

IMPACT REPORT

2020





Together, we can!

As we ushered in 2020, little did we expect the year to be so eventful and challenging. The COVID-19 pandemic impacted the world to a scale of great magnitude. The public health crisis was soon followed by economic recession, with more than 150 countries impacted.

We are faced with the worst economic scenario since The Great Depression back in the 1930s. Industries were sinking. Startups were vulnerable. Social enterprises were overwhelmed. At MaGIC, we pressed home two messages – the importance of pivoting and capacity building.

Next to prudent cash flow management, pivoting is one of the most common advice given to businesses, including startups – to navigate out of tight spots from the pandemic that has left its mark on almost every country in the world.

Having played the role of navigator, enabler, facilitator and aggregator to the startups ecosystem since our inception, MaGIC is always attuned to the pulse of entrepreneurs. We reached out to ecosystem players as soon as Movement Control Order 1.0 was announced, and relayed those concerns to regulators and policy makers.

Our survey reaffirmed what we already knew – that a part of the ecosystem will not survive without intervention, especially those who were just starting out. We took our own advice – we pivoted our 2020 plans by advocating capacity building through technology and innovation adoption.

MaGIC strongly supports the ecosystem with capacity building through various programmes and bootcamps, such as our flagship Global Accelerator Programme, making available our best-of-breed mentors and most sought-after coaches in various areas of specialties to assist startups reaching out for assistance.

Getting our entities back on track and building resilience through targeted capacity building alongside bringing in necessary intervention and facilitation will continue to be MaGIC's priorities in 2021.

Beyond capacity building, we are also aware that tech startups face challenges in commercialising their solutions, attracting investments as well as regulatory hurdles. With the launch of the National Technology and Innovation Sandbox (NTIS), we look forward to accelerating commercialisation and adoption of local innovations to address societal and sectoral issues.

To set Malaysia off towards becoming an innovation-driven economy, it is also important that the entrepreneurship mindset is inculcated amongst our youth. Through our University Startup Challenge, youths are exposed to startup ideation and gain access to mentorship from industry experts.

Reflecting back, I learnt a crucial lesson – *“Our strength is only as strong as our weakest link”*. It was essential to be on the lookout for each other. This lesson also applies to MaGIC, the tech startup ecosystem as well as the Malaysian public at large. **#KitaJagaKita**

This brings us to the concept of Social Innovation. Social innovation taps the power of collaboration and partnership, bringing together public, private and the community themselves to devise innovative solutions that our nation needs.

We should not work out solutions in silo, but have that open platform and conversation to bring the right people onboard and devise more effective solutions. With that in mind, we launched the BuyForImpact campaign to promote socially-conscious buying behaviour, while also exposing more Malaysians to the concept of social innovation. Further support for social enterprises and businesses with social impact was delivered via the Social Impact Matching (SIM) Grant, as we wanted to help them make a more meaningful impact, especially during these difficult times.

The COVID-19 pandemic seems set to continue plaguing us in 2021. We are all in it together. Let's collaborate as one, and fused with the acceleration of technology adoption, we shall not only survive but thrive.

Dzulaira Abu Bakar
Chief Executive Officer

Malaysian Global Innovation & Creativity Centre (MaGIC)

The year that MaGIC pivoted to drive recovery and growth of Startups and Social Innovators

Amidst COVID-19 pandemic, majority of startups and social innovators struggle to sustain operations, with 61% experienced more than 50% decline in revenue due to MCO.*

MaGIC quickly rose to their needs by mobilising support through technology and innovation- based interventions.

**Based on MaGIC's 3rd survey, July 2020*



Building resilience through targeted capacity building

Programmes and support are tailored to help build high economic and social impact in difficult times

Adopting innovation to address societal issues

NTIS is launched as testbed for local disruptive technologies to help nation solve key challenges

Collaborative partnerships for sustainable impact

Established transformative partnerships to boost growth and resilience of startups and social innovators

OUR STRATEGIC PILLARS

1. TALENT DEVELOPMENT



Creating resilient talents amidst pandemic

2. ACCESS TO CAPITAL



Accelerating commercialisation and social impact

3. COLLABORATIVE ENTREPRENEURSHIP



Collaborative partnerships for sustainable impact

2020 Key Highlights

Jan

Jointly developed with Tech Nation UK, **MaGIC's DBA** aims at preparing entrepreneurs with all the basic skills necessary to convert innovative ideas into startups.

