks
	Day 9	Friday	28-Oct	Pitch
	Day 10	Monday	31-Oct	Pitch Submission

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If I don't have a business idea, what problem can I solve?

If you are interested to join the programme, but don't have a business idea yet, don't worry! Here are some industry-validated problem statements that you can help to solve.

Problem statements are contributed by IdeaKita's Anchor Partners, Muru-ku & MDEC Innovation eXchange Partners.

Payment	Users are required to bring several cards with them, which is inconvenient and even costly to the issuing company. Design a solution to ease access to accounts for payments without carrying physical cards or minimize the number of cards.
Payment	To encourage small traders to accept cashless transactions, create a system that enables micropayments to be accepted electronically, especially for those with limited access to banking facilities (islands, rural areas). Explore including features to track the traders' earnings, transaction history, calculate taxes, etc.
Banking	How can we leverage intelligent solutions like advanced analytics, machine learning, computer vision and A.I. to improve the experience of banking customers (consumers and businesses)?
Inclusion	Various considerations are factored into purchasing the right property. How can we develop an app with analytical tools for potential buyers to input variables like market price, location, commuting distance, etc and developers track records for buyers to make informed decisions?
Inclusion	How do we apply an integrated payment method which allows parental monitoring tools that have a more effective and efficient control on their childrens' expenses, flexibility to allocate children's daily/weekly budget, cultivate savings habits and ease the tracking payments?
Inclusion	Tax filling and managing other government related levies and bills can be time consuming for some and confusing for others. How can we develop a more efficient and user-centric system and digital tools (using software or apps) that enable the general public to keep track of all their tax affairs digitally?

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...more opportunities for you to solve

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Agritech	How may we develop a system for crop on monitoring moisture, control irrigation, improve efficiency and productivity? Crops may include fruits such as Durian, sugarcane, cassave, coconut, melon, mangosteen, etc.
Agritech	How may we develop a monitoring system that measures water acidity, pH level, ammonia water level, oxygen level, etc using IP Camera with AI capabilities to capture data such as fish size, fish count and pond density, remotely automate and trigger the fish feeder & oxygenator while transmitting the data using IoT?
Agritech	How may we develop a real time data monitoring solution for record keeping of estate operations to enable palm oil estates & farmers to improve productivity while reducing their labour costs especially as COVID-19 hinders travelling?
Insurance	Information on insurance products may be complicated and not easily comprehensible. Design a method to simplify policy documents or other information for consumers, such as the use of AI chatbots.
Insurance	How might we provide flexible and on-demand insurance plans catered to consumers' needs, especially for teenagers, retirees and the gig economy workforce?
Insurance	Buying insurance coverage, servicing and processing claims may be time consuming & confusing. Create a system that allows customers to directly engage with insurers to enable them to purchase, manage, track and review policies, and file for claims.

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RegTech	Data collected from various points that are not consolidated may enable fraud in the financial services sector. Find a solution to detect fraud by individual or companies through utilisation of collected data from various data points in a single platform.
RegTech	Create a digital platform to help financial institutions perform compliance checks and assist central banks to perform capital adequacy checks on each bank. Explore the possibility of features that facilitate exchange of digital signatures and document authentication.
Islamic	How can we use innovative solutions to help Islamic social finance support social protection schemes to preserve the basic needs of financially impacted communities?
Healthtech	A consolidated medical history of a customer may not be available if the customer has visited multiple hospitals for treatment as medical records are kept separately within each hospital. Develop a solution to consolidate a consumer's medical history to enable doctors to assess the patient's health risk.
Healthtech	How might we enable an integrated healthcare delivery system at every level of individual, corporate, private and public providers towards a Healthy Malaysia?
Healthtech	As we grapple with the challenges of modern-day lifestyle and an ageing population, there is an increasing demand for wellness maintenance, disease prevention, mental health improvement, etc. How can we create platforms, apps, or use digital therapeutics to address these needs?

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Tourism	Hotels and airlines are faced with numerous enquiries from customers on a daily basis. How can we automate this process and develop a solution that can collect client feedback, understand their pain points, improve customer satisfaction and reduce response time?
Tourism	Hotels maximise revenue by selling rooms at the best prices. However, it is difficult to accurately predict demand across various demographics and changing market conditions. Explore developing a solution that can accurately predict the best prices based on time of booking, customer, competitors' rates, etc.
Logistics	Currently there is lack of visibility on the transactions, fulfillment and trade that occurs between distributor and retailer. How do we create a solution that can increase supply chain efficiency?
Logistics	It is difficult for logistic companies to monitor negative drivers' behaviors such as not wearing seat belt, smoking, using smartphones, etc. How can we create a system that will notify superiors of any violations?
Proptech	Typically, it takes a lot of effort for building managers to detect any faulty physical structures that needs to be repaired. How can we utilise technology to detect and notify building management of any repairwork?
Proptech	How can we develop solutions to reduce labour-intensive tasks such as building security surveillance, cleaning maintenance, building sanitization, etc?

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CREATING IDEAS OUT OF OPPORTUNITIES

Use this template to help you uncover your business idea!

TOP 3 PROBLEM STATEMENTS

1. Empathy: To understand

- Ask questions to discover the problem
- Gather feedback and observe
- Build a Customer Persona

2. Define: To prioritise

- What needs to be solved first? (data)
- Build your Point of View(s)
    - [Who] needs [what] because [why]
- Ask 'How Might We'?

3. Ideate: To explore

- List ideas to the moon and back
- Sketch out possible solutions
- Remember who you're building for!

4. Join IdeaKita!

This creation process is called Design Thinking. It consists of 5 steps. You've experienced the first 3, now join the bootcamp this October to finish the process & take your idea to market! Scan the QR code below or go to **www.mdec.my/ideakita** for more information and to apply.

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SUPPORTING MALAYSIA DIGITAL'S TECH FOCUS AREAS

MALAYSIA DIGITAL

IdeaKita is supporting the development of technologies under
Malaysia Digital's 9 key sectors:

Digital Trade

Digital Agriculture

Digital Services

Digital Cities

Digital Health

Digital Finance

Digital Content

Digital Tourism

Islamic Digital Economy

TECH ENABLER

Artificial Intelligence

Blockchain

Cloud

Cybersecurity

DroneTech

Internet of Things

Robotic & Automation

Virtual, Augmented & Extended Reality

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