



Activating Corporate Innovation
Ashran Dato' Ghazi, MaGIC CEO
30th October 2018



VISION

Leading Global Creativity & Innovation Centre for Entrepreneurs

MISSION

- To build a sustainable entrepreneurship ecosystem
- To catalyse Creativity & Innovation for long term nation impact



FOCUS AREAS

Tech
Startups

Creativity &
Innovation Center

Corporate Innovation &
Entrepreneurship

2014

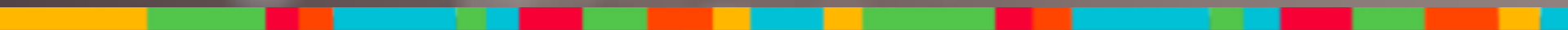
Social
Entrepreneurship

Impact Driven
Enterprises

IR 4.0 & SDGs

2018

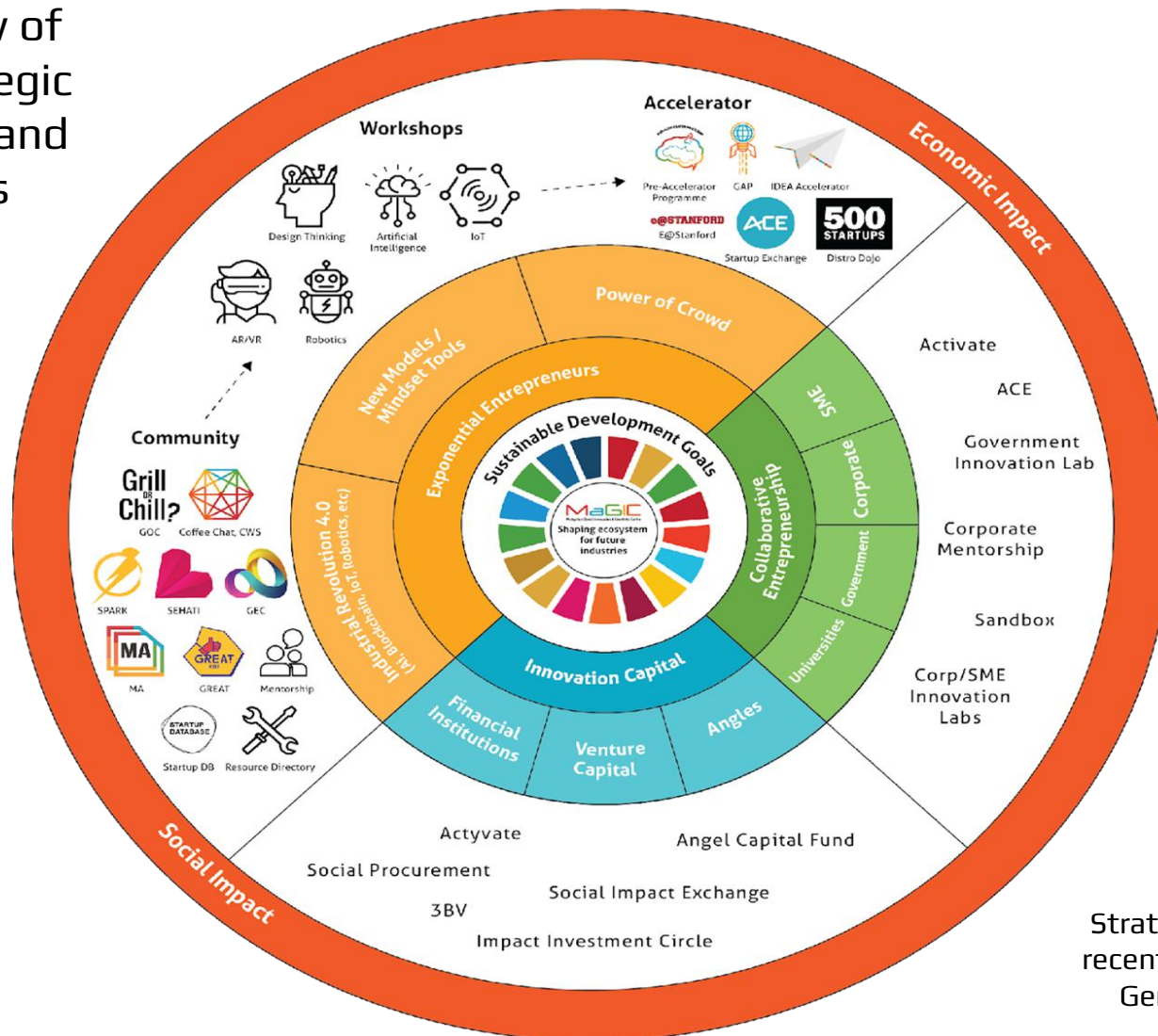
**Are you tapping in the right
pool for corporate innovation?**



