



**MAGIC**  
Malaysian Global Innovation & Creativity Centre

**ANNUAL REPORT**  
**2019**

## EMPOWERING THE SPIRIT OF ENTREPRENEURSHIP, CREATIVITY AND INNOVATION



MaGIC bridges together startups, corporates, investors, academics and the government to create a vibrant and collaborative entrepreneurship ecosystem that will build sustainable industries, able to navigate challenges of tomorrow and stay competitive in economies of the future. Through innovation superclusters, MaGIC propels the nation's economic transformation by moulding Malaysia's next generation of entrepreneurs to generate future-ready solutions. As one of the building blocks, MaGIC works to create and equip these exponential entrepreneurs with the necessary tools, skills and capabilities to succeed; creating an open and collaborative environment with key ecosystem players to build sustainable future industries, and connecting new ideas to capital and markets more effectively.

MaGIC is an agency under the Ministry of Entrepreneur Development and Cooperatives (MEDAC) with a mandate that realises the aspirations of the National Entrepreneurship Policy 2030 (Dasar Keusahawanan Nasional 2030) and contributes to the evolution of Malaysia into an entrepreneurial nation which is aligned to Shared Prosperity Vision 2030 (SPV 2030).

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## Sprinting into the New Decade

When I joined MaGIC in 2019, I hit the ground sprinting. As the nation's leading innovation and creativity centre for entrepreneurs, we pride ourselves on building an entrepreneurship ecosystem that is vibrant, open and collaborative in Malaysia and beyond to generate sustainable industries and entrepreneurs, able to navigate challenges of tomorrow and stay competitive in economies of the future. It is an exciting honour to further contribute to the nation's innovation ecosystem here in MaGIC.

The battle-tested initiatives, capacity development programmes, innovative tools and connected platforms by MaGIC have benefited more than 84,000 of our aspiring and seasoned entrepreneurs, impact-driven enterprises, students and partners since our inception in 2014. This includes both homegrown entrepreneurs from Malaysia as well as those from beyond our borders. We hope to attract high growth, high-value startups to Malaysia as part of their global home bases and their gateway to ASEAN.

MaGIC has been and always will be results-oriented and data-driven. We use data to measure progress, understand where we are and analyse our outcomes. This is validated and reported by the Malaysian Auditor General's Report 2018 Series 1 that, between 2015 and 2017, MaGIC's entrepreneurship programmes were effectively and efficiently managed in terms of output and outcome - in line with our key performance indicators of over 90% in the said three years. This Annual Report is a testament towards that validation and of the impact that MaGIC has made thus far. This Report can be used as evidence to not only further strengthen ties but build new relationships in the nation's bid to be an Innovation-driven Country. Pieced together by the MaGIC team, the Annual Report 2019 highlights the progression of great successes in the past and the impact we have created throughout our journey and we are sprinting forward, faster than ever!

I hope this Report provides clarity for agencies or companies in the eco-sphere on what strategies to use to further spur the entrepreneurial and innovation ecosystem, the kinds of programmes or initiatives that could best complement existing efforts to elevate the development of our existing entrepreneurs, and the sort of efforts that are to be made by inculcating an entrepreneurial mindset amongst all Malaysians, in line with the National Entrepreneurship Policy 2030 (DKN2030).

Let's roll up our sleeves and work together!

