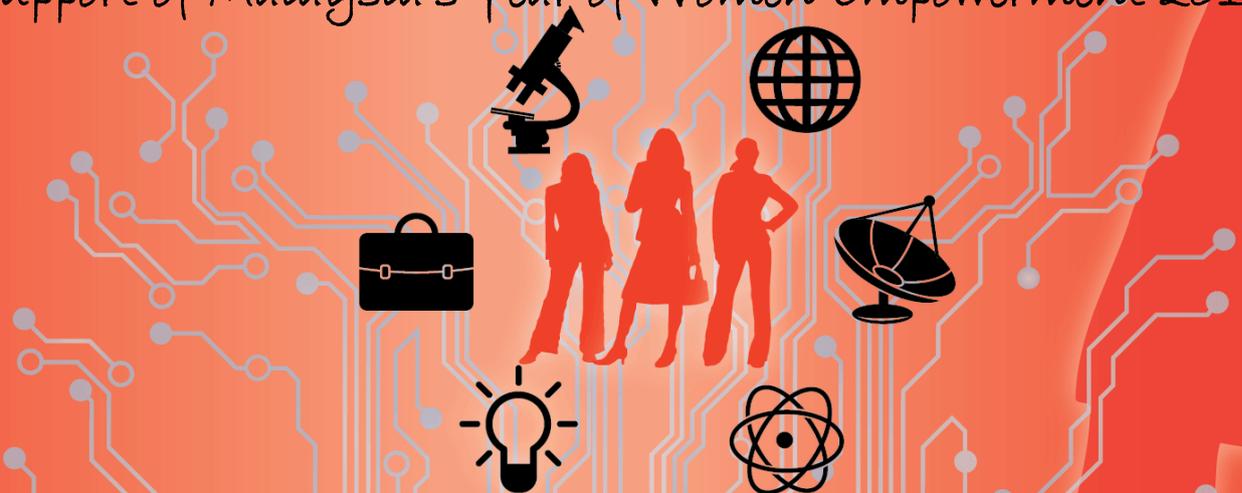# ISTIC 10th Anniversary 2018

TRAINING WORKSHOP ON TECHNOPRENEURSHIP

FOR *Women* IN SCIENCE, TECHNOLOGY & INNOVATION

8 – 11 May 2018 | Kuala Lumpur, Malaysia

In Support of Malaysia's Year of Women Empowerment 2018

Organizer:
- International Science, Technology and Innovation Centre for South-South Cooperation under the auspices of UNESCO (ISTIC)

In Collaboration with:
- Ministry of Women, Family and Community Development (KPWKM)
- Ministry of Science, Technology and Innovation (MOSTI)

Programme Coordinator:
- Malaysian Technology Development Corporation (MTDC)

INTRODUCTION

The world is moving fast into the knowledge and innovation economy. Countries worldwide have begun making preparation to embrace the changing requirements stipulated by the new economy. Top on the agenda of requirements is the need to strengthen each country's Science, Technology and Innovation framework, as STI are key drivers of the knowledge economy. Knowledge-driven industries now account for a major share of global economic growth. The future will witness further expansion in the knowledge-driven business where innovation is a major determinant of competitiveness.

In recent years, the role of the knowledge economy has expanded. Research & Development (R&D) and Technopreneurship have emerged as a way of developing new growth sectors of the innovation economy. In line with this, there has been a push to create more technologically competent entrepreneurs.

It is essential for scientists, researchers, policy makers and technopreneurs to have exposure in every aspect of commercialisation of research products and technopreneurship. The proposed Training Workshop on Technopreneurship is designed to provide a basic understanding of Technopreneurship; especially in the identification of the opportunity and to help with the understanding in the initial creation of a business venture. It is also aimed at providing basic understanding to researchers on how to write a good business plan.

This programme is suited for seed and early stage women technopreneurs, as well as established women scientists and researchers who have IPRs ready and are interested in commercialising them. The programme is also designed to cater to the need of policy makers within the technopreneurship ecosystem.

