

Hi, UiTM!



MaGIC was launched by former US President Barack Obama and former Prime minister of Malaysia on April 27th 2014, the agency entrusted to build great entrepreneurs through innovation and creativity.

Our Vision

Global leading creativity & innovation centre for entrepreneurs

Our Mission

To build a sustainable entrepreneurship ecosystem
To catalyse creativity & innovation for long term nation impact

“ KATSANA

Being a tech startup, we owe existence to strategic thinking by the government by investing in entrepreneurship. The agencies that helped us startups greatly in the past few years are @mymdec, @MagicCyberjaya and also @TERAJUofficial.



“ The first ever entrepreneurship event in Malaysia that connects the startup ecosystem on the same platform - startups, mentors, investors. Keep it up!!



SERV

“ One of the many things I found most helpful from GAP was the mentoring from subject matter experts and seasoned entrepreneurs. It really helped us in identifying our target market and allowed us to build a customised product to solve a problem the customers were experiencing.



PantangPlus

“ MaGIC has provided me the best environment to grow. It is the best place to learn and mingle as they provided us with a supportive environment.



JomParking

“ Thankfully, we have agencies such as MaGIC, Cradle and MDeC to support us through this - especially when we've hit roadblocks. We need agencies like these to be our sounding board to allow us to bounce right back into action.

QUOTES
FROM
STARTUPS
ON MaGIC

Initiatives

Initiatives by MaGIC in collaboration with strategic partners across the globe to provide aspiring and existing entrepreneurs with the necessary tools and insights to ease their entrepreneurial journey. Some of our key programmes :-



MaGIC Activate

MaGIC Activate is an open innovation challenge platform that supports corporates and private sector innovation by connecting them with a global community of entrepreneurs to solve corporate and industry challenges.



Global Accelerator Programme

GAP equips local and global startups, keen on expanding regionally, with the necessary skills, tools and network to be invest-ready in 4 months. GAP also aims to build a strong startup community in ASEAN.



MasSIVE

MasSIVE will provide a convening space to drive social impact through entrepreneurship initiatives that are outward looking to ensure that the current ecosystem needs and issues are addressed, as well as cohesive to relevant ecosystem players.



MaGIC Academy

Aims to change the way entrepreneurs are built through training and capability development programmes that enable participants to harness the power of technology, innovation, the crowd, and their own vision to build vital, future-ready solutions.



MaGIC Sarawak

MaGIC Sarawak Campus Co-Working Space is designed to be a collaborative workspace for the startup community. It is located at Borneo 744 in Kuching, Sarawak. It's more than just a shared office – it's a community-driven hangout where entrepreneurs could gather to create, share, and discuss ideas with peers, mentors, partners, and allies.

MaGIC PROGRAMMES

Community

Organised with an aim to bridge entrepreneurial communities, these local sessions offers a platform for entrepreneurs to share and gain insights and experience around pre-selected themes and trends. It also promotes creativity and innovation at a grassroots level. Some of our key programmes :-



Coffee Chats & Special Events

An open platform for entrepreneurs, mentors, ecosystem influencers and subject matter experts to share or seek advice on startup tips and tricks, latest industry developments and trends as well as product development or service delivery issues.



SPARK

A nationwide grassroots initiative to encourage aspiring entrepreneurs and social entrepreneurs to think creatively and discover new opportunities.



Grill Or Chill

A platform for startups to pitch ideas and showcase solutions to receive invaluable advice and critical feedback from ecosystem experts. Open to public, GoC is a platform for aspiring entrepreneurs to validate their business ideas and network with peers.



Idea Lab / Startup Weekend

Three-day ideation lab to help validate ideas and solutions that solve industry-specific challenges. Through exposure to the design thinking concept, business model canvas and lean startup methodologies, entrepreneurs can prepare their solutions for the next step of their startup journey.

MaGIC PROGRAMMES



Partnerships

Collaborations forged with ecosystem players to develop initiatives and programmes that cultivate the development of entrepreneurs and nurture a thriving entrepreneurship landscape.



ACE

ACE is the first startup support service platform for entrepreneurs keen on expanding regionally. ACE assists startups by fostering innovation and creativity, enabling co-working, creating job opportunities and driving economic growth for the region.

PUSH

An initiative to create micro-entrepreneurship opportunities to enhance positive social impact nationwide by scaling inclusive businesses driven by Impact-Driven Enterprises (IDEs). IDEs offer good career and co-ownership opportunities to the B40 groups in franchise-able businesses.

SEV

SEV is a funding arm under myHarapan that enlarges monetary allotments for social enterprises and enhances them through industry-sourced coaching sessions. The focus of SEV is on youth-initiated social businesses that exist to solve social problems for the benefit of local communities.



Actyvate

A crowd pledging platform that helps communities and social enterprises / raise money from the community for projects that contribute to the society and/or positively impacts the environment.



3B Ventures

3B Ventures is the early stage impact fund investing in exponential technology that will impact the lives of the next 3 billion. Investing in high growth ventures that leverage exponential tech to scale in emerging market within Agriculture, Healthcare, Employment and Wellbeing is dear to our heart.



CER CIRCLE

Corporate Entrepreneurship Responsibility Circle is to encourage more private sector participation in startups, innovation and entrepreneurship. MaGIC established CER Circle, that leverages on the domain expertise of corporate partners to create compelling innovation opportunities that supports the development of a thriving regional and global entrepreneurship ecosystem.

MaGIC PROGRAMMES



MaGIC Tools & Facilities

Some of our tools and facilities for entrepreneurs



Co-Working Space

A shared working space where early stage startups can call home, and the entire community can gather around to connect and collaborate.



MaGIC Central

MaGIC Central provides advisory and information on entrepreneurship as well as facilitation with collaborating agencies. It is a useful platform for those undertaking entrepreneurship path and seeking answer for their enquiries.



Startup Database

A definitive database of the Malaysian startup ecosystem, allowing anyone to get information about the companies, people, products, news & events that matter.



ASEAN Centre of Entrepreneurship

The ASEAN Centre of Entrepreneurship (ACE) is the first startup support platform in ASEAN which provides these key services to help startups expand their businesses regionally and globally.



Mentorship

Fast track your entrepreneurial journey by gaining fresh perspective, advice and tips from mentors, advisors and skilled entrepreneurs. It allows mentors to act as trusted confidantes while providing mentees the opportunity to tap the minds of subject matter experts at zero cost. regionally and globally.



Early 2018*

Startups Impacted

899

*899 Unique

Entrepreneurs Impacted

78,774

MaGIC Alumni Startup Success Stories



Making international travel seamless and secure by utilizing biometrically verified online profiles. Borderpass has made headways by winning regional entrepreneurship awards. Currently, Borderpass has been installed at KLIA2 for its pilot. Raised Series-A funding.



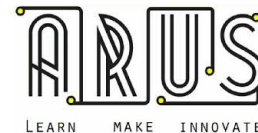
PantangPlus solves the problem of urban and affluent expecting mothers searching for complementary and traditional post-natal care; such as confinement Malay massage and hot-stone therapy. They provide a hassle-free online booking platform; whereby their secret sauce is that they curate and train a large base of therapist that is able to fulfill last-minute booking anytime and anywhere. Raised seed funding.



SWAG multiplies internet speeds, reliability and coverage by merging wired and wireless networks without requiring any changes to the existing infrastructures. Received seed funding and have been working with Telekom Malaysia.



A social enterprise that empowers refugees through sustainable food business. Picha Project has won many accolades and is seen as the voice of refugee empowerment in Malaysia.



Arus provides and deliver a maker approach education where students learn through making and solving real life problems through its classes to provide quality meaningful education.



We are the booking.com for courier services which allows you to check and deliver parcels at the lowest rate. Since 2018, EasyParcel helps arrange for more than 500,000 parcel deliveries every month. Raised Series-A funding and now offers their solution regionally via 60 major partners.

