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<https://mystartupchallenge.my/>



<https://t.me/mscteam360>



<https://t.me/digit360hq>



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



[digitalevents.secretariat@gmail.com](mailto:digitalevents.secretariat@gmail.com)



# Malaysia Startup Challenge

*“Entrepreneurship In A New Paradigm Shifts”*



Cawangan Kelantan



Fakulti  
Pengurusan  
dan Perniagaan



Laman Teknologi

ACADEMICA  
PRESS SOLUTIONS



## ▶ Greetings from us

Malaysia Startup Challenge



*“Entrepreneurship  
In A New Paradigm  
Shifts”*

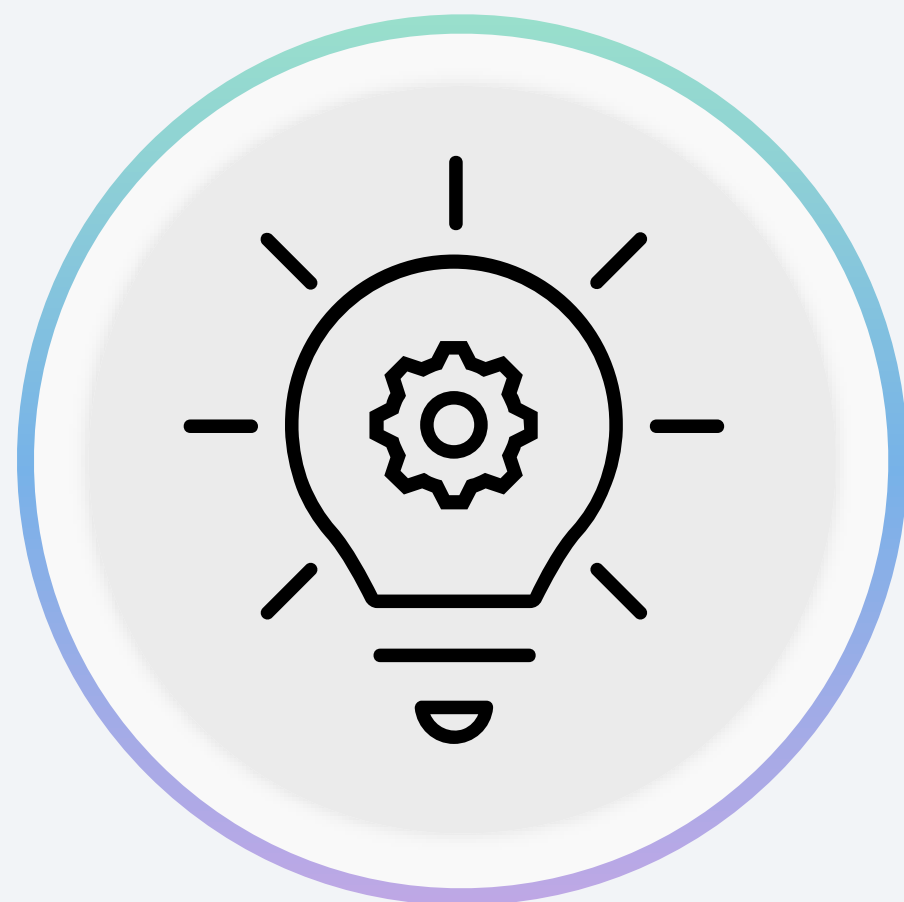
Entrepreneurship is the process of identifying, creating, and pursuing opportunities to start and build a new business, organization, product, or services. It involves taking calculated risks, managing resources, and innovating to create value and sustainable growth.

