



TOP IN TECH

# INNOVATION AWARDS 2022

SPONSORSHIP PROPOSAL

Organised by **malaysiakini**







Innovation has become a lifeline for many of us. We are witnessing how technology acceleration, especially through digital adoption, coupled with innovation has been a powerful mechanism in paving the way to uplift the economy out of a downturn since Covid began.

The strength, creativity and perseverance that we see, hear and read is remarkably vibrant! With so many great stories of how businesses have responded and reacted and even managed to accelerate growth, it is imperative that the **Top In Tech Innovation Awards, brought to you by Digital News Asia and Malaysiakini, honours these innovators, businesses, and their massive efforts that reflect the best face of Malaysia Boleh!**

# TOP IN TECH INNOVATION AWARD

## Proposed Partners for 2022

SUPPORTED BY



INNOVATION PARTNER



STRATEGIC PARTNERS



ECOSYSTEM PARTNERS



# INVITED LEAD JUDGES for 2022

INNOVATOR  
OF THE YEAR

[Watch Video](#)



**Afzal A. Rahim**

Chief  
Executive Officer,  
TIME dotCom

BEST BRICK &  
MORTAR ADOPTION

[Watch Video](#)



**Raja Teh Maimunah**

Managing Director  
Wholesale Banking,  
Ambank Group

MOST IMPACTFUL  
ACADEMIA - INDUSTRY  
COLLABORATION

[Watch Video](#)



**Thillai Raj**

Senior  
Technology Advisor,  
Wise AI

MOST  
INNOVATIVE

[Watch Video](#)



**Ganesh Bangah**

Executive  
Chairman,  
commerce.Asia

Confirmed

Confirmed

BEST PIVOT

[Watch Video](#)



**Joel Neoh**

Co-Founder,  
Fave

Confirmed

MOST PROMISING

[Watch Video](#)



**Dr V. Sivapalan**

Senior Partner,  
& Co-Founder  
ScaleUp Malaysia  
Accelerator

MOST IMPACTFUL PUBLIC SECTOR  
AGENCY DRIVING DIGITAL ADOPTION

[Watch Video](#)



**Dato' Seri Wong  
Siew Hai**

President,  
Malaysia Semiconductor  
Industry Association

Confirmed



# Categories from Top In Tech Innovation Awards 2021

## The Categories

Category	Sub - Category	Criteria
Innovator of The Year	-	This award recognises a person who has developed a breakthrough innovation that has the potential to improve lives and serve as an inspiration to those working in the technopreneurship industry.
Young Innovator of The Year	-	This award is curated for the generations Z & Alpha, will salute a young talent for his / her outstanding creativity and innovative mindset in developing new and highly potential processes and products for the future.
Best Brick & Mortar Adoption	-	This award recognises a Brick & Mortar company that has shown exceptional productivity, resilience, and creative thinking in managing business through the adoption of technology amidst the pandemic with a minimum annual revenue of RM20 million.
Most Impactful Academic-Industry Collaboration	R&D	This award recognises a University or Polytechnic that has shown strong collaboration with industry over the past 20 months to strengthen the delivery of its curriculum and ensure graduates are industry ready from the get Go!
	Commercial	

# Categories from Top In Tech Innovation Awards 2021

## The Categories

Category	Sub - Category	Criteria
<b>Most Impactful Public Sector Agency Driving Digital Adoption</b>	<b>Federal &amp; State Level</b>	This award recognises a Federal Level & State Level Government Agency that have adopted and strengthened technology innovation and transformation by digitising their services to the public.
<b>Most Innovative</b>	<b>Startup</b>	This award recognises a company, founded by visionary entrepreneurs with <i>innovative products or services that aim to disrupt the industry.</i>
	<b>Growth Company</b>	
<b>Most Promising</b>	<b>Startup</b>	This award recognises a company that has shown <i>excellent resilience, productivity and promising scalability.</i>
	<b>Growth Company</b>	
<b>Best Pivot</b>	<b>Startup</b>	This award recognises a company that has shown tremendous pivot strategy during the pandemic.
	<b>Growth Company</b>	

*\*Startup: Company with annual revenue of up to RM1 million.*  
*\*Growth Company: Company with annual revenue of RM1 million – RM20 million.*

# TIMELINE 2022

## Submission Drive (Q2)

Entries are submitted through [www.topintech.my/awards](http://www.topintech.my/awards)

**No fees** are incurred for participating.

### **Format:**

A complete write up and video presentation submitted according to the category criteria.

## Shortlisting (Q3)

Facilitated by Digital News Asia & Malaysiakini, the team will team up with lead judges to shortlist finalist for each category.

## Final Judging (Q3/Q4)

Final presentation by shortlisted finalists to the panel judges.

Winners and Merit recipients will be determined.

**Registrations to watch the ceremony online opens**

## Award Ceremony (Q4)

Category Winners and Merit recipients will be announced at the ceremony.

**Winners' Networking Cocktail**

(Dec 2022 or Jan 2023 - tbc)

# AGENDA

**Date: December 2022** (Thursday)

**Time: 3.30pm - 6.00pm**

**Format: Hybrid** (On-ground + Zoom + Livestream)

**Venue Host: TBC** (Ard 200 Pax)

Ground Attendees include:

**Strategic Partners, Ecosystem Partners, Media Partners, Sponsors, Category Lead & Panel Judges, all Finalists** (Invited Guests)

TIME	AGENDA
3.30 PM	Guests Arrival + Networking (Sponsor videos play at background)
4.00 PM	Welcoming of VIPs & Guests
4.15 PM	Opening Remarks
4.20 PM	Launching Speech by Guest of Honour

4.30 PM	Most Promising <ul style="list-style-type: none"><li>• Startup</li><li>• Growth Company</li></ul>
4.40 PM	Best Pivot <ul style="list-style-type: none"><li>• Startup</li><li>• Growth Company</li></ul>
4.50 PM	Most Innovative <ul style="list-style-type: none"><li>• Startup</li><li>• Growth Company</li></ul>
5.00 PM	Commercial Break
5.10 PM	Best Brick & Mortar Adoption
5.20 PM	Most Impactful Public Sector Agency Driving Digital Adoption <ul style="list-style-type: none"><li>• State Level</li><li>• Federal Level</li></ul>
5.30 PM	Most Impactful Academia-Industry Collaboration
5.40PM	Young Innovator of The Year
5.50 PM	Innovator of The Year
6.00 PM	Closing Remarks by Malaysiakini & Digital News Asia
6.05 PM	CEREMONY ENDS & Networking (Sponsor videos play at background)