Design & Intellectual Property

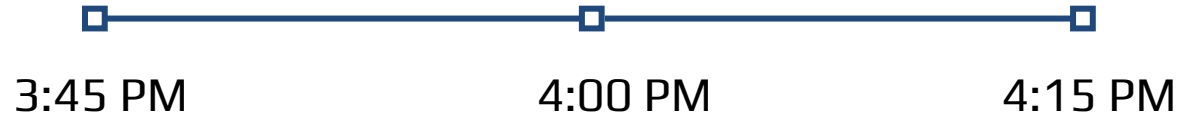
Syafie Mustafa

// Ecosystem Research Analyst

// syafiruddin@mymagic.my

// <https://central.mymagic.my/mentor>

Our Flow of the Day



“The world we live in right now is designed by those who *rarely use it* and **the ones who use it** *just accept it* and then become frustrated.”

But the *young ones* are changing **it**.



User experience

Design

World Trends

The Directions We Are Going



- ❑ [Population Growth](#) >> Declining Fertility Rate
- ❑ [Urbanisation](#) >> Potential Influx of Hunger & Urban Poverty
- ❑ [Working Hours](#) >> The State of Humans in Workplace
- ❑ [Global Education](#) >> Autonomous Learning
- ❑ [Optimism / Pessimism / Realism](#) >> World Peace & Malaysians' Trust Rate
- ❑ [Vaccination](#) >> Sudden Spikes of Measles etc. (Herd Immunity)
- ❑ [HIV / AIDS](#) >> Declining in AIDS deaths but...

Understanding 2030 - 2050



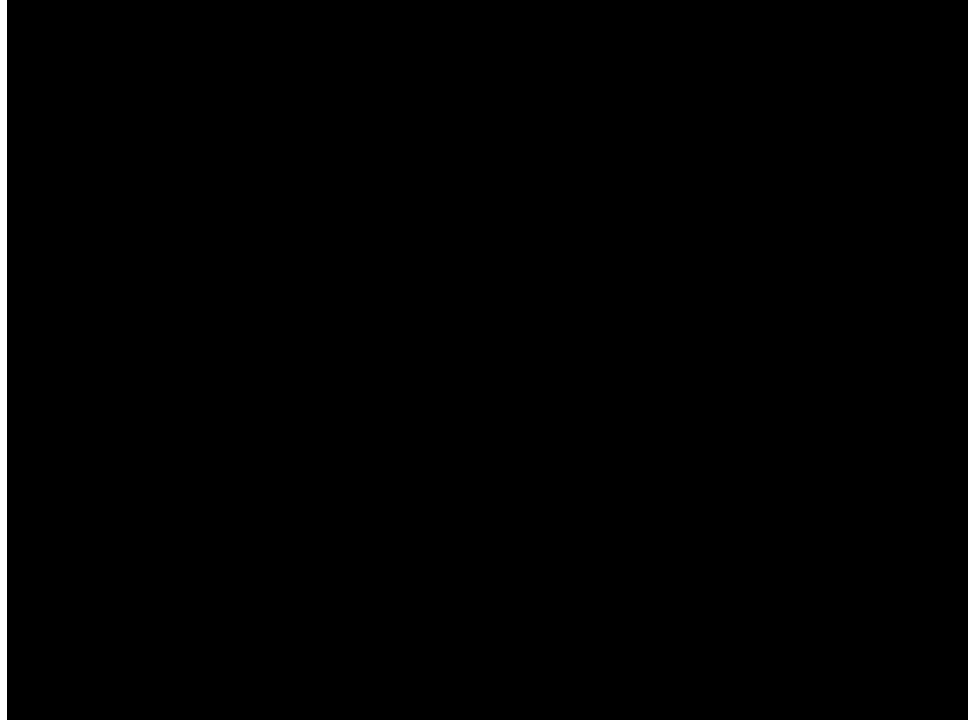
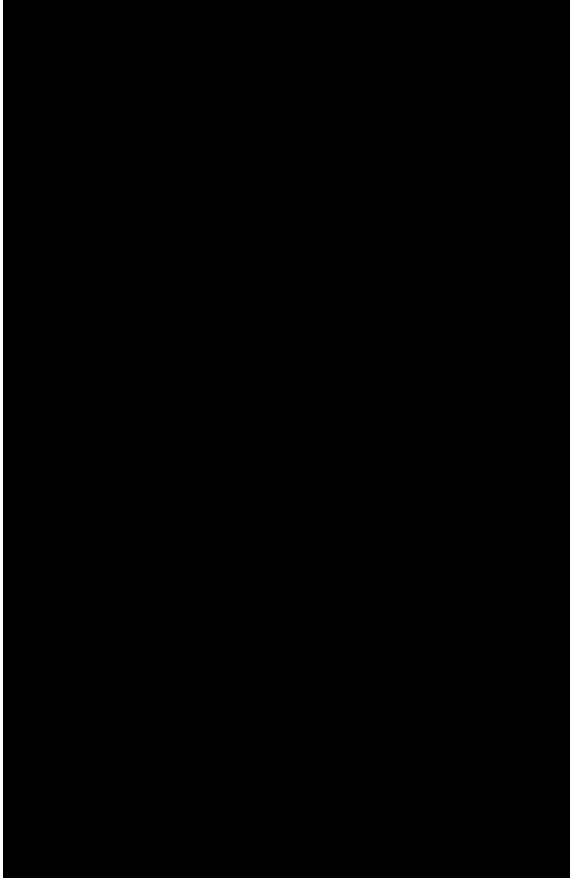
Understanding 2030 - 2050



Mirrorworld



Other Examples:



Finally:



Furthermore...

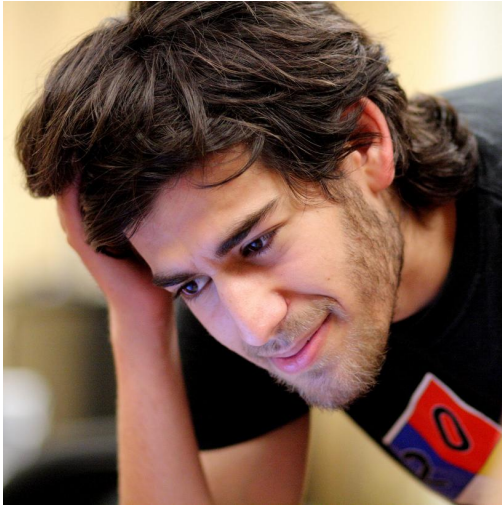
- Some provinces in China are **fully automated**.
- Japan is facing a huge challenge with their **ageing population**.
- **Island nations** and coastal cities will have to evacuate their homes by **2030** due to rising sea levels.
- Education is expected to be fully automated globally by **2040**.
- By **2048**, seafood will no longer be available due to overfishing.



Case Studies

Examples of Global Issues on
Copyrights & Intellectual Property

Food for Thoughts..

