

# DOMESTIC INVESTMENT SEMINAR

## Session III: Breakout (1)

### Accelerating Technology Adoption and Innovation

## SIRIM Tech Venture Sdn Bhd (STV)

**SYAZRIE ADLEY BIN NOR AZMAN**

SIRIM Tech Venture Sdn Bhd

26/07/2022



*Best Partner for Innovation*

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# SIRIM ROLES, MANDATES & ACTIVITIES

## COMMERCIAL



- **SQAS** - Conformity Assessment
- **SSTS** - Industry Standards, Training & Consulting
- **SST** - Calibration on Electrical, Mass & Volumetric, Temperature, Force & Pressure and Dimensional
- **STV** - Technology Transfer & Commercialisation
- **NPT** - Special Vehicle for Bumiputera TDM industry
- **PSDC** - Packaging and Security Design

## DEVELOPMENTAL

SIRIM INDUSTRIAL RESEARCH



MAJLIS REKABENTUK  
MALAYSIA



### SIRIM IR

- Industrial Research
- SME & Industry Development
- Product Development & Enhancement
- Process Improvement
- National Technical Service Infrastructure
- Technology-based Enterprises Development

### MRM

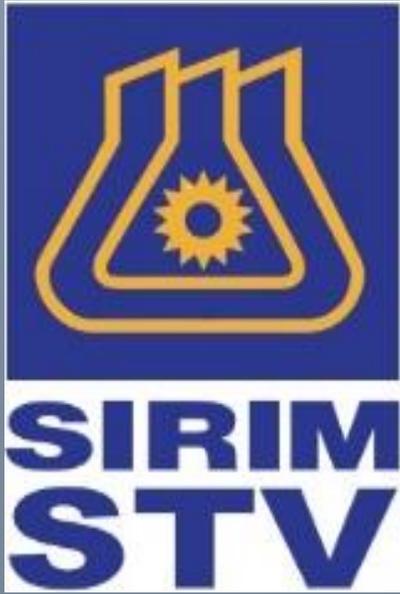
- Design Advisory & Policy
- Good Design Mark
- New Product Design Development & Commercialisation

## STATUTORY



NATIONAL METROLOGY INSTITUTE  
OF MALAYSIA

- International and National Measurement & Traceability Infrastructure
- Certified Reference Materials
- Legal Metrology (Weight & Measures Act)
- Industrial Metrology



*Wholly-owned subsidiary of SIRIM Berhad focusing on business commercialization and anticipated to accelerate the commercialization of research and innovation into the marketplace*

# **Accelerating Business Commercialisation “Technology As Key Differentiator”**



# STV MISSION

To commercialise innovative technology solutions for sustainable business



## VALUE PROPOSITION

Value adding and delivering technology-based innovations to the marketplace

## ROLES

- Special vehicle to accelerate technology innovation into commercialization
- Facilitate technology and knowledge transfer to generate economic and social benefits
- Establish collaboration with partners

# STV VISION

To be the Prominent Business Commercialization Vehicle of Technology-Based Innovations

# STV BoD Members



DATUK (Dr) HAFSAH HASHIM



MOHD RASHID MOHD YUSOF



DATO' Dr AHMAD SABIRIN ARSHAD



MOHD AZANUDDIN SALLEH

# STV Performing Team



ZANARIYAH ALI



KAMARULZAMAN KAMARUDDIN



Ts. AJMAIN KASIM



SYAZRIE ADLEY NOR AZMAN



NOORUL AINUN MANAN



ZALINDA BAHARUM

# Commercialisation

SIRIM defines commercialisation as the process of transforming an idea to be commercialised - whether a technology, product, process or service, by way of licensing, outright sale, assignment, spin-off, joint venture, consulting & contract services.