The MaGIC Strategic Framework

Shaping the Ecosystem for Future Industries

An Overview of MaGIC Strategic Framework and Initiatives

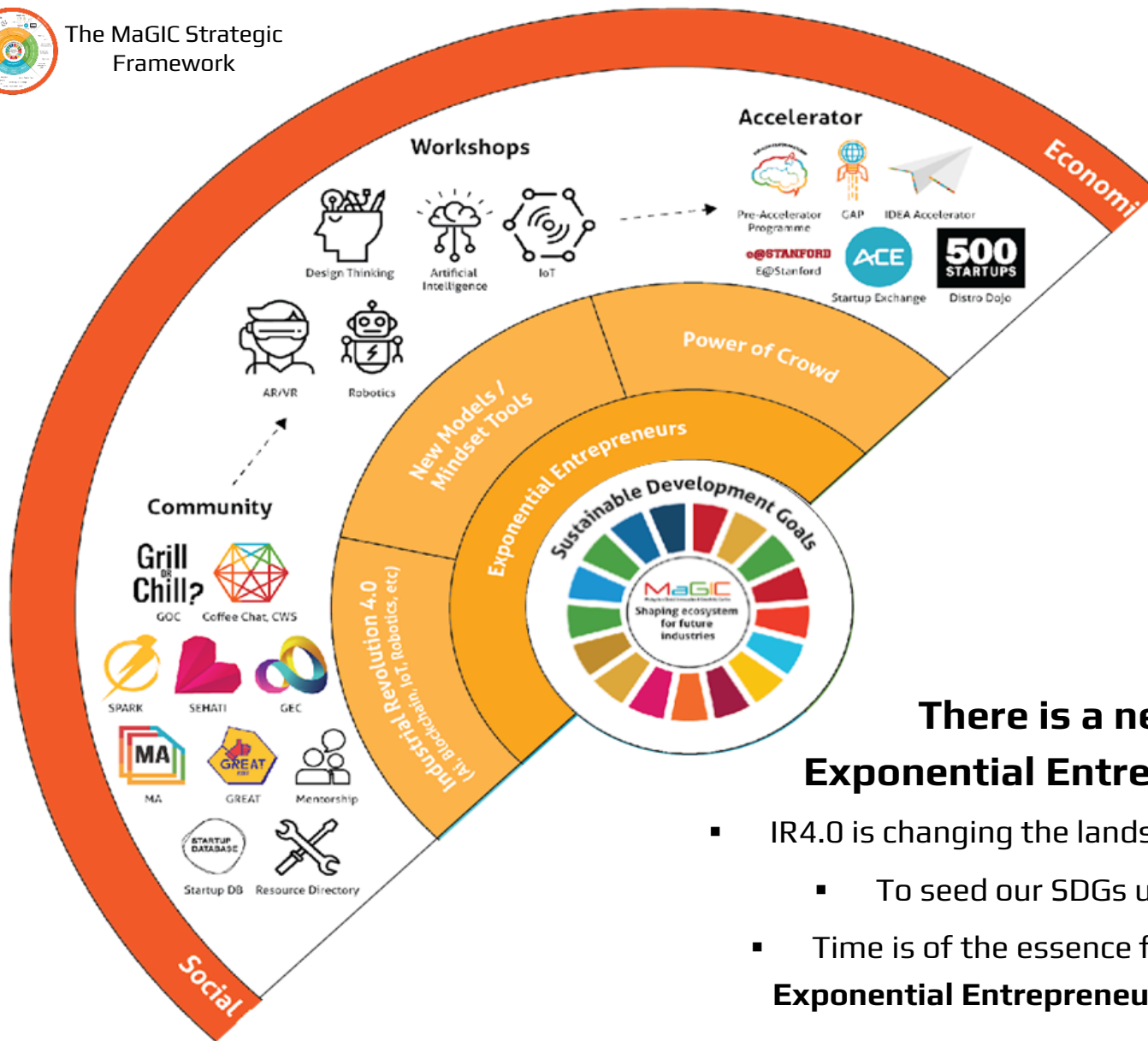


Strategy is aligned to the recently published Startup Genome 2018 report

Exponential Entrepreneurs



The MaGIC Strategic Framework



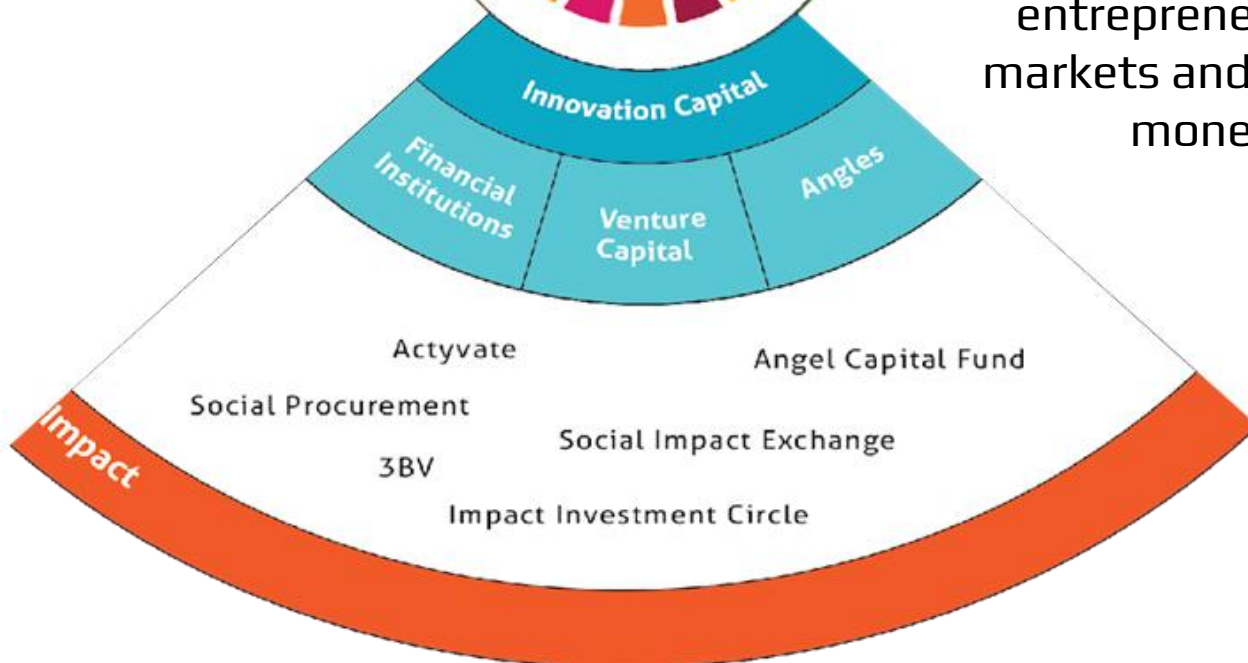
**There is a need to create
Exponential Entrepreneurs because:**

- IR4.0 is changing the landscape of how things are done
 - To seed our SDGs universal call to action
 - Time is of the essence for growing entrepreneurs
- Exponential Entrepreneurs will be the New Normal**

Innovation Capital



The MaGIC Strategic Framework



IT'S NOT JUST ABOUT ADDING MORE CAPITAL

Innovation Capital is about putting focus and emphasis to ensure entrepreneurs **truly get access** to markets and capital VC money, Angel money or even markets

