



digit360

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<https://mystartupchallenge.my/>



<https://t.me/mscteam360>



<https://t.me/digit360hq>



<https://registro.mystartupchallenge.my/>



digitalevents.secretariat@gmail.com



Malaysia Startup Challenge

“Entrepreneurship In A New Paradigm Shifts”



▶ Greetings from us

Malaysia Startup Challenge



*“Entrepreneurship
In A New Paradigm
Shifts”*

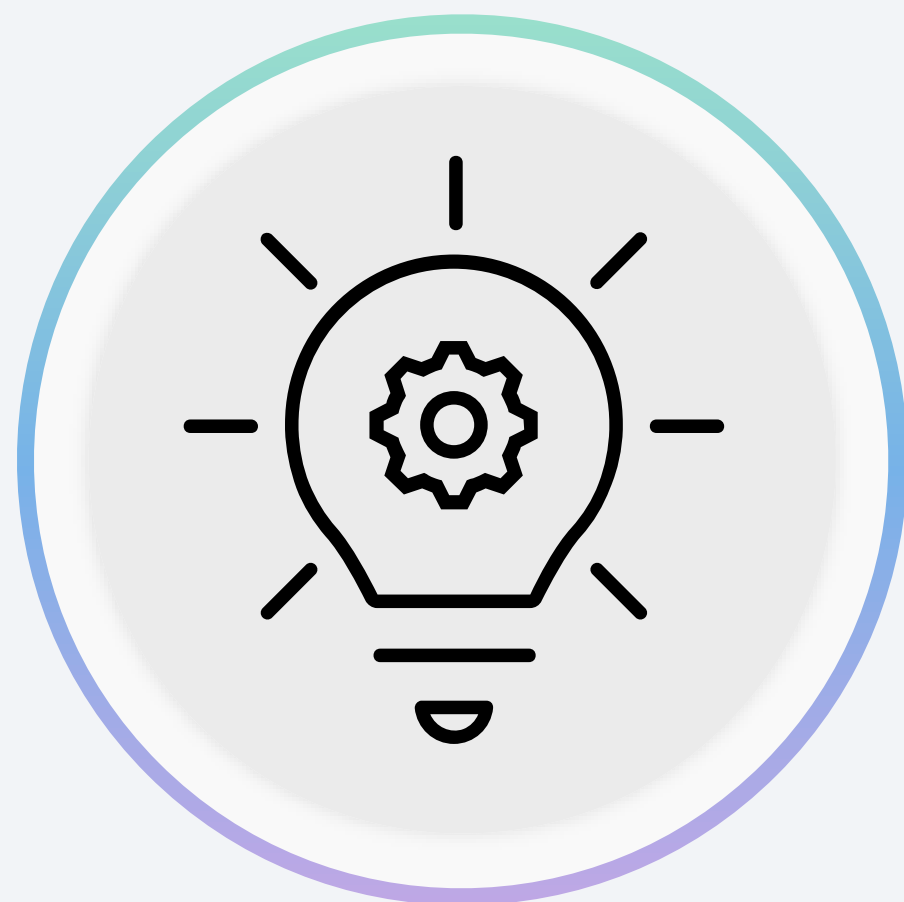
Entrepreneurship is the process of identifying, creating, and pursuing opportunities to start and build a new business, organization, product, or services. It involves taking calculated risks, managing resources, and innovating to create value and sustainable growth.

Nowadays, many universities and educational institutions encourage students to participate and develop their own startup as the preparation after graduation.

Thus, Malaysia Startup Challenge (MSC) is an online competition focusing on professionals and tertiary students via three sub-categories: Startup Idea, Startup Product, and Startup Innovation.

▶ What to Expect?

