

startup journey

sharing session

February 20, 2019

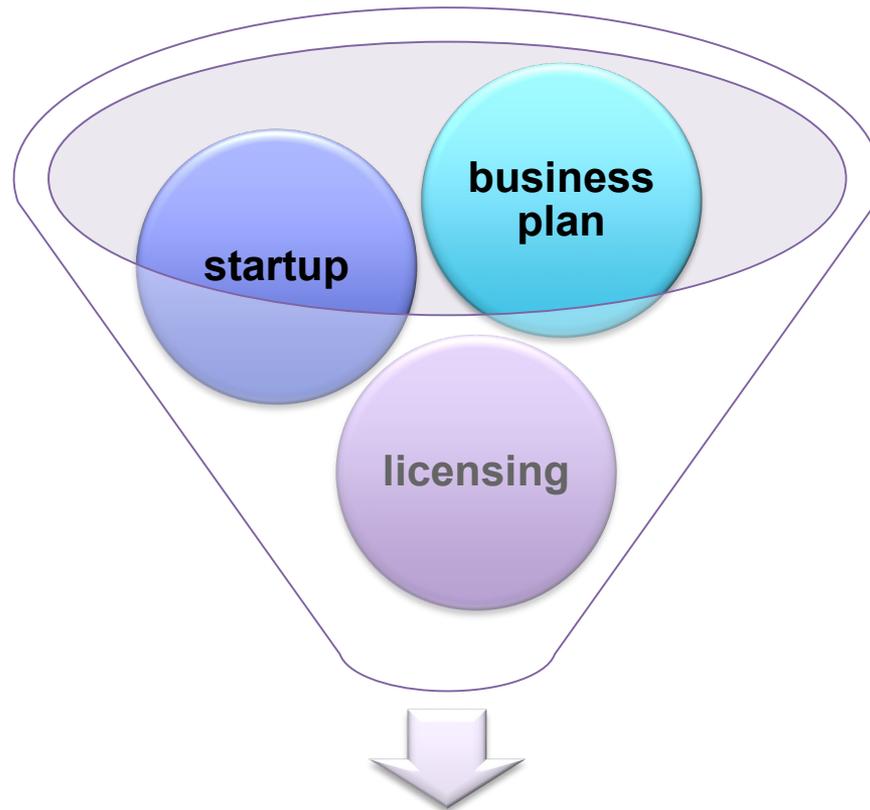
Assoc. Prof. Ir. Ts. Dr. Ahmad Asari Sulaiman
Senior Lecture, FKE UiTM
Director, Utechtium Sdn Bhd



UNIVERSITI
TEKNOLOGI
MARA

utechtium
empower research

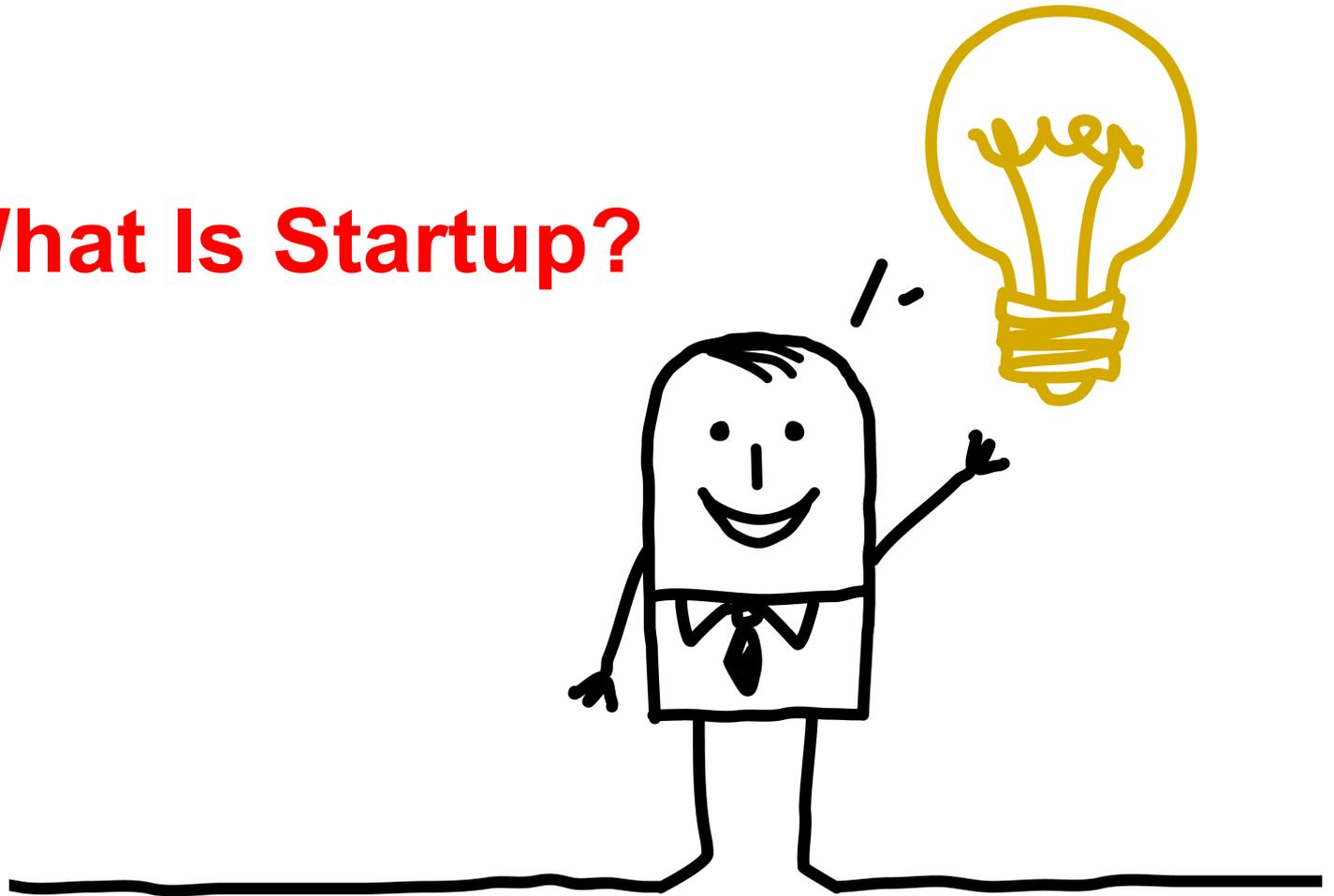
sharing objectives



startup company

intro

What Is Startup?