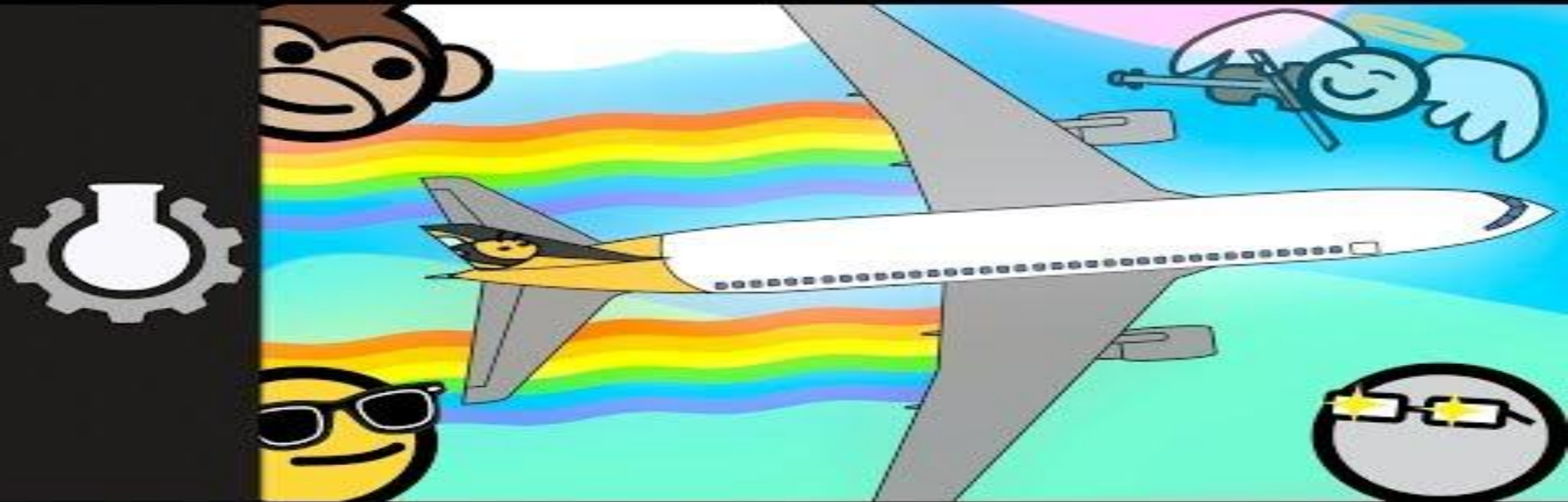


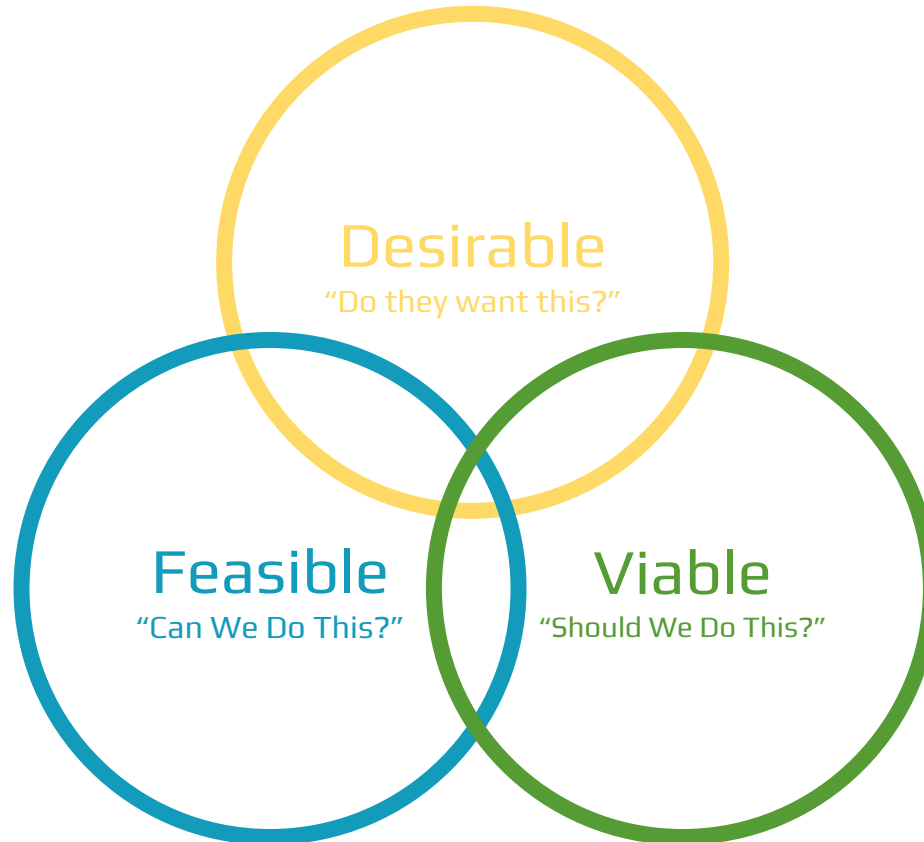
Think About This:

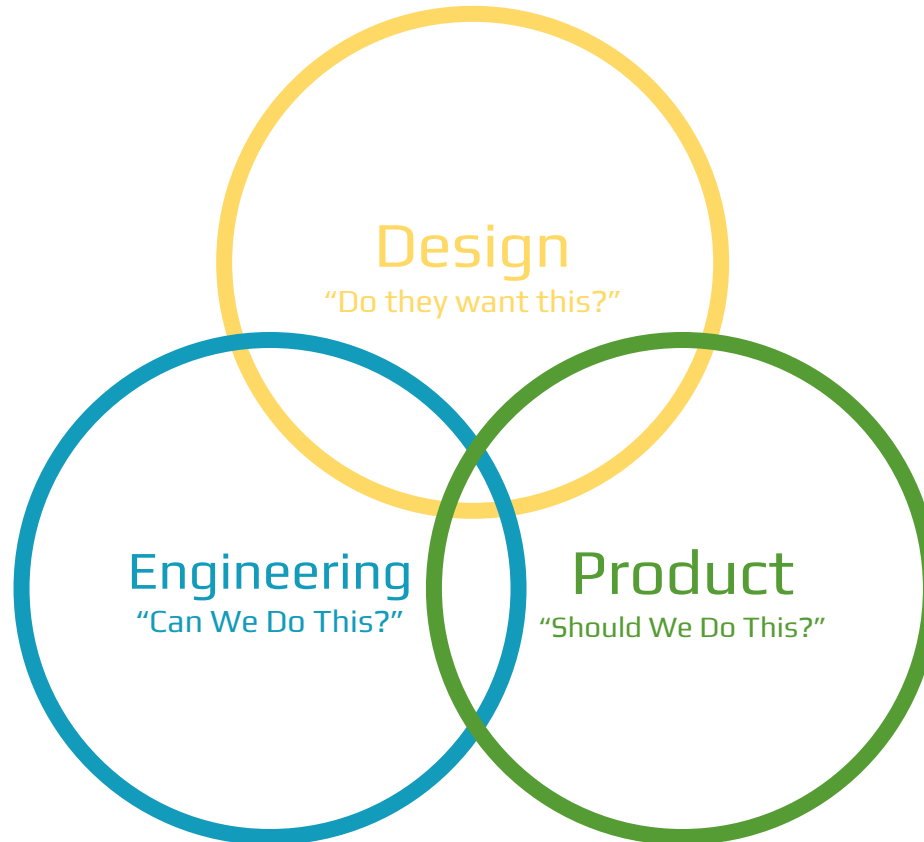
If the services or products are free:

YOU ARE THE REVENUE

Keyword here is **Empathy.**









1 Do they want this?

Write each answer on orange stickies



Who are the target customers for our solution?



Why can't our customers solve this problem today?



What problem do our customers want to solve?



What is the outcome our customers want to achieve?



How do our customers solve this problem today?



Why will our customers stop using their current solution?



2 Can we do this?

Write each answer on blue stickies

What are our biggest technical or engineering challenges?

What are our biggest legal or regulatory risks?

What are our internal governance or policy hurdles?

Why does our leadership team support this solution?

Where does our funding for this solution come from?

Why is our team uniquely positioned to win?




3 Should we do this? Write each answer on green stickies


 What are our main acquisition channels for obtaining customers?

 How will our customers repeatedly use our solution?

 Why will our customers refer us to new customers?