WORKSHOP OBJECTIVES

The workshop is designed to provide real-world, hands-on, immersive learning about what it takes to successfully transfer knowledge into products and processes that benefit society.

Upon the completion of the workshop; participants will be able to:
- Develop customer centric R&D
- Understand and appreciate the business process on commercialising the technologies from lab to market.
- Understand the importance of market validation process prior any serious "start-up" business undertaking
- Understanding the role of technology-based IP

- Understand basic Marketing and Finance for Technology based companies
- Demonstrate the ability to put-all knowledge areas together and have a useful presentation.

WORKSHOP DURATION AND VENUE

The programme is scheduled to be held in Kuala Lumpur, Malaysia for 4 days from 8 to 11 May 2018.

WORKSHOP CONTENT

The content of the training workshop will focus on technopreneurship development which will deliberate on the following modules:
- Introduction to Technology Commercialisation and Entrepreneurship
- Business Plan & Business Model Canvas
- Commercialisation Ecosystem Development
- Company Visits
- Putting It All Together

DELIVERY METHODOLOGY

The workshop is designed to ensure maximum active participations among the trainees by utilising case methods, actual project presentations and collaborative interactions:
- Mini lectures
- Group Activities
- Case studies
- Field trip to MTDC's Fund Recipient companies
- Technology commercialization practitioner's knowledge sharing
- The Art of the Pitch and;
- Pitching session

WORKSHOP OUTLINE

Consists of four (4) modules:
- **Module One: Introduction to Technology Commercialisation and Technopreneurship**
  - Entrepreneurship vs Technopreneurship
  - Refining your Idea Using Business Model Canvas (BMC)
  - Technology Transfer and Commercialisation
  - The Art of the Pitch
- **Module Two: Commercialisation Ecosystem Development**
  - Marketing for Technology Business
  - Finance and Accounting 101 for Start-ups
  - Industry 4.0
- **Module Three: Field Trip**
- **Module Four: Putting It Together**
  - Pitch Perfect

MEDIUM OF INSTRUCTION

The training workshop will be conducted in English.

RESOURCE PERSONS

Resource persons will be experts from MTDC, various industries, as well as from universities and research institutions.

PARTICIPANTS

The training workshop is targeted at women entrepreneurs and technology researchers from universities and research institutes who have developed inventions or patents. The workshop will provide them with the necessary knowledge and tools on how to commercialise their research findings.

A total of 40 participants will be selected to attend the training workshop. About 20 participants will be from the developing countries and 20 participants from Malaysia. The combination of participants from these countries will allow for the exchange of knowledge, ideas and experiences as well as opportunities for discussions, networking and possible collaboration.

TRAVEL & HOSPITALITY

The organiser will bear the local cost (accommodation and food) to qualified participants who are selected to attend this training workshop.

Participants are required to seek travel grant from their organisations to pay for their travel expenses to Kuala Lumpur, Malaysia.

APPLICATIONS

i. Applicants are urged to use online application. The link for online application form can be accessed from the website www.istic-unesco.org

Participants' online application form
Link: https://goo.gl/forms/noQune8xfGEeoSaF2

ii. Applicants also can apply using application form as attached in this brochure and submit the completed form to the following address adzim@istic-unesco.org

CLOSING DATE OF APPLICATIONS

All applications should be submitted to the ISTIC secretariat office **before 1 April 2018.**

ISTIC will inform the successful applicants to the training workshop **no later than 9 April 2018.** Applicants who do not receive word within this date are rendered unsuccessful.

SECRETARIAT & ENQUIRIES

Secretariat
International Science, Technology and Innovation Centre
for South-South Cooperation under the auspices of UNESCO (ISTIC)
902-4, Jalan Tun Ismail
50480 Kuala Lumpur
MALAYSIA

Tel: +603-2694 9898 ext. 112
Fax: +603-2698 4549
Email: adzim@istic-unesco.org
Website: http://www.istic-unesco.org