Onward and upward,  
**DZULEIRA ABU BAKAR**  
CHIEF EXECUTIVE OFFICER





## BOARD OF DIRECTORS



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bin Dato' Mohd Hashim**  
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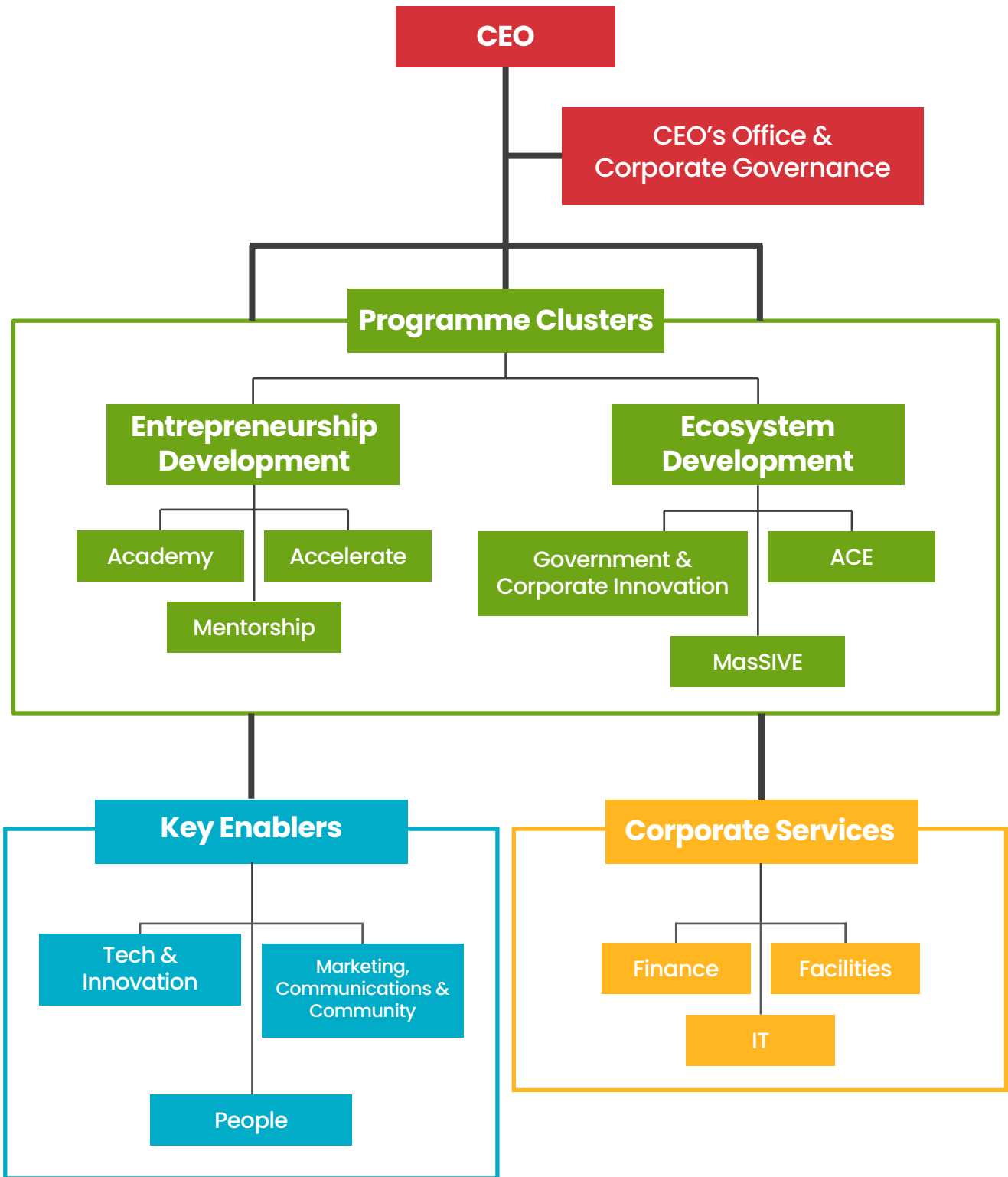


**YBrs Dr. Anis Mahmood**  
Ministry of Entrepreneur  
Development (MED)



**Prof. Dr. Rofina Yasmin**  
Universiti Malaya

# ORGANISATION CHART



## FAST FACTS - 2019



### Fast Facts 2019

MaGIC is an agency under the Ministry of Entrepreneur Development and Cooperatives (MEDAC) with a mandate that realises the aspirations of the National Entrepreneurship Policy 2030 (DKN2030) and contributes to the evolution of Malaysia into an entrepreneurial nation which is aligned to Shared Prosperity Vision 2030 (SPV 2030).

# 20,830

number of individuals who participated in MaGIC's various programmes nationwide.



# 294

Total Programmes

# 1,246

Talents Trained in Innovation Related Workshops

# 690

Jobs created from our 700+ active Startup alumni.

