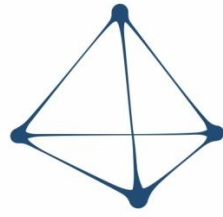




**ISTIC**  
INTERNATIONAL SCIENCE, TECHNOLOGY AND  
INNOVATION CENTRE FOR SOUTH-SOUTH  
COOPERATION UNDER THE AUSPICES OF UNESCO



**NCSTE**  
NATIONAL CENTER OF SCIENCE  
AND TECHNOLOGY EVALUATION



# Training Workshop on Preparing R&D Proposal and Technopreneurship for CIS Countries 13 – 17 October 2014 Astana, Kazakhstan

*Jointly Organized by*

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

And

**National Centre of Science and Technology Evaluation (NCSTE), Kazakhstan**

*In Collaboration With*

**The Islamic Development Bank (IDB)**

**Islamic Educational Scientific and Cultural Organization (ISESCO)**

*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.

One of the principle objectives of ISTIC is to provide capacity building in science and technology through providing policy advice and exchange of experiences and best practices. It is also one of the principle objectives of ISESCO which is to reinforce capacities in conducting research, through the conduct of training programme, and organising workshop and forum and providing technical support to member states. In recent years, the role of the knowledge economy has expanded. Research & Development (R&D) and Technopreneurship has 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 R&D proposal and Technopreneurship program 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 research proposal. This program is suited for seed and early stage technopreneurs, as well as established scientists and researchers who have IPRs ready and are interested in commercialising them. The program is also designed to cater to the need of policy makers within the technopreneurship ecosystem in developing countries.

The training workshop is jointly organized by the following organizations:

### **Organizers**

- International Science, Technology and Innovation Centre (ISTIC)
- National Center of Science and Technology Evaluation (NCSTE), Kazakhstan

### **In Collaboration with**

- The Islamic Development Bank (IDB)
- Islamic Educational Scientific and Cultural Organization (ISESCO)

### **Programme Coordinator**

- Malaysian Technology Development Corporation (MTDC)

## Workshop Objective

To conduct a training workshop which is targeted at researchers from universities and research institutes who have developed inventions or patents to provide them with the necessary knowledge on how to commercialize their research findings or directors of commercialization unit of universities and R & D Institutes. The Programme is designed to train participants on the elements of entrepreneurship in relation to the demand of the knowledge and innovation economy as well as how to write a good research proposal. The participants will also be taught a systematic approach on how to create and build successful businesses which are based on and driven by science and technology.

The Programme will expose the participants to various topics relevant to R&D planning and technopreneurship in order to improve technopreneurial awareness and knowledge as well as innovative mentality. The Programme creates awareness, understanding and motivation to participants by giving materials on R&D planning and technopreneurship and its role in creating impact, technology development, idea validation, opportunity assessment, business model, business planning, financing, and issues on Intellectual Property (IP).

## Workshop Content

The content of the training workshop will focus on two areas:

- (i) Preparing R&D Proposals which will cover the essence in writing the various sections of a research proposal for research fund application or for approval purposes by the management. The programme consists of a series of lectures interspersed with exercises that will allow the participants to practice what have been learnt:
  - Special attention will be given to imparting skills on how to identify the problem statement, the objectives and the expected outcome. In this connection, a session on critical thinking skill will be included.
  - The participants will be guided on how to conduct literature survey and review of previous research done and to abstract from such review what issues that have remained unresolved.
  - In addition, the topics on how to write the research methodology, milestones and research activities to be conducted for the proposal project will be included.
  - Besides, the important topics on budget planning, CV writing will be covered in detail.
  - Exercise and case study on the various topics will be included within the programme to allow participants opportunity to practice what they have learnt.

(ii) Technopreneurship development which will deliberate on the following topics:

- Understand principles and practices of entrepreneurship.
- Appreciate the basics of Identifying business opportunities.
- Distinguish the key elements for venture creation.
- Understand the key drivers of start-ups.
- Appreciate growth strategy, competition and business models.
- Understand the mechanics of marketing and sales.
- Ability to secure funding for the business.
- How to make impactful presentation of business plan.
- Negotiation for the best deals with financiers/industrialist.