Malaysia Startup Challenge



Business Idea

E01

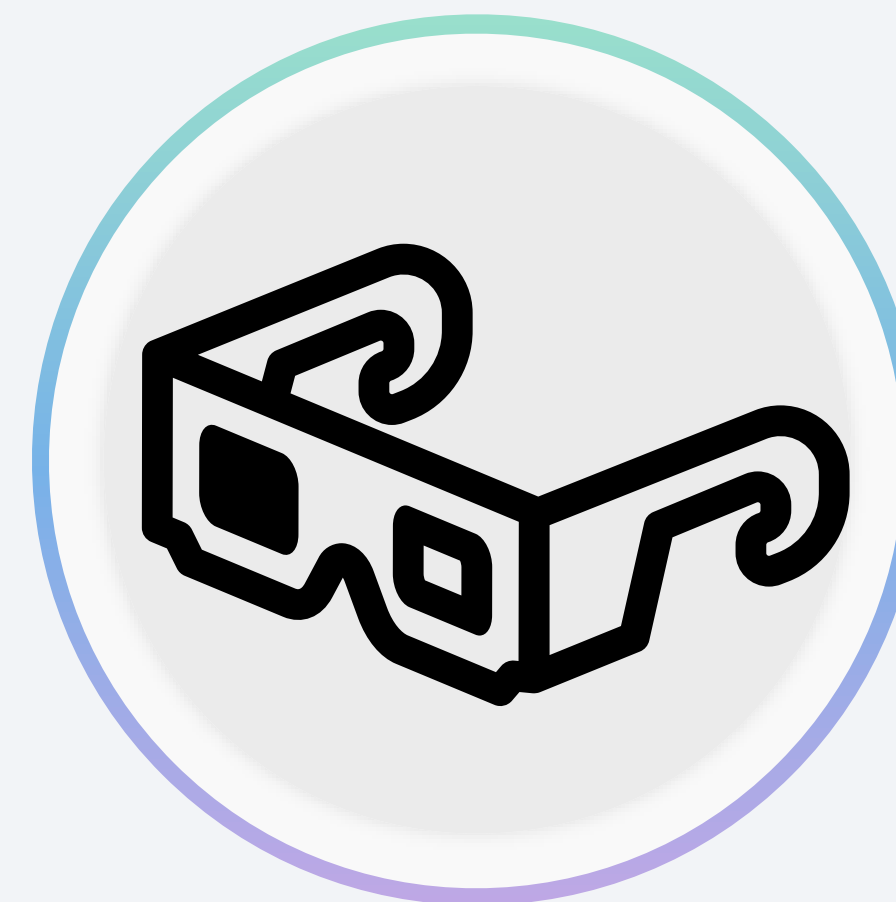
Develop and share your business idea to potential investors.



Product Enrichment

E02

Get ideas and suggestion from expert.



Business Exposure

E03

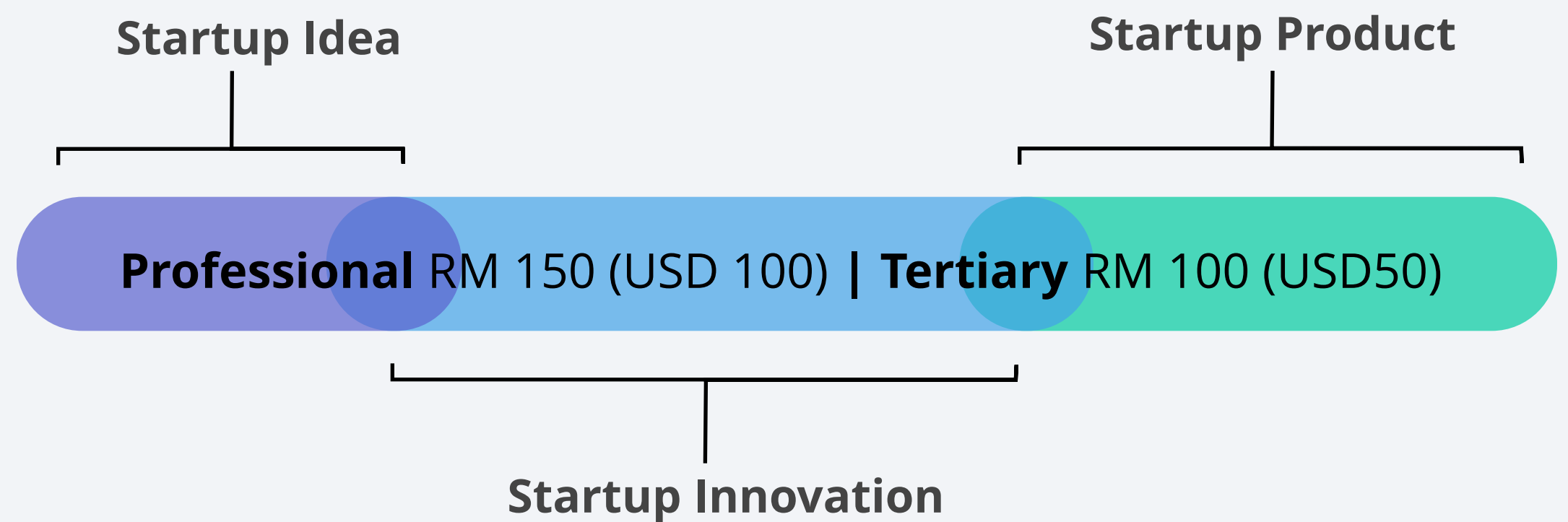
Meet and greet with fellow potential startup.