- *The agenda is proposed and is subject to changes.*



Phase	A&P Items	Inventories	Award Entitlements
PRE-EVENT: Q2 - Q3 2022			for Sponsors (Platinum, Gold, Supporter)
1. Event Organising	<b>Award Website</b> <a href="https://topintech.my/awards/">https://topintech.my/awards/</a> <b>Top In Tech</b> <a href="#">Facebook Page</a> <b>Malaysiakini</b> (Desktop + Mobile) Homepage <a href="#">Event Section</a>	Q2 to Q4 2022 (4-6 months)	Logo & link insertion (P, G & S)
2. Pre-Event A&Ps	<p><b>Objective:</b> Create awareness about the award, &amp; drive submissions <b>TA:</b> Technopreneurs, Business Owners</p> <p><b>Media Partner interview</b> with Event Organisers &amp; Key Partners</p> <p><b>Submission Drive via Ecosystem Partners</b> cross promotion through partners' <b>social media platforms</b></p> <p><b>Publicity Videos</b> Circulation: Organisers &amp; Ecosystem Partners: <b>FB, TW, LI, IG, YT</b> Malaysiakini, Digital News Asia, KiniTV: <b>Desktop &amp; Mobile sites</b></p> <p><b>Press Release Article (EN &amp; BM)</b> Circulation: Organisers &amp; Ecosystem Partners: <b>FB, TW, LI, IG, YT</b> Malaysiakini, Digital News Asia, KiniTV: <b>Desktop &amp; Mobile sites</b></p> <p><b>Online Banner</b> Malaysiakini, Digital News Asia, KiniTV: <b>Billboard, STO &amp; MRec, MFV</b></p> <p><b>Social Media Posting</b> Circulation: Organisers &amp; Ecosystem Partners: <b>FB, TW, LI, IG, TG</b></p> <p><b>EDM</b> (20k-30k Business Database) KiniEvents <b>SME Biz Database</b> Top In Tech Forum <b>RSVP Database</b> (~4,000 emails)</p>	<p>By <b>Marketing Magazine, BFM, KiniTV</b></p> <p><b>Ecosystem Partners' SocMed pages</b></p> <p><b>Event Promo Video</b> <b>7 x Judges Promo Video</b> &gt; 100,000 Views</p> <p><b>2 x Press Releases Publications</b> &gt; 20,000 Pageviews</p> <p><b>&gt;10 mil Impressions</b> (Target audience segment: Biz &amp; Tech)</p> <p><b>80-100 Posts</b> &gt; 1 mil Reach</p> <p><b>20 x EDMs</b> &gt; 10,000 Open Emails</p>	<p>Media Interview by KiniTV (P)</p> <p>Logo insert in A&amp;P creatives (P, G, S)</p> <p>Logo insert in videos (P, G, S)</p> <p>Brand mention in articles (P, G, S)</p> <p>Logo insert in banner creatives (P, G, S)</p> <p>Logo insert in posting creatives (P, G, S)</p> <p>Logo &amp; link insert in EDM (P, G, S)</p>



Phase	A&P Items	Inventory	Award Entitlements
PRE-EVENT: Q3 - Q4 2022			for Sponsors (Platinum, Gold, Supporter)
3. Pre-Event Judging Sessions	<p><b>Judging Session</b></p> <ul style="list-style-type: none"><li>- <b>Shortlisting of finalists</b> will be coordinated by the facilitating &amp; lead judges after the submissions are closed.</li><li>- The judging session will be spread between 2 - 3 days period to accommodate to 8 sessions.</li><li>- Each session will be <b>lead by a category judge</b> and assisted by <b>2 - 3 panel judges</b></li><li>- Shortlisted finalists will be given 20 mins to present their submissions to the judges and the scoring will be done on the spot</li><li>- All the shortlisted finalists will be invited to attend the award ceremony.</li><li>- The category <b>winners and merit recipients</b> will be announced at the ceremony</li></ul>	<p><b>Facilitating judges:</b> Karamjit Singh, CEO, DNA Premesh Chandran, CEO Mkini</p> <p><b>8 x Sessions</b> Each session: ~30 mins</p> <p>Date: <b>Q3/Q4 2022</b> Duration: <b>2 Days</b> Venue: <b>TBC</b></p>	<p><b>*Venue hosting for final judging @</b> (Platinum - Exclusive)</p> <p>C-Level Rep. to be <b>involved in the judging session for the sponsored-category only</b> (Platinum - Exclusive)</p>

Phase	A&P Items	Inventory	Award Entitlements
DURING-EVENT: Q4 2022 (1 Day)			for Sponsors (Platinum, Gold, Supporter)
4. During-Event A&Ps	<b>On-Ground or Virtual</b> Entitlements for <b>Exclusive Presenting Partner</b>  <b>At Venue:</b> <b>Booth</b> at venue (goodies bags giveaways) <b>Bunting</b> placement <b>Logo</b> placement on <b>Digital Backdrop &amp; Photo Wall</b> <b>Logo engraved</b> on the Sponsored Category Trophy <b>Corporate Video Ad</b> during Commercial-Break <b>Brand-Mention</b> by Emcee & Organisers in speeches <b>Invitation</b> to the ground Award Ceremony <b>Welcome Note</b> (3min) <b>Presenting of Sponsored-Award</b> to Winner on stage	<b>3 Hours Event</b> (~200 Attendees on Ground: Organiser, VIPs, Award Finalists)	<b>Booth</b> setup at registration area (P, G) <b>4 bunting</b> placements at the venue (P, G) <b>Logo insert</b> on Backdrop & Photo Wall (P, G, S) <b>Logo engraved</b> on Trophy & insert in Cert (P, G) <b>TVC</b> plays during break (P, G, S) <b>Brand mention</b> by emcee & organisers (P, G, S) <b>2 x VIP invitations</b> to attend (P, G, S) <b>Welcome Remarks (3min)</b> (P - Exclusive) <b>Award category</b> presented by rep on stage (P, G)  <b>Media Interview Video</b> with Sponsor & Category Winner/s (P)  Cross Live with <b>Sponsor's FB</b> (P, G)  *Carry Sponsor's Specific #hashtag (P - Exclusive)
	<b>Media Interview</b> during event & circulate across <b>Malaysiakini, Digital News Asia &amp; KiniTV: FB, LI, YT</b> (1 week after event) (Exclusive)	<b>10 Posts</b> > 10,000 Views	
	<b>Live-Stream:</b> Malaysiakini, Digital News Asia & KiniTV: <b>FB LI, YT</b> (7 Pages) <b>Partners &amp; Sponsors' FB</b> (TBC)	<b>3 Hours Live-Stream</b> > <b>7 Pages</b> (pin on top) > 100,000 People Reach	
	<b>Live-Posting:</b> Malaysiakini, Digital News Asia: <b>FB, LI, TW, IG</b> Posting Content: <b>Welcome Note, Launching Speech, Winners Announcements, Closing Remark.</b>	<b>20-30 Social Media Live-Postings</b>	