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

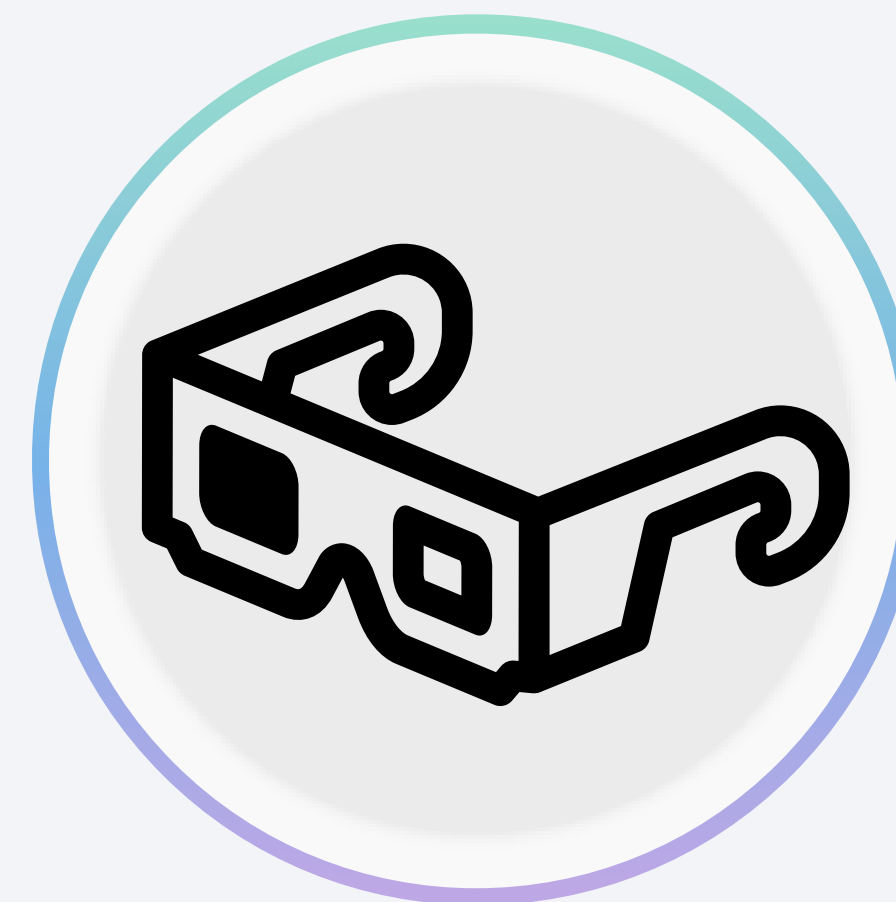
Develop and share your business idea to potential investors.



## Product Enrichment

E02

Get ideas and suggestion from expert.



## Business Exposure

E03

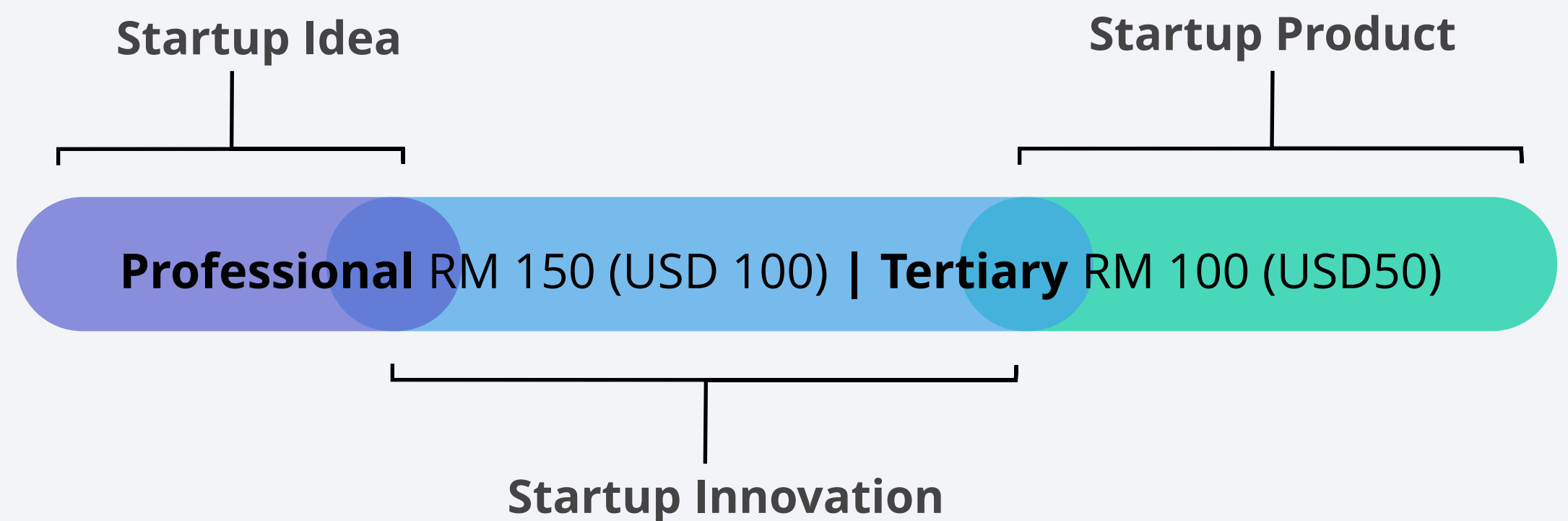
Meet and greet with fellow potential startup.

## ▶ Participation Fee

Malaysia Startup Challenge

# Time Moves Fast. But We Still Open for Participation.

Choose your category from the following sub-category.