## Workshop Duration and Venue

The five-day workshop will be held in Astana, Kazakhstan from 13 to 17 October 2014

## Participants

A total of 35 participants will be selected to attend the training workshop. About 20 participants will be from developing countries, ISESCO member countries, IDB member countries and CIS countries and 15 participants will be from Kazakhstan. The combination of participants from developing countries, ISESCO member countries, IDB member countries, CIS countries and Kazakhstan will allow for the exchange of knowledge, ideas and experiences as well as opportunities for discussions, networking and possible collaboration.

**Participants are required to seek travel grant from their organizations to pay their travel expenses to Astana, Kazakhstan.** Limited travel grant from organizer is available for participants who are really in difficulties in getting travel grant from their organization which is to be based on merit and need on case by case consideration.

## Who Should Attend

Those participants who possess the following criteria:

- Those who have M.Sc or Ph.D in Science/Engineering/Business and in possession of inventions or patents which they are interested to commercialize and those who manage commercialization units of universities/research institutes are welcome to attend.
- Participants should be passionately interested in knowing Intellectual Property Management matters and the related commercialization processes as well as research planning & management.
- Participants must have good command of English, both in verbal and writing.
- Participants must be in good health.

## Resource Persons

Resource persons will include experts from industry, as well as other local experts from universities and research institutions.

## Modes of Delivery

The training workshop will be delivered by using the combinations of the following methods:

- Series of lectures.
- Group discussions and presentations.
- Case Studies.
- Study visits to selected local institutions and companies.

## Medium of Instruction

The training workshop will be conducted in English.

## Certificates

Certificates will be awarded to participants upon successful completion of the course.

## Closing Date of Applications

- All applications from developing countries, ISESCO member countries, IDB member countries and CIS countries should be submitted to the ISTIC secretariat office **by 7 JULY 2014**. Participants from Kazakhstan will be selected and invited by National Center of Science and Technology Evaluation (NCSTE), Kazakhstan.

## Application and Enquiries

All applicants are required to complete the prescribed application form as attached in this brochure and submit the completed form to the following address:

Secretariat  
Training Workshop on Preparing R&D Proposal and Technopreneurship for CIS Countries  
International Science, Technology and Innovation Centre  
for South-South Cooperation under the Auspices of UNESCO (ISTIC)  
c/o Academy of Sciences Malaysia  
902- 4, Jalan Tun Ismail  
50480 Kuala Lumpur  
Malaysia

Tel: +603-2694 9898

Fax: +603-2698 4549

Email: [info@istic-unesco.org](mailto:info@istic-unesco.org)

Website: <http://www.istic-unesco.org>

ISTIC will inform the successful applicants to the training workshop not later than **21 JULY 2014**. Applicants who do not receive word within this date are rendered unsuccessful. Application form also can be downloaded from <http://www.istic-unesco.org>

## Tentative Programme

<b>12 October 2014 PROGRAM BRIEFING</b>	
<b>Time</b>	<b>Program</b>
7.00 pm – 7.30 pm	<b>Program Registration</b>
7.30 pm – 7.40 pm 7.40 pm – 7.50 pm	<b>Welcome address by:</b> <ul style="list-style-type: none"><li>• Representative NCSTE</li><li>• Chairman/Director ISTIC</li></ul>
7.50 pm – 8.15 pm	<b>Program Briefing by Coordinator</b>
8.15 pm – 9.30 pm	<b>Dinner and Social Networking</b>

Time	Program
<b>Day 1 (13 October 2014)</b> <b>Writing a Good Research Proposal</b>	
8.00 am – 8.30 am	<b>Program Registration</b>
8.30 am – 8.40 am 8.40 am – 8.50 am 8.50 am – 9.00 am 9.00 am – 9.10 am	<b>Opening Ceremony</b> Welcome Address by Representative NCSTE Welcome Address by Chairman/Director of ISTIC Welcome Address by ISESCO Representative Official Opening by Minister Education and Science, Kazakhstan
9.10 am - 9.15 am	Group Photo Session
9.15 am – 9.30 am	<b>Tea Break</b>
9.30 am – 9.45 am	<b>Program Briefing</b>
9.45 am – 11.30 am	<b>Session 1: R&amp;D&amp;C funding and funding agencies</b> Speaker: Academician Dr. Ho Chee Cheong FASc, Senior Fellow Academy of Sciences Malaysia, Professor, Universiti Tunku Abdul Rahman (UTAR)
11.45 am – 1.15 pm	<b>Session 2: Process of proposal development on solving problem</b> Speaker: Academician Dr. Ho Chee Cheong FASc
1.15 pm – 2.15 pm	<b>Lunch Break</b>
2.15 pm – 4.00 pm	<b>Session 3: Important elements of research proposal</b> Speaker: Academician Dr. Ho Chee Cheong FASc
4.15 pm – 5.45 pm	<b>Session 4: Budget planning and expertise of researchers</b> Speaker: Academician Dr. Ho Chee Cheong FASc
5.45 pm – 6.00 pm	<b>Tea Break and End Day 1</b>