reminder



startup is not a try an error

readiness

- ✓ physical
- ✓ mental
- ✓ time
- ✓ money



different world

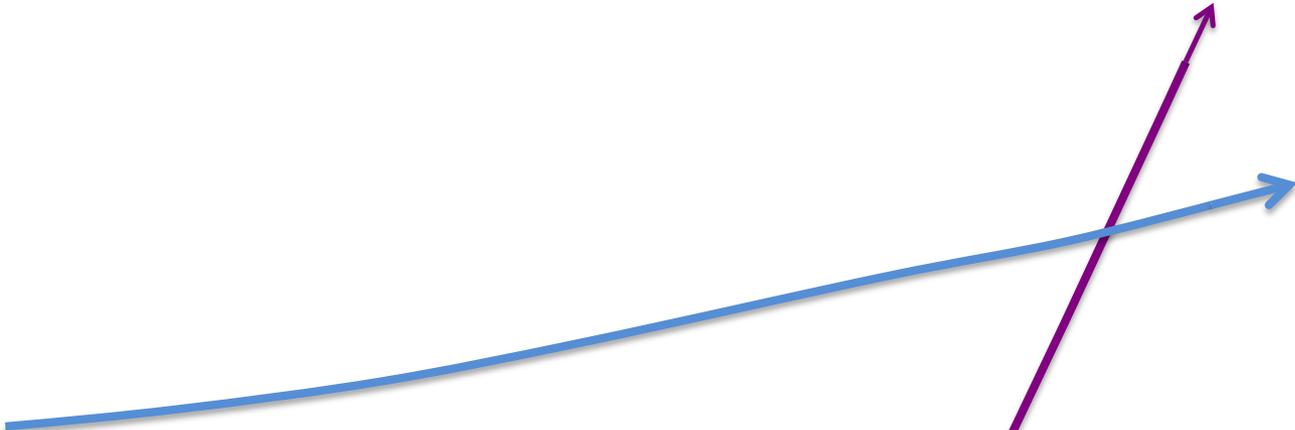


taking



chasing

touch wood



drivers

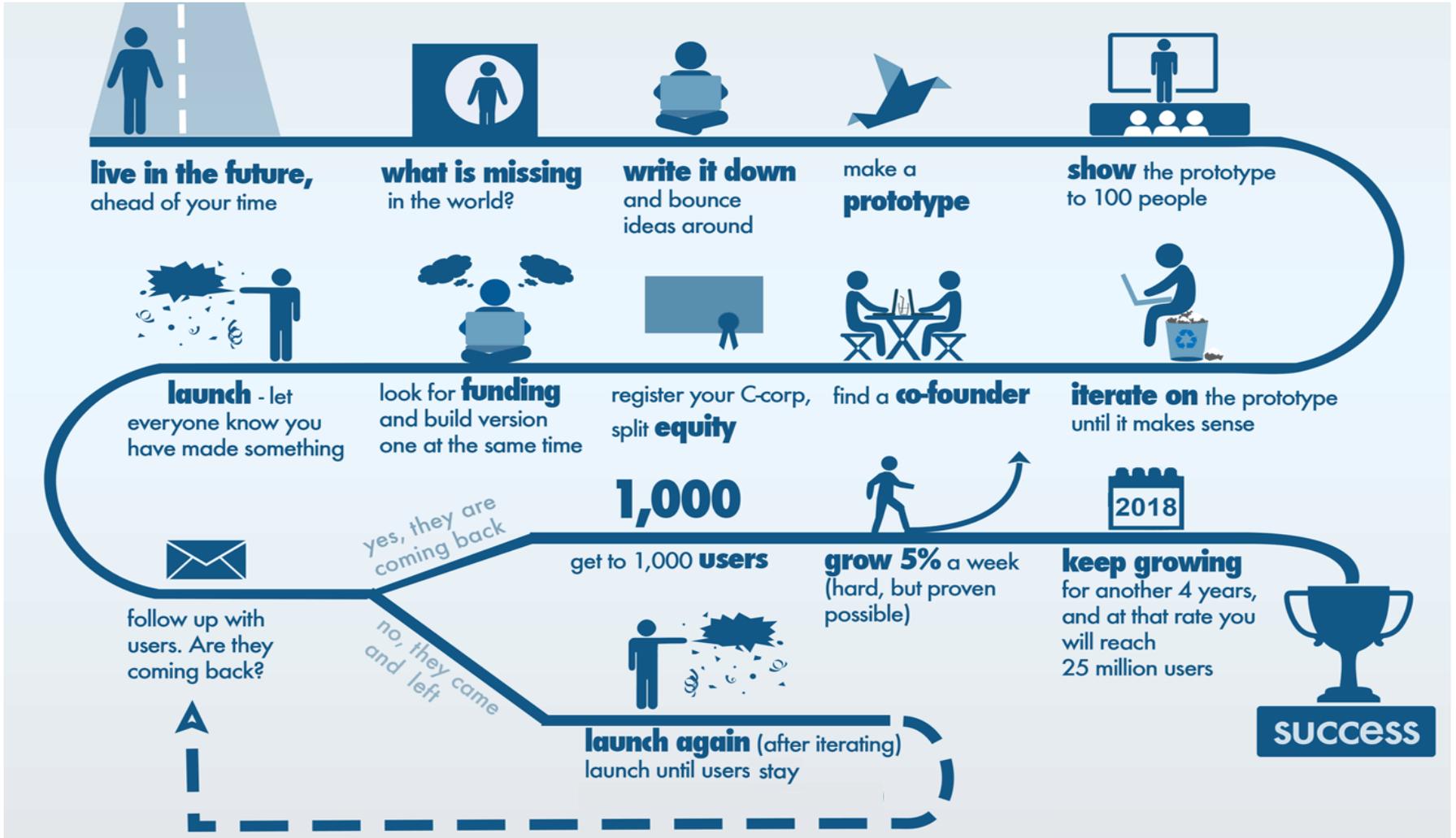
think **BIG**

START small

ACT FAST

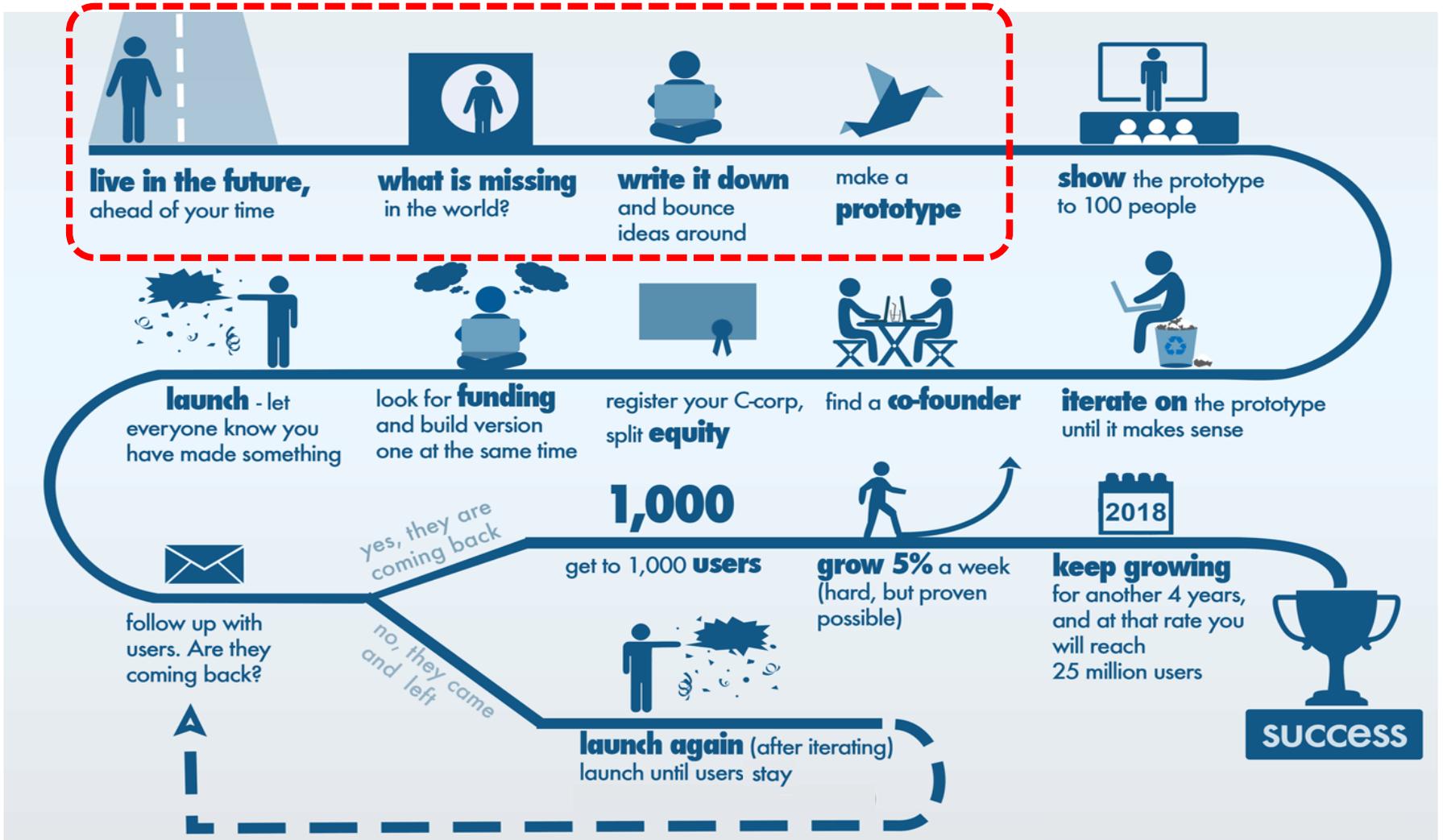


startup journey

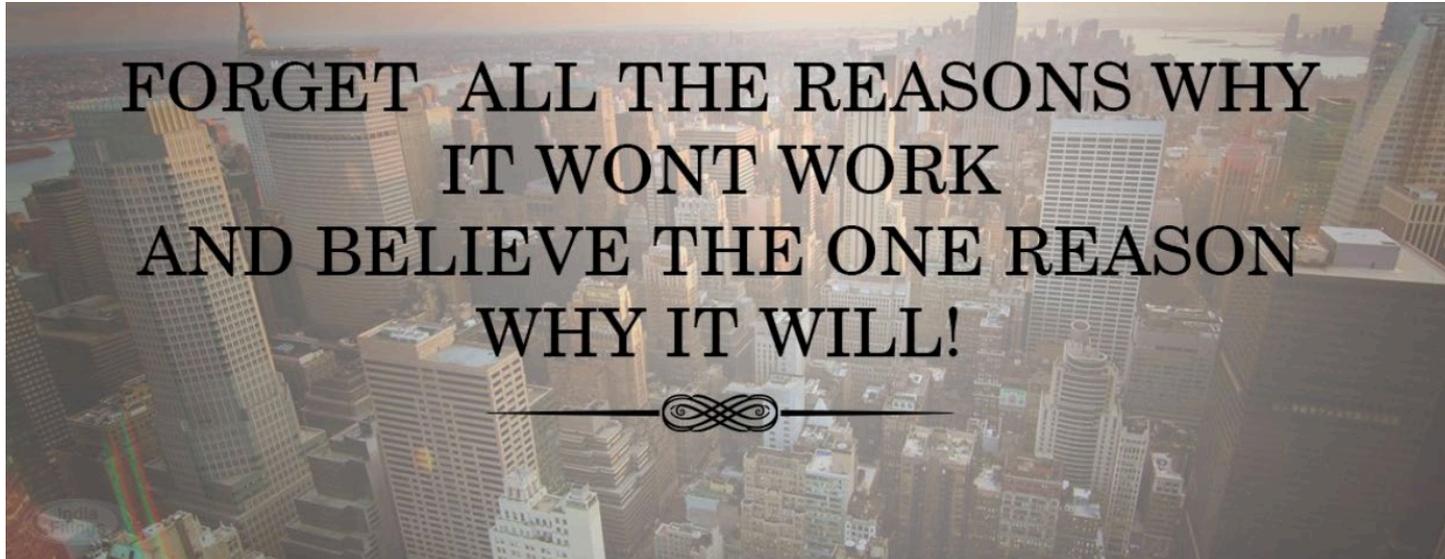


startup journey #1

business idea



ideas selection



#case study

How HSM Started

Research 2013

“ LEVEL OF SPIRITUALITY AND THE EFFECT ON ACADEMIC ACHIEVEMENT ”