▶ Participation Fee

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Time Moves Fast. But We Still Open for Participation.

Choose your category from the following sub-category.



▶ Participation Fee

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Professionals	Tertiary
RM150	RM100
USD100	USD50
<ul style="list-style-type: none">✓ Academician, Practitioners✓ e-Certificate Included✓ Premium Medal Included✓ Maximun of 8 members✓ 3 Sub-categories✓ Leader must be an active academician/practitioners✓ Unlimited Participation	<ul style="list-style-type: none">✓ Tertiary Students✓ Leader must be a student✓ Certificate to PhD✓ e-Certificate Included✓ Premium Medal Included✓ Lecturer/Teacher as member✓ Maximun of 8 members (including teacher/lecturer)
Register now	Register Now

Manual Payment

1. All payment is processed automatically via ToyyibPay once your have register your project.
2. However, if you need to pay using Bank Transfer/ Local Order/ Cheque, you may contact us at: contact.digit360@gmail.com
3. All payment is non-refundable. Failure to submit your project within the stipulated deadline will void your participation.

▶ Startup Idea

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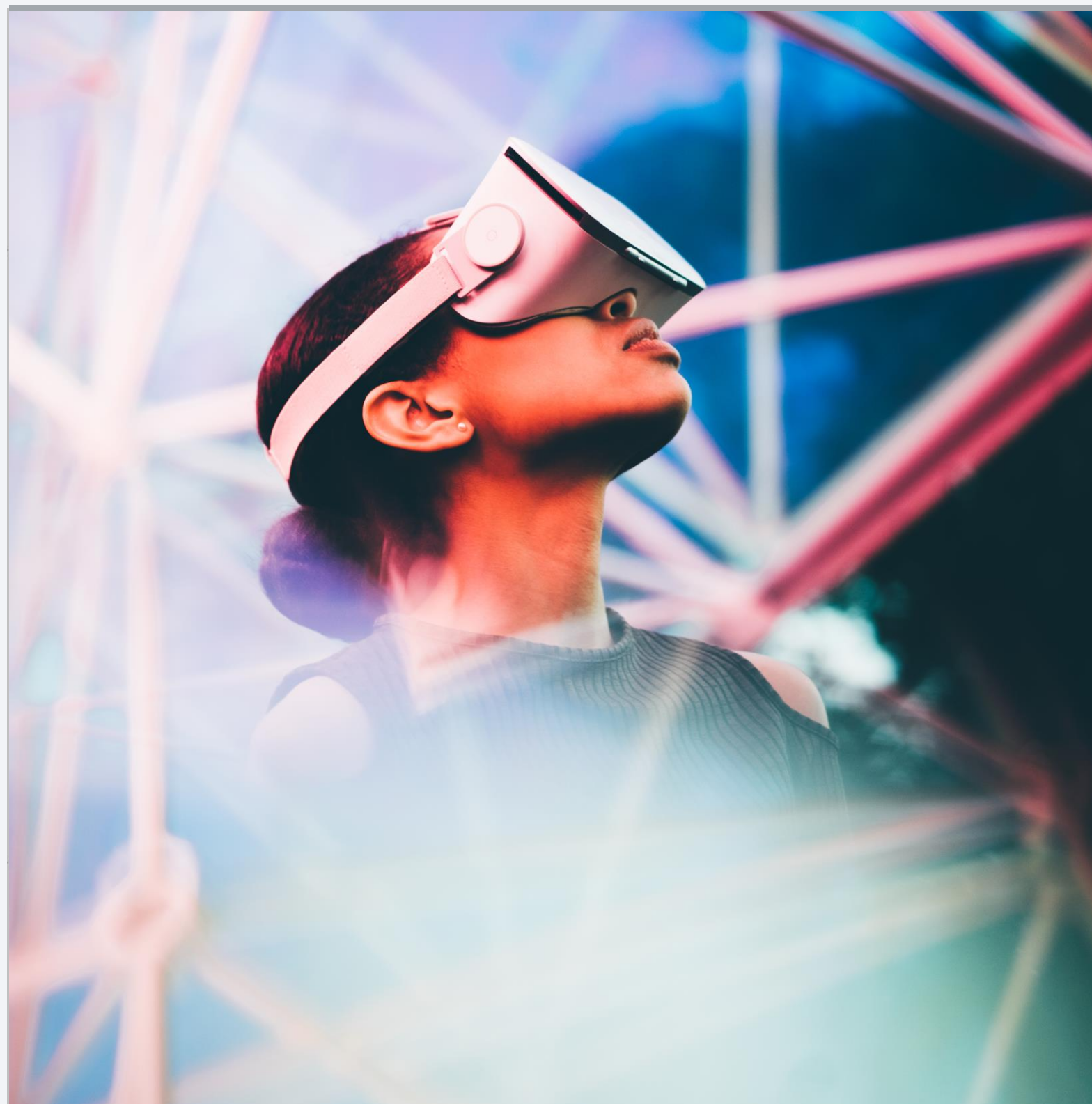