<b>Day 2 (14 October 2014)</b> <b>Encouraging Entrepreneurship, Creating Technopreneur</b>	
9.00 am – 10.30 am	<b>Overview of Technology Commercialisation Process &amp; Leveraging of IP</b> Speaker: Dr. Fatimah Amin (Prime Minister's Department of Malaysia)
10.30 am – 11.00 am	<b>Tea Break</b>
11.00 am – 12.30 pm	<b>IP Commercialisation from the Universities</b> Speaker: Prof. Dr. Zainul Fadziruddin Zainuddin, (Director of Business Advisory Division, MTDC)
12.30 pm – 2.00 pm	<b>Lunch Break</b>
2.00 pm – 3.30 pm	<b>IP Issues in Relation to CIS Countries</b> Speaker: Dr. Sufian Jusoh, (Senior External Fellow, World Trade Institute, University of Bern)
3.30 pm – 5.00 pm	<b>Growing Technopreneurship Locally and Globally</b> Speaker: Ms Norhayati Md Taib (MyAgri Eco-biosciences Sdn Bhd)
5.00 pm – 5.15 pm	<b>Tea Break and End Day 2</b>

<b>Day 3 (15 October 2014)</b> <b>Companies, People and Ideas - Successful Entrepreneurs</b>	
9.00 am – 10.30 am	<b>Opportunities and Incentives from Government and Private Sectors for Technopreneurship</b> Speaker: Dr. Fatimah Amin (Prime Minister's Department of Malaysia)
10.30 am – 11.00 am	<b>Tea Break</b>
11.00 am – 12.30 pm	<b>Commercialisation of public-funded research: Perception and Reality</b> Speaker: Prof. Dr. Zainul Fadziruddin Zainuddin, (Director of Business Advisory Division, MTDC)
12.30 pm – 2.00 pm	<b>Lunch Break</b>
2.00 pm – 3.30 pm	<b>Business Modelling and Financing for Technology Start-ups</b> Speaker: Mr Rashidan Shah (Xeraya Capital Sdn Bhd)
3.30 pm – 5.00 pm	<b>Success Stories – Kazakhstan's Technopreneurs</b> Speaker: TBD
5.00 pm – 5.15 pm	<b>Tea Break and End Day 3</b>



<b>Day 4 (16 October 2014)</b> <b>Preparing Business Proposal</b>	
9.00 am – 10.30 am	<b>Preparing Business Proposal</b> <b>i. Introduction to Business Model Canvas</b> <b>ii. Writing Winning Business Proposal</b> <b>ii. Assignments of Exercise &amp; Presentation</b> Speaker: Mr Noor Amal Morad, (Senior Vice President, Ecosystem & Technology Advisory Department, MTDC)
10.30 am – 11.00 am	<b>Tea Break</b>
11.00 am – 12.30 pm	<b>Workshop 1 – Elements of Business Model Canvas</b> <b>Key Partners, Key Activities, Value Proposition, Customer Relationship, Customer Segment</b>  Facilitators: Mr Rashidan Shah Mr Noor Amal Morad Ms Norhayati Md Taib
12.30pm – 2.00 pm	<b>Lunch Break</b>
2.00 pm – 3.30 pm	<b>Workshop 2 – Elements of Business Model Canvas</b> <b>Key Resources, Distribution Channel, Cost Structure, Revenue Stream</b>  Facilitators: Mr Rashidan Shah Mr Noor Amal Morad Ms Norhayati Md Taib
3.30 pm – 4.00 pm	<b>Tea Break</b>
4.00 pm – 6.00 pm	<b>Workshop 3 – Developing and Presenting a Business Proposal</b>  Facilitators: Mr Rashidan Shah Mr Noor Amal Morad Ms Norhayati Md Taib
6.00 pm – 6.15 pm	<b>End Day 4</b>