TENTATIVE PROGRAMME

Time	Program
Tuesday, 8 May 2018 **Day 1: Introduction to Technology Commercialisation and Technopreneurship**	
8.30 am – 9.00 am	Program Registration
9.00 am – 9.15 am	**Opening Ceremony** Welcome Address by: **Dato' Dr. Samsudin Tugiman FASc** Chairman, ISTIC Governing Board
9.15 am – 9.30 am	Official Opening by: **Representative MOSTI / KPWKM**
9.30 am – 9.45 am	**Group Photo Session**
9.45 am – 10.15 am	Tea Break
10.15 am – 11.00 am	**Program Introduction and Overview** *Speaker: Mdm. Tengku Nila Putri Tengku Ilham*
11.00 am – 11.30 am	Special Session with: **UN Women**
11.30 am – 1.00 pm	**Technology Transfer and Commercialisation** *Speaker: Mariatini Othman* *Senior Vice President, TAF/CRDF Department, MTDC*
1.00 pm – 2.00 pm	Lunch Break
2.00 pm – 3.00 pm	**Promoting Innovation and Commercialization of University Research and Commercialisation Ecosystem** *Speaker: YBhg. Prof. Datin Paduka Dato' Dr. Aini Ideris* *Vice-Chancellor, Universiti Putra Malaysia*
3.00 pm – 5.00 pm	**Introduction to Technopreneurship** *Speaker: Mr. Noor Amal Morad* *Senior Vice President, Strategic Planning Department, MTDC*
5.00 pm – 5.30 pm	**Round up session**
5.30 pm	**End of Day 1**

Wednesday, 9 May 2018 Day 2: Introduction to Technology Commercialisation and Technopreneurship & Field Trip	
Time	**Program**
9.00 am – 10.30 am	**Refining your Idea Using BMC** *Speaker: Mr. Noor Amal Morad* *Senior Vice President, Strategic Planning Department, MTDC*
10.30 am – 11.00 am	Tea Break
11.00 am – 12.30 pm	**Refining your Idea Using BMC – cont.** *Speaker: Mr. Noor Amal Morad* *Senior Vice President, Strategic Planning Department, MTDC*
12.30 pm – 2.00 pm	Lunch Break
2.00 pm – 3.30 pm	**The Art of the Pitch** *Speaker: Mr. Noor Amal Morad* *Senior Vice President, Strategic Planning Department, MTDC*
3.30 pm – 5.30 pm	**Field trip to MTDC's Fund Recipient Companies**
5.30 pm	**End of Day 2**

Time	Program
Thursday, 10 May 2018 **Day 3: Commercialisation Ecosystem Development**	
9.00 am – 10.30 am	**Marketing for Technology Business** *Speaker: Mdm. Tengku Nila Putri Tengku Ilham* *Senior Vice President, Marketing Advisory & MTDC Academy,* *MTDC*
10.30 am – 11.00 am	Tea Break
11.00 pm – 12.30 pm	**Finance and Accounting 101 for Start-ups** *Speaker: Assoc. Prof Dr. Zarina Salleh* *Director, Entrepreneurship Training, Research & Education* *Centre, MASMED, UiTM*
12.30 pm – 2.00 pm	Lunch Break
2.00 pm – 3.00 pm	**Forum: The Journey of Technopreneurs** Speakers: ~ Noormawarni Nordin, NFA Technologies Sdn Bhd ~ Noor Shahiwan Ismail, Solar GE Sdn Bhd
3.00 pm – 5.00 pm	**Pitching preparation**
5.00 pm – 5.30 pm	**Round up session**
5.30 pm	**End of Day 3**

Friday,11 May 2018 Day 4: Putting It Together	
Time	**Program**

9.00 am – 12.30 pm	**Pitching Session (10 groups – 15 mins each)**
	Panel Members:
	    i) Mariamah Hj Daud
	    ii) Dr Zainul Fadziruddin Zainuddin
	    iii) Shahana Azlan

12.30 pm – 2.30 pm	Friday Prayer and Lunch Break
3.00 pm – 3.20 pm	**Panel's Comments**
3.20 pm – 4.00 pm	Presentation of Certificates & Awards
4.00 pm – 4.30 pm	Closing Speeches: Group Photo Session
4.30 pm	**End of Day 4 and Workshop**