Focus on **business idea** or conception of a successful startup, product, or services.

1. Open to Professionals and Tertiary Student from local or international educational institution.
2. Maximum of 8 members including advisor(s).
3. Participant do not need to produce a product or service – just a business idea.
4. Marks will be given based on the following criteria:
 - Problem Statement
 - Market Potential
 - Impact
 - Realistic of Ideation
 - Coverage
 - Financial Feasibility
 - Technical Feasibility
 - Product/service Mockup

▶ Startup Product

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Focus on **tangible or intangible business** product, or services.

1. Open to Professionals and Tertiary Student from local or international educational institution.
2. Maximum of 8 members including advisor(s).
3. Participant needs to produce/show a product or service that currently available.
4. Marks will be given based on the following criteria:
 - Problem Statement
 - Market Potential
 - Impact
 - Realistic of Ideation
 - Coverage
 - Budgeting
 - Technical Feasibility
 - Product/service Explanation
 - Business expansion plan

▶ Startup Innovation

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Focus on **creation** or **modification of existing business** product, services or concepts.

1. Open to Professionals and Tertiary Student from local or international educational institution.
2. Maximum of 8 members including advisor(s).
3. Participant need to shows the improvement of the business process, product or services that warrant for further exploration.
4. Marks will be given based on the following criteria:
 - Problem Statement
 - Commercial Potential
 - Impact to individual, society, or community
 - Realistic of Ideation
 - Completeness of Innovation
 - Innovation/Product/service Explanation