<b>Day 5 (17 October 2014)</b> <b>Business Proposal Presentation</b>	
8.30 am – 10.30 am	<p>Parallel Session of Presentation (10 minutes each group)</p> <p><b>Presentation 1</b>- Group 1, 2, 3 and 4. Separately present their proposals to Panel A</p> <p><b>Presentation 2</b> - Group 5, 6, 7 and 8. Separately present their proposals to Panel B</p> <p><u>Note:</u> Head Panel of Judges: Mr Noor Amal Morad</p> <p><i>Members Panel A:</i></p> <ol style="list-style-type: none"> <li>i. Prof. Dr. Zainul Fadziruddin Zainuddin</li> <li>ii. Academician Dr. Ho Chee Cheong FASc</li> <li>iii. Business Representative from Kazakhstan</li> </ol> <p><i>Members Panel B:</i></p> <ol style="list-style-type: none"> <li>i. Dr. Fatimah Amin</li> <li>ii. Dr. Sufian Jusoh</li> <li>iii. Business Representative from Kazakhstan</li> </ol>
	Tea Break – There will be no formal Tea Break although Tea will be available throughout
10.30 am – 11.00 am	Deliberations by Panel
11.00 am – 11.30 pm	Panel’s Comments
11.30 pm – 12.00 pm	Presentation of Certificates
12.00 pm – 12.15 pm	Closing Speeches: by Representative NCSTE
12.15 pm – 12.30 pm	by Chairman/Director of ISTIC
12.30 pm – 12.40 pm	Group Photo Session
12.40 pm – 2.30 pm	<b>Lunch / Program Ends</b>

## BRIEF DESCRIPTIONS OF TOPICS

<p><b>PREPARING AND WRITING RESEARCH PROPOSAL</b></p> <p><i>Academician Dr. Ho Chee Cheong FASc</i></p>	<p><b>WHY APPLY FOR A RESEARCH PROPOSAL</b></p> <ul style="list-style-type: none"> <li>▪ motivation</li> <li>▪ part of job responsibility</li> <li>▪ knowledge creation</li> <li>▪ manpower training and education</li> <li>▪ published or perished</li> <li>▪ benefits</li> <li>▪ commitments</li> <li>▪ provide R&amp;D support for industries</li> </ul>	<p><b>TYPES OF R&amp;D&amp;C FUNDING</b></p> <ul style="list-style-type: none"> <li>▪ what are the purposes of project</li> <li>▪ purely R&amp;D for knowledge generation</li> <li>▪ meeting needs of industry</li> <li>▪ going for prototype production (pre-commercialization)</li> <li>▪ ready for commercialization: looking for investor?</li> </ul>
	<p><b>KNOW YOUR FUNDING AGENCIES</b></p> <ul style="list-style-type: none"> <li>▪ who are the funding agencies?</li> <li>▪ what does the fund provide?</li> <li>▪ are you eligible to apply?</li> <li>▪ what is the application process?</li> <li>▪ what are your commitments? any time-frame for project?</li> </ul>	<p><b>PROCESS OF PROPOSAL DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>▪ know the format</li> <li>▪ components of a proposal</li> <li>▪ relevant information to be included</li> <li>▪ any prior authorization, clearance or approval needed?</li> </ul>
	<p><b>IDENTIFYING PROBLEM STATEMENT</b></p> <ul style="list-style-type: none"> <li>▪ selecting an appropriate title</li> <li>▪ significance, impact, innovativeness, scientific merits of proposal</li> <li>▪ relevancy of project</li> <li>▪ appropriateness of title, abstract</li> <li>▪ objective: achievable within time frame</li> <li>▪ literature survey on previous work done</li> </ul>	<p><b>EXPECTED OUTCOME</b></p> <ul style="list-style-type: none"> <li>▪ prototype</li> <li>▪ patents</li> <li>▪ publications</li> <li>▪ advisory report</li> <li>▪ number of PhD and MSc produced</li> <li>▪ linkages established</li> <li>▪ intellectual properties</li> <li>▪ viable marketable product: business venture</li> </ul>
	<p><b>RESEARCH METHODOLOGY</b></p> <ul style="list-style-type: none"> <li>▪ is it sound?</li> <li>▪ appropriateness</li> <li>▪ comprehensiveness</li> <li>▪ introducing new techniques?</li> </ul>	<p><b>RESEARCH ACTIVITIES VERSUS MILESTONES</b></p> <ul style="list-style-type: none"> <li>▪ project plan</li> <li>▪ what are deliverables?</li> <li>▪ traits of effective project milestones</li> <li>▪ timeliness</li> <li>▪ monitoring</li> </ul>