BRIEF DESCRIPTIONS OF TOPICS

Module 1 : **Introduction to Technology Commercialisation and Entrepreneurship** 1.1 Walking the Talk by MTDC Entrepreneurs 1.2 Introduction to Entrepreneurship 1.3 Elements of a Business	Transitioning technology out of an academic laboratory requires different skill sets and knowledge than undertaking research does, and that these skills and expertise are much more common in a start-up environment than an academic one. On the first day of the workshop, participants will be introduced to the basic concepts of entrepreneurship, entrepreneur and entrepreneurial process, and the importance of promoting entrepreneurship development programmes. Participants will also be introduced to the basic elements of the business but focusing more on the technology business, and to the basic concept of social entrepreneurship.
Module 2 : **Business Plan & Business Model Canvas (BMC)** 2.1 Entrepreneurial Process – from Idea Generation, Idea Validation to Idea Implementation 2.2 Preparing Business Proposal from the BMC 2.3 Value Proposition and Market Segmentation 2.4 Business and Revenue Models vs. Costs	A business plan is a formal statement of business goals, reasons they are attainable, and plans for reaching them. However, for many startup or early-stage companies, putting together a business plan can be a herculean task, as they do not have the experience in putting together this document. To help young and starting entrepreneurs put together a business plan, we will introduce a tool to help then in the writing of the business plan called the BMC. The BMC is a strategic management and lean start-up template for developing new or documenting existing business models. It is a visual chart with elements describing a start-up company's or product's value proposition, infrastructure, customers, and finances.
Module 3 : **Commercialisation Ecosystem Development** 3.1 Commercialisation Ecosystem in Malaysian Public Universities 3.2 Funding Spectrum in Technology Commercialisation 3.3 Country Support System 3.4 Walking the Talk by MTDC Entrepreneurs	On commercialisation, the topic will talk about the various challenges and lessons learnt in attempting to commercialise research outcomes in Malaysian Public Universities and research institutes. Commercialisation of research requires having an ecosystem that support the development of commercialisation culture, systems, processes and programmes that assist university researchers (staff and students) to commercialise their research outcomes. Without a concerted effort from all components of the commercialisation ecosystem in overcoming the challenges of technology transfer and/or technology licensing the potential success is slim. With an extensive experience and playing numerous roles in the university before joining the industry, among others, he will share some experiences and thoughts in setting up various components of a university innovation ecosystem particularly in developing nations.

Module 4 : **Company Visit**	This module will provide opportunities to visit S&T companies which led to the development of technopreneurship in Malaysia. Study visit will include tour of institutions, knowledge exchange, discussions and other activities. The study visit will give participants a better understanding and insight of the methods and approaches on technopreneurship. Participants will also get a chance to broaden their network with the S&T institutions in Malaysia.
Module 5 : **Putting It All Together and Pitching** 5.1 The Art of Pitching 5.2 Mastering Business Presentation 5.3 Pitching for Funding	On the final day of the workshop, groups of participants are expected to put together all that they have learnt and to pitch their technologies or product to a panel of judges.

ABOUT THE ORGANISATION

Ministry of Women, Family and Community Development (KPWKM)

The establishment of the Ministry of Women, Family and Community Development (KPWKM) is a manifestation of the country's aspirations, pursuant to the Fourth World Conference on Women, which was **held in Beijing in 1995, and has been implemented in** accordance to the document entitled "Platform for Action For The Development of Women towards the Year 2000", i.e.:

"*Establishment of a full-fledged ministry that demonstrates the government's commitment to raise the status of women in this country*"

It was first named as the Ministry of Women Affairs and its establishment was announced by YAB the Prime Minister on 17 January 2001. The role and functions of the Ministry were then enlarged and expanded and the ministry was subsequently re-named as the Ministry of Women and Family Development (KPWK) on 15 February 2001. As a result, the Department of Women Affairs (HAWA) and the National Population and Family Development Board (LPPKN) were placed under the jurisdiction of this Ministry. The role and function of HAWA was subsequently reviewed and restructured and it is now known as the Department for Women Development (JPW).