## ▶ Participation Fee

Malaysia Startup Challenge

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

### 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](mailto: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

Malaysia Startup Challenge



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

Malaysia Startup Challenge



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

Malaysia Startup Challenge



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



**Registration Period**  
1 JANUARY 2025 - 15 JUNE 2025

**MORE INFO**

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

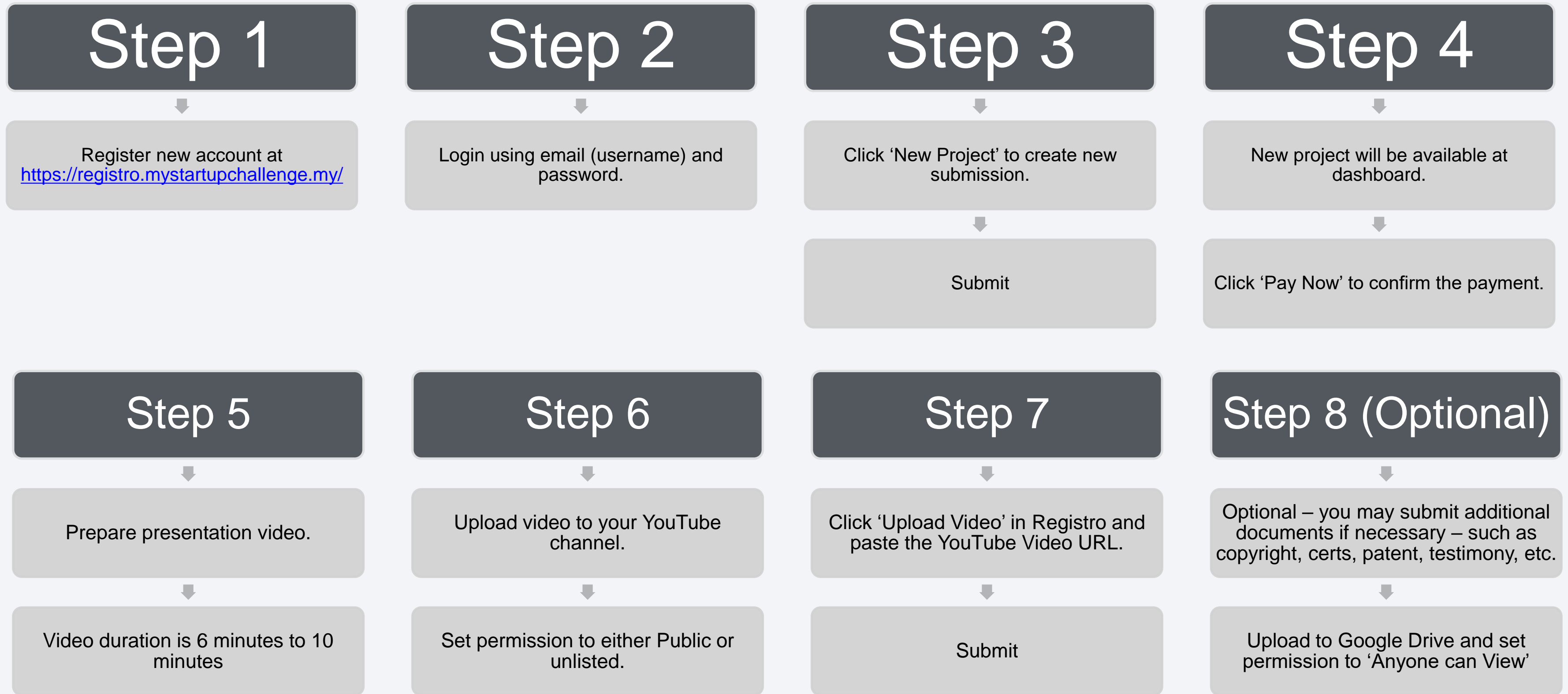


**Registration**  
<https://registro.mystartupchallenge.my/>

## MSC2025

# ▶ How to Register

## Malaysia Startup Challenge



# ▶ Rules and Regulation

## Malaysia Startup Challenge



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 intellectual property



All payment is non-refundable



# ▶ Important Date

## Malaysia Startup Challenge



## ▶ Medal

Malaysia Startup Challenge



### Awarding Percentage

- 30% Gold
- 30% Silver
- 40% Bronze

**\*\*** 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

Malaysia Startup Challenge

### Special Awards

- 3 x Diamond Awards
- Top 5 Awards
- Most Innovative Idea
- Most Innovative Product
- Most Innovative Innovation

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

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