	<p><b>BUDGET PLANNING</b></p> <ul style="list-style-type: none"> <li>▪ know the rules</li> <li>▪ know what you are eligible and the prevailing rate</li> <li>▪ what can be absorbed by your own organization</li> <li>▪ provide quotation of special equipment where possible</li> <li>▪ aware of the time frame and limits on spending</li> <li>▪ do not over-budget</li> <li>▪ list whatever are already available</li> </ul>	<p><b>CV OF RESEARCHERS</b></p> <ul style="list-style-type: none"> <li>▪ qualifications with dates, where obtained</li> <li>▪ expert area and relevant experience in research</li> <li>▪ previous projects undertaken: fund amount and name of funding agencies</li> <li>▪ publication list arising from fund and other outcome</li> </ul>
	<p><b>SPECIFIC COLLABORATORS AND AGENCIES</b></p> <ul style="list-style-type: none"> <li>▪ why collaborate internally and externally?</li> <li>▪ evidence of consent</li> <li>▪ specific areas of involvement</li> </ul>	

<p><b>Overview of Technology Commercialisation Process &amp; Leveraging of IP</b></p> <p><i>Dr. Fatimah Amin (Prime Minister's Department of Malaysia)</i></p>	<p>The topic will discuss the overall ecosystem, processes and components of technology commercialisation and the processes vital to monetizing IPR. With a proper understanding of these the aim of creating successful technopreneurs from the commercialisation of technologies will be realized. From her experience and role as a scientist and a researcher as well as a policy maker for the Malaysian government, Dr Fatimah will share the following areas;</p> <ol style="list-style-type: none"> <li>a. Definition of technology commercialization</li> <li>b. Importance of technology commercialization</li> <li>c. Technology commercialization process</li> <li>d. Options for technology commercialization</li> <li>e. Agents in technology commercialization</li> <li>f. Myths and realities</li> <li>g. Determinants of success</li> </ol>
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<p><b>IP Issues in Relation to CIS Countries</b></p> <p><i>Dr. Sufian Jusoh, (Senior External Fellow, World Trade Institute, University of Bern)</i></p>	<p>Dr Suffian Jusoh will discuss the issues surrounding IP in CIS countries in relation to technology commercialisation and technopreneurships. Among others, issues like CIS countries legal systems, current practice, IPR compliance, strategies, mechanics and infrastructure, enforcement, exceptions and flexibilities etc are discussed in the session.</p>
<p><b>IP Commercialisation from the Universities</b></p> <p><i>Prof. Dr. Zainul Fadziruddin Zainuddin (Director of Business Advisory Division, MTDC)</i></p>	<p>Prof Dr Zainul will talk about the various challenges and lesson learnt facing commercialisation drive in the universities. Without a concerted effort from all components of the commercialisation ecosystem in overcoming the challenges and the active role played by the technology transfer and/or technology licensing offices (TTO/TLO) in universities or research institutions, the potential success is slim. With an extensive experience and playing numerous roles in the university before joining the industry, among others, he will elaborate on the following sub-topics;</p> <ul style="list-style-type: none"> <li>a. Major Challenges of Commercialization</li> <li>b. Major Challenges to commercialize R&amp;D results</li> <li>c. Minor Challenges of Commercialization</li> <li>d. Commercialization Discontinuity</li> </ul>
<p><b>Business Modelling and Financing for Technology Start-ups</b></p> <p><i>Mr Rashidan Shah (Xeraya Capital Sdn Bhd)</i></p>	<p>The topic will introduce various business models and the architecture of the value creation and delivery of a business entity. These models will explain how a business creates value from its activities, list the resources required to create the value and the specific market it serves. Also with an emphasis on the commercialisation of technology start-ups the financing of the venture will be illustrated in various case studies. With years of experience in investment and venture capital industry, Rashidan Shah will talk about understanding the financial dynamics of a business, how to optimize profitability and maximize shareholder's wealth, as well as how to budget the resources required.</p>
<p><b>Growing Technopreneurship Locally and Globally</b></p> <p><i>Ms Norhayati Md Taib (MyAgri Eco-biosciences Sdn Bhd)</i></p>	<p>In this topic, as a technopreneur, Norhayati will share her experience in growing her business from being a local player in Malaysia into one of global entities in the field. A number of successful business strategies are explained as case studies, both locally in Malaysia as well as globally. A delicate balance between financial management, knowledge, human capital and venture development must be in place in order to grow successfully. Being a technology company coming from a commercialisation of R&amp;D, she will stress the need to have a good understanding of commercialisation issues such as product evolution and R&amp;D, profit, expenses and loss, funding structure, investment analysis, and the market dynamics. She will also discuss in general the challenges facing private sector R&amp;D and challenges and opportunities of technology commercialisation.</p>