Feb

MaGIC's emphasis shifts to the **Dasar Sains, Teknologi Dan Inovasi Negara (DSTIN)** – with focus specifically directed on the tech startups ecosystem and social innovation.

Mar

Main concerns revolve around **business sustainability**, 43% worried about decline in sales and 40.5% concerned about inability to continue operations. Only 2.9% were confident of surviving beyond 12 months.

Apr

Capacity building is key to shoring up resilience. MaGIC continues to offer high economic and social impact programmes via e-learning.

May

All the information related to COVID-19 are aggregated on **MaGIC's website** to help entrepreneurs access the support they need.

Jun

NTIS aims to accelerate commercialisation and adoption of local innovations to address societal and sectoral issues. NTIS adopts a multi-prong approach, from access to funding, driving talent development and simplifying policies and regulations.

Jul

USC is a startup experiential and pitching competition where tertiary students learn how to build teams and products, develop new ideas, learn the latest tools in startup ideation, gain access to mentorship from industry experts and obtain support to launch their business ideas from the startup ecosystem.

Aug

RM10 million was allocated to help social enterprises and other social impact businesses sustain their social and environmental causes. **SIM Grant** will match every ringgit raised by entrepreneurs via crowdfunding.

Sep

Tailored for global market-ready startups, **Global Market Fit Programme** helps them venture into new markets, specifically Taiwan, Europe (London, Budapest & Berlin) and India.

Oct

Themed "Propelling a Resilient Economy", the **eNation** symposium lined up 65 notable speakers and moderators including South Korean Prime Minister Dr Un-Chan Chung and former New Zealand Prime Minister Helen Clark.

Nov

FELDA Mempaga is used as a testbed for advanced agrotech such as drone tech, smart farming and AI robotics to increase yield and enhance cost efficiencies.

Dec

The content for **GAP's** cohort in 2020 was refined to address the potential future challenges and risks, while leveraging existing and opportunistic trends.

MaGIC is an agency under the Ministry of Science, Technology and Innovation (MOSTI) with a mandate that realises the aspirations of the Dasar Sains, Teknologi dan Inovasi Negara (DSTIN) and contributes to the evolution of Malaysia into an entrepreneurial nation which is aligned to the Shared Prosperity Vision 2030.

TOTAL PROGRAMMES

208

Total no. of programmes conducted in 2020.

ASPIRING ENTREPRENEURS IMPACTED

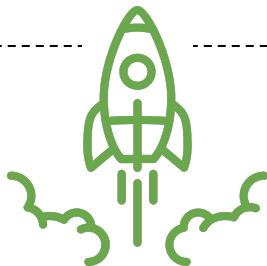
12,199

No. of aspiring entrepreneurs participated in MaGIC's community and partners programmes.


ENTREPRENEURS TRAINED

1,856

No. of individuals participated in MaGIC's and partners' structured learning programmes such as Design Thinking, Business Model Canvas and Pitching.


STARTUPS IMPACTED

542

Through various Startups programmes such as Bootcamp / Pre-Accelerator and Accelerator.

% INCREASE IN REVENUE OR TRANSACTION VALUE

72%

Percentage of average monthly increase in revenue or transaction value prior to participating in GAP vs. during and post programme.

TOTAL FUND RAISED / COMMITTED


RM6.2M

Amount of fund raised/ committed by Startups facilitated through MaGIC's programmes.

OF SIs PARTICIPATED IN BUY-FOR-IMPACT

352

No. of Social Innovators impacted in MaGIC's flagship marketing initiative to inculcate need for social innovation.


OF SOCIAL INNOVATION PARTNERSHIPS

17

No. of partnerships with corporations and/or like-minded organisations to encourage social innovation initiatives.


TOTAL ECONOMIC IMPACT*

RM351M

Total Value creation from PR/Marketing Value, Partnership Value, Job Creation, Investment and Revenue for programmes and alumni realised in 2020.



*Investment, revenue and job creation from alumni of 2018-2020

PILLAR 1 : TALENT DEVELOPMENT

Creating resilient talents amidst pandemic

Carefully curated immersion programmes for each stage of the entrepreneurship cycle to fast-track creation of new and expansion of Startups and Social Innovators through goal settings, brainstorming sessions, mentorship and more.