Phase	A&P Items	Inventory	Award Entitlements
POST-EVENT: Q4 2022			for Sponsors (Platinum, Gold, Supporter)
5. Post-Event A&Ps	<p><b>Objective:</b> Winner List Announcement &amp; Watch Ceremony Recorded Video</p> <p><b>Post-Press Release (EN &amp; BM)</b> Circulation: Organisers &amp; Ecosystem Partners: <b>FB, TW, LI, IG, YT</b> Malaysiakini, Digital News Asia, KiniTV: <b>Desktop &amp; Mobile sites</b></p> <p><b>EDM</b> (20k-30k Business Database) KiniEvents <b>SME Biz Database</b> Top In Tech Forum <b>RSVP Database</b> (~4,000 emails)</p> <p><b>Event Coverage Videos</b> (Post-Circulation: 2-3 Weeks after event) Organisers &amp; Ecosystem Partners: <b>FB, TW, LI, IG, YT</b> Malaysiakini, Digital News Asia, KiniTV: <b>Desktop &amp; Mobile sites</b> <b>Ceremony Full Recorded Live-Video</b> (2-3 hours) <b>Highlight Video</b> (20 min) <b>Winners' Announcement Video</b> (10 min)</p> <p><b>Photo Gallery &amp; Video Gallery</b> <b>Award Website</b> <a href="https://topintech.my/awards/">https://topintech.my/awards/</a> <b>Top In Tech Facebook Page</b> <b>Malaysiakini</b> (Desktop + Mobile) Homepage <a href="#">Event Section</a> Ecosystem Partners: <b>FB, TW, LI, IG</b></p> <p><b>**Networking Cocktail</b> Invited Guests: <b>MOSTI, Judges, Winners &amp; Finalists, Partners</b> (Top Venue)</p>	<p><b>2 x Press Releases Publications</b> &gt; 20,000 Pageviews</p> <p><b>2 x EDMs</b> &gt; 1,000 Open Emails</p> <p>&gt; 5,000 Views &gt; 10,000 Views &gt; <b>50,000 Views</b></p> <p>Date : Q1 in 2023 (tbc) Venue : tbc Time : 6pm - 9pm No of Pax: 50 pax</p> <p>Theme: exclusive, high class</p>	<p>*Share <b>"Business Participants Contact Databases"</b> for those select YES to receive Sponsor's newsletter (P &amp; P-Exclusive)</p> <p>Brand mention in articles (P, G, S)</p> <p>Logo insert in EDMs (P, G, S)</p> <p>Logo insert in videos (P, G, S)</p> <p>Brand appearance in photos (P, G, S)</p> <p>*Exclusive <b>Networking Cocktail with 2022 winners, finalists &amp; judges &amp; VIP</b> (P-Exclusive)</p>

# Platinum Partner

**RM 200k nett**  
(Industry-Exclusive)

**Total Value Worth RM580k**

**RM 100k nett**  
(Non Industry-Exclusive)

**Total Value Worth RM380k**

## Part I: Award Entitlements

(Exclusive: Worth RM 400k)

(Non-Exclusive: Worth RM 200k)

- Refer Slides 8 - 11 (Highlighted in Red)

## Part II: Media Ad Grant for Award Winner

(Worth RM 30k per winner)

- **Winner/s** of Sponsored-Category by Platinum
- **Ad Inventory worth RM30,000 across Malaysiakini & Digital News Asia** for each winner (2023 inventory)  
Online Banner (LB, MRec): 1,000,000 Impression  
Branded Article: 1 Week Publication  
SocMed: 10 Postings

## Part III: Inventory Entitlements

(Worth RM 150k)

- **Top In Tech Forum 2022 - 2023**  
**Online Forum (1 Topic) + Hybrid Forum (1 Topic)**  
(Hybrid event venue, f&b by Platinum)
- Refer Slides 15 & 16



# Gold Partner

**RM 50k** nett

(Non Industry -Exclusive)

**Total Value Worth RM280k**

## Part I: Award Entitlements

(Non-Exclusive: Worth RM 150k)

- Refer Slides 8 - 11 (Highlighted in Red)

## Part II: Media Ad Grant for Award Winner

(Worth RM 30k per winner)

- **Winner/s** of Sponsored-Category by Gold
- **Ad Inventory worth RM30,000 across Malaysiakini & Digital News Asia** for each winner (2023 inventory)  
Online Banner (LB, MRec): 1,000,000 Impression  
Branded Article: 1 Week Publication  
SocMed: 10 Postings

## Part III: Inventory Entitlements

(Worth RM 100k)

- **Top In Tech Forum 2022**  
**Online Forum** (2 Topics = **2 Speaking Slots**)
- Refer Slides 15 & 16

# Supporter Partner

**RM 25k** nett

(Non Industry Exclusive)

**Total Value Worth RM130k**

## Part I: Award Entitlements

(Non-Exclusive: Worth RM 80k)

- Refer Slides 8 - 11 (Highlighted in Red)

## Part III: Inventory Entitlements

(Worth RM 50k)