# 58%

Jobs created by local Startups

# 189

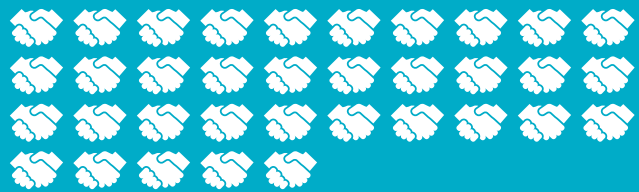
#### STARTUPS ACCELERATED

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

# 120+

#### PARTNERSHIP WITH ECOSYSTEM PARTNERS

Programmes jointly collaborated with private sectors, corporates, universities and government agencies.



# 1,569

#### ASPIRING SOCIAL ENTREPRENEURS TRAINED

From the total of the individual participants, 7% are Aspiring Social Entrepreneurs.

# 30

Social Enterprises Accelerated

# 22

Social Enterprises Accredited

# 200

Social Enterprises Earn Basic Accreditation

# RM409M

#### ECONOMIC IMPACT

Total economic impact from investment raised and revenue generated.

## STRATEGIC PILLARS

Here at MaGIC, we aspire to mould Malaysia's next generation of entrepreneurs who will be able to navigate the challenges of tomorrow and prepare for the future and rapid change brought about by the Industrial Revolution 4.0 (IR 4.0). As the nation's leading innovation and creativity centre for entrepreneurs, we pride ourselves on building an entrepreneurship ecosystem that is vibrant, open and collaborative in Malaysia and beyond to generate sustainable industries and entrepreneurs, able to navigate challenges of tomorrow and stay competitive in economies of the future.

We use data to measure progress, understand where we lack and analyse our outcomes. We help address the common issues Startups and Social Enterprises face – mentoring, market access and investment. Our four key areas in terms of strategic execution pillars are:

**S1**

**Building Entrepreneurs  
of the Future**

**S2**

**Facilitating Access  
to Capital**

**S3**

**Building a Holistic &  
Vibrant Startup Ecosystem**

**S4**

**Catalysing Growth for  
Social Enterprise Ecosystem**





# Nurturing the Entrepreneurial Mindset

MaGIC provides the Rakyat with equal access to entrepreneurship education and an avenue to experiment with new ideas and receive guidance on how to build and sustain a business.

## FAST FACTS – 2019



### INNOVATION WEEK

The Innovation Week is an initiative to advocate “Design” and its elements as an innovation enabler through esteemed experts from respected organisations on Design Thinking.

**4-DAY**  
PROGRAMME

**803**  
PARTICIPANTS



### E-NATION SYMPOSIUM

A 4-day entrepreneurship symposium to connect aspiring and experienced entrepreneurs, ecosystem influencers and industry leaders to exchange ideas; to stimulate and facilitate the spirit of entrepreneurship.



### COFFEE CHATS

Informal gatherings with industrial leaders and skilled experts who share their ideas, opinions, experience, tips and advice on their selected topics and areas.

**1,324**

PARTICIPANTS FROM ASPIRING AND SEASONED ENTERPRISES,  
GOVERNMENTS, UNIVERSITIES AND CORPORATES

**3,933**

INDIVIDUALS

## FAST FACTS – 2019



### SPARK

A nationwide grassroots movement to encourage mindset shifts, critical thinking and discover new opportunities through exhibitions and workshops.

**3,728** INDIVIDUALS

### IDEA LAB

A three-day ideation lab to help validate potential ideas and solutions that solve industry-specific challenges.

**3,960** INDIVIDUALS

### ECOSYSTEM BUILDER PROGRAMME

A pilot localisation programme that aims to nurture passionate aspiring and seasoned ecosystem builders to develop a thriving and collaborative ecosystem within their communities around Malaysia through impactful and outward-looking community-based programmes using bootstrapped tools.

**32** ECOSYSTEM BUILDERS

**1,436** TRAINED

### ONLINE ACADEMY

Online Academy is a pilot programme to support the ongoing physical programmes by MaGIC and provide a continuous learning support system for the participants following programme completion and increased accessibility.