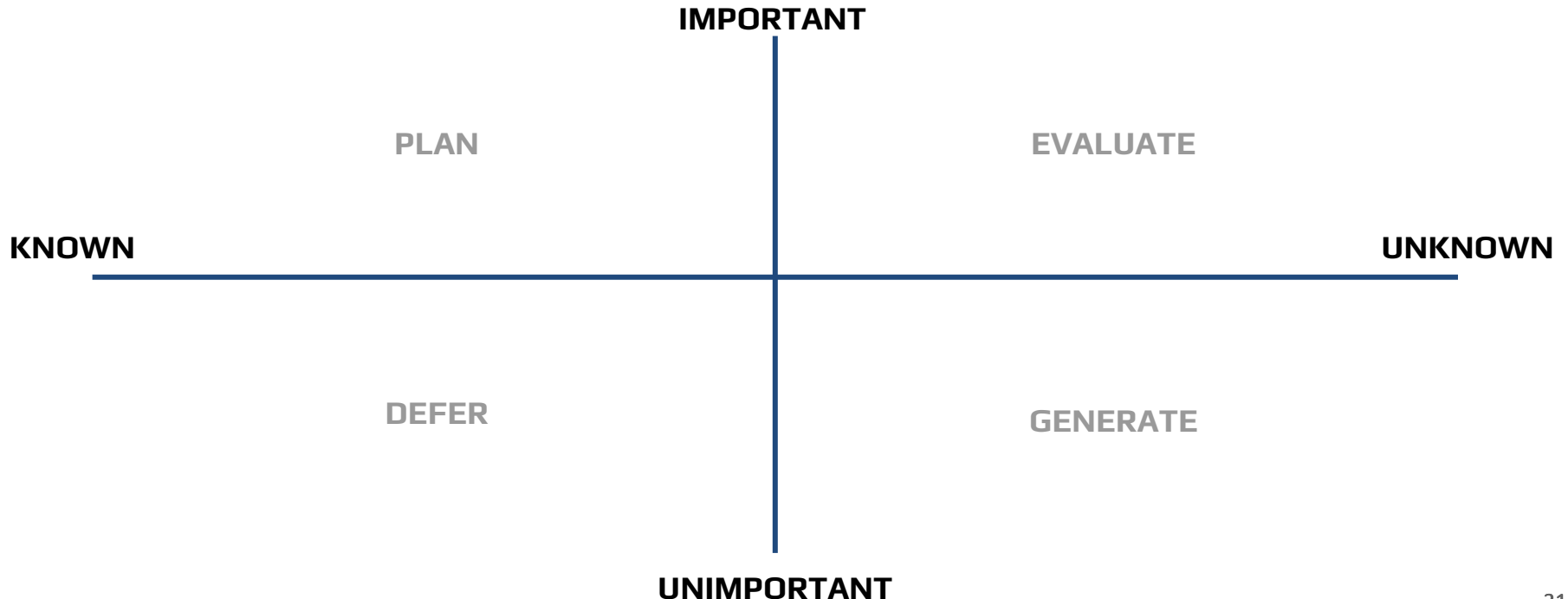
 How does this solution support our company vision?

 Who are our primary competitors to our solution?

 How will our solution generate revenue?

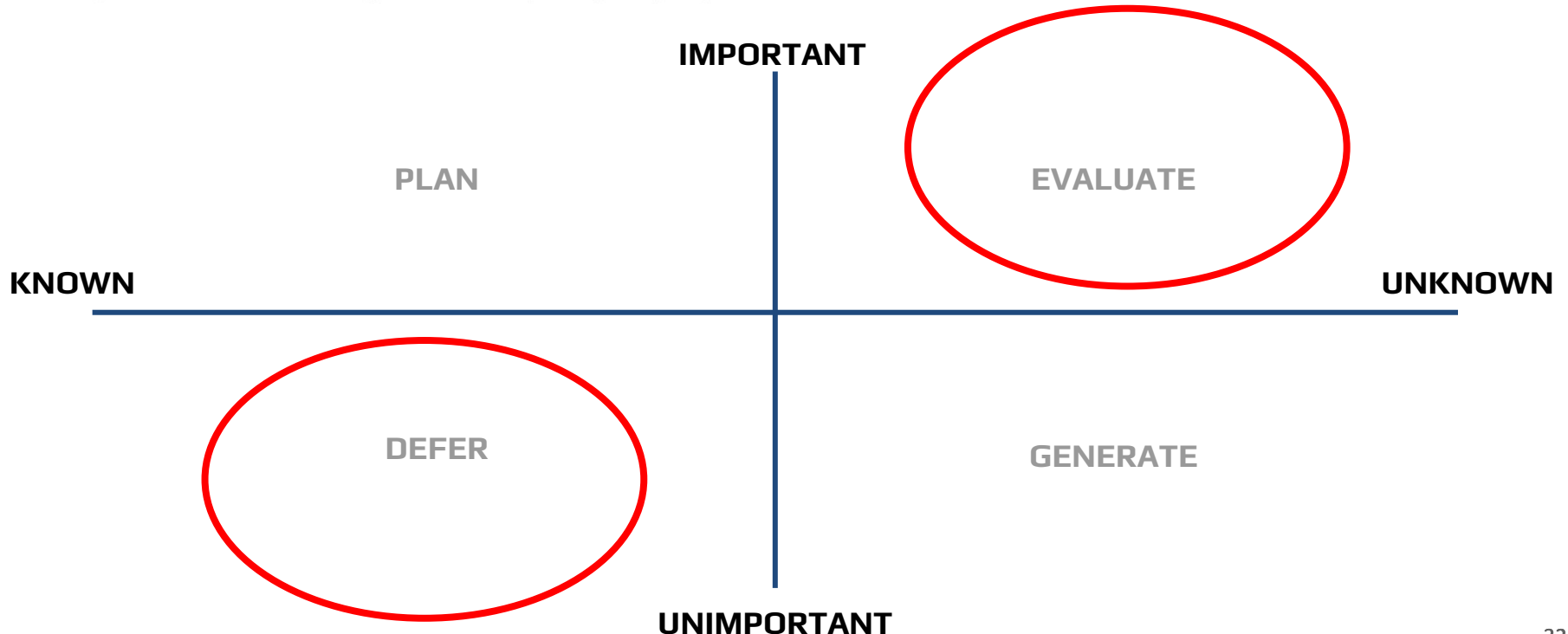
4 Assumptions Mapping

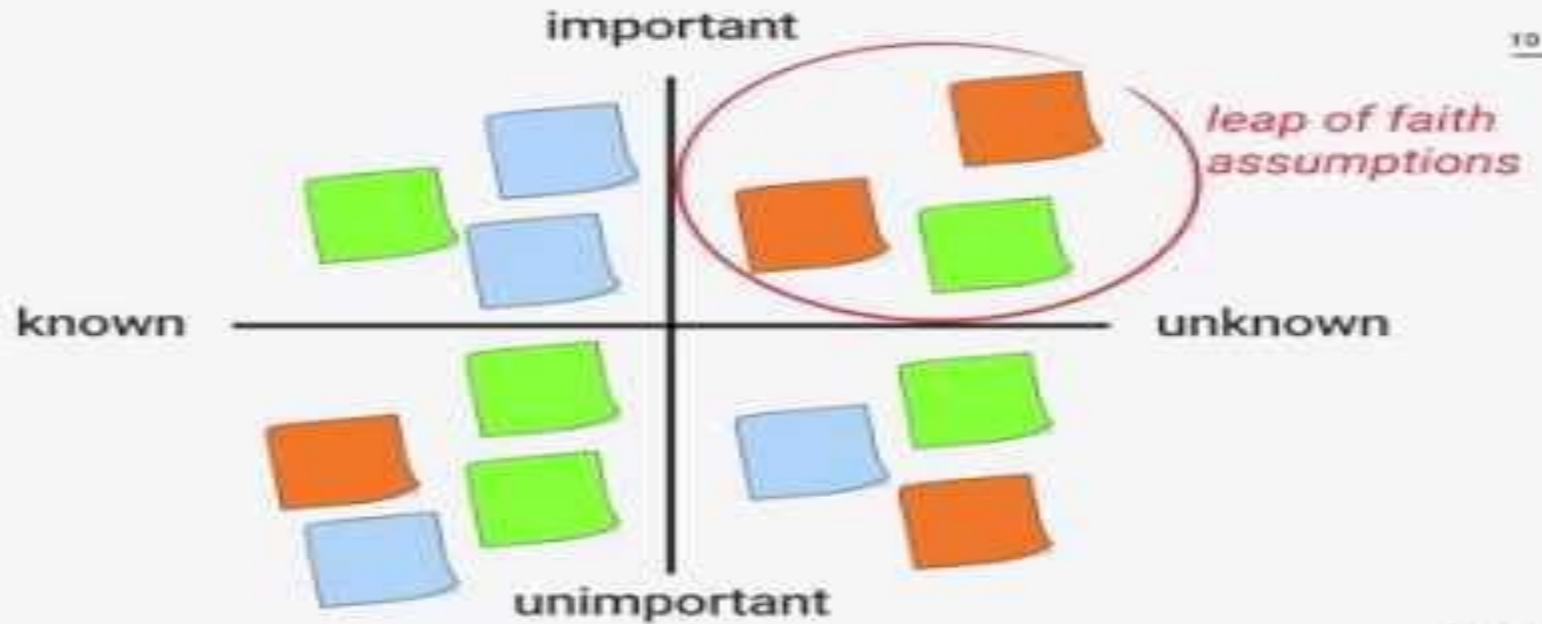
Map your answers from the left onto the graph below. Create evaluative experiments from the top right. Create generative experiments from the bottom right. Check the top left against your plan. Defer commitment on the bottom left.