Share, engage and learn

DELIVERY METHOD

P PHYSICAL **V** VIRTUAL

MAGIC
Malaysian Global Innovation & Creativity Centre



Online Webinars, Coffee Chats and Workshops

V

With physical distancing measures in place, interactive online webinars has become a viable alternative to continue learning with industry experts and entrepreneurs shedding light on the various ways to **strategise and thrive in time of crisis**.

Our Coffee Chat series are a **knowledge sharing platform** where the Startup Community will be able to gain useful information from Industry Experts on a range of topics.

WAYS TO INCREASE ONLINE PRESENCE

- Relook at marketing plan to align with online shift and reduced budgets
- Offer valuable content E.g. creating posts, videos to help customers
- Make it easier for people to find you E.g. SEO, blogs, video, paid ads, website speed
- Adapt offering to online E.g. create digital products/ services



Feedback from participants

"Trainer Dan had introduced many important tools for website and mobile apps development. The best part is he gave real work examples and experiences dealing with clients, and also shared good information on project/team management."

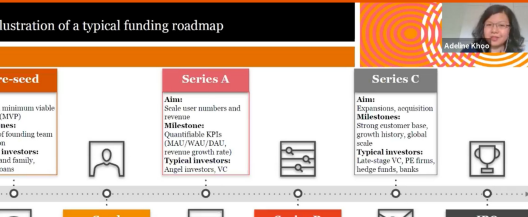
Choon, Website / Mobile Apps Development workshop

"This is a very good session for goal-setting, as it guides businesses at any stage to focus on long-term viability and building the value of the company's brand. I chose to attend it because from my experiences, I find that we are lacking in knowing how investors evaluate the prospects of a company, and that it involves many facets."

Joules Abdul, Valuations and How to Communicate Your Worth webinar

1,401

INDIVIDUALS PARTICIPATED



Empowering local communities

DELIVERY METHOD

P PHYSICAL V VIRTUAL

MaGIC
Malaysian Global Innovation & Creativity Centre



Ecosystem Builders

V

The MaGIC Ecosystem Builders Programme is a “train-the-trainers” programme which helps ecosystem builders develop thriving, collaborative ecosystems within their communities. In turn, they will train a further 100 participants.

To date, the programme has trained about 66 Ecosystem Builders and impacted approximately 29 ecosystems or communities nationwide.

2,017

INDIVIDUALS IMPACTED

Selected partners who successfully created mini ecosystem in their community



Cawangan Negeri Sembilan
Kampus Rembau



Investasi ekonomi digital, keusahawanan, seni



Pusat Internet Akses Rakyat



SPARK

V



SPARK is an awareness programme to develop future makers and innovators amongst the youth, inculcate entrepreneurial mindset and creative problem solving through exposure to tools such as Design Thinking using a structured immersion method. It also emphasised on Social Innovation as a potential approach to problem solving whilst providing solutions to the impacted community as well.

1,343

INDIVIDUALS IMPACTED

Starting them young

DELIVERY METHOD

P PHYSICAL V VIRTUAL

MaGIC
Malaysian Global Innovation & Creativity Centre

University Startup Challenge

V

University Startup Challenge (USC) is a startup experiential and pitching competition where tertiary students learn how to **build teams, product, develop new ideas, learn the latest tools in startup ideation, gain access to mentorship from industry experts and obtain support to launch their business ideas from the startup ecosystem.** More than 156 teams participated in this year's challenge, which was held virtually due to the COVID-19 pandemic.

238

STUDENTS IMPACTED

12

IDEAS INCORPORATED INTO BUSINESS ENTITIES

Participants were from the following institutions



Mentorship

V

MaGIC Mentorship platform **helps connect skilful and seasoned entrepreneurs and mentors** from diverse sectors, ranging from business development, oil and gas and artificial intelligence as they share their experiences in overcoming entrepreneurial challenges.