(Students of Electrical Engineering Faculty, UiTM Shah Alam : 2013)

Findings

Students whom attained GPA>3.5 indicated **HIGH** level of spiritual prosperity and used of spirituality as a coping element compare to students with GPA<3.5



HOLISTIC SUCCESS MODULE
unique, dynamic, relevant

Case Study

Improvement Activities



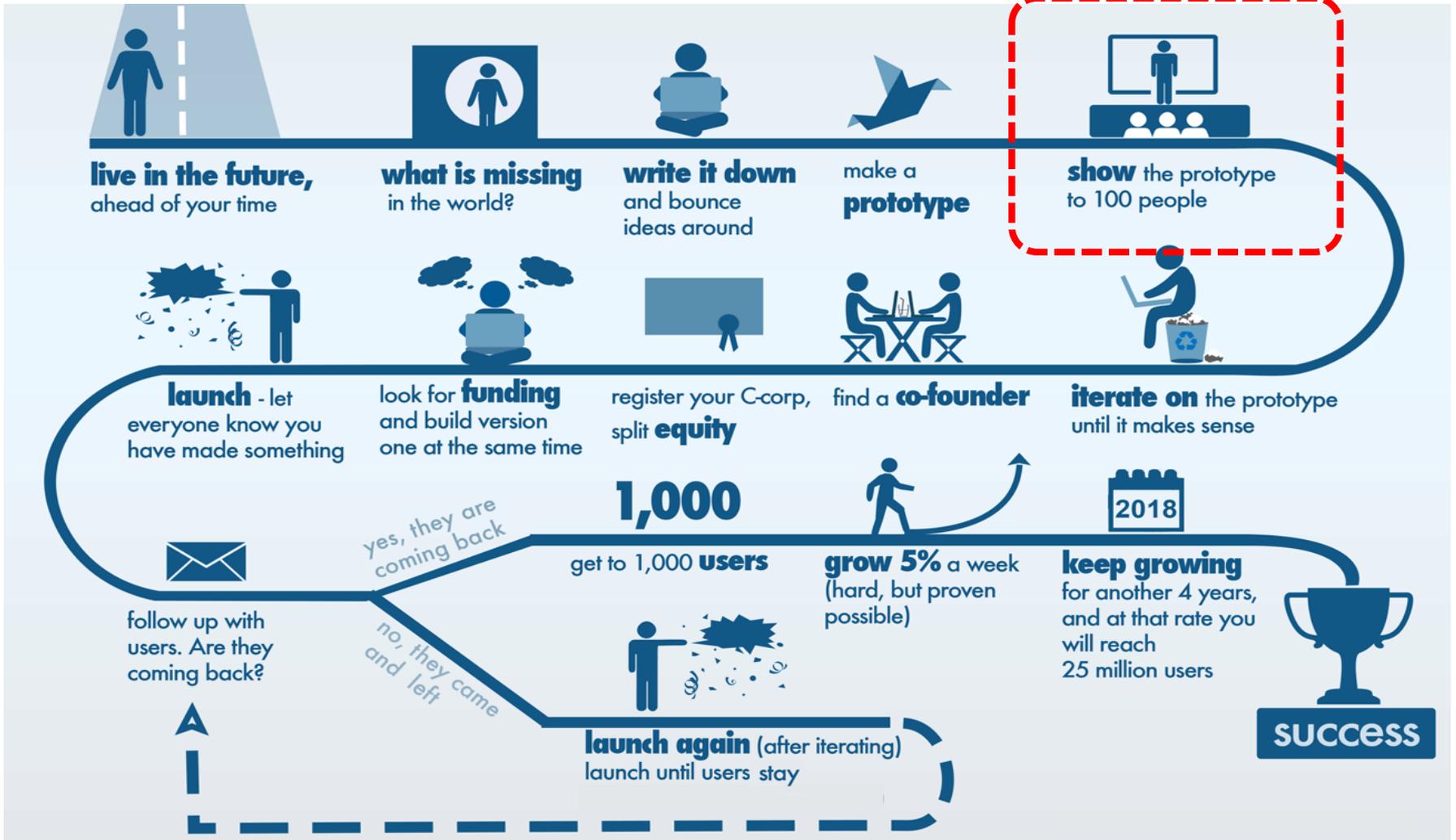
- ✓ **Graduation On Time (GoT)**
- ✓ **Increase numbers of 1st Class Graduates**
- ✓ **Improve Employability**



HOLISTIC SUCCESS MODULE
unique, dynamic, relevant

startup journey #2

market validation



market validation



Business Plan



business plan

Company Description

Products/Services

Sales & Marketing Plan

Operational Plan

Organization Structure

Financial Plan

Risk Management

company descriptions

#Case Study

utechtium

We carries years of experiences thru academician talents and industry partners to deliver finest solutions and services to meet customers' satisfactions.

THAT ARE OUR GREATEST VALUE PROPOSITIONS.

Our establishment is to **commercialize HLE's technology innovation** to local and international markets. We provide **research consultancy, commercialization management and competency training services** to HLEs', government agencies and enterprises.

We aim to bridge talents gap between academician and industries' needs.

