



## A project organized by FOE as part of the University-wide Entrepreneurship Initiative

### Objective:

To develop students' **thinking and reasoning abilities** by involving them with the ideation process which concentrates on the process of **generating, developing and communicating** innovative ideas that will be proposed as a practical and commercial creative problem solution through the **entrepreneurship framework** at the **academic programme level**.

### Participant:

- Open to **MMU Undergraduate** and **Diploma** students who have great ideas or who have developed physical prototypes/services.
- Teams can be of **any reasonable size** to give a breadth of expertise in technical and business related matters.
- Team members **must be represented by not only FOE students but also student/s from the other faculties** who may contribute to the idea, talent or skills in the development of the proposed product or service.
- Each team must be supervised by a **Mentor** who must be a FOE academic staff. The mentor must commit to:
  - Guide the team
  - Be present in every presentation
  - Submit progress monitoring report
  - Prepare an account statement at the end of the project

### THINK (1<sup>st</sup> ROUND): Idea proposal

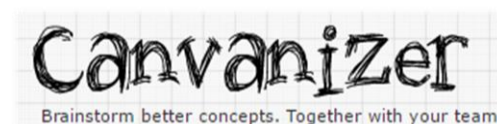
- Registration from now until **21st August 2017**. [Click HERE to REGISTER](#) or scan the QR code shown
- Idea proposal must be submitted to **Senior Lecturer Dr Zubaida Yusoff** by **1st September 2017**. The best ten (10) ideas will be shortlisted for presentation before a group of expert panellists.
- The proposal template stored [HERE](#) can be used to do the submission.  
**Download:** [http://foe.mmu.edu.my/v3/activity/nb/content/public/files/Template\\_for\\_Idea\\_Proposal.docx](http://foe.mmu.edu.my/v3/activity/nb/content/public/files/Template_for_Idea_Proposal.docx)
- Presentation of idea proposal date is **6<sup>th</sup> September 2017**. The expert panel will evaluate each teams proposal according to the following criteria:
  - Define what is the problem that is intended to be tackled and from which area of interest does the problem originate from (e.g. telecommunication, automotive, foods and beverages etc).
  - Generate as many possible ideas/solutions to the defined problem.
  - Decide on which is the most effective idea/solution.
- All participants will be given certificates of participation, but the expert panel will select the best **five (5)** teams to proceed to the 2nd Round. Each of the five teams will be awarded a **seed fund of RM400** to start developing their prototypes.

QR Code for  
Registration Link:



### PITCH & WIN (2<sup>nd</sup> ROUND): Business Plan & Prototyping

- **Business Plan:** The five (5) finalists must prepare their team's Business Plan following the Business Canvas Model format. Please refer to: <https://canvanizer.com/> for further information or click on the image above.
- **Pitching:**
  - The finalists will present their final costing and justify Business Plans to a panel of judges, accompanied by a **detailed budget** and **breakdown of projected costs**.
  - If satisfied, the judges may approve additional funding of up to **RM1,000** to cover expenditure in developing the prototype of the product/service
  - Date of pitching is **20th September 2017**



- **Progress monitoring:**
  - The team will present their progress on the prototype of product/service development on the following dates:
    - **16th October 2017 and 3 November 2017**
  - The mentor should submit a copy of the progress monitoring report to **Associate Prof Dr Tan Ching Seong**.
- **Completion and submission of prototype: 10th November 2017**

### **Showcase of prototype (3<sup>rd</sup> ROUND)**

- The teams will showcase their prototype of products/services on **10th November 2017**. A panel of judges will select the best **three (3)** teams as FOE SEED Winners. The winning teams will receive a reward of **RM500, RM300, and RM200**, respectively.
- The winning entries at faculty level will proceed to compete at the **University level** on **15th November 2017**.
- The mentor must prepare an account statement at the end of the project (Account template can be referred to FOE Office) and submit to **Senior Lecturer Dr Zubaida Yusoff**.

#### **Note:**

Students who are passionate in innovating and have the basic prototype of their products/services, either developed as part of Capstone Projects or FYP, may stand a higher chance of becoming winners