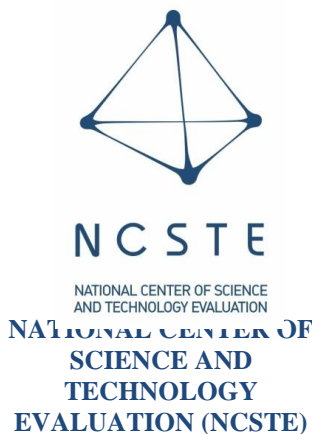
<p><b>Commercialisation of public-funded research: Perception and Reality</b></p> <p><i>Prof. Dr. Zainul Fadziruddin Zainuddin (Director of Business Advisory Division, MTDC)</i></p>	<p>Prof Dr Zainul will again discuss and stress the importance of carrying out a commercialization of university or public research institution's outputs in this session. By doing this it will both ensure the emergence of technopreneurs that will later contribute to the wealth creation in the economy and will also justify the amount of public investment made into the research by the universities. He will talk about barriers and issues in commercialization and their underlying opportunities. This will illustrate the generic perception versus reality of doing commercialization especially in Malaysia. There will be a sharing of experience in making young, potential students as technopreneurs in the commercialization initiative in the country. Lastly he will explore the need of having an integrated innovation and commercialization ecosystem in the country.</p>
<p><b>Opportunities and Incentives from Government and Private Sectors for Technopreneurship</b></p> <p><i>Dr. Fatimah Amin (Prime Minister's Department of Malaysia)</i></p>	<p>Dr Fatimah will deliberate on the Malaysian government and private sectors' experience in providing a number of opportunities and incentives to technopreneurs in the country. Various programs such as start-up programs, SME development, technology incubators, promotional activities, access to market, capacity building, tax exemption, flexible funding mechanism, collaboration between research institutions and industries, etc that are critical to the success of technopreneurial endeavours are discussed in the topic. These will give a wide range of options to the policy makers attending the session to adapt accordingly into their existing national ecosystem.</p>
<p><b>Preparing Business Proposal</b>  <b>i. Introduction to Business Model Canvas</b>  <b>ii. Writing Winning Business Proposal</b>  <b>ii. Assignments of Exercise &amp; Presentation</b></p> <p><i>Mr Noor Amal Morad, (Senior Vice President, Ecosystem &amp; Technology Advisory Department, MTDC)</i></p>	<p>Mr Noor Amal will explain the overall Business Proposal workshop arrangement and he will introduce Business Model Canvas (BMC). BMC will be used as a tool for preparing the Business Proposal in the workshop. The proposal will be developed in groups of five in which participants are required to work on the best business proposal agreed by all members in the group. There will be a presentation of the business proposal on the second day by the group members. A panel of to-be-identified judges will evaluate and comment on the presentation afterwards.</p>
<p><b>Workshop 1, 2, 3</b></p> <p><i>Mr Noor Amal Morad  Ms Norhayati Md Taib  Mr Rashidan Shah</i></p>	<p>All workshops conducted in the Preparing Business Proposal track will prepare and teach the participants on how to develop a business proposal and how to present it to the stakeholders. Workshop 1 focuses on the first five BMC elements namely, Key Partners, Key Activities, Value Proposition, Customer Relationship and Customer Segment. Workshop 2 exposes the participants on the last four elements of BMC namely, Key Resources, Distribution Channel, Cost Structure, Revenue Stream. After working on all of the BMC elements, the participants will be taught on developing the business proposal based on the established BMC. Finally the groups will be prepared for an effective presentation of the business proposal. The presentation will be done on the final day, and the panel of judges will make evaluation and comment on their proposals.</p>



The creation of the International Science, Technology and Innovation, Centre for South-South Cooperation under the auspices of UNESCO (ISTIC) is a follow up of the Doha Plan of Action which has been adopted by the head of States and Government of the Group of 77 and China, during the meeting in Doha, Qatar, from 12-16 June 2005 on the occasion of the Second South Summit of the Group of 77.