**733** INDIVIDUALS



## FAST FACTS – 2019



### UNIVERSITY STARTUP CHALLENGE (USC)

Startup experience and pitching competition for students in Higher Institutes of Learning (HILs). Build dream teams, create innovative solutions, turn ideas into action.

IDEATION &  
VALIDATION

PROTOTYPING &  
GO2MARKET

FINANCIAL &  
PITCHING

### 2019 HIGHLIGHTS



Technology  
Ideas



Social Innovation  
Ideas



44 Universities &  
Colleges



402  
Applicants



138  
Groups

### TOP WINNERS

#### WINNERS

#### DETAILS

##### BOARDBACK



Offers educational board games that aims to educate students and create awareness of current events while simultaneously building interpersonal and interactive skills.

**Industry:** Social Innovation- Education

##### INOSIGHTECH



Natural Rubber Tapping Robot (NARUBOT) that helps rubber tapper to increase productivity and reduce the labor cost and human error.

**Industry:** Green Tech

##### IBUPRENEUR



Provides an integrated E-commerce platform to empower financially dependent and vulnerable mothers

**Industry:** Social Innovation





# Accelerating Entrepreneurs

# for High Growth Expansions

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

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## FAST FACTS – 2019



### GLOBAL ACCELERATOR PROGRAMME (GAP)

GAP equips local and global startups, keen on expanding regionally, with the necessary skills, tools and network to be investment-ready in 4 months.

# 25

STARTUPS ACCELERATED



# 1,436

PARTICIPANTS  
TRAINED






# 32%

OF PARTICIPATION  
COMPRISED  
INTERNATIONAL  
STARTUPS

# RM20+M

CUMULATIVE REVENUES AND INVESTMENT  
INCREASED DURING THE 4-MONTH  
ACCELERATION

## GAP COHORT 03 TOP ALUMNI

STARTUPS	DETAILS
<b>PROC MART</b> 	<p>An integrated ecosystem to create, manage and upgrade the digital presence for suppliers and digitize the entire procurement cycle for corporates.</p> <p><b>Country:</b> India <b>Industry:</b> Supply Chain</p>
<b>CURRENSEEK</b> 	<p>Intuitive Asset is a Malaysia-based developer of CurrenSeek - A multi-award-winning FinTech platform, empowering all participants in the underserved currency exchange market to publish or discover exchange rates and transact securely online.</p> <p><b>Country:</b> Malaysia <b>Industry:</b> Fintech</p>
<b>APPSALLY</b> 	<p>AppSally is a curated marketplace helping emerging creators get digital marketing services such as search engine optimization, reputation management and social media signals at an affordable price.</p> <p><b>Country:</b> New Zealand <b>Industry:</b> Enterprise Solution</p>
<b>EJEN2U</b> 	<p>A cloud-based sales agent management platform, helping product owners to digitally manage their sales agents &amp; stockist, increase their sales using data analytics, enriching their lives of both owner &amp; agents.</p> <p><b>Country:</b> Malaysia <b>Industry:</b> Enterprise Solution</p>
<b>FOOTBOT</b> 	<p>An intelligent training system for football players that uses robotics, AI and software to provide analytical reports of the players and their progress as well as produce customised trainings.</p> <p><b>Country:</b> Russian Federation <b>Industry:</b> Artificial Intelligence</p>





## FAST FACTS – 2019



### GRILL or CHILL

A platform for startups to pitch ideas and showcase solutions to receive invaluable advice and critical feedback from industry leaders and ecosystem experts.

**39** STARTUPS PITCHED,  
GRILLED AND CHILLED



### BOOTCAMPS

Specialised bootcamps crafted for problem-solvers who aim to deep-dive into the tools of innovation and learn how to turn their ideas into viable startups.

**36** IDEAS ACCELERATED  
INTO STARTUPS



## FAST FACTS – 2019



### MaGIC COWORKING SPACE (CYBERJAYA & SARAWAK)

MaGIC coworking space is designed to be a collaborative workspace for the startup community. It is more than just a shared office. It is a community-driven hangout place where entrepreneurs could gather to create, share and discuss their ideas. Created with the purpose to foster a community where entrepreneurs are able to easily connect and share ideas, to network with peers, mentors, partners and allies.