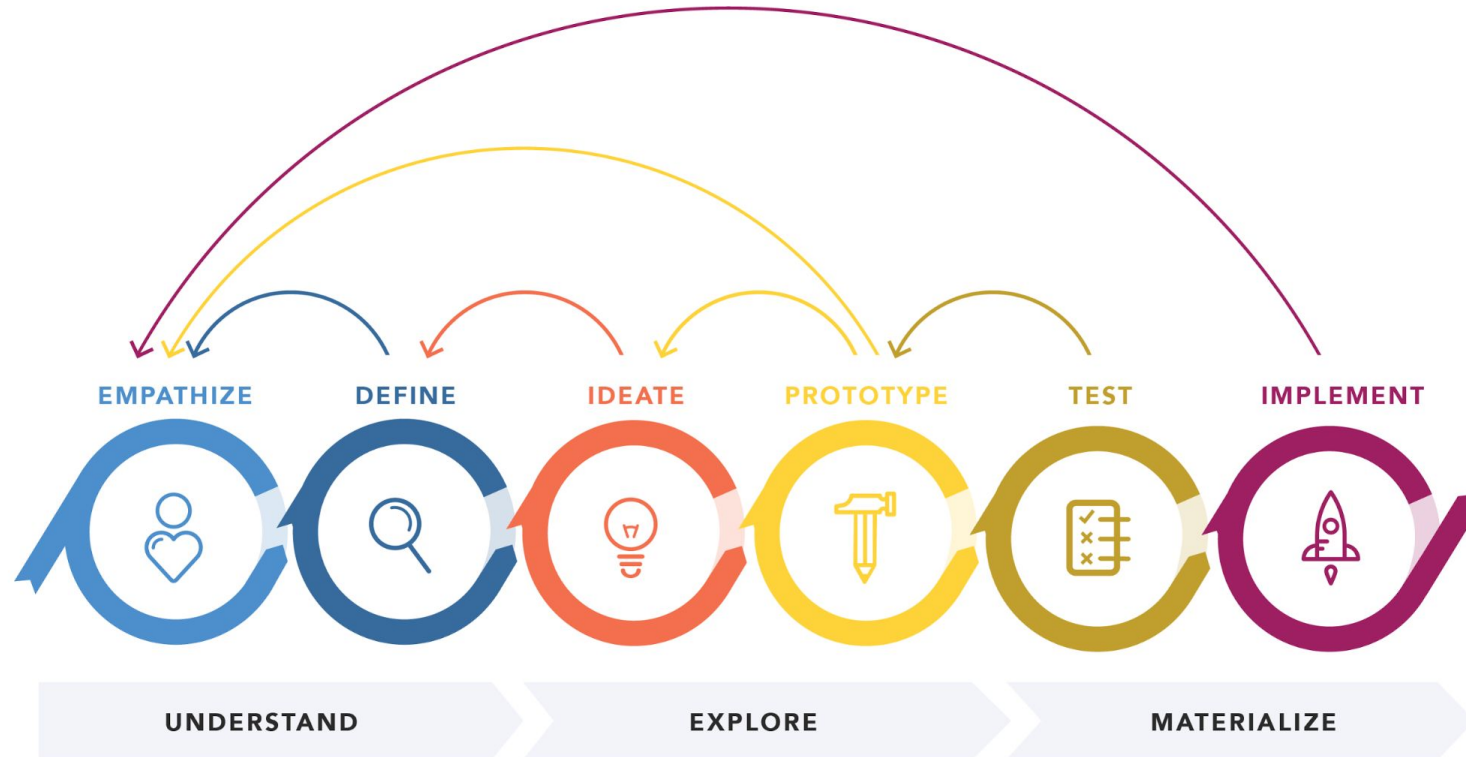


4 Assumptions Mapping

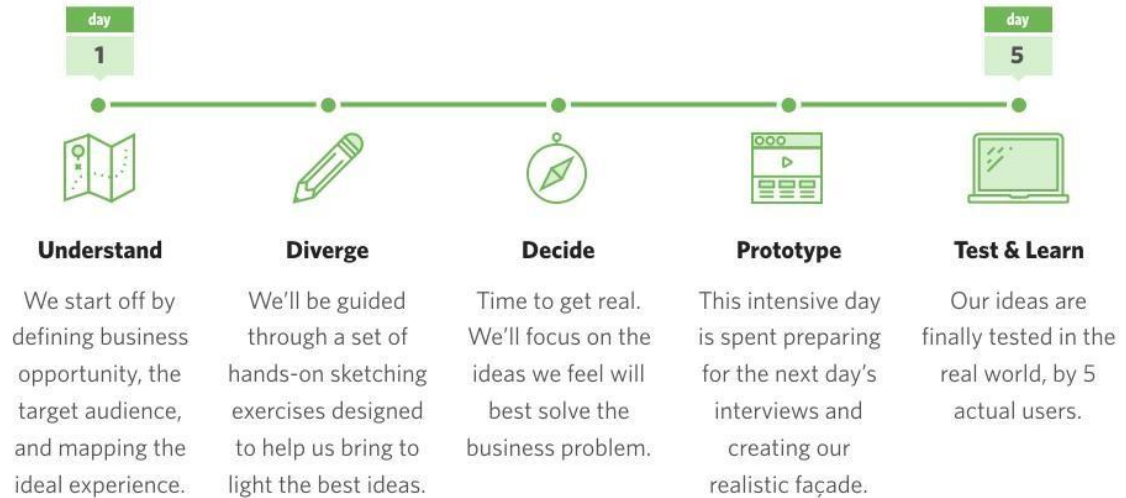
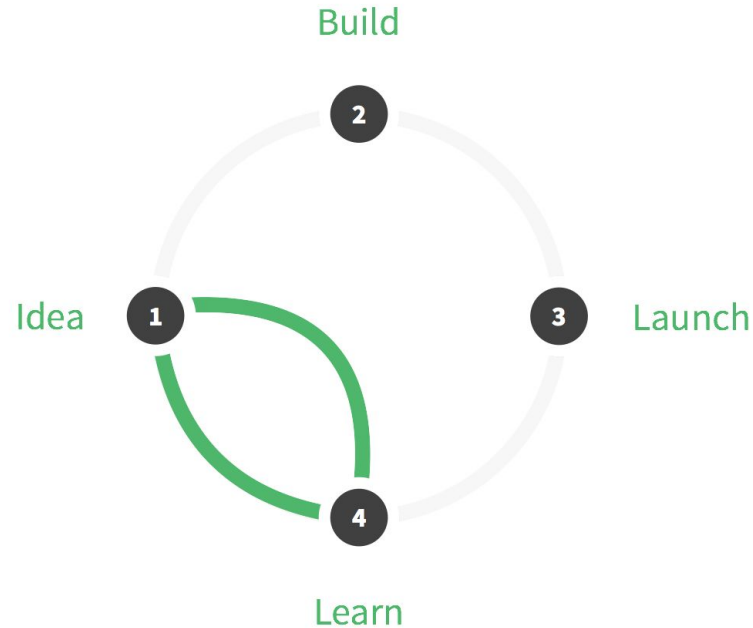
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Design Sprint Structure



“How might we
[actions] for [users] so that [impacts]”