The Summit urged UNESCO to develop and implement a programme for South-South cooperation in science and technology with the objective of facilitating the integration of a developmental approach into national science and technology and innovation policies, capacity building in science and technology through providing policy advice and exchange of experience and best practices, and creating a problem solving network of centres of excellence in developing countries as well as supporting the exchange of students, researchers, scientists and technologists among developing countries.

ISTIC will act 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 (OIC). The overall goal of ISTIC is to increase the capacity for management of science, technology and innovation throughout developing countries. ISTIC Secretariat is hosted by the Academy of Sciences Malaysia (ASM) for five years before making ISTIC an autonomous organization. Details on ISTIC is available at [www.istic-unesco.org](http://www.istic-unesco.org)



The National Center of Science and Technology Evaluation was founded on July 19, 2011. It is an arm of the Ministry of Education and Science, reporting to the Ministry's Science Committee. The Center's objective is to insure fairness and transparency in the selection of research projects for government grants. The idea is to fund only the highest quality projects – and the projects that can most help society. Innovation is considered a hallmark of a top-flight project. Impartial selection of grant proposals starts with an objective, efficient evaluation process. At the heart of the process is identifying only the most competent international and domestic experts to evaluate proposals. The selection process is designed not only to be objective and efficient but also ethical every step of the way. Impartial selection of research projects is aimed at improving research in Kazakhstan and making it more relevant to the country's needs. Impartial selection is also aimed at helping domestic researchers and research organizations do a better job of coming up with ideas for research and implementing those ideas.

The Center often initiates or takes part in discussions aimed at improving Kazakhstan's research capabilities. It also helps draft legislation, government resolutions and other policies that foster a better research environment. In addition to arranging for domestic and international experts to rate research projects, the Center organizes the work of the National Research Councils that recommend projects for funding, and evaluates the effectiveness of research that's carried out. Research Councils are set up by category, with experts in certain fields evaluating projects in those specialties. Details on NCSTE is available at [www.ncste.kz](http://www.ncste.kz)



**ISLAMIC  
DEVELOPMENT BANK  
(IDB)**

The Islamic Development Bank is an international financial institution established in pursuance of the Declaration of Intent issued by the Conference of Finance Ministers of Muslim Countries held in Jeddah in Dhul Q'adah 1393H, corresponding to December 1973. The Inaugural Meeting of the Board of Governors took place in Rajab 1395H, corresponding to July 1975, and the Bank was formally opened on 15 Shawwal 1395H corresponding to 20 October 1975.

The purpose of the Bank is to foster the economic development and social progress of member countries and Muslim communities individually as well as jointly in accordance with the principles of Shari'ah i.e., Islamic Law. The functions of the Bank are to participate in equity capital and grant loans for productive projects and enterprises besides providing financial assistance to member countries in other forms for economic and social development.

The Bank is also required to establish and operate special funds for specific purposes including a fund for assistance to Muslim communities in non-member countries, in addition to setting up trust funds. The Bank is authorized to accept deposits and to mobilize financial resources through Shari'ah compatible modes. It is also charged with the responsibility of assisting in the promotion of foreign trade especially in capital goods, among member countries; providing technical assistance to member countries; and extending training facilities for personnel engaged in development activities in Muslim countries to conform to the Shari'ah. Details on IDB is available at [www.isdb.org](http://www.isdb.org)



**ISESCO  
ISLAMIC EDUCATIONAL,  
SCIENTIFIC AND  
CULTURAL  
ORGANIZATION  
(ISESCO)**

ISESCO is a specialized institution under the umbrella of the Organization of Islamic Cooperation (OIC), which was set up following its Founding Conference held in Fez, Kingdom of Morocco on 3-5 May 1982. The objectives of ISESCO include strengthening cooperation among Member States in the fields of education, science, culture and communication, and promoting applied sciences and advanced technologies within the framework of the lofty and perennial Islamic values and ideals. Since its inception, ISESCO has been witnessing steady progress in discharging its civilizational mission and the duties developed upon it and in meeting its targets. At the level of prospective and strategic planning, sixteen major Strategies and their effective Implementation Mechanisms were laid down and 3 Medium-Terms Action Plans and 11 Three-Years Action Plans have been implemented. Various international, regional, and national activities have been planned and organized in cooperation with more than 200 specialized renowned institutions such as UN agencies, regional institutions and NGOs and prestigious national universities and research centres. ISESCO has lent support to young scientists and researchers in the Member States through its subsidiary institutes and centres of excellence like ISESCO Centre for Promotion of Scientific Research (ICPSR) and Islamic World Science Citation Centre (ISC), etc. The Headquarters of ISESCO is based in Rabat, the capital of the Kingdom of Morocco. Details on ISESCO is available at [www.isesco.org.ma](http://www.isesco.org.ma)





**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 adoption of technologies by local companies via commercialisation activities of local inventions or acquisition of foreign technologies.