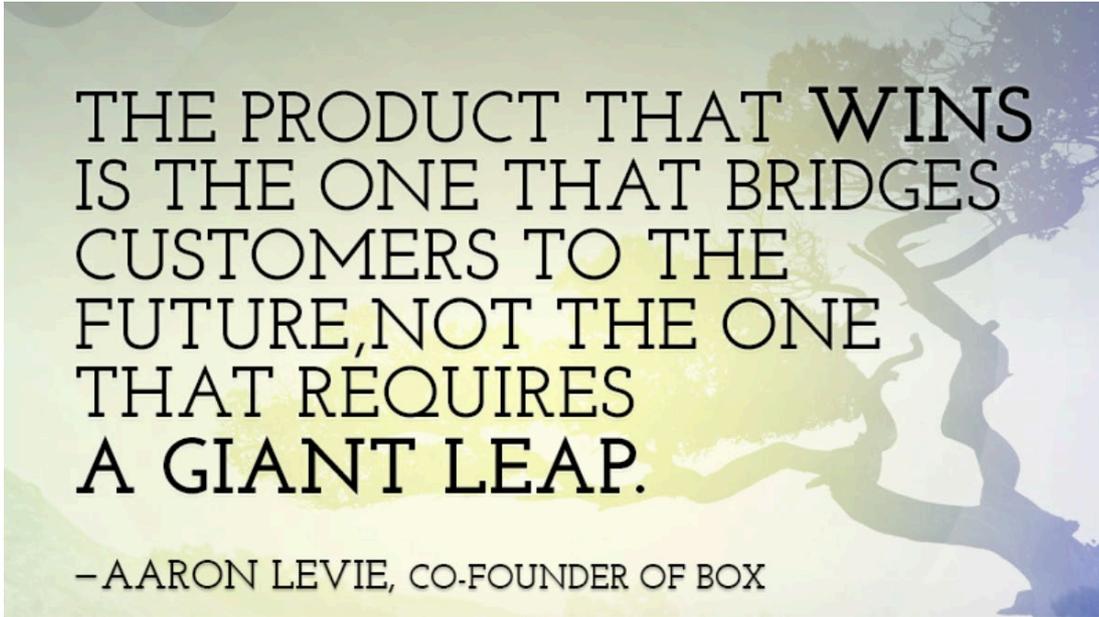


Startup Company



utechtium
empower research

product/services

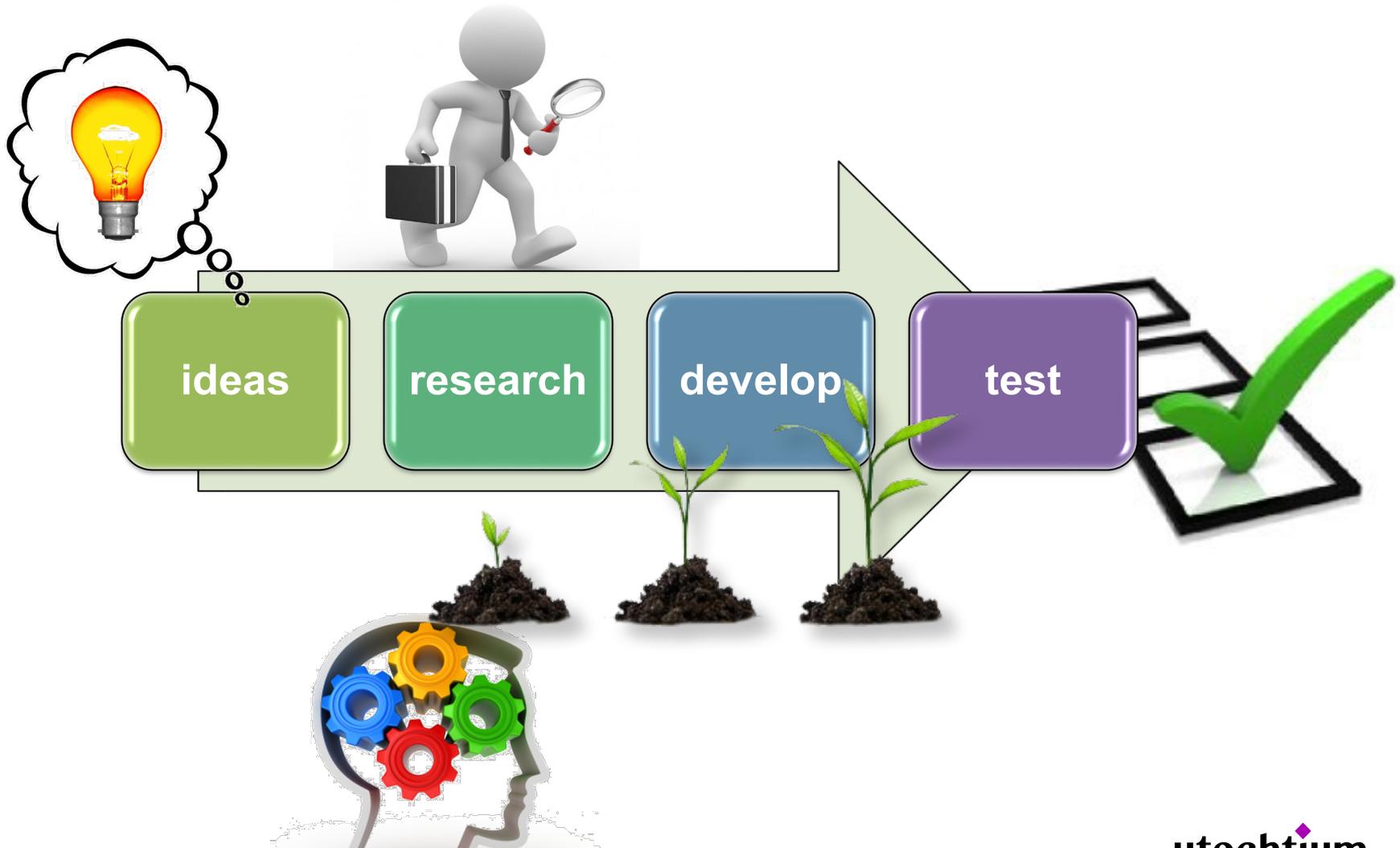


THE PRODUCT THAT WINS
IS THE ONE THAT BRIDGES
CUSTOMERS TO THE
FUTURE, NOT THE ONE
THAT REQUIRES
A GIANT LEAP.

— AARON LEVIE, CO-FOUNDER OF BOX

“ sellable product ”

product development cycle



Product

#Case Study

Objective

Inspire HLEs' students to improve academic excellence

Philosophy

HSM empower inner strength and self potential by strengthening spiritual knowledge and practices thus realign characters and moral toward success behavior. Hence, inspire students to improve academic excellence

The 1st Local Innovation



HOLISTIC SUCCESS MODULE
unique, dynamic, relevant



trial run

#Case Study

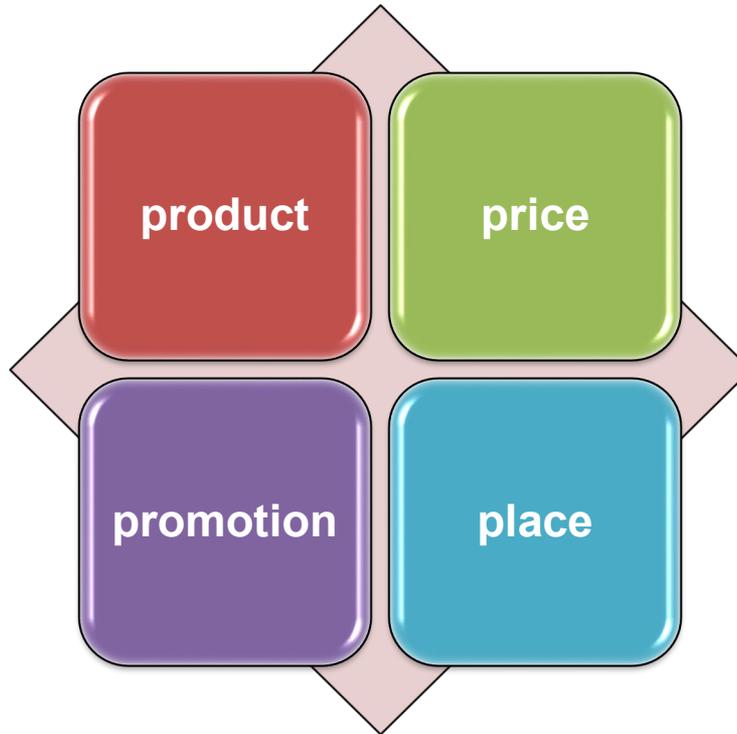
HSM has proved its effectiveness to inspire HLEs' students to improve their academic excellence based on trials run results conducted to more than 400 students since 2013



FKE & UM Students



Sales & Marketing Plan



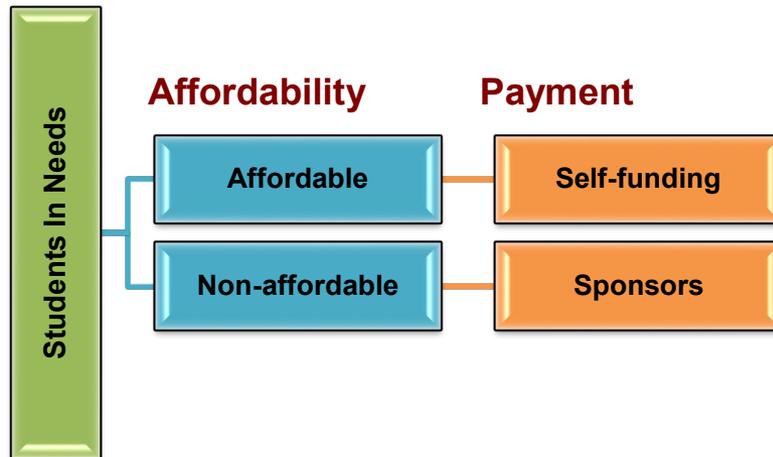
strategy

#Case Study

Retail Price	UiTM	Non-UiTM
	RM 1,800 / student	RM 2,200 / student

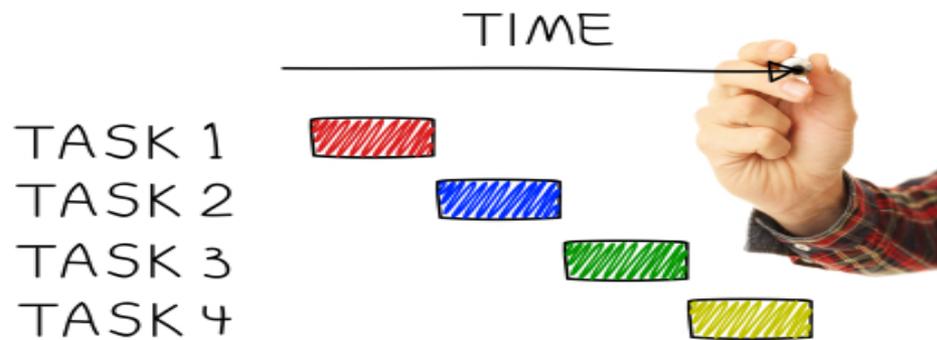
- To be paid by students
- Price excluding GST, lodging & transportation

SALES STRATEGY

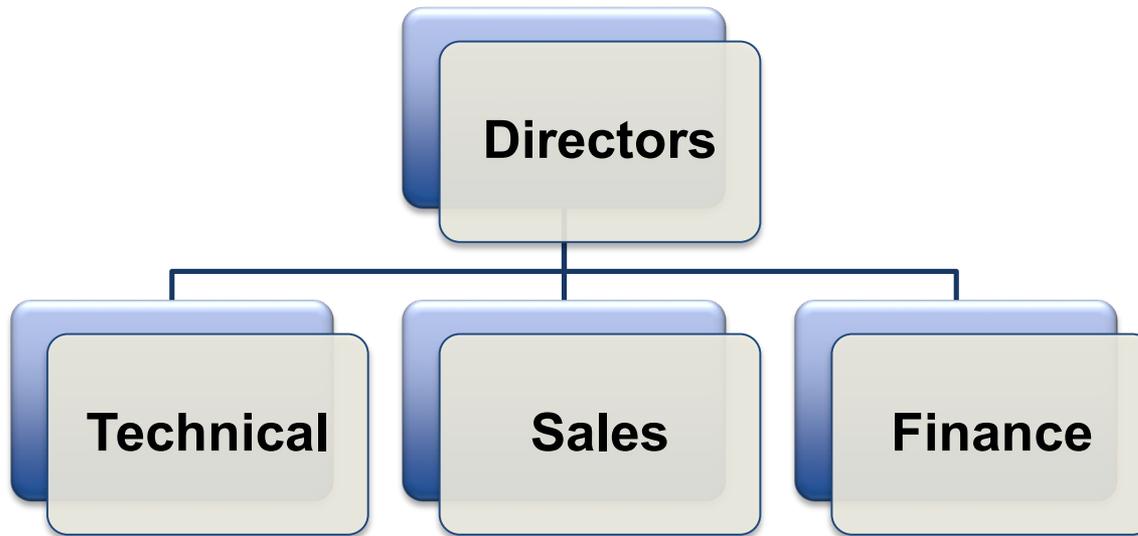


“collaboration”

