

**PROGRAMME**  
**STARTUP PITCHING : MIDA-CYBERVIEW STARTUP PROGRAMME**  
**SERIES 2/2021**  
**“Technology Adoption towards Industry”**  
**23 September 2021, 1000-1130hrs**

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A) Programme

0930-1000 hrs : Registration

1000-1130 hrs : **STARTUP PITCHING - MIDA-CYBERVIEW STARTUP PROGRAMME SERIES 2/2021**

Venue : Sapphire Room Level 10, MIDA Sentral  
(For MIDA Personnel)

Agenda

1000hrs : Remarks by **Emcee/Moderator (2-5 mins)**

1005hrs : Opening & Keynote by  
**Mr. Ahmad Khairuddin Abdul Rahim,**  
**DCEO Investment Development, MIDA**

1010hrs : Remarks by  
**Mrs. Shafinaz Salim**  
**Head of Technology Hub Development**  
**Cyberview**

1015hrs : Start-up pitching session starts **7 Minutes (5 minutes pitch, 2 minutes Q&A)**

1015hrs : Presentation and Quick Q&A by **1. Luxtag (7 minutes)**

1022hrs : Presentation and Quick Q&A by **2. Billplz (7 minutes)**

1029hrs : Presentation and Quick Q&A by **3. VITA : (7 minutes)**

1036hrs : Presentation and Quick Q&A by **4. Fusion QB (7 minutes)**

1043hrs : Presentation and Quick Q&A by **5. LinkUp Solutions (7 minutes)**

1050hrs : Presentation and Quick Q&A by **6. Klean (7 minutes)**

1057hrs : Presentation and Quick Q&A by **7. Supagene (7 minutes)**

1104hrs : Wrap up session by Moderator (5 minutes)

1118hrs : Photography session with all startups/moderator/organizer

1120 hrs : **Event Ends**

**B) Objective**

- To aid businesses to remain competitive and sustainable by intensifying innovation in their business operation;
- To enable industry players to explore numerous potential research outputs and innovations that can impact and revolutionise their industries;
- To assist local startups companies in marketing their services that able to meet the needs of the industries and societies;
- To enable the stakeholders to initiate a research-industry collaboration in converting research output into innovation and make the way to market entry; and
- To attract the attention of the market and the future investors by having business funding for the startups.

**C) Moderator**

- TBA

**D) Participants**

C-Level executives in the following business:-

- Manufacturing companies;
- Services providers;
- Government Ministries and other Agencies;
- Universities and Research institutions;
- Industry Associations and Chamber of Commerce; and
- Funder