Collaborative Entrepreneurship

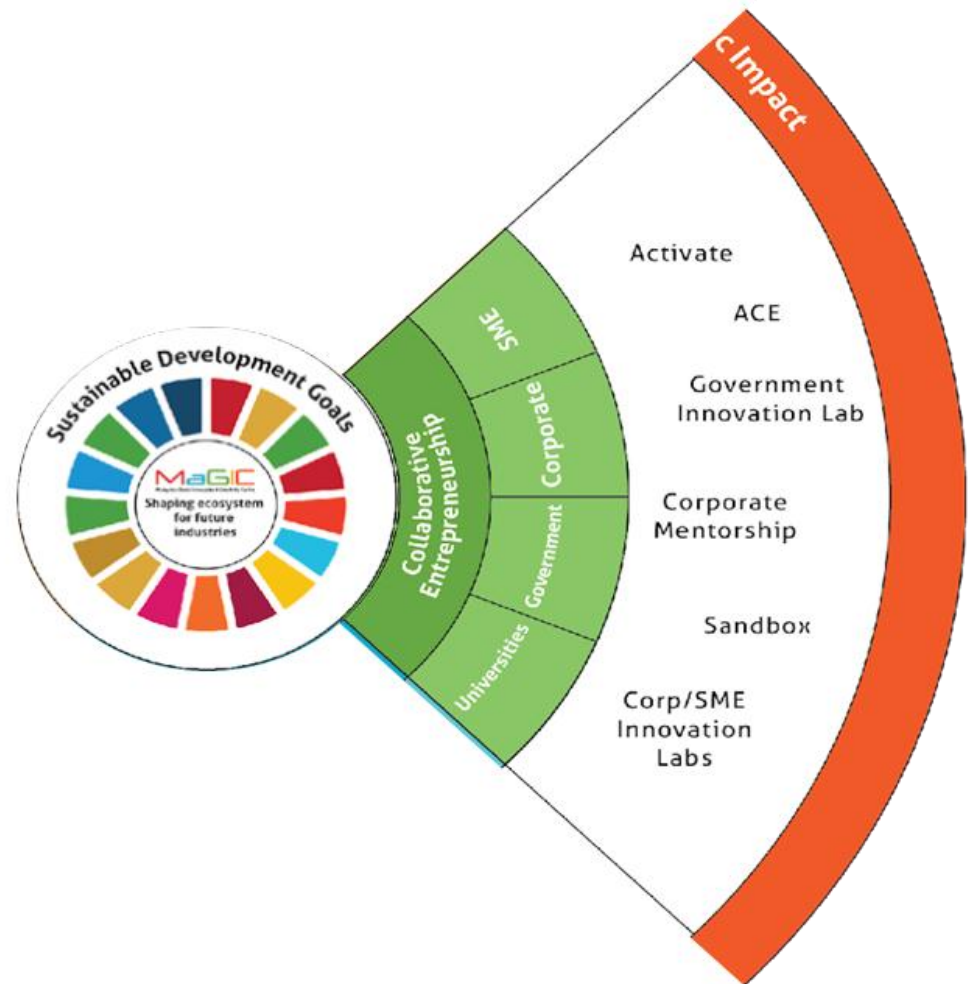


The MaGIC Strategic Framework

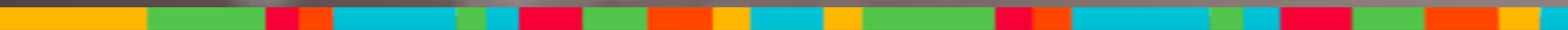
Collaborative Entrepreneurship is about improving to **bring in together** other parts of the ecosystem

Cannot be done from pure play organizational top down but needs to be done with a **common outcome in mind**

Innovation labs are used as one of the key strategies in bringing people together to achieve this goal



It's time to access our Startups and Entrepreneurs



Barriers to Innovation



Organisational culture



Lack of
finance



Lack of skilled talents



Lack of time



High cost of innovation



Inadequate internal R&D

MaGIC's Innovation Playbook



Discovery



Corporate Innovation Training

Provide courses on innovation training and exposure to accelerating technologies (e.g. design sprint, blue ocean strategy, deep learning, IoT)



Programs & Events

Participate in MaGIC's events and initiatives (e.g. Actyate, MasSIVE, GAP) or our partners' programs (e.g. MDEC, AIM)



Mentorships & Exchange

Opportunity for corporate employees to better understand startup culture by mentoring or immersing through exchange



Crafting



Open Innovation (Activate+)

Matching smart innovative teams with corporates interested in innovative solutions through Activate+



Competitions

Organise challenges and hackathons for entrepreneurs to pitch solutions addressing corporates' pain points



Innovation Labs

Participate in a curated session and connect with government, corporates, investors, and entrepreneurs on innovation



Deployment



Accelerator Programs

Guidance on design, structuring and recommendation of vendors for pre-accelerators, accelerators, venture builders



Regulatory Sandbox

Provides corporate a regulatory safe space to experiment new products and business models



Regional & Global Expansion

Opportunity to collaborate with global and regional entrepreneurs to tap into new markets

Our past corporate initiatives



Corporate Innovation Training

Provide courses on innovation training and exposure to accelerating technologies (e.g. design sprint, blue ocean strategy, deep learning, IoT)

INSKEN
INSTITUT KEUSAHAWANAN NEGARA

moa
INCORPORATED



UBER



ARTISTLABS

Accelerator Programs

Guidance on design, structuring and recommendation of vendors for pre-accelerators, accelerators, venture builders

Mesiniaga



Competitions

Organise challenges and hackathons for entrepreneurs to pitch solutions addressing corporates' pain points

Tune Protect

axiata



media prima



Open Innovation Platform (Activate)

Crowdsourcing of startups with innovative solutions to address corporates' challenges.