▶ **MSC Poster**
Malaysia Startup Challenge

MALAYSIA STARTUP CHALLENGE



*"Entrepreneurship In A New
Paradigm Shifts"*

STARTUP IDEA

STARTUP PRODUCT

STARTUP INNOVATION



MSC2025

Registration Period
1 JANUARY 2025 - 15 JUNE 2025

MORE INFO 

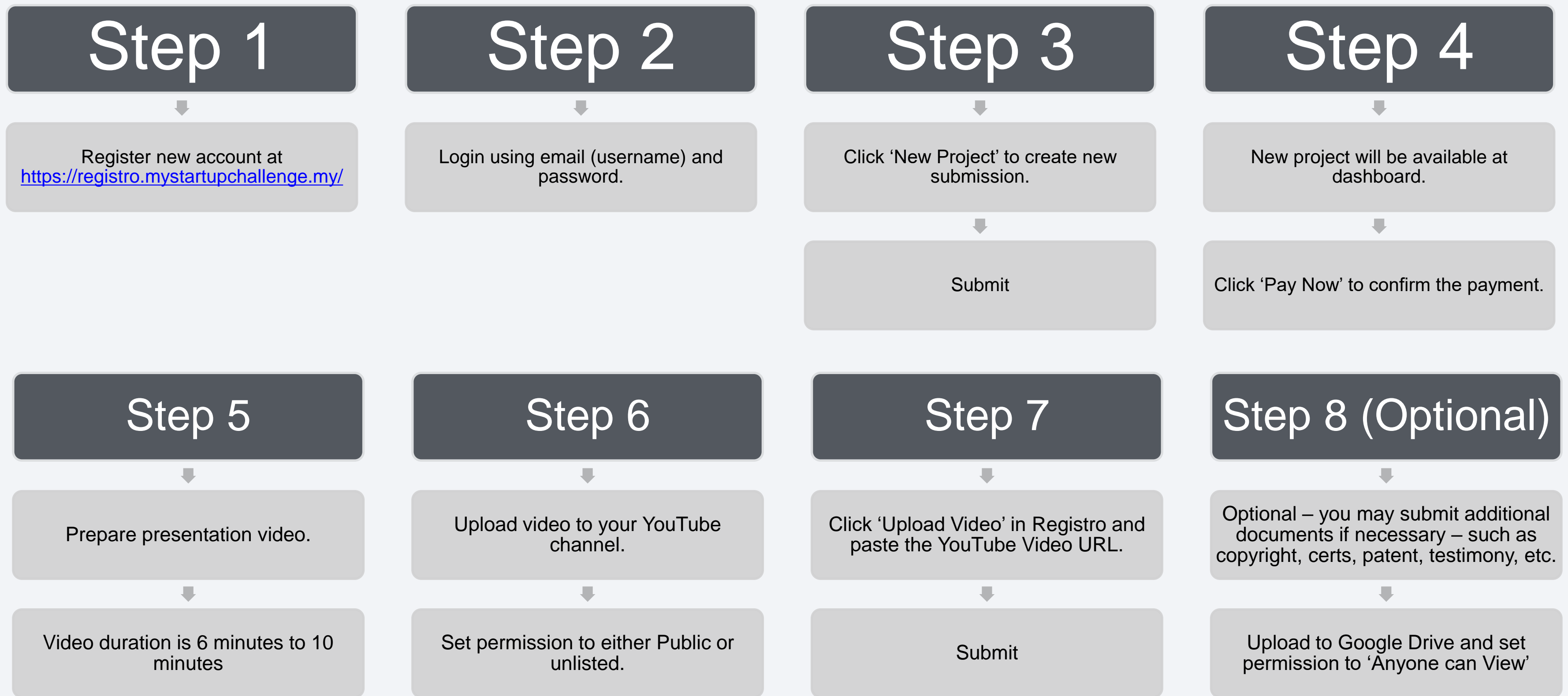
For More Information
<https://mystartupchallenge.my/>

Registration 

<https://registro.mystartupchallenge.my/>

▶ How to Register

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▶ Rules and Regulation

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Maximum of 8 members per project including teacher/lecturer



Video duration is 6 minutes to 10 minutes



Upload video to YouTube -set permission to PUBLIC or UNLISTED



You may submit additional evidence such as Business Model Canvas, Mockup Product, Testimony, etc via Google Drive. Please set permission to 'Anyone Can View'



The idea, product, or services must be original - plagiarism may lead to serious consequences



All results is non-negotiable



All projects must be lead by an active STUDENTS! Failure to comply may led to disqualification



You should apply for copyright or patent to protect your intelectual property



All payment is non-refundable



Important Date

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▶ Medal

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Ay ărdiņg Pêrcêntăgê

- 96 N^o Gôlđ
- 96 N^o Sîlxêr
- 06 N^o Bfônă

****** Based on jury decision, originality of innovation and other rules and/or regulation.

****** All decision is final. No appeal will be entertained.

1 Unit of Medal is given for each project

Additional medal is available for purchase at RM50/medal

▶ Award

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- 9y-Diăñ ănd-Ay ărdş
- Fôř -l-Ay ărdş
- Mổşđ+nnôxăđixê+đêă
- Mổşđ+nnôxăđixê-đrôđüct
- Mổşđ+nnôxăđixê+nnôxăđiôn

****** Based on jury decision, originality of innovation and other rules and/or regulation.

****** All decision is final. No appeal will be entertained.