Operations



Organization Structure



financial plan



- Profit & Loss
- Cash Flow

profit & loss

Descriptions	Year 1 (RM)	Year 2 (RM)	Year 3 (RM)
B/F	50,000	(236,000)	70,680
Revenue	-	900,000	1,200,000
Cost of Sales	(-)	(300,000)	(400,000)
Gross Profit	50,000	364,000	870,680
Operational Cost			
Staffing	(120,000)	(180,000)	(220,000)
Marketing Cost	(50,000)	(70,000)	(100,000)
Establishment	(16,000)	(11,000)	(60,000)
Others	(100,000)	(10,000)	(100,000)
Net Profit B4 Tax	(236,000)	93,000	390,680
Tax (24%)	(-)	(22,320)	(93,763)
Net Profit After Tax	(236,000)	70,680	296,917

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funding required

cash flow

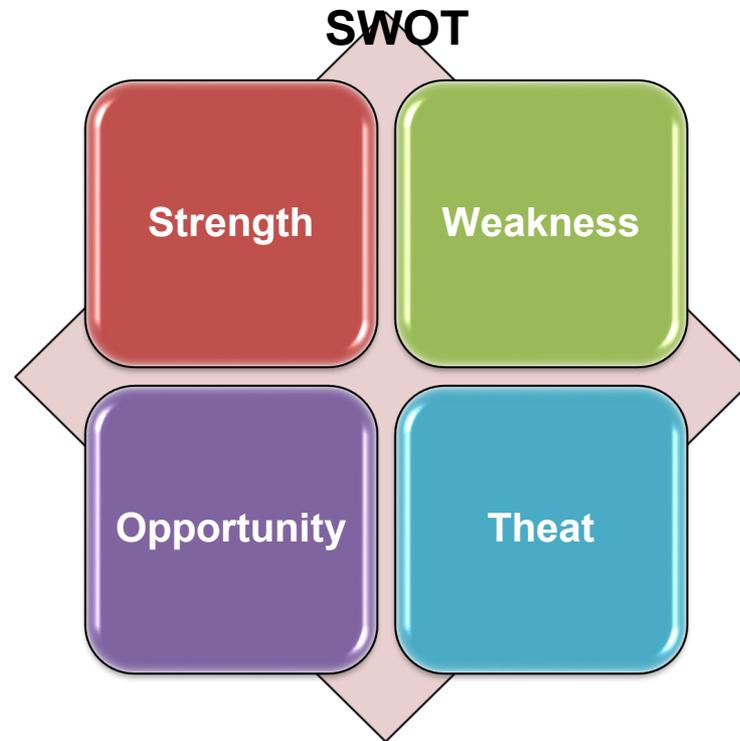
(RM'000)

M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
(23.00)	(23.00)	(23.00)	(23.00)	(23.00)	(23.00)	(23.00)	(23.00)	(23.00)	(23.00)	(23.00)	(33.00)

M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
(76.44)	(76.44)	(76.44)	(76.44)	(76.44)	(76.44)						

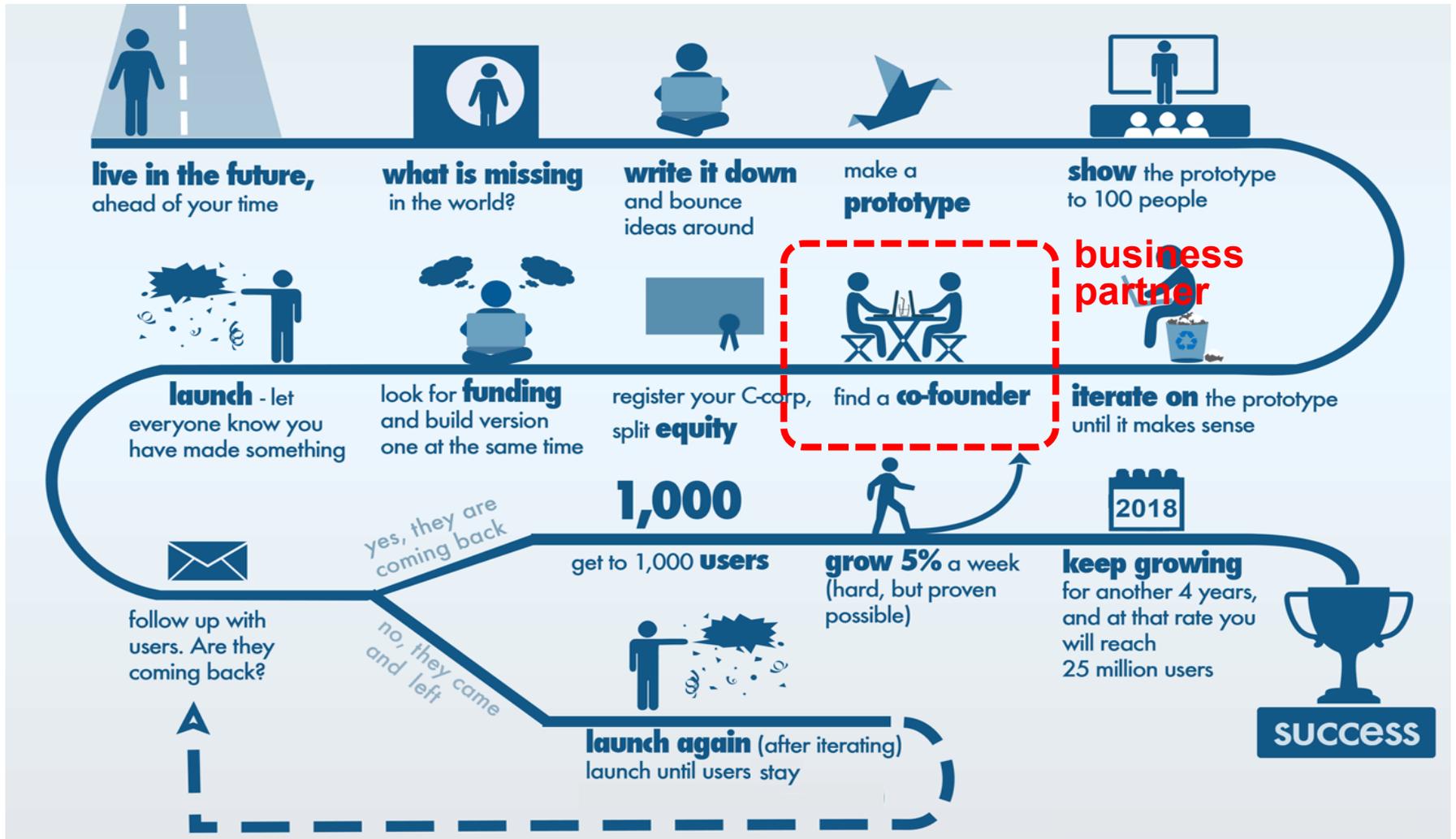


risk management



“adaptability”