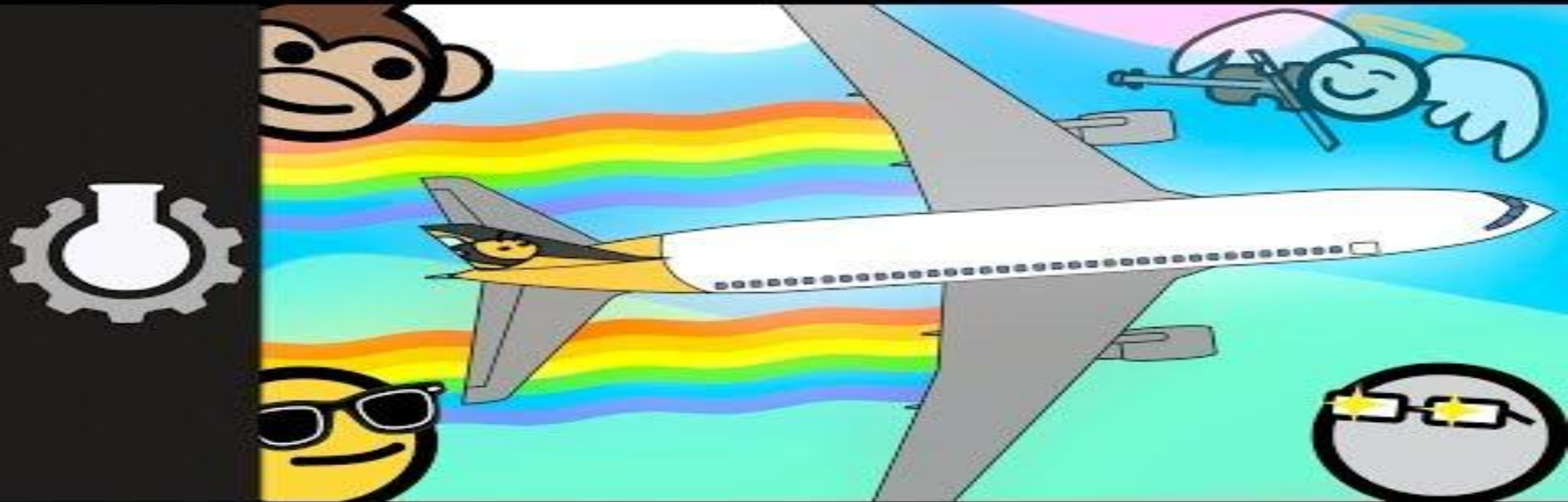
So let's try.