TVM

SUNWAY

SME Innovation Model (SIM)

SME Innovation Model is an open innovation platform to help SMEs drive innovation via entrepreneurs and startups while increasing innovation capital into the system and creating a new way of R&D for SME via partnering with innovative entrepreneurs & startups



Impact Hypothesis (5 years):

Target: 10,000 SMEs for open innovation
Investment by SMEs: RM100,000 per project



Potential Injection of Innovation Capital:

10,000 x RM100,000 = RM1 Billion

Expected Economic Impact

1,000 x RM5 Mil = RM 5 Billion

How SIM works?

1. CHALLENGE CURATION

(Typically 2-3 weeks)



2. STARTUP SOURCING

(Typically 6-8 weeks)



3. SELECTION PROCESS

(Typically 3-6 weeks)



- Define challenge brief:
 - Background & context of challenge
 - Rewards
 - Eligibility & Criteria
 - Timeline
- Host challenge on website

- Challenge promotion via:
 - Social media
 - EDM
 - Community partners
- On-ground sourcing

- Reviewing applications
- Shortlisting of startups
- Meetings/Pitching
- Final Selection

1. Challenge Curation



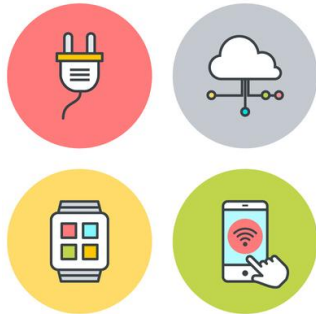
DEFINING CHALLENGE



SELECTING CRITERIA AND AWARDS



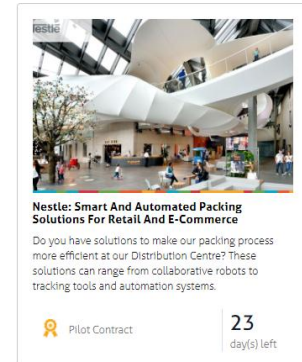
PLACEMENT ONLINE



- Identify innovation opportunity areas
- Ensure alignment towards strategic goals



- Determine startup based on maturity stage
- Identify feasible award based on target group



- Challenge summary
- Range of targeted solutions
- Selected reward + deadline

2. Startup Challenge



3. Selection Process



Review of applications and pre-selection



Corporate to finalize the shortlisted applicants



Pitching/Meetings/Mentoring program for finalists to refine their proposal/solution



Final Selection

Corporate Mentoring



Andy Sitt
Founder, 123RF



Cheryl Goh
Group Vice President of
Marketing, Grab



Chan Kee Siak
Founder & CEO, Exabytes
Network



Hugh Batley
Founder, Lion & Lion



Malek Ali
Founder, BFM



Alan Cheah
CEO, GoCar Mobility



**Mohd Khairil
Abdullah**
CEO, Axiata Digital Services



Henry Goh
Group Chief Operating Officer,
Macroiosk



**Praveen Rajan
Nadarajan**
Chief Digital Officer, Digi



Su Ann Lim
Industry Manager of E-
commerce, Travel & Finance,
Google



Nicholas Sagau
Group General Manager,
MediaPrima Digital



Hans-Peter Ressel
CEO, Lazada

Corporate Mentorship

**Senior corporate staff members
mentoring young entrepreneurs**

- Subject Matter Advisory
- Facilitate connection with resource
- In-Depth Analysis
- Coaching

Innovation Mentorship

**Successful Entrepreneurs/Investors
to mentor junior corporate staff
and/or management trainee**

- Culture of Innovation
- Disruption Mindset
- Lean Methodology

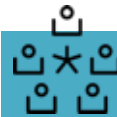
Let's work together!



PARTNERS



ENABLERS



COMMUNITY



Let's work together!

1. Set the expectations from the beginning
2. Set your business objectives
3. Select the most suitable program (e.g. training, competitions, intrapreneurship, accelerator)
4. Develop KPIs and Achievement Targets
5. Appoint an internal innovation / Startup Champion

Let's work together!

We can guide you in your innovation
journey

Take this simple 5-minute needs analysis survey at

<http://bit.ly/magicinnovationsurvey>

and we'll come back to you!



Get in touch!

For updates on our programs, follow us on social media & newsletter.



Malaysian Global
Innovation And Creativity
Centre



@MaGICCyberjaya



magic_cyberjaya



mymagic.my



For general inquiries on entrepreneurship advice



central.mymagic.my