startup journey #4

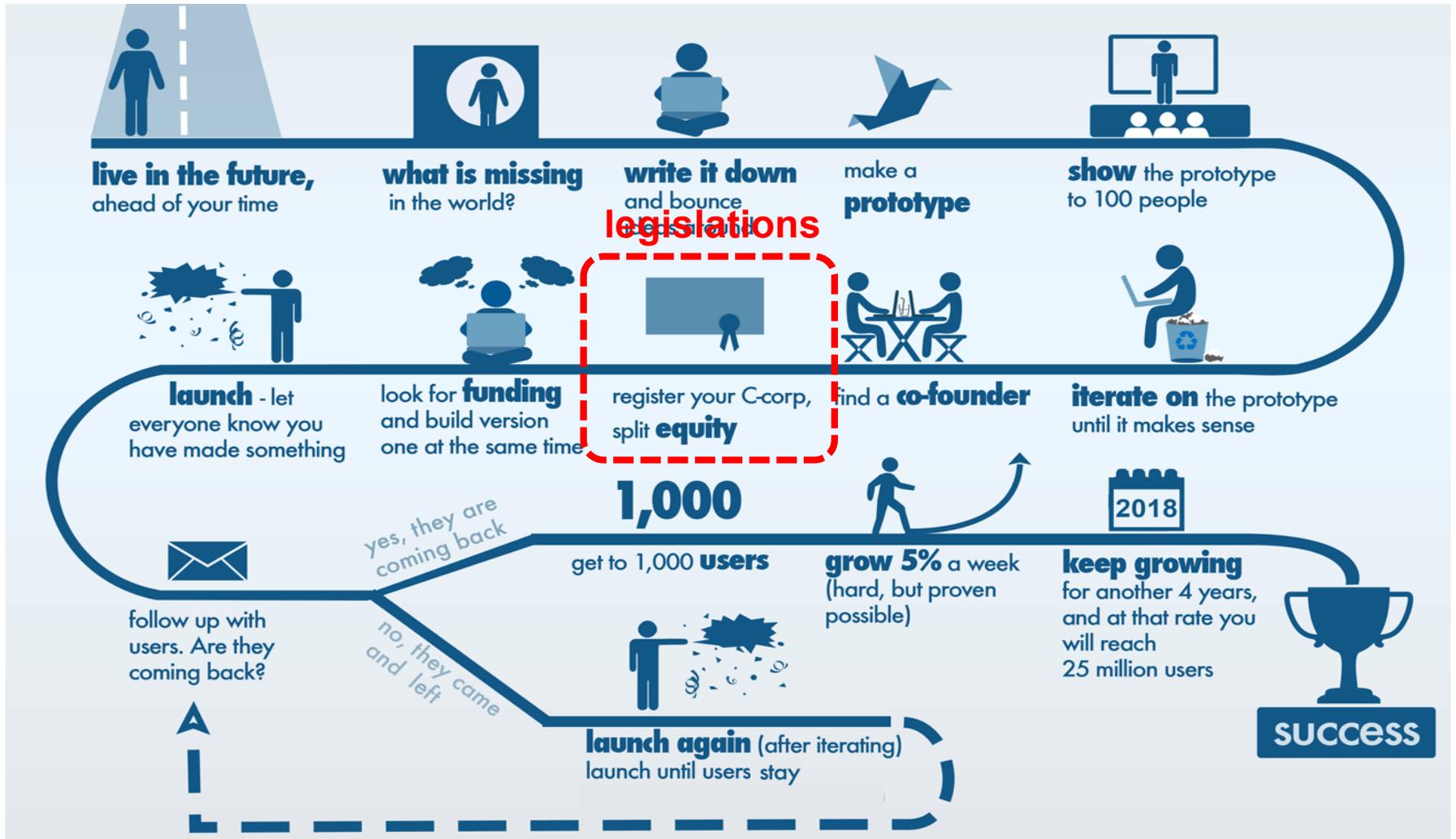


partner's selection: basic rules

- ❑ To complement on what you don't have



startup journey #5



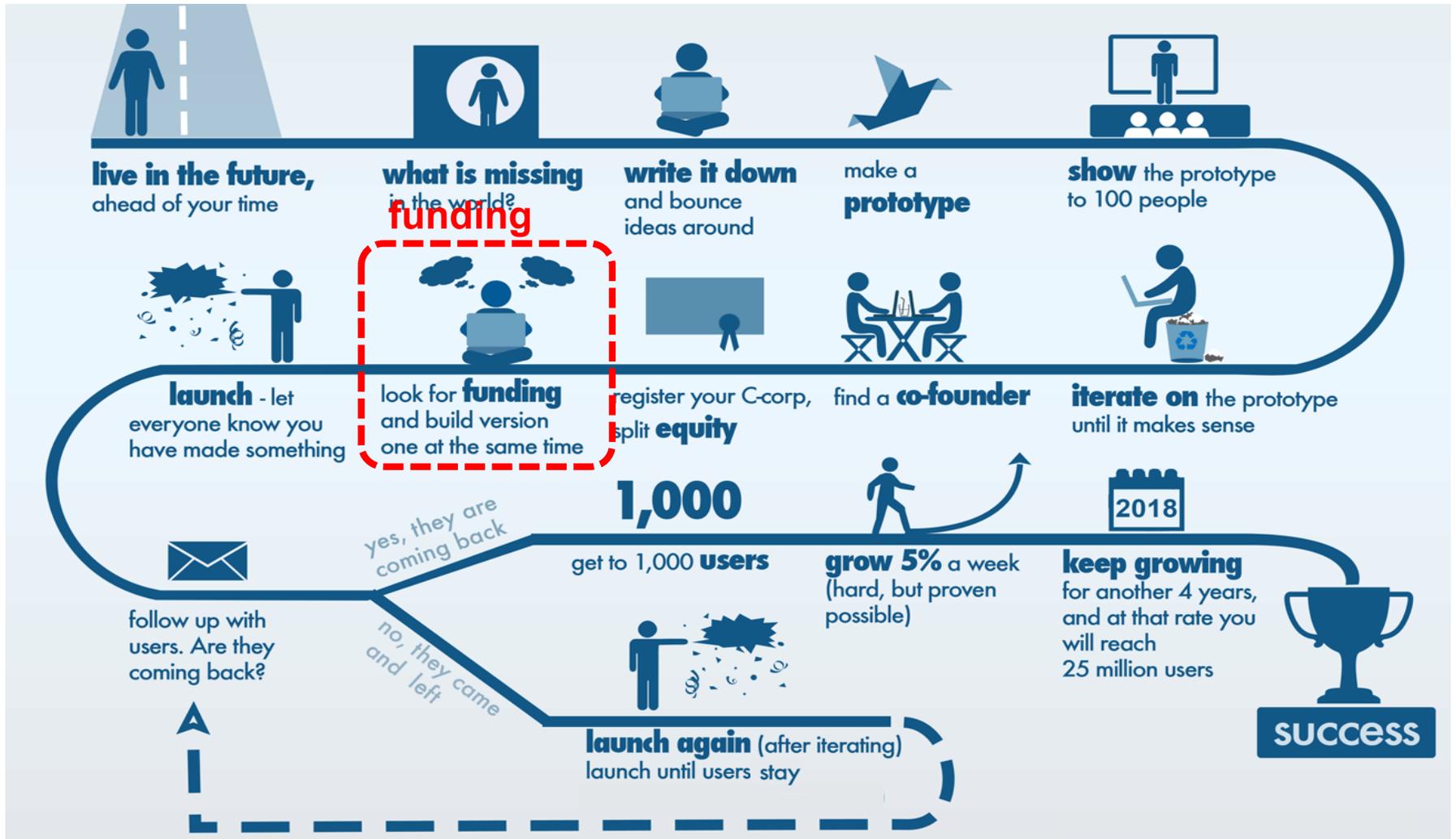
registration

- ❑ Malaysian Act
 - ❖ Suruhanjaya Syarikat Malaysia (SSM)
 - ❖ Kementerian Kewangan

- ❑ UiTM Act
 - ❖ Research Innovation Business Unit (RIBU)