Some of our best-of-breed mentors



Denis Oakley

Head of Business Model Innovation
Denis Oakley & Co



Dr Cher Han Lau

Chief Data Scientist
UCAN Technologies



Faisal Hajazi

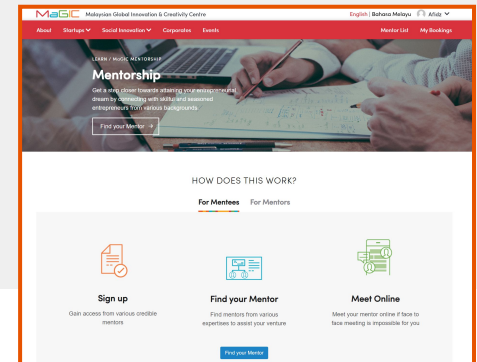
Senior Technical Solution Leader
Microsoft Malaysia

1,017

MENTORSHIP SESSIONS

171

Mentors onboarded into the platform



Pushing boundaries for success

DELIVERY METHOD

P PHYSICAL V VIRTUAL

MaGIC
Malaysian Global Innovation & Creativity Centre


Bootcamps

P V

MaGIC organised 5 bootcamps targeting key growth sectors through 2 weeks outcome-driven workshops for startups to **build, test, refine their ideas to be launched and to find product-market fit.**


5 themes for Bootcamps conducted throughout 2020

MAR




Social Entrepreneurs

MAY




Innovation & Entrepreneurship

MAY




Social Innovation

JUN



Deep Tech

SEP



Drone Tech

75 STARTUPS IMPACTED



Feedback from participants

"For machine learning, it is the right time to look into it. Currently, we are implementing driver behaviour scoring into our existing system. Hence, the bootcamp came at the right time and gave us a good idea in designing driver behaviour scoring systems. The best part is he gave real work examples and experiences dealing with his clients, and also shared good information on project/team management."

Lim Leong Cheong, Fleetata

"The sharing by Aerodyne, MDED and Cyberview is an eye opener on market share, ideas and available facilities provided by private and government organisations. Knowledge transfer done by Asia Drone and Drone Academy Asia is very well managed and engaging."

Anwar Muzhaffar bin Azman, Dronsta Ventures



Scaling up fast

DELIVERY METHOD

P PHYSICAL V VIRTUAL

MAGIC
Malaysian Global Innovation & Creativity Centre

Global Accelerator Programme

Our flagship Global Accelerator Programme (GAP) equips local and global startups who are keen on expanding regionally, with the necessary skills, tools and network to be investment-ready in three months.

39 STARTUPS GRADUATED

72%

Average increase in monthly revenue

RM 1.35M

Total investment raised during programme

RM 13.5M

Total revenue generated during programme

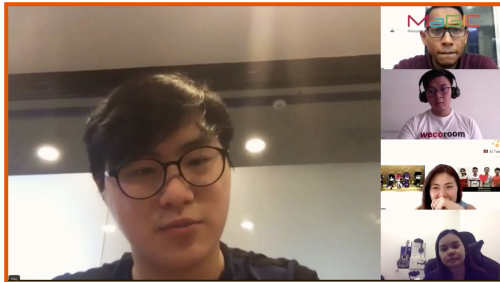
Feedback from startups

"Through the trainers' approach of tweaking our business model and improving our technical enhancement, we've not only managed to increase our sales but also the scalability of our business"

wekago

"Our knowledge on strengthening our business has been exponential as the curriculum has deepened our knowledge about product development, team management and scalability risk. This has brought about many opportunities for us to explore in the markets in SEA"

IdealHub



Business Model (Software-as-a-Service)

2.5M CUSTOMERS USING GB 10% Market Share	USD 1K / yr AVG SUBSCRIPTION GB Software + Video Marketing + Digital Marketing	USD 2B / yr REVENUE Projected 2022
--	---	--

Kow Hong Yee

Value Proposition
Capital Efficiency

Locations/Buildings (54)

453 Listings

- 127 units
- 46 rooms
- 325 ranges by partners

17 Partners

- Office operators
- Maintenance vendors

6 Headcount

E-Nation Symposium

V

The four-day E-Nation Symposium virtually connected more than 2,000 aspiring and experienced entrepreneurs, ecosystem influencers and industry leaders to exchange ideas, stimulate and facilitate the spirit of entrepreneurship.



2,012 INDIVIDUALS IMPACTED

65

Total no. of speakers & panelists

28

Virtual sessions

Testimonials from participants

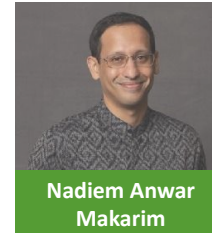
"Hope for further discussion in future with the same moderator and panellists. Much gratitude and good job."