### PACKAGES OFFERED FOR STARTUP MEMBERS INCLUDE

<b>PERMANENT DESK</b>	<b>HOT DESK</b>	<b>ISLAND DESK</b>
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### BENEFITS FOR STARTUPS IN MaGIC COWORKING SPACE INCLUDE

Fast Internet Connectivity	MSC Status Business Address	Opportunity to Join Other MaGIC Programmes
Printing/Photocopying/ Scanning	Demo Days (Over Grill or Chill)	Opportunity to Pitch to Investors
Meeting/Training Rooms	Knowledge Sharing Sessions	
Pantry	Happy Hour (Over Coffee Chat)	



# Cultivating a Sustainable Social Innovation Ecosystem

Carefully curated immersion programmes for each stage of the MaGIC drives Malaysia's social innovation movement through initiatives designed to help balance economic growth with environmental protection and the betterment of the Malaysian society and community.

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## FAST FACTS – 2019

### SOCIAL ENTERPRISE KNOWLEDGE DAY

A 1-day course to provide the general public and interested communities with an intensive immersion into the fundamentals of Social Entrepreneurship.

**1,569** ASPIRING SOCIAL ENTREPRENEURS TRAINED

**7** STATES COVERED NATIONWIDE

**33** WORKSHOPS CONDUCTED in partnership with various government agencies, private sectors, corporates and universities.

### PEMANGKIN USAHAWAN SOSIAL HEBAT (PUSH)

A scale-up programme designed to facilitate SEs to scale their business as well as increasing their impact and uplift social issues

**33** SOCIAL ENTERPRISES ACCELERATED

### SOCIAL ENTERPRISES ACCREDITATION (SE.A)

A recognition platform turned policy under the Ministry of Entrepreneurs Development and Cooperatives (MEDAC), the Social Enterprise Accreditation (SE.A) intends to certify and legitimise the status of Social Enterprises in Malaysia to help them gain access to greater support and opportunities to grow.

**22** SOCIAL ENTERPRISES ACCREDITED

**200** SOCIAL ENTERPRISES EARNED BASIC ACCREDITATION



## AN ILLUSTRATIVE IMPACT REPRESENTATION OF A SELECTED ACCREDITED SOCIAL ENTERPRISES IN MALAYSIA

SOCIAL ENTERPRISE(S)	DETAILS
<p><b>KOMUNITI TUKANG JAHIT (KTJ)</b></p> 	<p>KTJ aims to empower beneficiaries with sewing skills &amp; providing them sewing orders to allow them to generate income.  <b>State</b> : Selangor  <b>Beneficiaries</b> : Social – single mothers, oku &amp; stay-at-home mothers  <b>Impact</b> : Sewing skills training, working &amp; income opportunity  <b>Industry</b> : Art &amp; craft</p>
<p><b>ANIMAL PROJECT AND ENVIRONMENTAL EDUCATION (APE)</b></p> 	<p>APE developed education and volunteer projects to improve wildlife welfare, working within the framework of habitat, community and animal conservation.  <b>State</b> : Sabah  <b>Beneficiaries</b> : Ecosystem &amp; endangered animals  <b>Impact</b> : Wildlife welfare &amp; animal conservation  <b>Industry</b> : Education</p>
<p><b>EPIC HOMES</b></p> 	<p>EPIC HOMES mobilises trained volunteers to build homes with marginalised communities.  <b>State</b> : Perak / Kelantan / Johor  <b>Beneficiaries</b> : Orang asli community  <b>Impact</b> : Build homes and communities between rural &amp; urban communities  <b>Industry</b> : Manufacturing</p>
<p><b>WORMING UP</b></p> 	<p>WarmingUp aims to upcycle organic waste nutrients into sustainable protein sources to solve food waste and food security issues.  <b>State</b> : Sarawak  <b>Beneficiaries</b> : Environment  <b>Impact</b> : Reduce carbon footprint &amp; food wastes  <b>Industry</b> : Agriculture</p>
<p><b>LANGIT COLLECTIVE</b></p> 	<p>Langit Collective promotes unique and heirloom agricultural products by smallholder farmers from East Malaysia to larger markets.  <b>State</b> : Sarawak / Sabah  <b>Beneficiaries</b> : Environment  <b>Impact</b> : Technology &amp; income  <b>Industry</b> : Agriculture</p>





# Collaborative Partnerships for Entrepreneurship

MaGIC believes that creativity and innovation do not happen in silos, hence we ensure that proactive encouragements are continuous to be made, connected, and collaborated with various partners in private and public sectors to nurture a sustainable and collaborative entrepreneurship environment.