RIBU
RESEARCH INNOVATION BUSINESS UNIT

startup journey #6

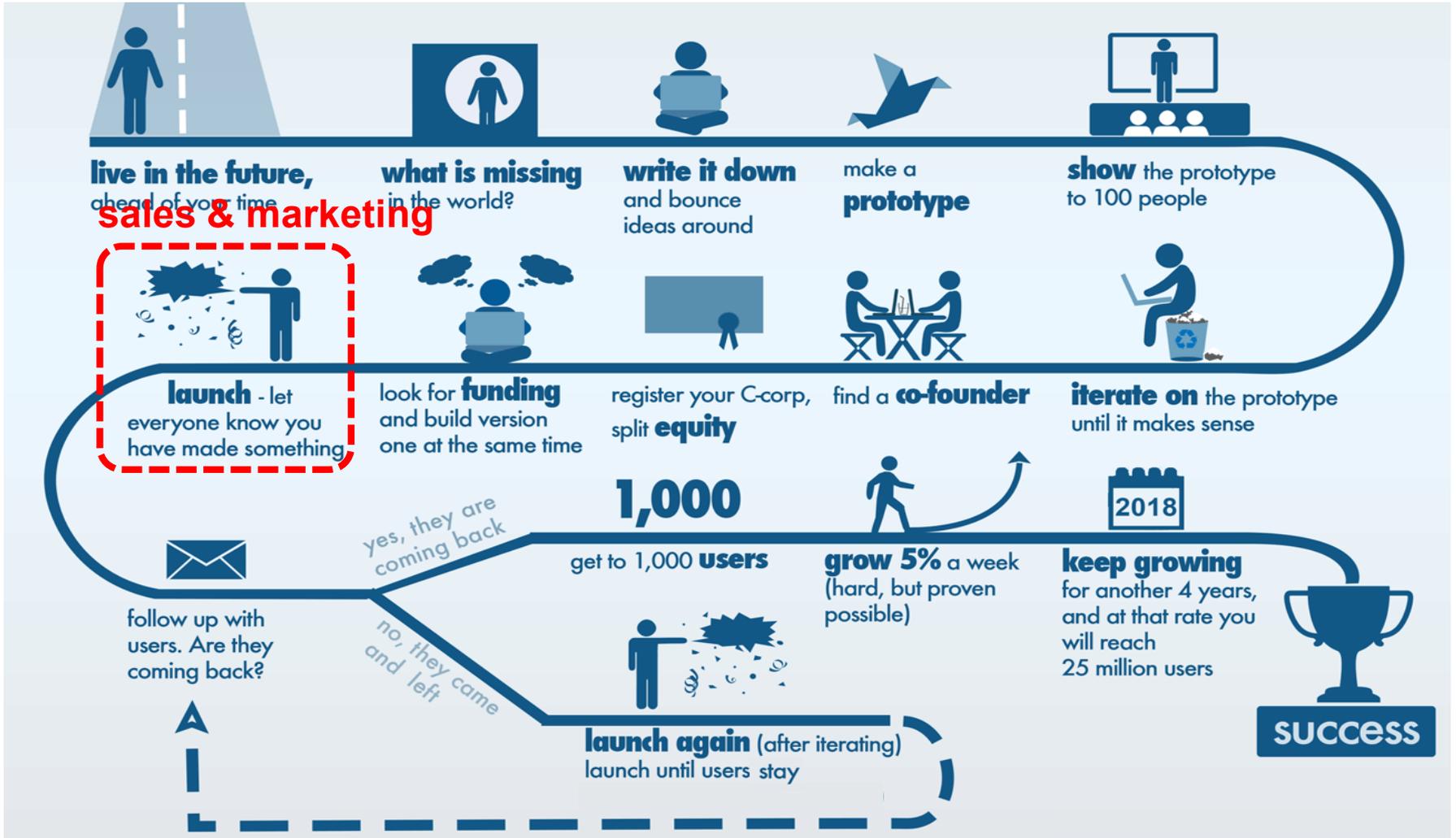


funding

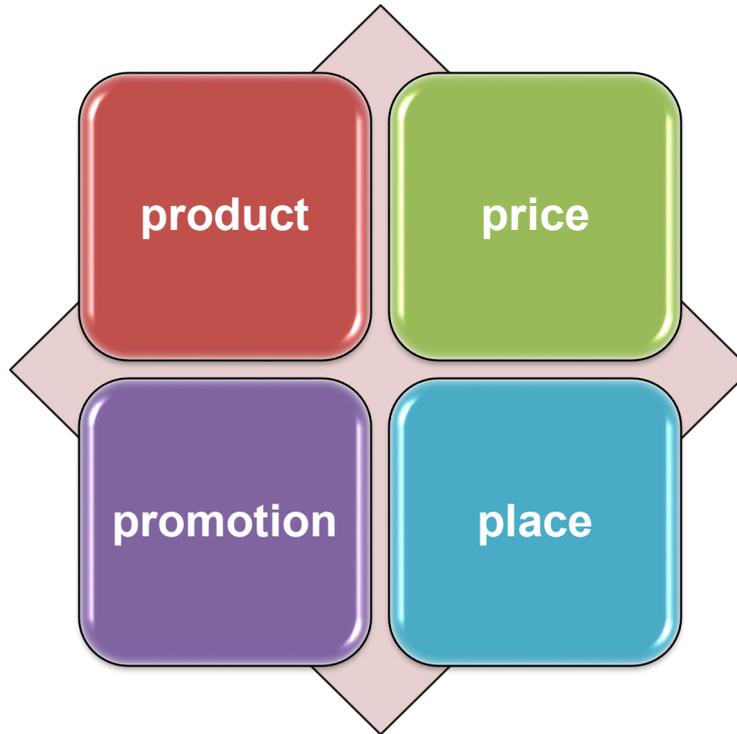
- ❑ Government
 - ❖ TERAJU
 - ❖ MTDC
 - ❖ CGC
 - ❖ MDV
- ❑ Private Funding
 - ❖ Angle Capital
 - ❖ CRADEL
 - ❖ PLATCOMM



startup journey #7



Sales & Marketing Plan



HSM FLYERS

#Case Study



Startup Company
UNIVERSITI TEKNOLOGI MARA

PROGRAM MASUK U BELAJAR, AMAL, UKUR

- Inovasi Teknologi Pendidikan
- Memperkasa Kekuatan Spiritual
- Melaras Sikap dan Tingkahlaku
- Formula Kecemerlangan BCA, $e=(BCA)^\infty$
- Memasukkan Ciri-ciri Kejayaan Ke Dalam Diri
- Disokong Aplikasi Atas Talian (*Monitoring Personal Change*)



HSM
HOLISTIC SUCCESS MODULE (HSM)



5 Sesi Pembelajaran
Tempoh latihan 21 Hari
RM650/ peserta

7 Teras utama, Gabungan 3 Kepakaran

Spiritual

- Hubungan Dengan Pencipta
- Hubungan Dengan Manusia
- Tadris Urus Spiritual

Psikologi

- Potensi Diri
- Tetapan Minda

Akademik

- Sinergi
- Perkongsian

CALON
Pelajar Tingkatan 4, 5 & STPM

LOKASI
Masjid Tuanku Mizan, UITM Shah Alam

PENDEKATAN
Active learning
Handhold approach

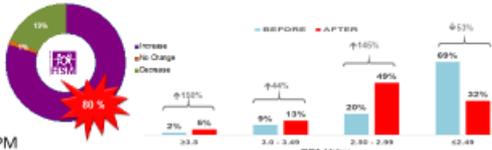
PENDAFTARAN



<https://goo.gl/forms/XL7KmuUUMOYBC0f>

80% peserta berjaya meningkatkan nilai GPA pada kadar 34%

- Penyelidikan ujilari di **UITM dan UM**
- Harta intelek UITM
- Laporan pencapaian peserta lengkap, *real-time*
- Mendapat Kelulusan KPM



BEFORE: 3.0 - 3.49 (9%), 2.00 - 2.99 (20%), 1.00 - 1.99 (69%)
AFTER: 3.0 - 3.49 (13%), 2.00 - 2.99 (49%), 1.00 - 1.99 (32%)

Metodologi & Perincian

SESI 1 & SESI 2
PEMBELAJARAN (2x 1M)
23 & 24 FEB 2019

SESI 3
BIMBINGAN (3 JAM)
9 MAC 2019

SESI 4
BIMBINGAN (3 JAM)
18 MAC 2019

SESI 5
BIMBINGAN (3 JAM)
23 MAC 2019

*Peserta muslim perlu bermalam di masjid pada 23 Feb 2019

+03 554 36022 +6010 960 9692 info@utechtium.com https://myhsm.asia

Pengantar: 

Pengantar bersama:  



Startup Company
UNIVERSITI TEKNOLOGI MARA

HSM for SUCCESS (H4S) BELAJAR, AMAL, UKUR

- Inovasi Teknologi Pendidikan
- Memperkasa Kekuatan Spiritual
- Melaras Sikap dan Tingkahlaku
- Formula Kecemerlangan BCA, $e=(BCA)^\infty$
- Memasukkan Ciri-ciri Kejayaan Ke Dalam Diri
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HSM
HOLISTIC SUCCESS MODULE (HSM)



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Tempoh latihan 21 Hari
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- Tetapan Minda

Akademik

- Sinergi
- Perkongsian

CALON
IPTA

LOKASI
Masjid Tuanku Mizan, UITM Shah Alam

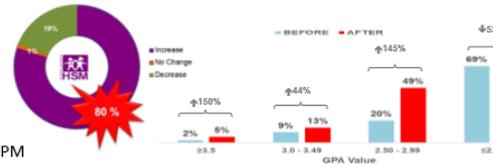
PENDEKATAN
Active learning
Handhold approach

PENDAFTARAN

Sila Hubungi Nombor Telefon Di Bawah

80% peserta berjaya meningkatkan nilai GPA pada kadar 34%

- Penyelidikan ujilari di **UITM dan UM**
- Harta intelek UITM
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Metodologi & Perincian

SESI 1 & SESI 2
PEMBELAJARAN (2x 1M)
*06 & 07 APRIL 2019

SESI 3
BIMBINGAN (3 JAM)
13 APRIL 2019

SESI 4
BIMBINGAN (3 JAM)
20 APRIL 2019

SESI 5
BIMBINGAN (3 JAM)
27 APRIL 2019

*Peserta muslim perlu bermalam di masjid

+03 554 36022 +6010 960 9692 info@utechtium.com https://myhsm.asia

Pengantar: 

Pengantar bersama:  