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 commercialization 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 and technical advisories; training and capacity building; entrepreneurship development programmes; and continuous internal and external networking. Details on MTDC is available at [www.mtdc.com.my](http://www.mtdc.com.my)



**ISTIC**  
INTERNATIONAL SCIENCE, TECHNOLOGY AND  
INNOVATION CENTRE FOR SOUTH-SOUTH  
COOPERATION UNDER THE AUSPICES OF UNESCO

**INTERNATIONAL SCIENCE, TECHNOLOGY AND INNOVATION CENTRE  
FOR SOUTH-SOUTH COOPERATION UNDER THE AUSPICES OF UNESCO (ISTIC)**

**APPLICATION FORM FOR TRAINING WORKSHOP IN KAZAKHSTAN**

**FOR OFFICIAL USE ONLY**

REFERENCE NO.

RECEIVED

CHECKED

PLEASE AFFIX  
LATEST PASSPORT  
PHOTOGRAPH

TITLE OF COURSE	DATE, DURATION & VENUE OF COURSE
<b>TRAINING WORKSHOP ON PREPARING R&amp;D PROPOSAL AND TECHNOPRENEURSHIP FOR CIS COUNTRIES</b>	<b>13 – 17 OCTOBER 2014 (5 DAYS) ASTANA, KAZAKHSTAN</b>

PERSONAL PARTICULARS	
Family Name (Surname)	Date of Birth (Date/Month/Year)
First Name	Nationality (Citizenship)
Other Given Names	City & Country of Birth
Designation : Prof./ Dr / Mr / Mrs/ Ms _____	Gender (Male/Female)
Passport Number	Marital Status (Single/Married)

COMMUNICATION & MAILING ADDRESS		
Applicant's Office Address	Office Phone No.	
	Office Fax No.	
	Mobile No.	
	Email	

Person to be Contacted, in Case of Emergency	
Name	Address
Tel. No.	

EDUCATION				
Name of Institution & Place of Study	Major Field of Study	Years of Study		Degree
		From	To	

## EMPLOYMENT RECORD

Title of Post					
Employer					
Duration of Service					
Type of Organization (Please ✓ box)		Main Functions of Organization			
<input type="checkbox"/>	Government			<input type="checkbox"/>	Private
<input type="checkbox"/>	Semi-Government			<input type="checkbox"/>	NGO
Description of your Current Work including your Responsibility (Please use supplementary pages, if necessary)					
Description of your invention / product / patent that can be considered for commercialization (Please use supplementary pages, if necessary)					

## REASONS FOR APPLYING THIS TRAINING WORKSHOP

Please briefly state the reasons for applying this training workshop and how you hope to benefit this programme.

Have you participated in any ISTIC training programmes before? (Please ✓ box) Yes  No

If YES	Name of Programme	Organizer	Date

## CERTIFICATION OF ENGLISH LANGUAGE PROFICIENCY

(Please ✓ in box)	Proficiency			Remarks
	Excellent	Good	Fair	
Listening				
Speaking				
Writing				
Reading				
Language Test Administered by				Mother Tongue
Title				Address
Tel No				
Email				
Date				Signature

## DECLARATION

Have you ever been convicted by a Court of Law of any country? (Please ✓ box)

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.

Name

Date

Signature of Applicant

## OFFICIAL DECLARATION (To be completed by the Head of Organization)

Organization Name

Name of Applicant

nominates for the training workshop 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; and
- (iii) certification that the applicant is fit to undertake the training workshop.

Remarks

Name

Signature of Responsible Head of Organization

Designation (Official Seal/Stamp)

Address of Organization

Office Tel No.

Office Fax No.

Date

Email

**NOTE: INCOMPLETE AND/OR UNENDORSED FORMS WILL NOT BE PROCESSED**