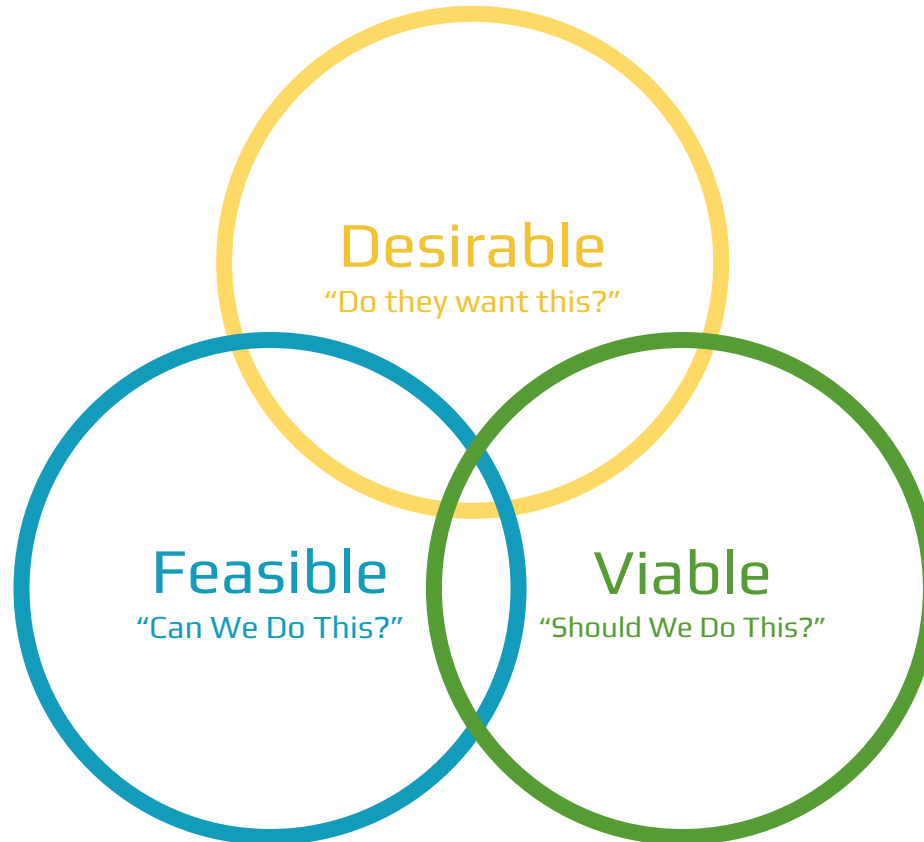


Useful Tools

Keep 'em Handy

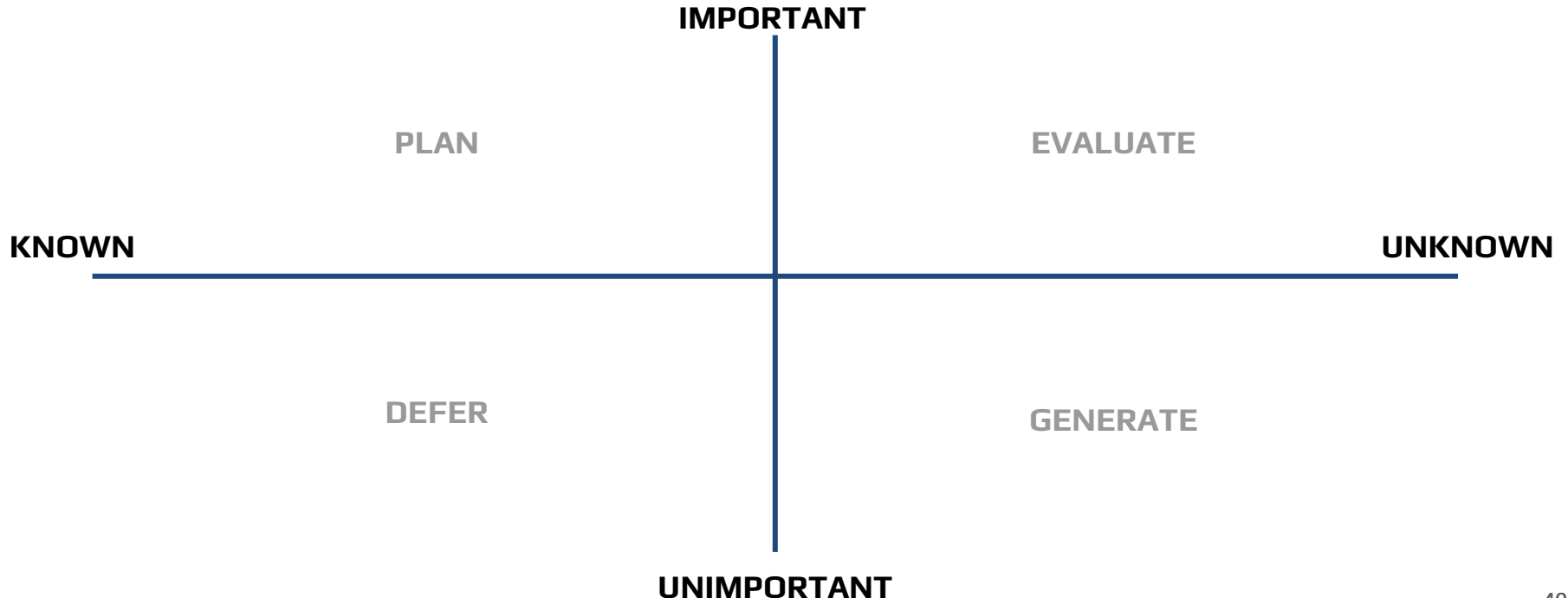
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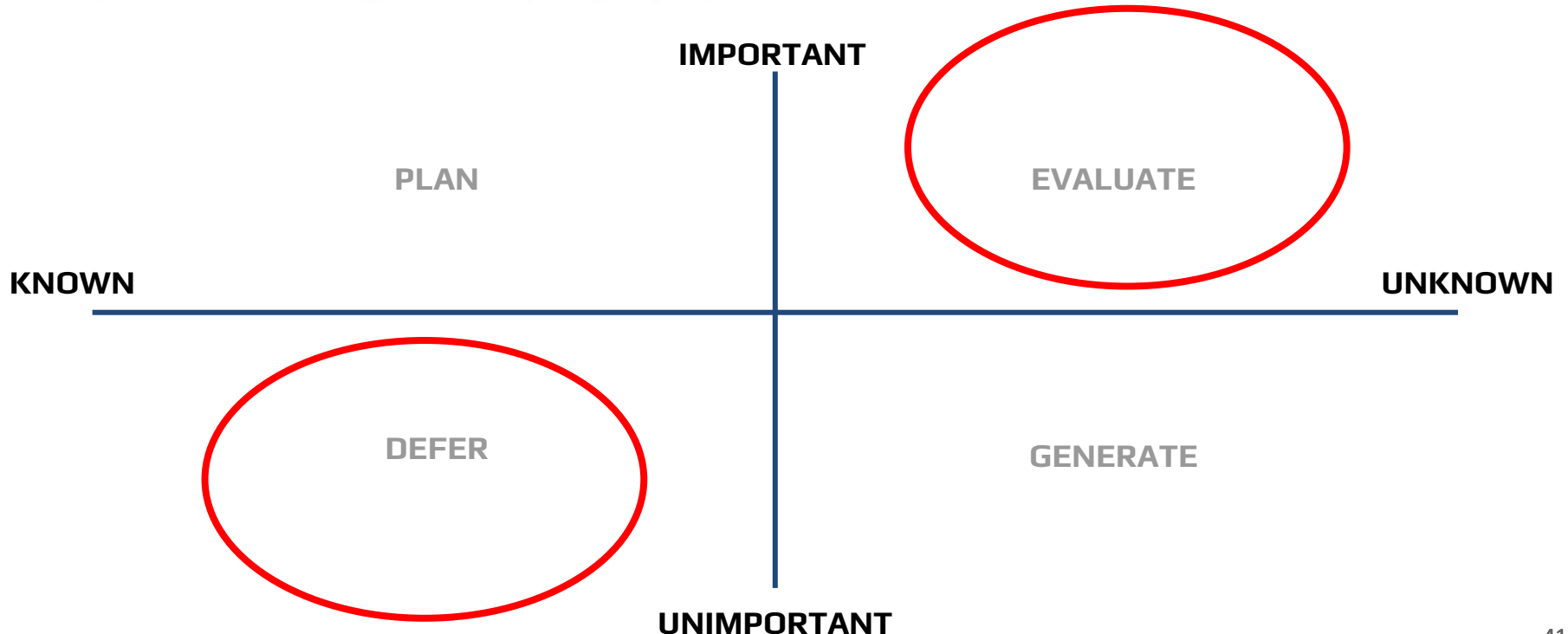
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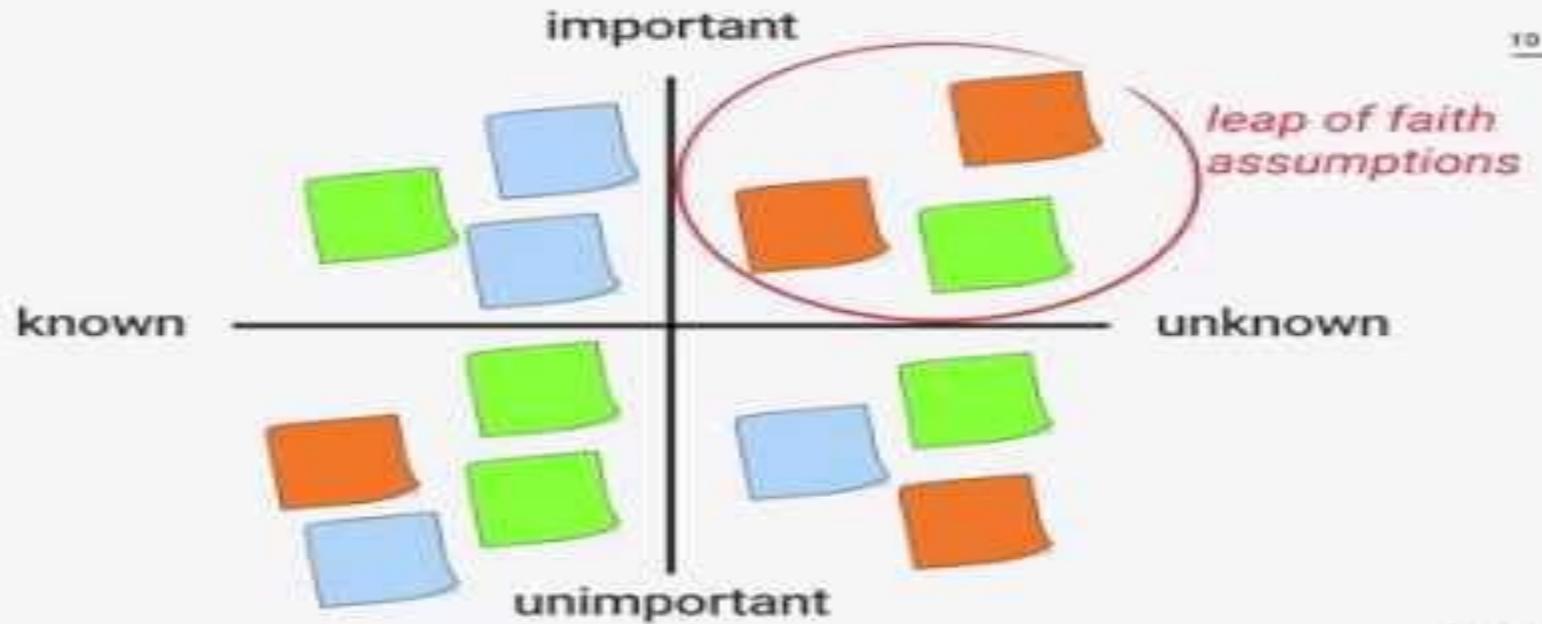
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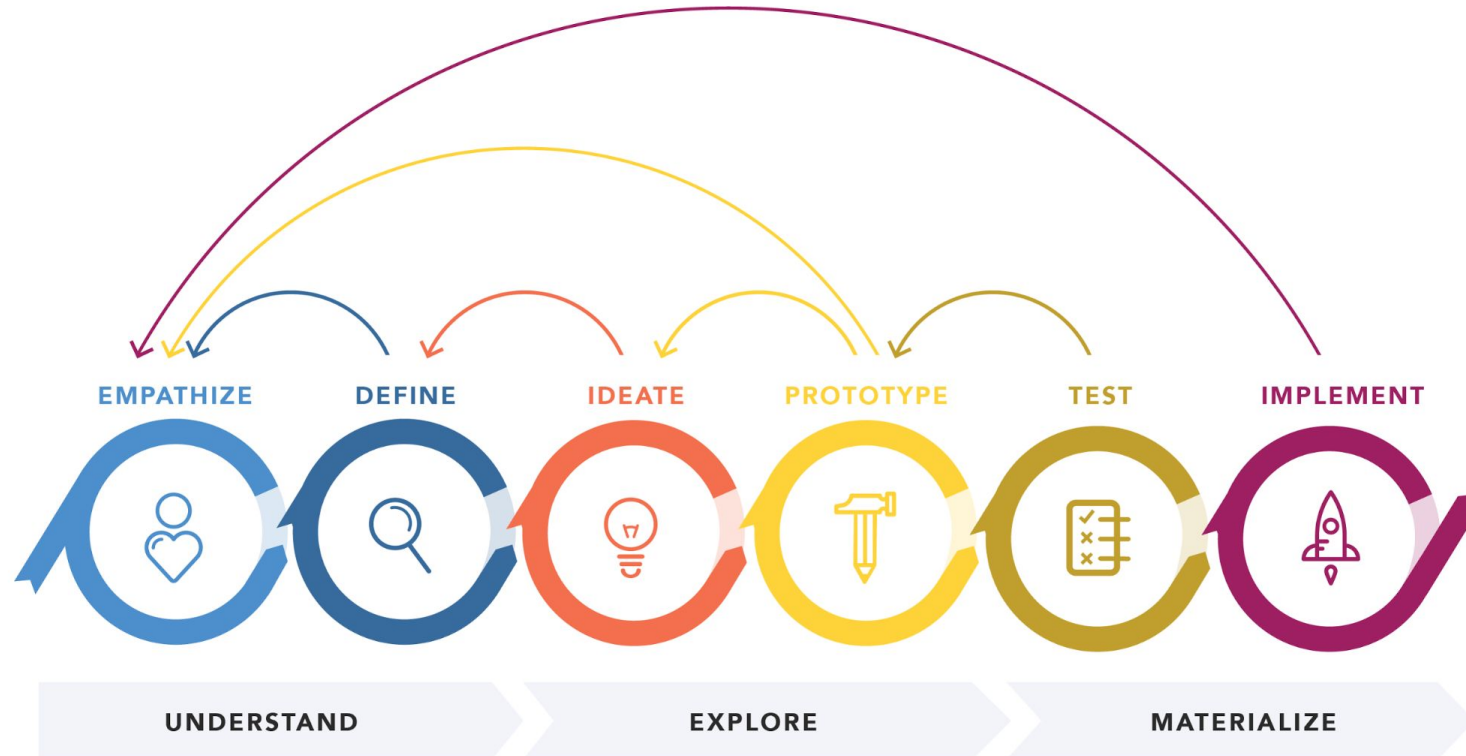


