



proficeo™

R&D COMMERCIALISATION AND MARKET-DRIVEN INNOVATION



INTRODUCTION

Many successful Western companies like Google, Microsoft, and Facebook were started in a university. However, similar success has been rare in Malaysia, not due to a lack of talent, but because researchers lack the skills to bring their R&D to the market.

As Peter Drucker said in 'Innovation and Entrepreneurship':
"Entrepreneurship is 'risky' mainly because so few of the so-called entrepreneurs know what they are doing. They lack the methodology. They violate elementary and well-known rules. This is particularly true of high-tech entrepreneurs."

This applies even more to researchers and academics. Learning the right methodologies and understanding innovation can significantly increase the chances of successful commercialization. This program provides the necessary tools and knowledge for market-driven innovation and venture creation, using real-life examples.

SUPPORTED BY



Innovation & Technology
Managers Association
Malaysia (ITMA)



Collaborative Research in
Engineering, Science and
Technology (CREST)

PROGRAM OBJECTIVES



Equip participants with the knowledge and skills to create innovations with real market value.



Teach key methodologies to reduce risk and increase the chances of success.



Learn how successful entrepreneurs build innovative products and multi-million Ringgit ventures.



Interactive sessions with successful entrepreneurs to evaluate and select promising innovations and business ventures.



WHO SHOULD ATTEND?

- Researchers, Academics & Post-Graduate Students
- R&D Grant Recipients
- Chief Innovation Officers and Heads of Innovation
- Senior Management (CEOs, COOs, CTOs, CFOs)
- Entrepreneurs and Aspiring Entrepreneurs
- Angel Investors and VC-Funded Enterprises
- Finance Professionals and Investment Bankers
- Capital Market Participants
- Government Administrators and Agency Staff



WHY YOU SHOULD ATTEND

By learning how to create “**Market Driven Innovations**” you will:

1. Create high value, commercialisable innovations that will drive greater financial returns for you and your organisation.
2. Avoid the mistakes made by most researchers and technologists and save on time, effort and money in your innovation efforts.
3. Draw more interest from the private sector in your innovation efforts, thereby ensuring more partnerships and additional funding for your research and development programmes.
4. The Professional Investor evaluation methodology will enhance your understanding of how to assess and evaluate the potential of your own innovations.

Schedule Day 1

Topics on the first day of the workshop are:

- What is Market Driven Innovation and the difference between invention & innovation?
- Models for R&D commercialization & why current university & research models don't work
- When is an idea a real business opportunity?
- Spotlight on the most important aspect of innovation: the Customer Segment
- Understanding Value Propositions
- Market sizing and understanding the concept of Total Market Opportunity (TMO) in determining the value of an innovation
- Making Money: Is there a Financial Model?
- Summary of Day 1 & Q&A

Schedule Day 2

Topics on the second day of the workshop are:

- Review of 1st Day Session
- The concept of "Product-Market-Fit" and why this is the key for successful entrepreneurial ventures
- Screening a venture opportunity – how investors evaluate startup business opportunities
- Funding the business
- Creating a Killer Pitch – how startups pitch for funding
- Startup Founder's Presentations + Evaluation by Participants
- Assessment of the Pitch & Evaluation Process
- Summary of the 2-days and final Q&A

Activities

Group Activities and Assessments:

- Business Idea Selection
- Identifying Customer Segments and Value Propositions for the Business Idea
- Determine Total Market Opportunity & Product-Market-Fit
- Evaluate your own business opportunity
- Assessing 2 Startup Pitches

WORKSHOP DETAILS:



Day 1: 19 Feb 2025 (Wed)
Day 2: 20 Feb 2025 (Thur)



10:00 AM - 05:00 PM
Registration at 9.30 AM



Venue: WORQ TTDI
Lot 1.02 Level 1, Glo Damansara Shopping Mall, 699,
Jalan Damansara, Taman Tun Dr Ismail, Kuala Lumpur
Walking distance from MRT TTDI Station

TESTIMONIALS

"I gained significant knowledge on investing in startups and venture capital funds from Dr. Sivapalan at a training session organized by Capital Markets Malaysia and Bursa Malaysia in mid-2023. Subsequent discussions on the commercialization of technology and innovation further enlightened me on how closely intertwined these two concepts are, yet how different. Dr. Siva's thoughts on current issues in this space are challenging and thought-provoking, a must for anyone interested in technology commercialization."