"Great sharing, lots of information and looking forward to next session with such same well-educated moderator and speakers for further discussion. Thanks."

Eminent speakers and panelists



Khairy Jamaluddin
Minister of Science, Technology and Innovation



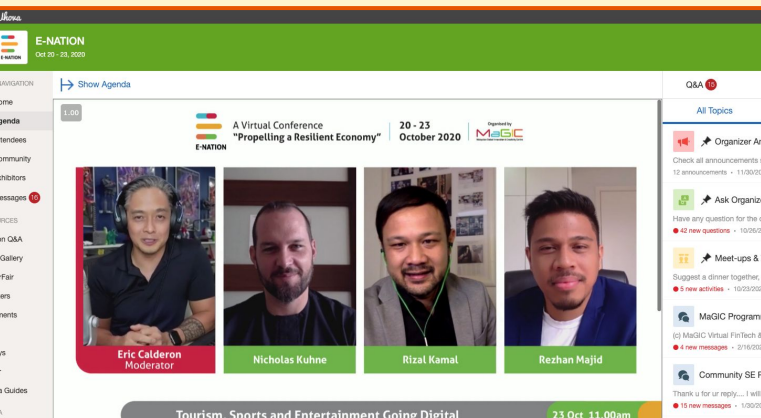
Nadiem Anwar Makarim
Gojek / Minister of Education and Culture, Republic of Indonesia



Dr. Un-Chan Chung
Former Prime Minister of South Korea



Tan Sri Dr. Tony Fernandes
Executive Director & CEO, AirAsia Group



Accelerating commercialisation and social impact

MaGIC drives Malaysia's startup and social innovation ecosystem movement through initiatives designed to help balance economic growth with environment protection and the recovery of the Malaysian society and community.

Social Impact Matching Grant

The RM10 million Social Impact Matching (SIM) Grant **aims to support social innovators and other social impact businesses** to sustain their initiatives and programmes, harness their capability to fundraise, increase public awareness in social innovation and scale their solutions for good social and environmental outcomes.

RM 638K

APPROVED AMOUNT AS AT 31 DEC 2020



Example of impactful initiatives by grant applicants



ERTH

Founded in 2016, EARTH has successfully collected more than 200 tonnes of e-waste. By diverting e-waste from the landfill and recycling them instead, this prevents toxicity leakage and precious materials wastage.



OA Organik

OA Organik partnered with more than 36 orang asli organic farmers, helping to uplift their livelihoods by providing capital, training, technology and marketing support resulting in sustainable income for the community.



Pinkcollar

Pinkcollar has impacted at least 80 migrant workers in the past and plans to improve job retention of marginalised communities, such as the Orang Asli in Peninsular Malaysia, to sustain their livelihood.



GoodKids

Goodkids has impacted more than 500 youths at-risk from marginalised communities by using performing arts to build their confidence.

National Technology & Innovation Sandbox

Launched in June 2020 as part of the PENJANA scheme, the National Technology and Innovation Sandbox (NTIS) **provides facility that allows researchers, innovators, startups and high-tech entrepreneurs to test their products, services, business models and delivery mechanisms in a live environment.** NTIS aims to create high-skilled job opportunities, increase Gross Domestic Product (GDP) / Gross National Income (GNI) and social inclusion, as well as enhance the participation, investment and collaboration in research by the private sector.

RM 27M+

APPROVED AMOUNT AS AT 31 DEC 2020

421

Total Applications Submitted

50%

Application Submitted Processed to ESC Stage



National Technology & Innovation Sandbox

Example of new technology and interventions

Farm Assist Robot for Multi Operation (FARMO)

Multi-terrain robots to automate deployment of pesticides and fertilisers

Industrial Linear Robot
Linear pick-and-place robot to increase productivity, efficiency and product quality

Robot Arm Rehabilitation
Robot used to assist rehabilitation of stroke patients

Ethovent Ventilator
Easily scalable semi-ventilator to assist patients with breathing difficulties

MCK19
Delivery and disinfectant robots to aid the country's battle against COVID-19

ORYCTES
Smart agriculture using drone tech in the agriculture sector

PILLAR 3 : COLLABORATIVE ENTREPRENEURSHIP

Collaborative partnerships for sustainable impact

MaGIC believes that creativity and innovation does not happen in silos, hence proactive encouragements are continuously made to connect and collaborate with various partners in private and public sectors to nurture a sustainable and collaborative entrepreneurship environment in this challenging times.