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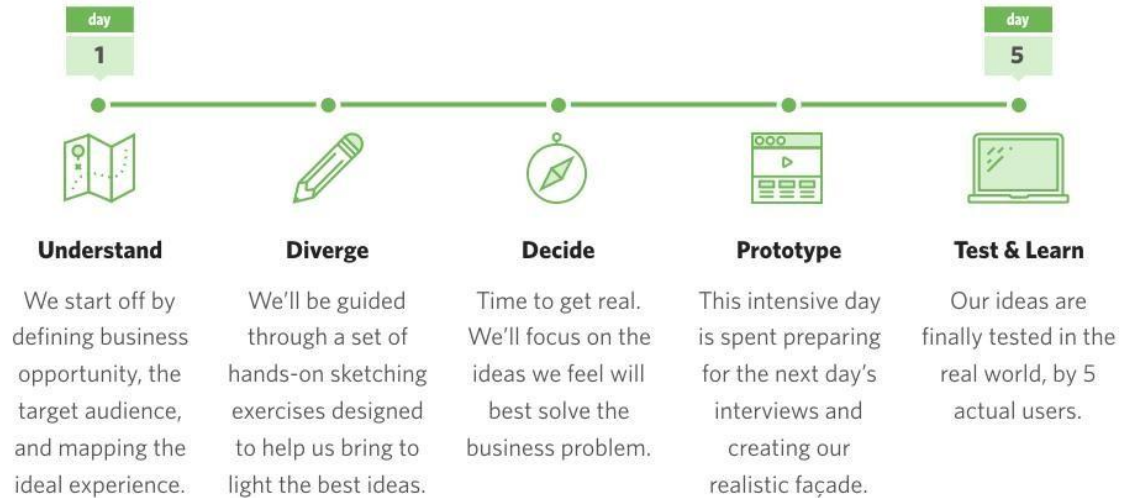
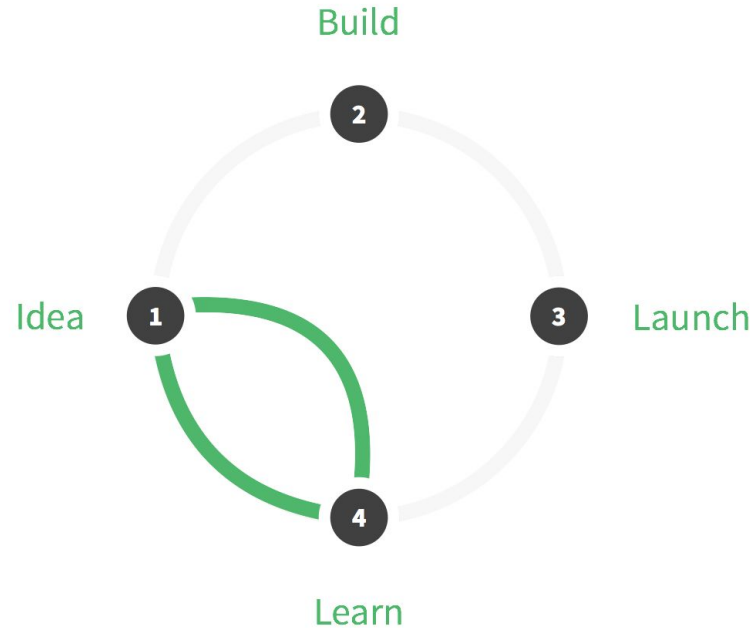
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Design Sprint Structure



“How might we
[actions] for **[users]** so that **[impacts]**”

Data & Methodologies:

- <https://ourworldindata.org/>
- Design Thinking & Design Sprint
- Assumption Mapping

Prototyping Tools:

- <https://webflow.com/>
- <https://pinegrow.com/>
- <https://www.invisionapp.com/>
(Studio)
- <https://pagebuildersandwich.com/>

Data Visualisations:

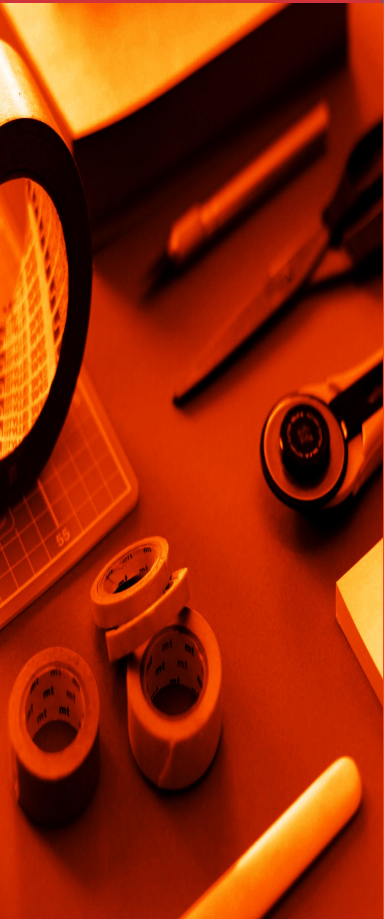
- <https://dataviz.tools/>
- [Awwwards](#)
- [Top 50 Data Vis. Sites](#)
- <https://d3js.org/>
- <https://datavizproject.com/>

Data Platforms:

- [Kaggle](#)
- [data.world](#)

Resources & Weblinks

Bookmark These.



Useful WebLinks

1. [Mashable](#)
2. [Hackers News](#)
3. [Amanz.my](#)
4. [Edx.org](#)[^]
5. [Duolingo](#)
6. [Memrise](#)
7. [Khan Academy](#)
8. [WP Beginner](#)
9. [SoloLearn.com](#)
10. [Bento.io](#)
11. [Egghead.io](#)^{*}
12. [CodeAcademy](#)
13. [CodeSchool](#)
14. [DataQuest.io](#)[^]
15. [Udemy](#)[^]
16. [Udacity](#)[^]
17. [w3Schools](#)
18. [Developers | Facebook](#)
19. [Test My Website | Google](#)
20. [Re:work | Google](#)
21. [Blueprint | Facebook](#)
22. [Academy | Hubspot](#)
23. [Marketing Resources | Hubspot](#)
24. [Hootsuite / Hootsuite Academy](#)
25. [GrowthHackers](#)
26. [CopyBlogger](#)
27. [PitchIn](#)
28. [Docs Templates | CoFounderLabs](#)
29. [Strategyzer](#)
30. [Design with Google](#)
31. [HelpX | Adobe](#)
32. [VideoCoPilot](#)^{*}
33. [Microsoft Dev Design](#)
34. [Instructables](#)
35. [Pluralsight](#)^{*}
36. [MasterClass](#)^{*}
37. [TechCrunch](#)
38. [TNW](#)
39. [Recode](#)
40. [Crunchbase](#)
41. [Angel.co](#)
42. [TNW Deals](#)^{*}
43. [Index.co](#)
44. [Tracxn](#)
45. [TutsPlus](#) [^]



Malaysian Global Innovation & Creativity Centre (MaGIC)
Block 3730, Persiaran APEC,
63000 Cyberjaya, Malaysia

Telephone No.: +603 8324 4800
Fax No.: +603 8318 0998
E-mail: enquiries@mymagic.my

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FIN // Thank you! Questions?

Design & Intellectual Property

Syafie Mustafa

// Ecosystem Research Analyst

// syafiruddin@mymagic.my

// <https://central.mymagic.my/mentor>

// slides download: <http://bit.ly/DesignAndIP>