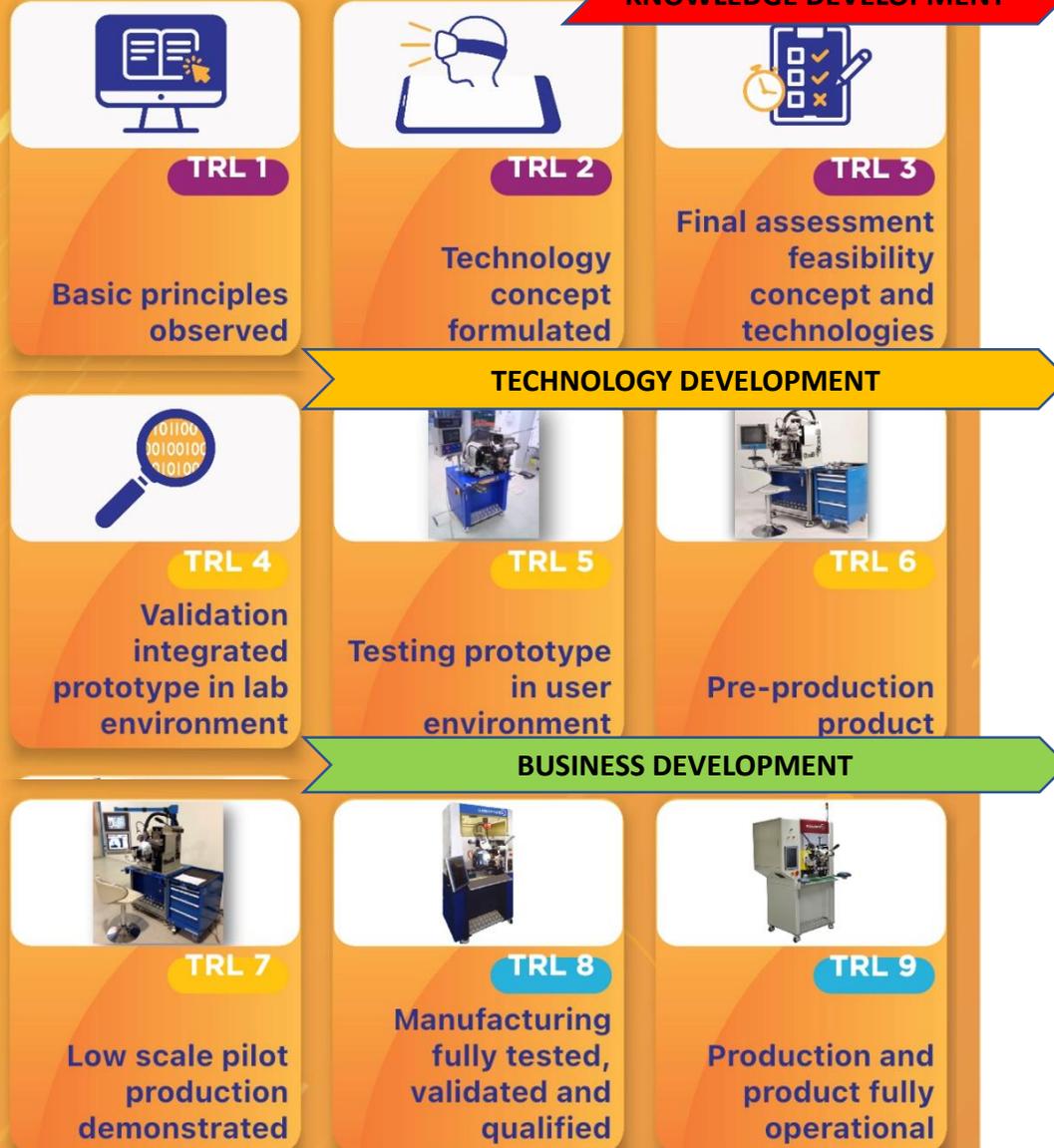
Source : SIRIM Technology Commercialisation Guidelines, 2018





# iVenture Mobile Apps

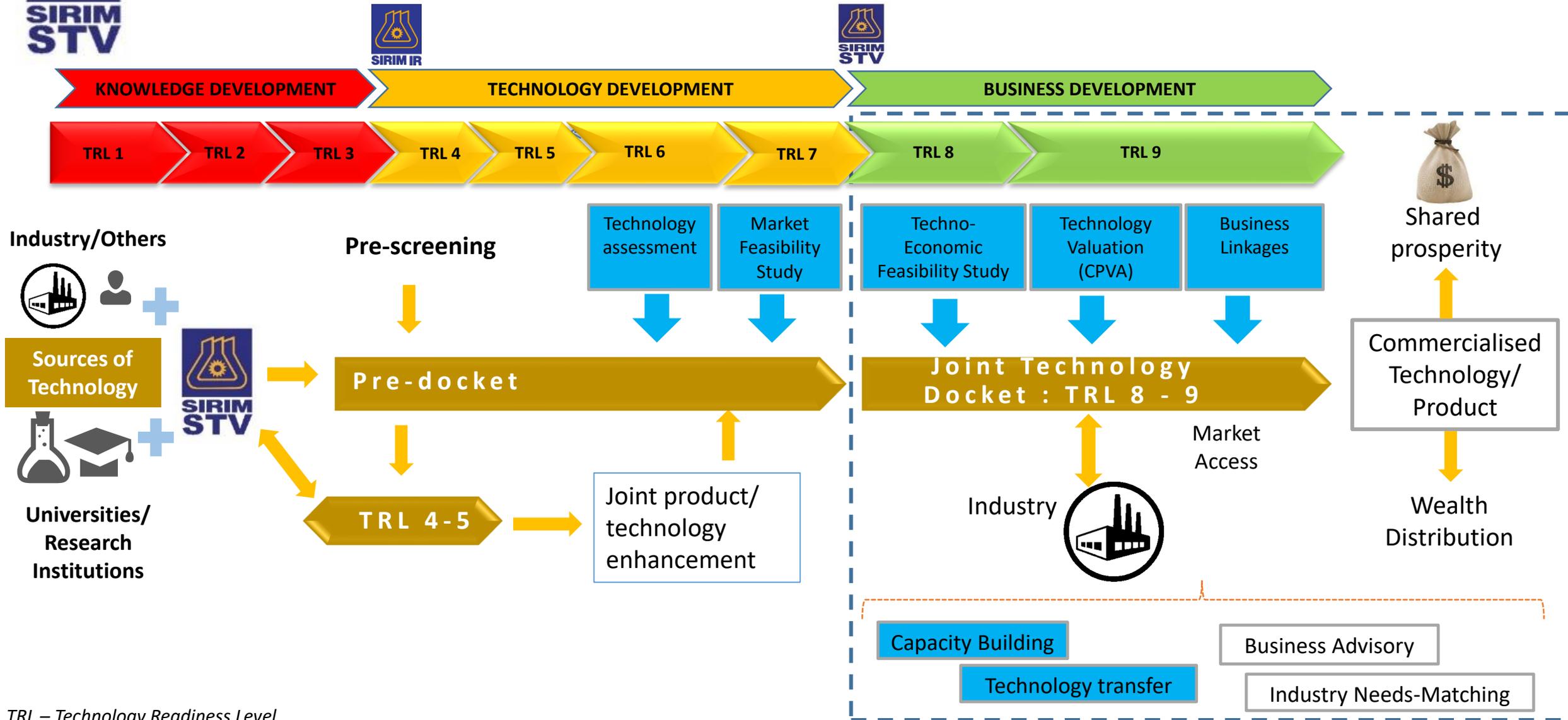
Technology Readiness Level (TRL)  
(according to SIRIM 34:2020)