# ILLUSTRATIVE COLLABORATIVE REPRESENTATION OF THE MALAYSIAN ECOSYSTEM



**120+** Programmes jointly collaborated with private sectors, corporates, universities and government agencies

## GOVERNMENTS & MINISTRIES



## CORPORATE



## UNIVERSITY

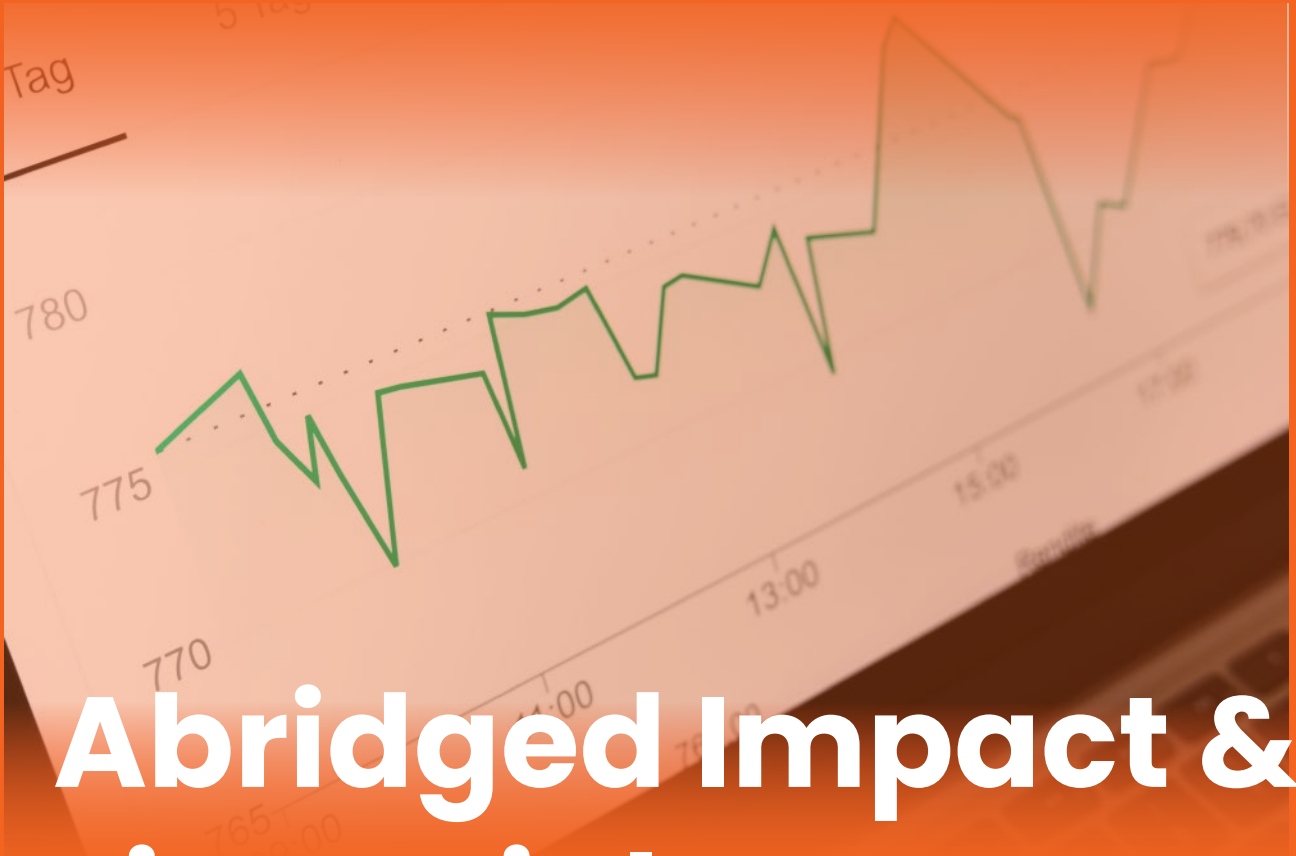


## NON-PROFIT & NON-GOVERNMENT ORGANISATIONS (NP/NGOs)



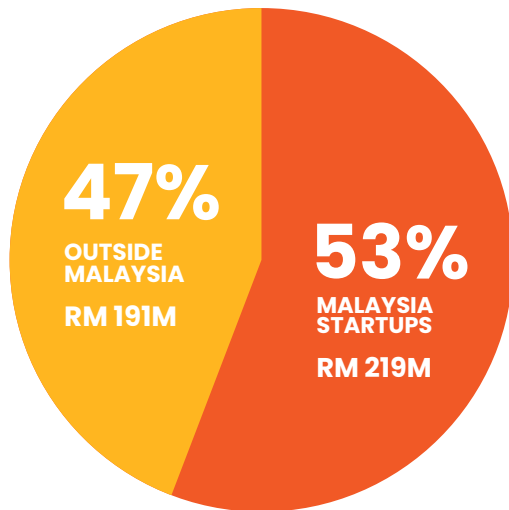
## INTERNATIONAL / REGIONAL ORGANISATIONS





# Abridged Impact & Financial Reports

## ECONOMIC IMPACT BREAKDOWN



# RM409M

**ECONOMIC IMPACT\***

\*measured by post 24-months after startup/social enterprise joined programmes since 2017

Type	Malaysia	Others	Total	Percentage (%)
Investment	24M	12M	37M	9%
Revenue	194M	178M	372M	91%
Total	219M	191M	409M	
Percentage (%)	53%	47%		