- **Top In Tech Forum 2022**  
Online Forum (1 Topic = 1 Speaking Slot)
- Refer Slides 15 & 16



# Part III: Inventory Entitlements: Top In Tech 2022 - 2023

Online Forum	Hybrid Forum
<p>Format &amp; Platform: <b>Online Forum (1 Hour) (EN)</b> <b>ZOOM Webinar + SocMed Live</b> (FB &amp; LI)</p> <p>Organisers: <b>Digital News Asia, Malaysiakini &amp; KiniEvents</b> Moderator: <b>Karamjit, DNA CEO</b> Panelist: <b>3 Guest Speakers</b> per Episode</p> <p><b>Services &amp; Items included:</b></p> <ol style="list-style-type: none"><li>1. Online Forum <b>organising &amp; management</b></li><li>2. <b>Zoom</b> platform &amp; setup for registration</li><li>3. <b>Ad Inventories: Malaysiakini &amp; Digital News Asia</b> (Pre) Online Banner, EDM, SocMed Posting (During) Zoom + Livestream (FB, LI) (Post) Press Release, EDM, Balloon Rectangle</li></ol> <p>Est. Result: ZOOM Webinar: <b>100-200 Participants</b> / Ep SocMed Live: <b>&gt;10,000 Views</b> / Ep</p> <p><i>*All creatives &amp; contents are mutually owned with topic-sponsor</i></p> <p>Value Worth (Online Forum): <b>RM50,000 per Episode</b></p>	<p>Format &amp; Platform: <b>Hybrid Forum (2 Hours) (EN)</b> <b>On-Ground + ZOOM Webinar + SocMed Live</b> (FB &amp; LI)</p> <p>Organisers: <b>Digital News Asia, Malaysiakini &amp; KiniEvents</b> Venue Host: <b>Platinum/Gold Sponsor</b> (F&amp;B provided by Sponsor) Moderator: <b>Karamjit, DNA CEO</b> Panelist: <b>3 Guest Speakers</b> per Episode</p> <p><b>Services &amp; Items included:</b></p> <ol style="list-style-type: none"><li>1. On-Ground &amp; Online Forum <b>organising &amp; management</b></li><li>2. <b>Venue arrangement</b></li><li>3. <b>Zoom &amp; Eventbrite</b> setup for registration</li><li>4. <b>Ad Inventories: Malaysiakini &amp; Digital News Asia</b> (Pre) Online Banner, EDM, SocMed Posting (During) Zoom + Livestream (FB, LI) (Post) Press Release, EDM, Balloon Rectangle</li></ol> <p>Est. Result: On-Ground Forum: <b>50-80 Attendees</b> / Ep ZOOM Webinar: <b>100-200 Participants</b> / Ep SocMed Live: <b>&gt;10,000 Views</b> / Ep</p> <p><i>*All creatives &amp; contents are mutually owned with topic-sponsor</i></p> <p>Value Worth (Hybrid Forum): <b>RM100,000 per Episode</b></p>



Since its inception in 2020 the forum series is now becoming the go-to programme in the tech ecosystem to gain insights on new innovations and experience robust discussions on a wide range of topics by leading the experts.

Top in Tech forum series is co-created by Malaysiakini, Digital News Asia and organised by KiniEvents.



[Website](#) | [Facebook](#) | [Youtube Playlist](#)

TOP IN TECH

Events Past Events News

TOP IN TECH TALK SERIES | EP21

BEING A GLOBAL INVESTOR

25 Jan | Tues 8.30pm

RSVP NOW

Jointly organized by

malaysiakini kiniEvents scale AI Rakuten Trade

Powered by

Rakuten Trade

Ep 21: Being A Global Investor

Powered by Rakuten Trade, this episode explored the current investment landscape and trends, the diversification of products and give more thoughts on Being a Global Investor.

25 JAN

Tue / Online

Past Events

Top In Tech: Fuelling Business Growth through Data

Brought to you by MDEC

Share

FUELLING BUSINESS GROWTH THROUGH DATA

13 Jan 2022 | 4pm - 5pm

LIVE VIA ZOOM

Sudev Bangah  
Managing Director  
IDC ASEAN

Ir. Dr. Karl Ng  
Vice President  
MDEC

Malik Murad Ali  
IT Director  
Mydin Mohamed Holdings Berhad

Ep 20: Fuelling Business Growth through Data

As we gear towards the fourth industrial revolution, SMEs and business owners should analyse key aspects and vulnerabilities of their business to remain competitive and profitable. Companies are increasingly using Data Analytics as one way to get insights and gain competitive advantage. Business owners benefit from confident decision making, asset optimization, cost reduction, improve customer engagement and identify new revenue streams

Brought to you by MDEC, Fuelling Business Growth through Data aims to guide and share with SMEs and busi

Up Next

TOP IN TECH TALK SERIES | EP18

Ep 19: National Digital Identity: Complementing a Digital Space

Nov 2, 2021

TOP IN TECH TALK SERIES | EP18

Ep 18: NTIS: Catalyst For Emerging Innovations

Oct 21, 2021

TOP IN TECH TALK SERIES | EP17

Ep 17: The Sharing Economy Concept for SMEs' Sustainable Growth

Sep 30, 2021

TOP IN TECH TALK SERIES | EP16

Ep 16: Digital Signatures: Embracing New Practices

Sep 23, 2021

TOP IN TECH TALK SERIES | EP15

Ep 15: Replacing Wet Ink & Paper for Digitalisation

Sep 9, 2021

News

TOP IN TECH TALK SERIES | EP21

BEING A GLOBAL INVESTOR

25 Jan | Tues 8.30pm

RSVP NOW

Jointly organized by

malaysiakini kiniEvents scale AI Rakuten Trade

Powered by

Rakuten Trade

Top In Tech: Being A Global Investor

Feb 7, 2022 10:57 AM

TOP IN TECH INNOVATION AWARDS 2021

Congratulations to the winners!