# Technology Enterprise And Commercialisation Hub (TECH) Ecosystem™

Connect + Collaborate + Co-Create



TRL – Technology Readiness Level

Shared Prosperity: Economic benefits to Government, Industry and Society

Wealth Distribution: Organization policy of monetary return to inventor and the organisation

# VALUE CREATION TO OUR CUSTOMERS

## COMMERCIALISATION SERVICES

- a) Technology Assessment
- b) Market Feasibility Study (MFS)
- c) Techno-Economic Feasibility Study
- d) Technology Valuation (by Certified Patent Valuation Analyst-CPVA)
- e) Business Linkages
- f) Market Validation

## ADVISORY AND CONSULTANCY SERVICES

- a) Capacity Building
  - Commercialisation Workshop
  - Innovation Workshop
  - SIRIM34:2020 Training
  - BMC Workshop
- b) Technology Management Coaching (i-Coach)
- c) Business Advisory
- d) Consultancy on Technology Transfer

# STV Commercialisation Services



## Pre-IP Assessment

Verification on the readiness of each technology innovation for the next decision-making process. This includes recommendations to close the gap.

Verifying the product acceptance to the target market before the significant investment is being made.

An approach to determine technology value for technology transfer deal; which includes the economic value, non-economic value & opportunity cost that can be derived from various factors.



## Technology Assessment

A process to analyse, define and determine the readiness of a technology to enter the market, by way of recommendation for next process. The purpose is to reduce the risk of ineffective investment decisions.



## Market Feasibility Study (MFS)

A procedure to understand deeper market factors based on available technical data. The purpose is to understand the market and determine whether adequate demand exists. This may include technical and legal factors that determine that the business opportunity is a success



## Techno-Economic Feasibility Study

Method to determine the technical and financial viability as well as potential profitability in the future.



## Market Validation

Facilitating the matching of technology owner with the enterprises and establishing network for technology transfer purposes.



## Technology Valuation (by Certified Patent Valuation Analyst)



## Business Linkages

# ▶ Model of Facilitations

## Connecting Dots for Tech Adoptions & Innovations

- Investors
- Local Large Companies
- Startups/SMEs



MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY



Bridging role in adopting & Innovation:

- Capabilities
- Resources
- TECH Ecosystem™
- Market access services (intercompany capability and capacity within SIRIM)
- Networks (local and international)

- Economic Indicator
- Market Expansion
- Impactful Contribution to National Economy







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TECH Ecosystem™

What is TECH Ecosystem™  
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Technology Readiness Level (TRL)  
 (according to SIRIM 34:2020)

 <b>TRL 1</b> Basic principles observed	 <b>TRL 2</b> Technology concept formulated	 <b>TRL 3</b> Final assessment feasibility concept and technologies
 <b>TRL 4</b> Validation integrated prototype in lab environment	 <b>TRL 5</b> Testing prototype in user environment	 <b>TRL 6</b> Pre-production product
 <b>TRL 7</b> Low scale pilot production demonstrated	 <b>TRL 8</b> Manufacturing fully tested, validated and qualified	 <b>TRL 9</b> Production and product fully operational

Our Services

Tech Docket

Tech Store

References

Others

*Thank  
you*



**Syazrie Adley bin Nor Azman**  
**SIRIM Tech Venture Sdn Bhd**



**012-3318176**



**adley@sirim.my**

**Syazrie Adley Nor Azman**



Scan the QR code to add this contact.