

Sustainability Innovation Challenge



SKYSTAR VENTURES
Universitas Multimedia Nusantara



Activate Windows

WHO ARE WE?



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Pn Baida
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Mr. Hazim
Asst. Manager
(Cyberjaya)



Ms. Rajasri
Asst. Manager
(Melaka)

VISION

Transforming society
through **innovation**

MISSION

To **inquire, inspire**
and **innovate**

Education:

Commit to **learner-centred**
and **life-long learning**

Research:

Embrace intellectual curiosity
to **solve** real-world problems

Entrepreneurship:

Create **value** to the **economy** and
society through technology

P L U S U

Population
&
Popularity

Learning
&
Research

University
Reputation

Sustainability

Us
(Unity of MMU
Community)

TMI Group



**ENTREPRENEURSHIP
DEVELOPMENT
CENTRE**

VISION STATEMENT

Inculcate, nurture, and foster the
entrepreneurship culture among
MMU community

MISSION STATEMENT

To plan and deliver effective
entrepreneur development activities
& contribute towards establishment
of **MMU** as **the best entrepreneurs**
enabling university in Malaysia



*) UMN = Universitas Multimedia Nusantara - Indonesia

***) NYP = Nanyang Polytechnic - Singapore

An **innovation-based competition** to expand the student's entrepreneurial mindset that uses **real industry case studies**, to produce innovations that are useful for the industry and potential customers

Previous Impact:

2019	46 Students	2 Universities	2 Startup Partner	Host* UMN ID
2023	33 Students	2 Universities	2 Startup Partner	Host** NYP SG

Core Activities

01



Program Kick Off

Program kickstart to share overall program details and also problem statement sharing from industry partners.

02



Preparatory Workshop

Design Thinking & Industry Knowledge

Full-day preparatory workshop targeting all participant students that involves learning about design thinking process and insights to the business and startup industry.

03



Mentoring & Empathy Study

This session help students to deepen the problem identification through interviews and learn how to map the specific target customer with help from dedicated mentor.

04



Prototyping

Session to facilitate students working together to build prototype based on their idea and solution.

05



Pitching Session

Pitching & Awarding

Full-day presentation and Q&A session to pick the top 3 idea solution with judges from industry partners and practitioner.

Program Timeline



Program Outcome

● Collaboration between students to generate innovation based on the industry problem statement.

● Knowledge about startup industry and business landscape.

● Insight from various industry leaders by their involvement as speakers & mentors.

● Awareness about sustainability issues among students.

Target of Participants on 2024



60 students

20 UMN students + 20 NYP students + 20 MMU students



10 team

Per team consists of 2 students from each university

Participant Criteria



Active student from UMN, NYP and MMU (minimum 2nd year students)



Students are interested on startups or business industry and sustainability issues



Have good communication and English language skills



Have an active passport with a minimum validity period until **March 2025**

Estimated Costs

Item	Description	Cost/unit	Total
Flight tickets	Return trip KL-Jakarta	RM500	RM500
Accommodation	Hotel Episode – 13 nights, Deluxe Twin Room, incl. b'fast, 4 mins walk to UMN)	RM169	RM2,200
Food	Self organize	RM20	RM260
Total			RM2,960

Travel insurance
required

-RM500
subsidy MMU