Celebrating Remarkable Innovators and Recognizing Ground-Breaking Technology Adoptions

Jan 24, 2022 4:06 PM

TOP IN TECH TALK SERIES | EP20

FUELLING BUSINESS GROWTH THROUGH DATA

13 Jan 2022 | 4pm - 5pm

LIVE VIA ZOOM

Sudev Bangah  
Managing Director  
IDC ASEAN

Ir. Dr. Karl Ng  
Vice President  
MDEC

Malik Murad Ali  
IT Director  
Mydin Mohamed Holdings Berhad

Top In Tech: Fuelling Business Growth through Data

Jan 19, 2022 4:24 PM

TOP IN TECH TALK SERIES | EP19

NATIONAL DIGITAL IDENTITY: COMPLEMENTING A DIGITAL SPACE

2 Nov | Tues 1.4pm

Jointly organized by

malaysiakini kiniEvents scale AI NEC

Top In Tech: National Digital Identity: Complementing a Digital Space

Nov 10, 2021 4:22 PM

TOP IN TECH TALK SERIES | EP18

NTIS: CATALYST FOR EMERGING INNOVATIONS

21 Oct | Thurs 4pm

Jointly organized by

malaysiakini kiniEvents scale AI

Top In Tech: NTIS: Catalyst for Emerging Innovations

Nov 1, 2021 4:20 PM



# ATTACHMENTS & SCREENCAPS

## (Inaugural Innovation Award 2021)

- Award Winners
- About the Trophy
- Internal & External Publicity
- Video Gallery
- Photo Gallery



# 2021 AWARD WINNERS

CATEGORY	WINNERS
<b>Innovator of the Year</b> <i>*sponsored by Cyberview</i>	<b>KakiRepair</b>
<b>Young Innovator of the Year</b> <i>*sponsored by Asia Pacific University of Technology &amp; Innovation</i>	<b>Team S.A.T for Enhance</b>
<b>Best Brick &amp; Mortar Adoption</b> <i>*sponsored by Dagang NeXchange</i>	<b>Manulife Insurance</b>
<b>Most Impactful Public Sector Driving Digital Adoption</b>	<b>Employee Provident Fund</b>
<b>Most Impactful Industry-Academia Collaboration</b>	<b>NANOCAT, University Malaya</b>
<b>Most Innovative</b> <i>*sponsored by redONE</i>	<b>Startup - Pandai Education Growth Company - BeliGas</b>
<b>Most Promising</b>	<b>Startup - Proficient Software Growth Company - BloomThis Flora</b>
<b>Best Pivot</b>	<b>Startup - Go Class Growth Company - Meraque Services</b>

# The Trophy

The Top In Tech Innovation Award trophy was custom designed by Biji-Biji Initiative.

It is made from waste metal and waste wood, the design of a hand holding a gear, symbolises the continuous efforts in innovation.





## Playlists:

[MK EN FB](#)

| [KiniTV YouTube](#)

| [Website](#)

## VIDEO GALLERY

### Pre-event

- Promo video
- MOSTI shout-out videos
- Judges' criteria videos





# EXTERNAL PUBLICITY

## Pre-event

Media Interview on BFM  
21 October 2021

Segment: Enterprise BizBytes

Listen to the podcast [HERE](#)

The screenshot shows the BFM 89.9 website. The header includes the BFM logo, the text '89.9 The Business Station', and a 'LISTEN LIVE' button. Navigation tabs for 'HOME', 'PODCASTS', '財今', and 'MORE' are visible. A search icon is on the right. Below the header, there are 'HIGHLIGHTS' for 'COVID-19', 'PRIDE OF MALAYSIA', and 'BUDGET 2021'. The main content area shows a breadcrumb trail: 'Podcast > Enterprise > Enterprise Biz Bytes > How the Tech Did We Do This Year?'. The title 'HOW THE TECH DID WE DO THIS YEAR?' is prominently displayed. Below the title, the hosts are listed: 'Karamjit Singh, Chief Executive Officer, Digital News Asia | Premesh Chandran, Chief Executive Officer & Co-founder, Malaysiakini'. The date and time '21-Oct-21 12:00' are also shown. A large image of a network of blue and red nodes is featured. At the bottom, there is a podcast player interface with a play button, the title 'Enterprise Biz Bytes How the Tech Did We Do This Year?', and a progress bar showing '00:00 / 30:56'. To the left of the player are icons for downloading and code. To the right are tags for 'Business', 'Money', and 'Life'.

Technology is continuously changing, growing, and evolving. If we don't keep up, it's easy to get left behind. Companies and industries that want to stay ahead need to have their finger on the pulse when it comes to innovations in **IoT, 5G, fintech, and even artificial intelligence**. These concepts may sound futuristic, but they're already driving today's major markets around the world.

Image Credit: Fit Zstudio | Shutterstock

Produced by: Arvinth Yuvaraj

Presented by: Christine Wong and Richard Bradbury

**Download the BFM mobile app.** Stay at home and stay up-to-date.

Tags: **Artificial intelligence, digital adoption, digitalization, business, Personal Finance, Personal Development, Managerial Resources/Development**