After the 11th General Election in March 2004, the roles and responsibilities of KPWK were further broadened. On 27 March 2004, the Ministry of National Unity and Social Development was dissolved and some of their functions were subsequently subsumed into KPWK. In line with the restructuring, KPWK was further re-named as the Ministry of Women, Family and Community Development (KPWKM).

International Science, Technology and Innovation Centre for South-South Cooperation under the auspices of UNESCO (ISTIC)

The International Science, Technology and Innovation Centre (ISTIC) for South-South Cooperation under the auspices of UNESCO was established on 21 January 2008 and is based in Kuala Lumpur. The creation of the ISTIC is a follow up of the Doha Plan of Action which has been adopted by the Heads of States and Government of the Group of 77 and China, during the meeting in Doha, Qatar, from 12 to 16 June 2005 on the occasion of the Second South-South Summit of the Group of 77 (G77). ISTIC is fully funded by the

Government of Malaysia. One of the main functions of ISTIC is to develop and implement science, technology and innovation development programme for members of G77 and China targeted at facilitating the integration of national science, technology and innovation policies, capacity building, exchange of experiences and best practices, and creating a problem-solving network of centres of excellence in developing countries.

As reflected by its name, the Centre acts as an international platform for South-South cooperation in science, technology and innovation and make use of the network of the G77 plus China and the Organization of the Islamic Conference. The overall goal of the Centre is to increase the capacity for management of science, technology and innovation throughout developing countries.

Ministry of Science, Technology and Innovation (MOSTI)

KEMENTERIAN SAINS,
TEKNOLOGI DAN INOVASI
MINISTRY OF SCIENCE, TECHNOLOGY AND INNOVATION

The Ministry of Science, Technology and Innovation (MOSTI) was formed after the restructuring of the former Ministry of Science, Technology and Environment (MOSTE) in 2004. MOSTI's main role include harnessing Science, Technology and Innovation (STI) and human capital to value-add the agricultural and industrial sectors and to develop the new economy, particularly through information and communications technology (ICT), and biotechnology. With the introduction of National Innovation Model in 2007, MOSTI's main goal is in transforming Malaysia from the knowledge - based economy, pivoting Science & Technology to Innovation and produces the wealth creation and societal wellbeing. Malaysia's Innovation Model can best be described as a balanced approach between technology driven innovation and market driven innovation. In a technology driven innovation model, scientists are funded for R&D, and technology will be developed organically thus eventually commercialising their ideas for the global market. Whilst in a market-driven innovation model, the market is determined beforehand by knowledgeable entrepreneurs who will acquire the best science and technology. This will provide rapid commercialisation to meet the needs of the market. The Government continues to drive organic technology development from science, with a focus on raising the yield of taking science to technology; in particular by encouraging merit-based allocation of funding among public research institutions for S&T research; Priorities on basic research to be set based on national technology needs and the need to maintain national technology security.

Malaysian Technology Development Corporation (MTDC)

The Malaysian Technology Development Corporation (MTDC), a company wholly-owned by Khazanah Nasional Malaysia, is in the business of Grant Management, Incubation, Advisory, and Nurturing Services. The company was established in 1992 to promote the commercialisation activities of research of local universities and research institutes.

MTDC has been the key player in technopreneurship, commercialisation and managing of Government funds since the 7th Malaysia Plan and it also has a well-established reputation as the key player in Malaysia in the promotion of technology-based companies and technopreneurs.

Throughout the years of operations, MTDC today has grown to a unique strength and has carved out its own niche as an integrated solution provider for technology transfer and commercialisation in Malaysia. Its complete ecosystem includes funding and investment initiatives; technology sourcing, validation and consultation on IP transfer; technology incubation and operational centres; nurturing and value added services; business, marketing and technical advisories; training and capacity building; entrepreneurship development programmes; and continuous internal and external networking.