## DKN 2030 PILLARS



**#1**

Inculcation of entrepreneurship at every level of society

**#2**

Optimising the regulatory system and access to financing

**#3**

Stimulating integrated and holistic entrepreneurial development

**#4**

Spurring economic growth through innovation-driven enterprises

**#5**

Boosting capability and performance of micro, small and medium enterprises

**#6**

Internationalisation of high-growth companies



## 2019 PROGRAMS BREAKDOWN

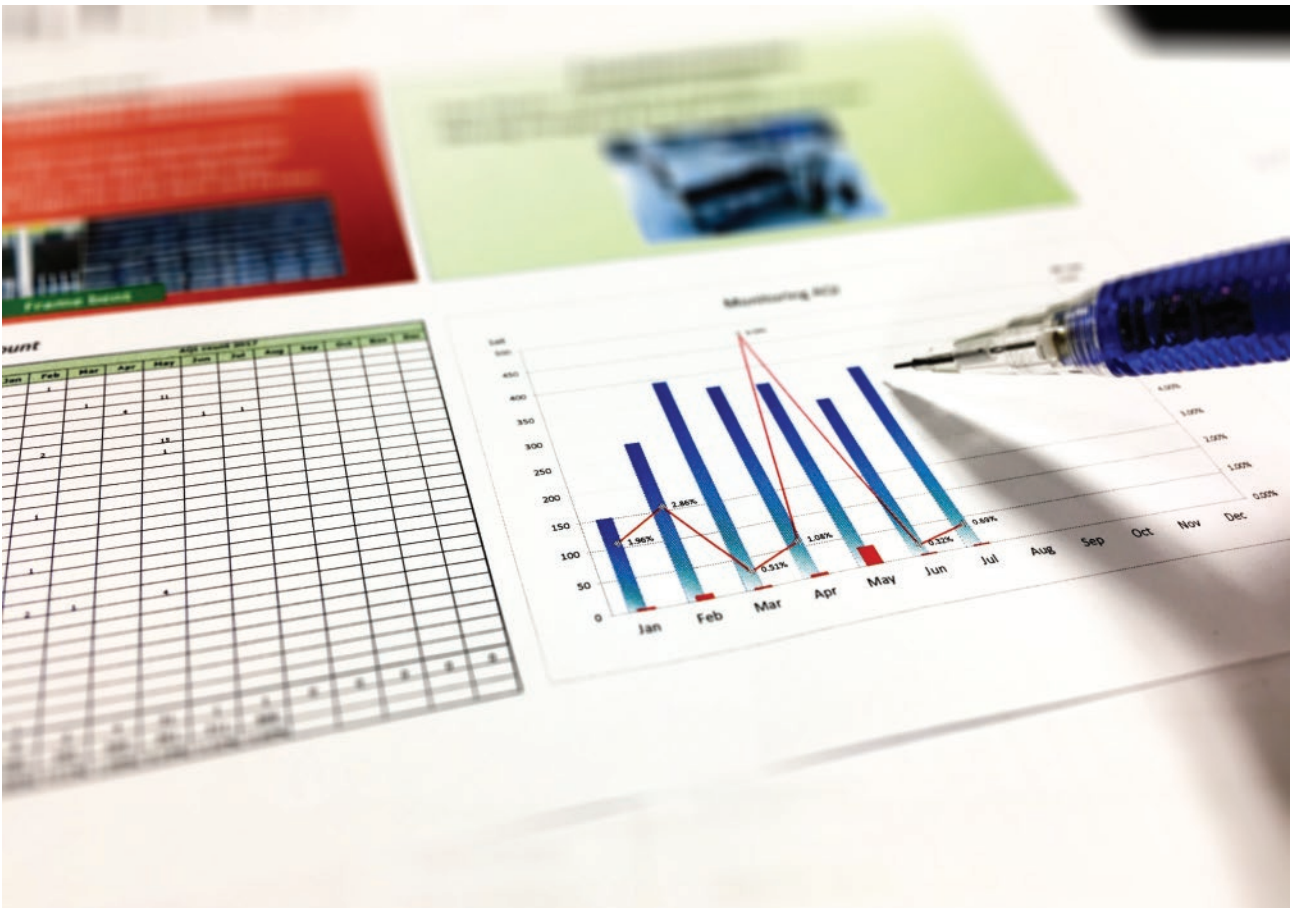
Category	Programmes	#Programmes	#Individuals	#Startups	#SE
Accelerator	Global Accelerator Programme	1	39	25	
	PUSH	1	30	30	
Accreditation	SE.A Accredited	6	22		22
	SE.A Basic	8	200		200
Co-Working Space	MaGIC Co-Working Space	4	20	16	
Community	Accelerator Roadshow	5	104	0	
	ACE Initiatives	1	10	0	
	Borneo744	10	724	0	
	Community Exhibitions	1	25	0	
	CWS Coffee Chats	76	3933	0	
	Demo Day	1	289	0	
	Grill or Chill	14	501	39	
	SPARK	8	3728	0	
	Events & Conferences	E-Nation Symposium	4	1324	0
Conferences	Innovation Week	10	803	0	
	MaSSIVE	1	239	0	
Go-To-Market	ACE Go-To-Market Initiatives	5	0	11	
Hackathon	MaGIC Idea Lab	33	3960	0	
	Youth Co Lab	2	38	0	
Mentorship	Mentorship	12	499	0	
Pre Accelerator	Bootcamp	3	91	36	
Workshops	MaGIC Academy	16	513	0	
	MaGIC Ecosystem Builder	17	1436	32	
	SE Knowledge Day	33	1569	0	
Workshops (Online)	MaGIC Academy (DBA Online)	7	402	0	
	MaGIC Academy (DET Online)	7	167	0	
	MaGIC Academy (Mindvalley Online)	8	164	0	

## FINANCIAL REPORT

In 2019, MaGIC recorded an income of RM26.72 million, a 4.6% reduced from the year 2018. This reduction was mainly due to lower utilisation of government grants during the financial year.

The Surplus Before Tax took a 56% dip mainly due lower profit from placement in line with lower cash and cash equivalents during the financial year.

Category	2019 (RM)	2018 (RM)
Income	26,722,654	28,012,425
Surplus Before Tax	768,235	1,746,197





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