HSM Learning Program (HLP) FLYERS

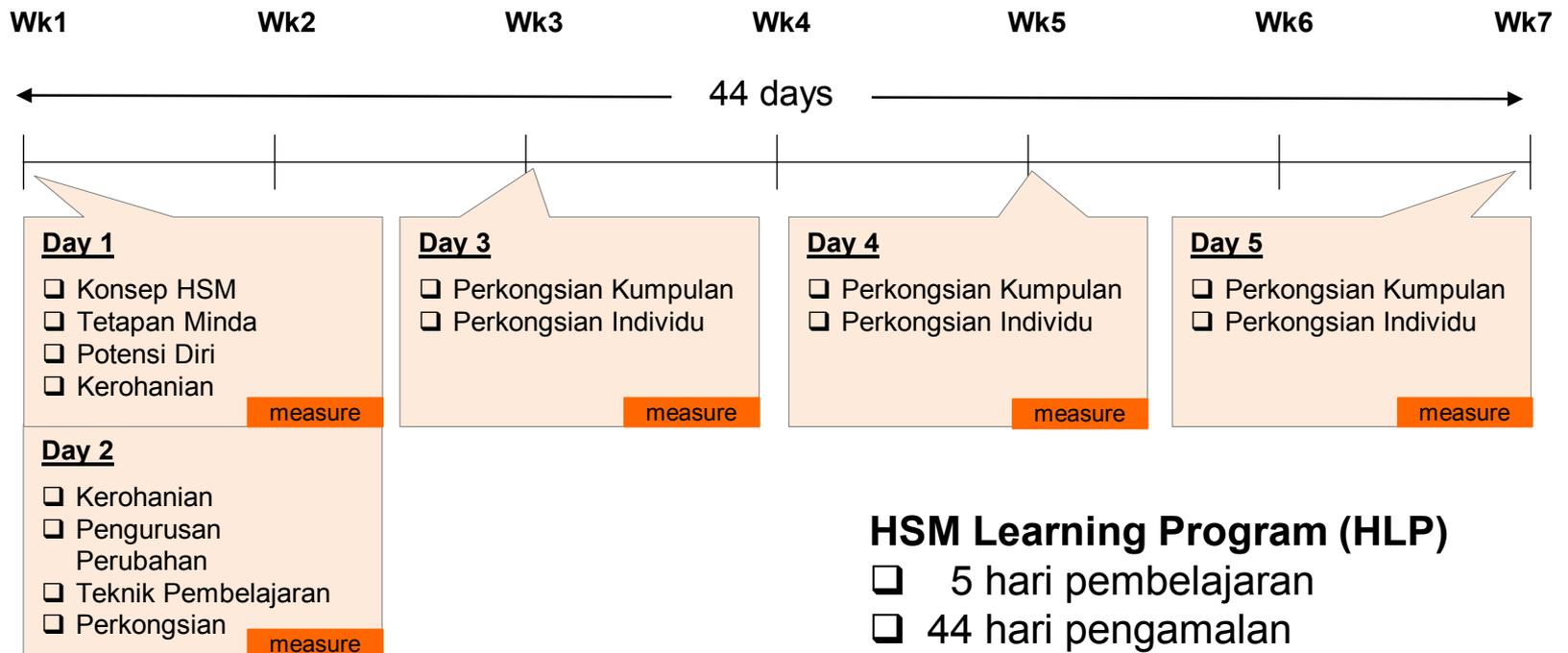
Kursus pengamal HSM untuk memperkasa kekuatan dalaman dan potensi diri pelajar melalui pemantapan pengetahuan dan amalan kerohanian sekaligus melaras tingkahlaku dan moral kearah ciri-ciri kejayaan.

HSM pendorong pelajar meningkatkan kecemerlangan akademik



HSM for Success (H4S) PRODUCT #2

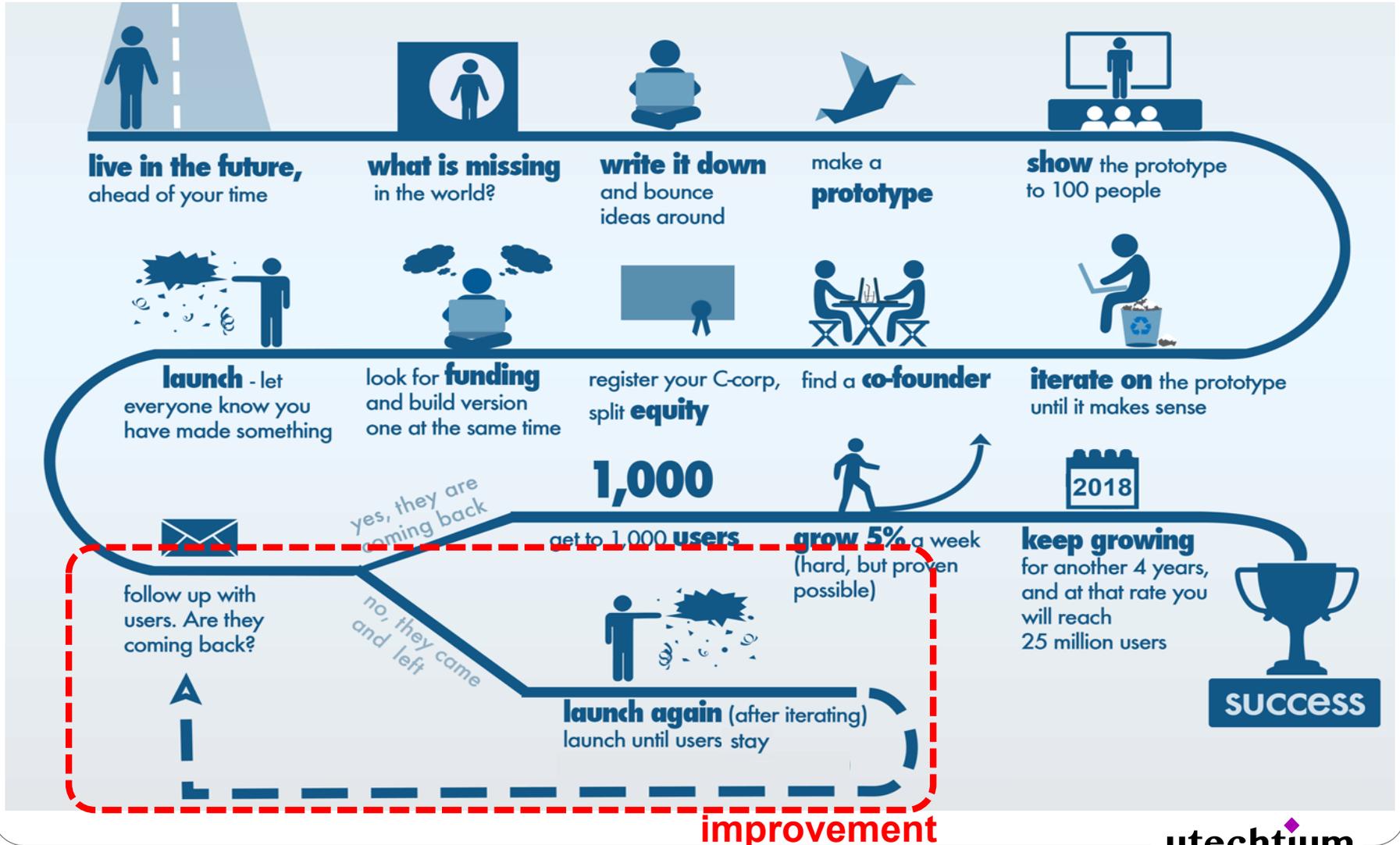
Pembelajaran, Pengamalan Dan Pengukuran



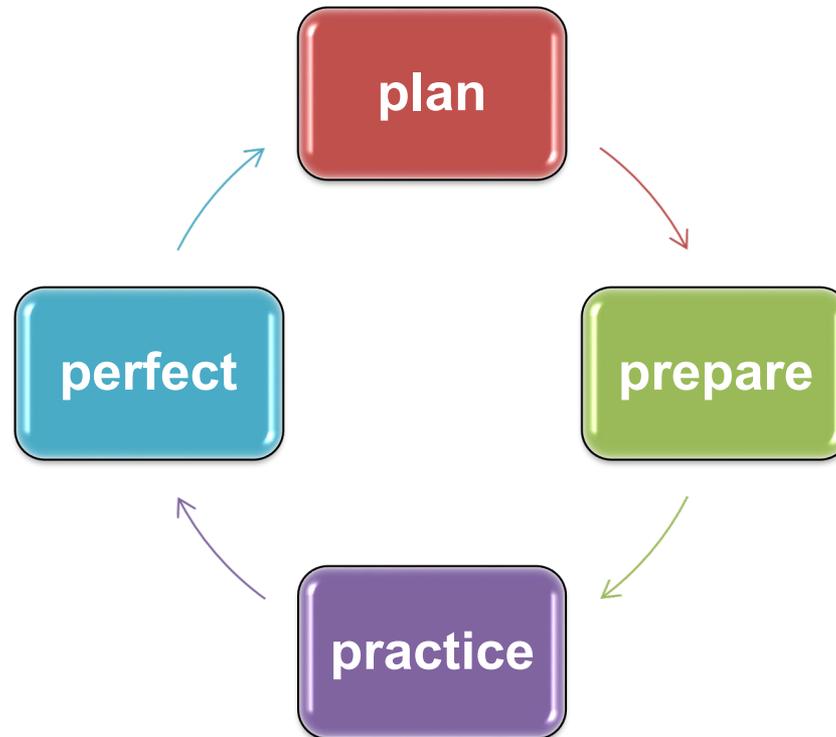
HSM Learning Program (HLP)

- 5 hari pembelajaran
- 44 hari pengamalan
- 8 kali pengukuran

startup journey #8



4P Concepts #2



“continuous improvement”



HOLISTIC SUCCESS MODULE
unique, dynamic, relevant

*usaha,
TAKWA,
mulia*

TERIMA KASIH