Ms. Rema Devi V. K. Padmanabhan - Independent Non-Executive Director, SIRIM Berhad

"I used to have a startup, and we enrolled in one of Dr. Siva's programs, which focused on coaching and mentorship for entrepreneurs. His wealth of knowledge and experience as an investor really helped us pivot and refine our innovative products. I strongly recommend his training programs to all aspiring innovators and entrepreneurs!"

Associate Professor Dr. Ahmed Razman - Director of MBA Programs at Putra Business School (PBS)

"I recently had the opportunity to attend a course on startups by Dr. Siva, and it was an incredibly enriching experience. I have attended many similar courses before, but Dr. Siva brought a wealth of knowledge and insights to the table. His passion for entrepreneurship and dedication to nurturing the next generation of innovators was evident throughout the course. What stood out to me the most was Dr. Siva's ability to break down complex concepts into actionable strategies that can be applied in real-world scenarios. His practical approach, combined with personal anecdotes and lessons learned from his own journey, made the content not only engaging but also highly relevant. Thank you, Dr. Siva, for your casual yet thoughtful sharing!"

Assoc. Prof. Dr Abdul Rashid Husain - Director, UTM Centre for Student Innovation & Technology Entrepreneurship.

REGISTRATION FORM



<https://form.evenesis.com/market-driven-innovation>

Reserve your spot now—
spaces are limited!

For more details:

 programs@proficeo.com

 www.proficeo.com

ATTENDANCE FEES



Normal Rate: RM2,500
per person



Early Bird Rate: RM1,999 per
person (*register and pay by
Jan 31, 2025*)



Group Rate: RM1,850 per
person for group registration
(*3 participants and above
per organisation*)



This workshop is HRDC
claimable. Fill out our form,
and our team will contact you.

ABOUT YOUR TRAINER



Dr. Sivapalan Vivekarajah, PhD



Full bio:
LinkedIn
Profile



Dr. Siva is an investor, mentor, coach, trainer, author, ecosystem builder, and popular speaker. As Senior Partner of ScaleUp Malaysia Accelerator, he has invested in 35 pre-Series A Startups and 16 as an Angel investor. Co-Founder of Proficeo Consultants, he has coached over 1,100 companies and 3,000 entrepreneurs in the last 17 years.

Founder of the Soonicorn Collective, a leadership platform for late-stage tech companies driving over RM217 million in sales. Former Founding President of the Malaysian Business Angel Network (MBAN) and Chairman of the Ministry of Science's Task Force on restructuring funding agencies.

Author of "Supercharge Your Startup Valuation" and "Blue Sky Innovation." Regular contributor to The Edge and Digital News Asia, and speaker at KL20 and Tech-In-Asia 2024. Adjunct Professor at Sunway University.

ABOUT PROFICEO

Proficeo partners with government, academia, and funding institutions to design and execute programs for startups and impact entrepreneurs. We offer consulting, training, and coaching to help them scale. With a proven record of supporting over **1,100 Startups** and working with **470+ Coaches & Trainers**, we drive entrepreneurial growth.

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PROGRAMS DELIVERED
2008-2024 (17 YEARS)



1100

Companies
Enrolled



3000

Entrepreneurs
Coached



14

Agencies/
Stakeholder



RM4.108bil

Sales
Generated



RM360mil

Export Sales
Generated



RM777mil

Funds
Raised