Make your Ringgit count

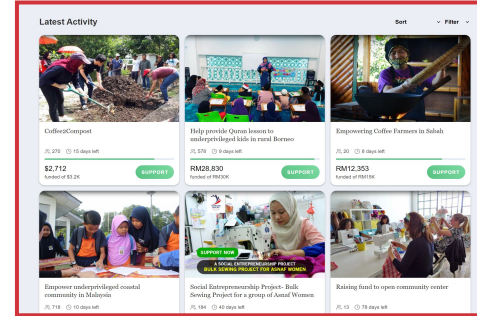
Buy for Impact

The campaign aims to promote socially-conscious buying behaviour, while also encouraging more Malaysians to establish deeper connections with the social innovation ecosystem. Eight partners joined MaGIC in spreading awareness of the #buyforimpact movement in supporting social enterprises.

BUY FOR IMPACT

RM132K

TOTAL REVENUE GENERATED BY SIS



Boost for SIM Grant applicants through crowdfunding

To further support social innovators in raising funds to gain access to the SIM Grant, MaGIC has partnered with six donation crowdfunding partners and received 20% rebate on platform fees.

RM103k

FUND RAISED



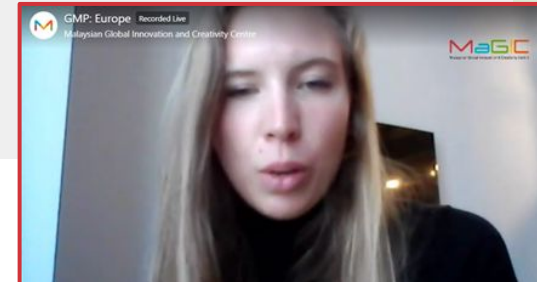
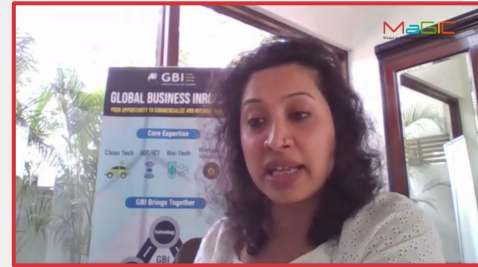
Global Market Fit Programme

The programme is **tailored for global market-ready startups to venture into new markets**, specifically Taiwan, Europe (London, Budapest & Berlin) and India. It provides a platform for high growth innovative startups to explore cultures, understand ways of business and gain international market access in countries beyond ASEAN.

A total of 35 applications were received, and four are now participating in Taiwan, eight in Europe and five in India.

3 ECOSYSTEM PARTNERS

17 STARTUPS IMPACTED



Connecting the ecosystem components

WOBB collaboration

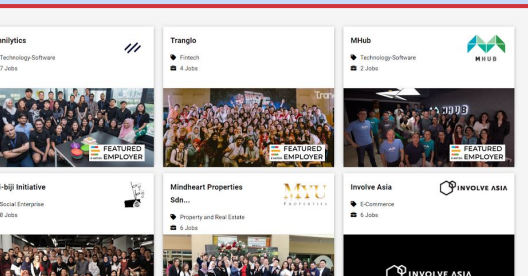
WOBB and MaGIC are working together to collate and match job vacancies in the startup ecosystem with suitable talents. MaGIC engages its various partners to aggregate all available career opportunities, while WOBB provides the engagement and facilitation platform for job seekers. In working together, the process to pair jobs with the right talent can be streamlined. In 2020, 22 companies participated in the E-Nation career fair, with 6,779 job applications received.

WOBB

22 COMPANIES PARTICIPATED

6,779 JOB APPLICATIONS

JOIN THE CAREER FAIR
E-NATION
CHECK OUT THESE JOBS
APPLY NOW
wobbjobs.com/magic
Organized by MaGIC
Partnership with CYBERPIER
Powered by WOBB



THE INVESTING SPECTRUM

Philanthropy | "Mainstream" Investing

- Where are you/where do you want to position your SE on this spectrum?
- You may be told that you are not impactful enough or not profitable enough and feel pulled in both directions
- Have clear impact and profit goals in order to get the right type of funding

Non Profit | For Profit

Dr Melissa Foo, Vice President, MBAN



MBAN partnership



In partnership with MBAN, a series of webinars have been conducted to bridge the gaps between investors' requirements and startups' expectations. The series covers various topics such as business model pivots, impact investments, negotiating terms sheets and more.