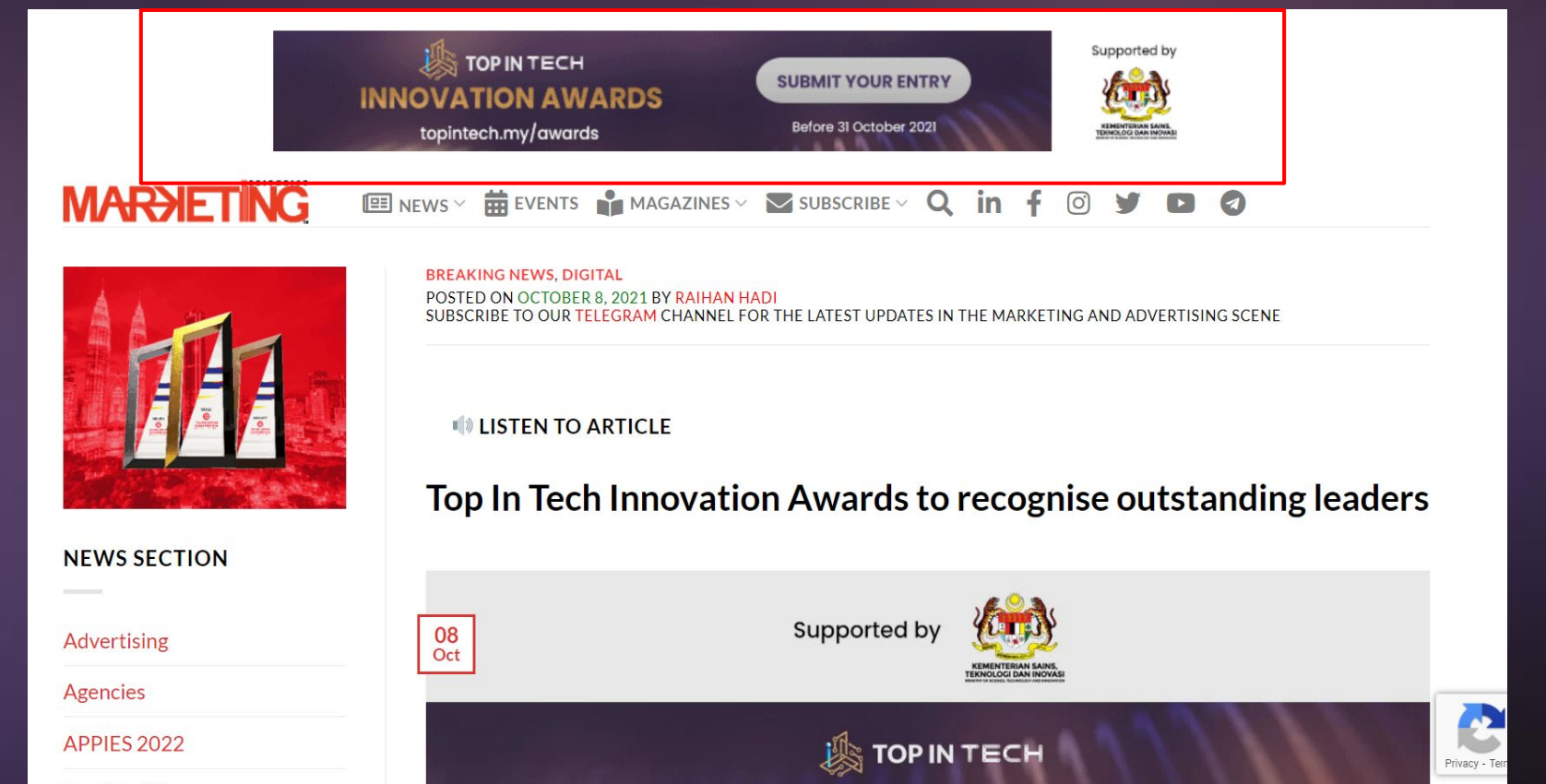
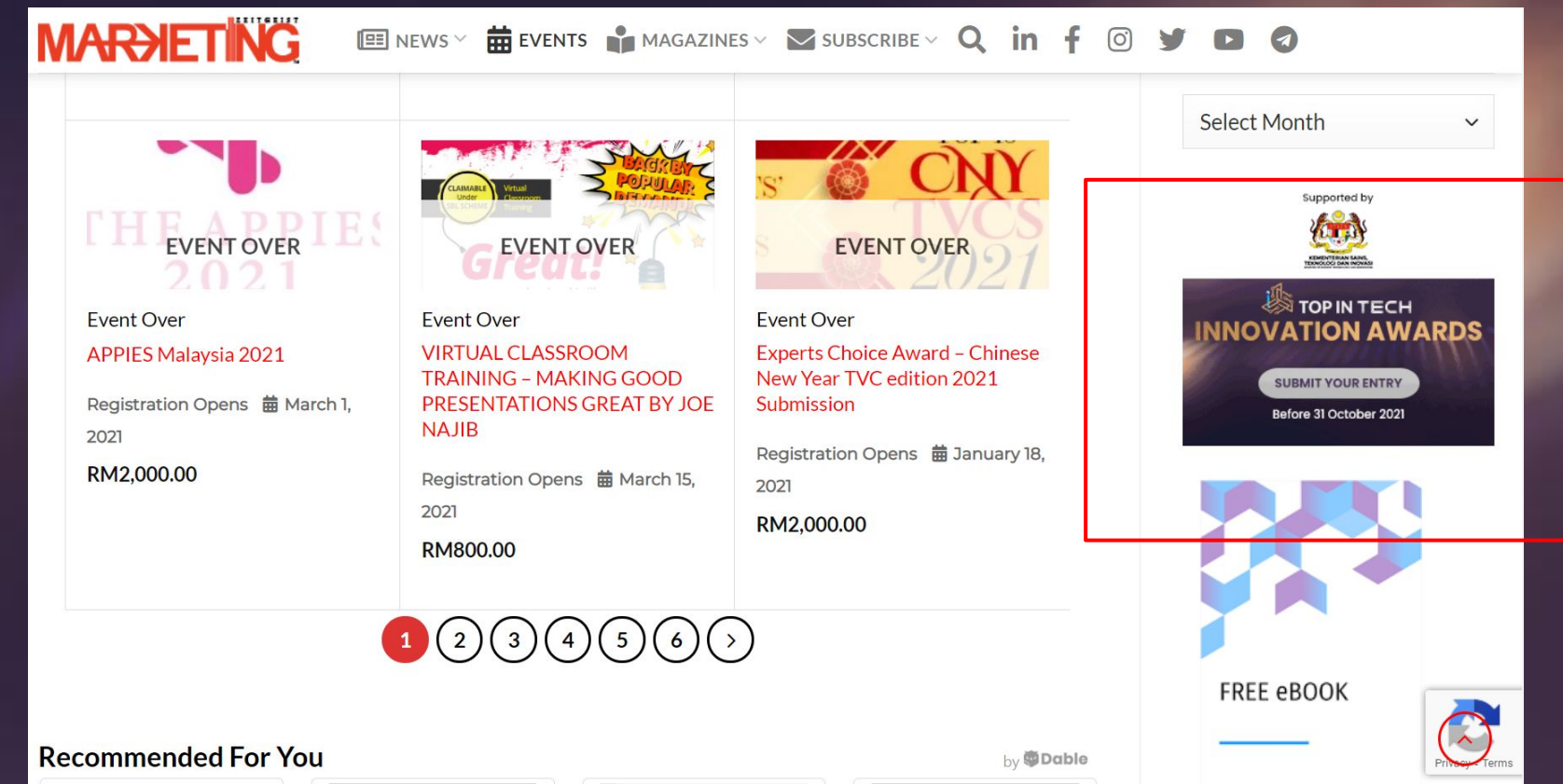
# EXTERNAL PUBLICITY