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APPLICATION FORM
(Typewritten or blocked letters)

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FOR OFFICIAL USE ONLY **Reference No:** **Received:** **Checked:**	Please affix latest passport photograph

Title of Programme: **TRAINING WORKSHOP ON TECHNOPRENEURSHIP FOR WOMEN IN SCIENCE, TECHNOLOGY AND INNOVATION**	**Date, duration & venue of course:** **8 -11 MAY 2018** **KUALA LUMPUR, MALAYSIA**

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NOTE: Link for Online Application: https://goo.gl/forms/noQune8xfGEeoSaF2

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1. PERSONAL PARTICULARS:

Family name (surname):	**Date of Birth:** **(Date/Month/Year)**
First name:	**Nationality:** **(Citizenship)**
Other given names:	**Gender:** **(Male/ Female)**
City and country of birth:	**Marital status:** **(Single/ Married)**
Passport No:	**Designation : Prof. / Dr / Mr / Mrs / Ms**

2. COMMUNICATION AND MAILING ADDRESS:

Applicant's Office Address:	**Office Phone No:**	
	Office Fax No:	
Email address:		
Mobile No:		
Person to be contacted in case of emergency (name, telephone and address):		

3. EDUCATION:

Name of institution and place of study	**Major field of study:**	**Years of study**	**Degree**

4. EMPLOYMENT RECORD:

A. Current Post:			B. Previous Post:		
Employer:			**Employer:**		
Duration of service:	**From**	**To**	**Duration of service:**	**From**	**To**
Title of post:			**Title of post:**		
Current monthly salary (US dollars):			**Monthly salary (US dollars):**		
Name of supervisor and title:			**Name of supervisor and title:**		
Type of organisation: Government/Semi-Government/ Private/ NGO			**Type of organisation: Government/Semi-Government/ Private/ NGO**		
Main functions of organisation:			**Main functions of organisation:**		
Total number of employees in organisation:			**Total number of employees in organisation:**		
Description of your current work including your responsibilities:					
Please use supplementary pages if necessary					

5. REASONS FOR APPLYING THIS PROGRAMME:

Please briefly state the reasons for applying this programme and how you hope to benefit from this programme

Have you participated in any ISTIC training programmes before: YES/ NO
If yes;

Name of programme	Date

6. CERTIFICATION OF ENGLISH LANGUAGE PROFICIENCY:

	Excellent	Good	Fair	Remarks
Listening				
Speaking				
Writing				
Reading				
Mother tongue:				

7. DECLARATION:

Have you ever been convicted by a Court of Law of any country? Yes/ No **If yes, please give brief details:**

I certify that my statements in answer to the foregoing questions are true, complete and correct to the best of my knowledge and belief. **If accepted to the training workshop, I undertake to:** i) **carry out such instructions and abide by such conditions as may be stipulated by both the nominating government and the host government in respect of this course of training;** ii) **follow the course of study or training, and abide by the rules of the institution in which I undertake to study or train;** iii) **refrain from engaging in political activities, or any form of employment for profit or gain;** iv) **submit any progress reports which may be prescribed; and** v) **return to my home country promptly upon the completion of my course of studies or training.** **I fully understand that if I am granted an award it maybe subsequently withdrawn if I fail to make adequate progress or for other sufficient cause determined by the host Government.** **Signature of Application : _____** **Name : _____** **Date : _____**

8. OFFICIAL DECLARATION (to be completed by the Head of Department):

The Government / Organisation of
………………………………………………………………………………………………………
nominates
………………………………………………………………………………………………………
(name of applicant)
For the programme under the International Science, Technology and Innovation Centre for South-South Cooperation (ISTIC) and certifies that:
  i) **all information supplied by the nominee is complete and correct;**
  ii) **the nominee had adequate knowledge and was appropriately tested for English Language proficiency.**
Remarks:
……………………………………………………………………………………………………
 	
_____   _____
        (Name)   **(Signature of responsible Head of Department)**
 	
_____   **Address of Department/ Ministry**
      (Designation)
    Official seal/ stamp   _____
 	
                                         _____
                                         Office telephone no:
                                         Office fax no:
Date: **Email address:**

Note: INCOMPLETE AND/OR UNENDORSED FORMS WILL NOT BE PROCESSED