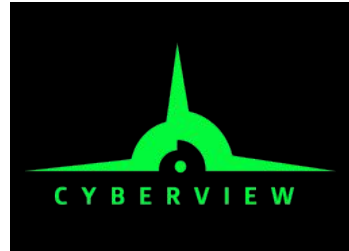
5 WEBINARS HELD

8 FOUNDERS AS PANELISTS

Developing resilient and deeper talent pools

Cyberview partnership

MaGIC continues its partnership with Cyberview to develop startup ecosystems, with a specific emphasis on capacity building and developing talent reservoirs. Some of the programmes conducted in 2020 were: Dronetech Bootcamps, Programming 101 workshops, 'Introduction to AI & IOT' workshops, Virtual Career Fair in eNation and USC's Finale.



259

INDIVIDUALS IMPACTED



SEtia 2.0

50 of Malaysia's rising social entrepreneurs took part in Social Entrepreneur - Transformation, Innovation, Acceleration (SEtia), a four-week long capacity building initiative. The programme **uplifted them with business development skills to supersize their growth and strengthen their business resilience** in the face of the world's current economic climate. The largest bootcamp of its kind in Malaysia is the result of a partnership between MaGIC and Standard Chartered.

50

SOCIAL INNOVATORS IMPACTED

Collaboration with FELDA

The collaboration is a testbed to **increase the average income of FELDA settlers through the application of agrotech, as well as accelerate the commercialisation and innovation rate of related technologies.** This includes the adoption of smart farming, drone tech and robotics to enhance operational and cost efficiencies and reduce dependency on manual labour.



This collaboration is taking place in **FELDA Mempaga**, Pahang, which has more than 13,000 settlers and covers more than 63,000 hectares.

Through NTIS initiatives, five high-technology companies have been selected to stress-test various drone and robotic solutions to improve aspects of harvesting, maintenance and fertilisation of oil palm plantations at FELDA sites.



Advanced intelligence system using drone delivery and precision agriculture solutions for spraying, tree counting and mapping.



AI Robotics and automated farm comprising seeder bot for perfect cultivation, harvester bot to speed up harvesting process, and sprayer bot for AI crop protection.

5

HIGH-TECH COMPANIES SELECTED FOR PILOT PROJECTS



Agriculture spraying dedicated to control the rhinoceros beetle outbreak using the first high precision agriculture spraying drone – Oryctes.

NANOEZINN

A potent antifungal nanodelivery system based on nanotechnology called Nanoezinn, for Ganoderma disease treatment of oil palm.

OFO TECH

INNOVATIVE TECH SOLUTIONS

GIS National Asset Management System, using drones for data acquisition and IR4.0 technologies to facilitate better crop management.

Federation of Malaysian Manufacturers collaboration

The collaboration between MaGIC and the Federation of Malaysian Manufacturers (FMM) features a pitching session designed to showcase Malaysian tech startups to industry players across various manufacturing sub-sectors.



**FEDERATION OF
MALAYSIAN
MANUFACTURERS**

FMM members gain exclusive access to high-tech solutions which address current market challenges across various manufacturing sub sectors.

9

STARTUPS PARTICIPATED



Drones and Robotics Zone (DRZ) Iskandar

The first drone and robotics hub in South-East Asia was launched by the Johor Menteri Besar and the Minister of Science, Technology and Innovation on Dec 8 2020. Its mission is to become a growth engine, technology leader and talent hub for drone robotics in Malaysia and the Asia-Pacific.

As a NTIS test site, DRZ Iskandar will funnel high potential NTIS approved startups, accelerate the creation and acceptance of local innovations through a structured framework within controlled environment and towards commercialisation stage.



Creativity and innovation alongside enabling technologies are the essential building blocks towards realising potential accelerating the nation towards an innovation-driven economy.

Businesses driven by innovation and enabled by technology will emerge from this crisis stronger, more differentiated and better positioned to capture new markets that emerge.

End