## Pre-event

Promotions on Marketing Magazine



Press Release Publication



Banner Ads



# VIDEO & PHOTO GALLERY During & Post-event

Photo Gallery  
Ceremony Highlight Video  
Winner Announcement Video

[Website](#) | [Facebook](#)



Photo Gallery  
[MK EN FB](#)

## Ceremony Highlight Video



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## Winner Announcement Video



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# ARTICLE & EMAIL MARKETING

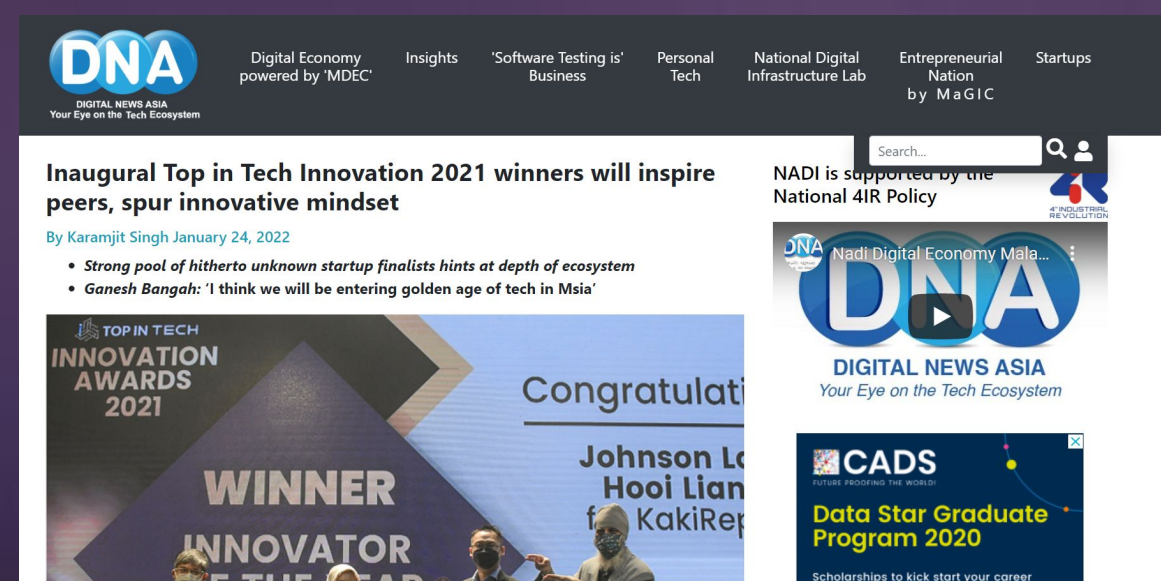
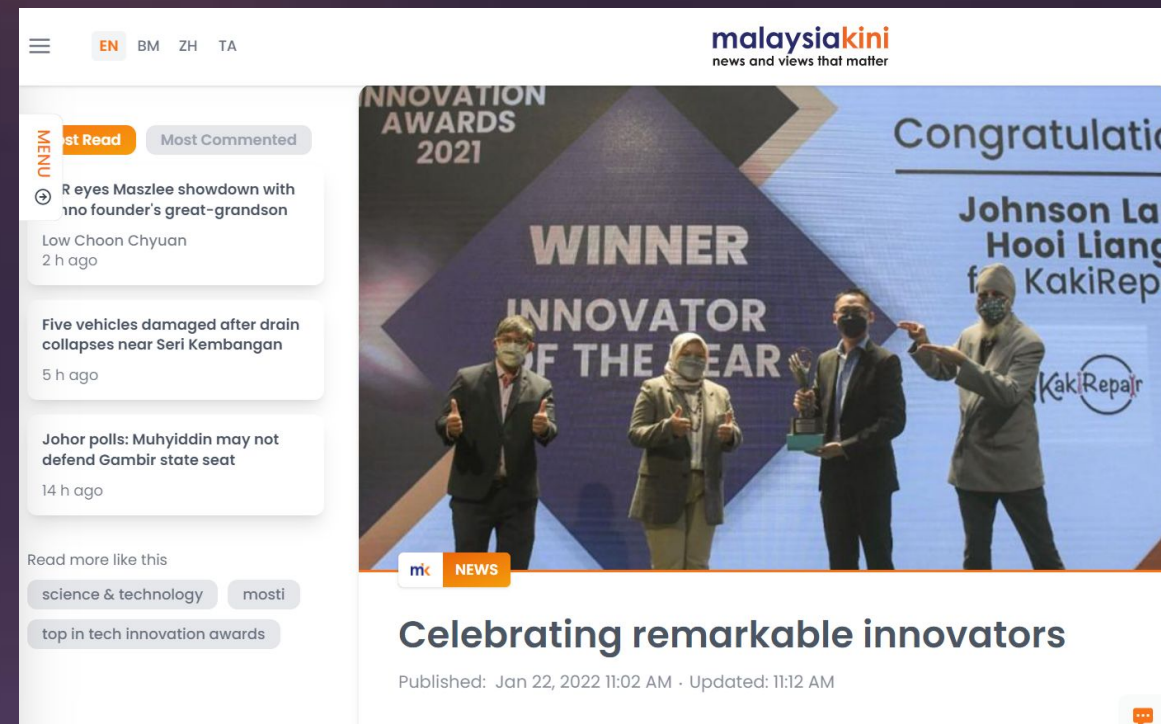
## Articles

