

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)



TRL 1

Basic principles
observed



TRL 2

Technology
concept
formulated



TRL 3

Final assessment
feasibility
concept and
technologies

KNOWLEDGE DEVELOPMENT



TRL 4

Validation
integrated
prototype in lab
environment



TRL 5

Testing prototype
in user
environment



TRL 6

Pre-production
product

TECHNOLOGY DEVELOPMENT



TRL 7

Low scale pilot
production
demonstrated



TRL 8

Manufacturing
fully tested,
validated and
qualified



TRL 9

Production and
product fully
operational

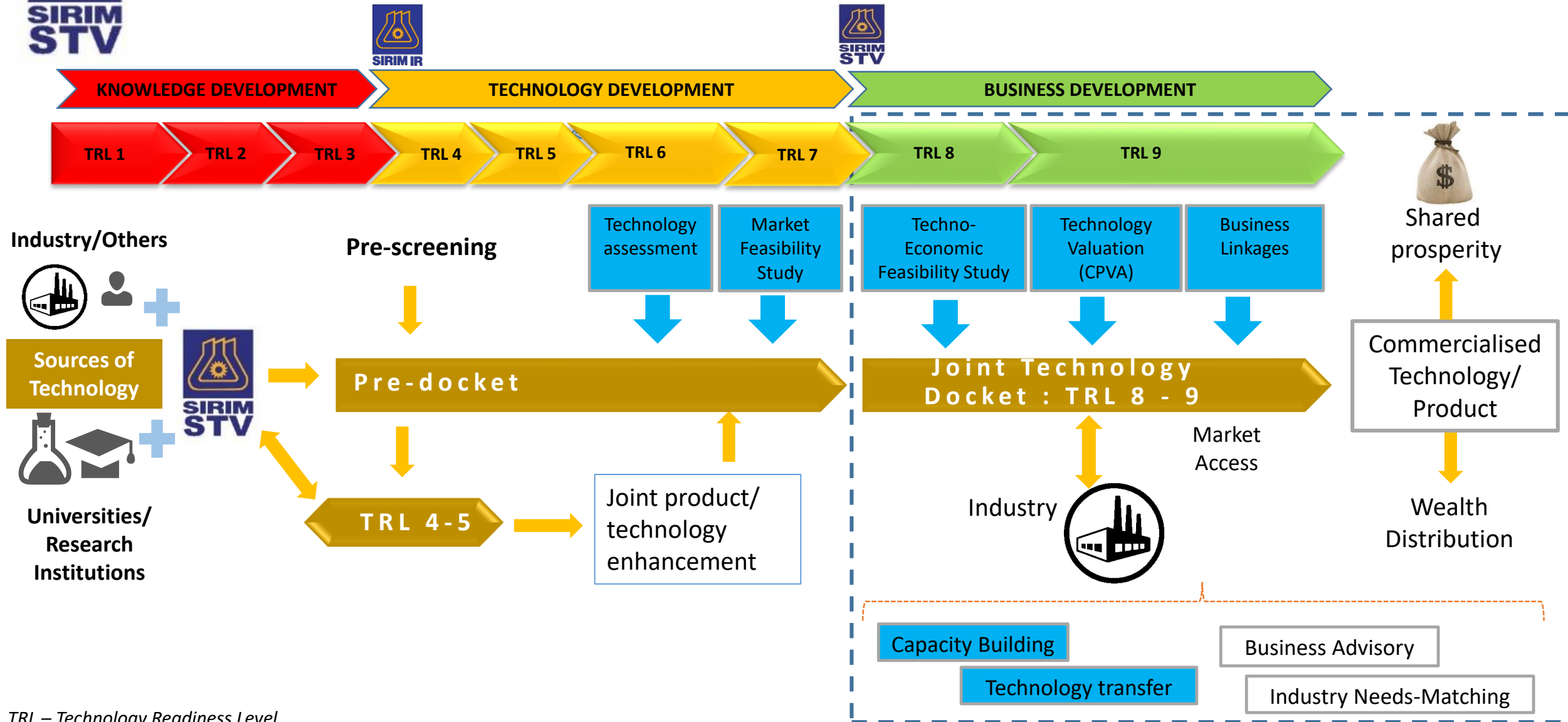
BUSINESS DEVELOPMENT





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.



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

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



Technology Valuation (by Certified Patent Valuation Analyst)



Business Linkages

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

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.

► Model of Facilitations

Connecting Dots for Tech Adoptions & Innovations

- Investors
- Local Large Companies
- Startups/SMEs



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





SIRIM STV

iVenture™

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www.sirimtechventure.my

sirim_stv

SIRIM Tech Venture Sdn Bhd

stv_admin@sirim.my

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*Thank
you*



Syazrie Adley bin Nor Azman
SIRIM Tech Venture Sdn Bhd



012-3318176



adley@sirim.my

Syazrie Adley Nor Azman



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