Brand mention  
Key takeaways from  
the ceremony

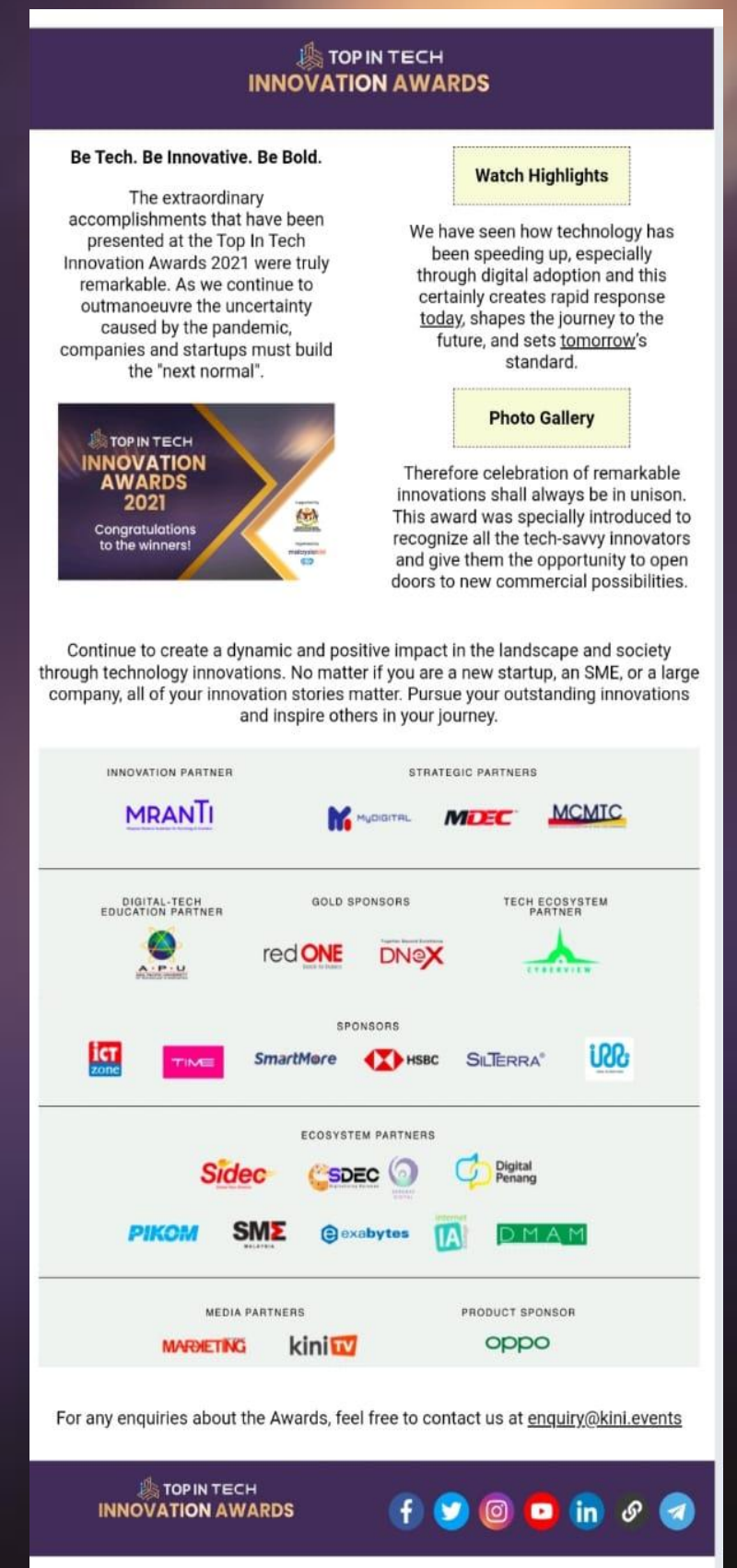
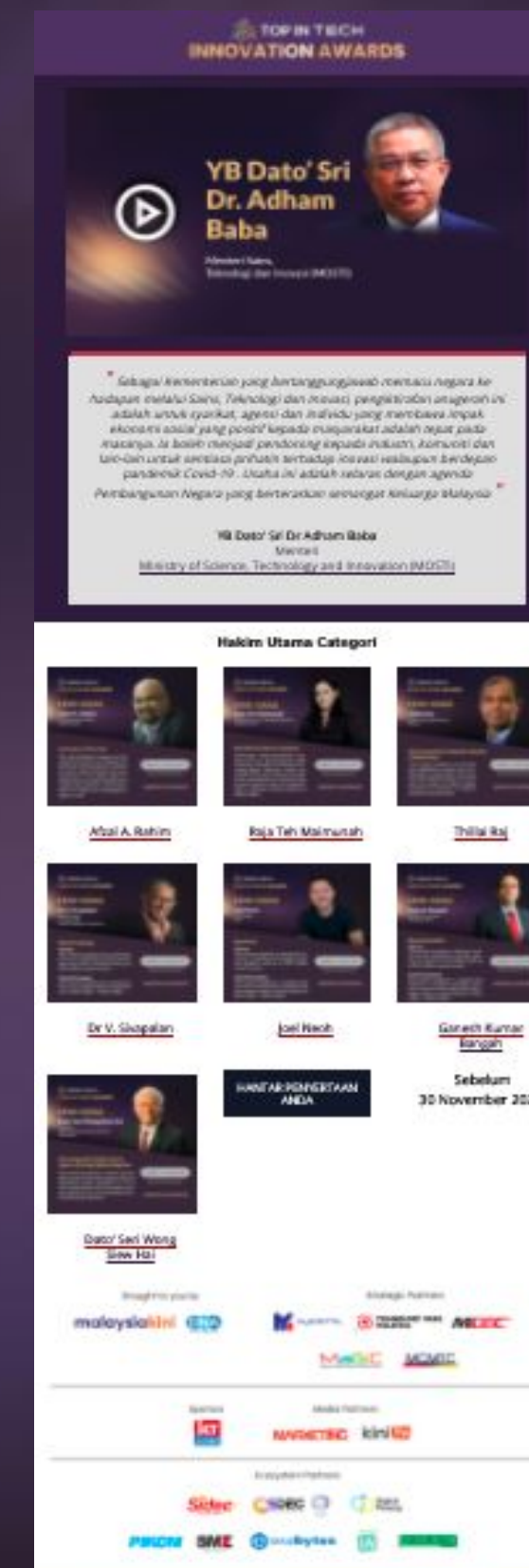
Published on:  
Malaysiakini  
Digital News Asia

EDM sent from  
KiniEvents database

## Post Event Articles



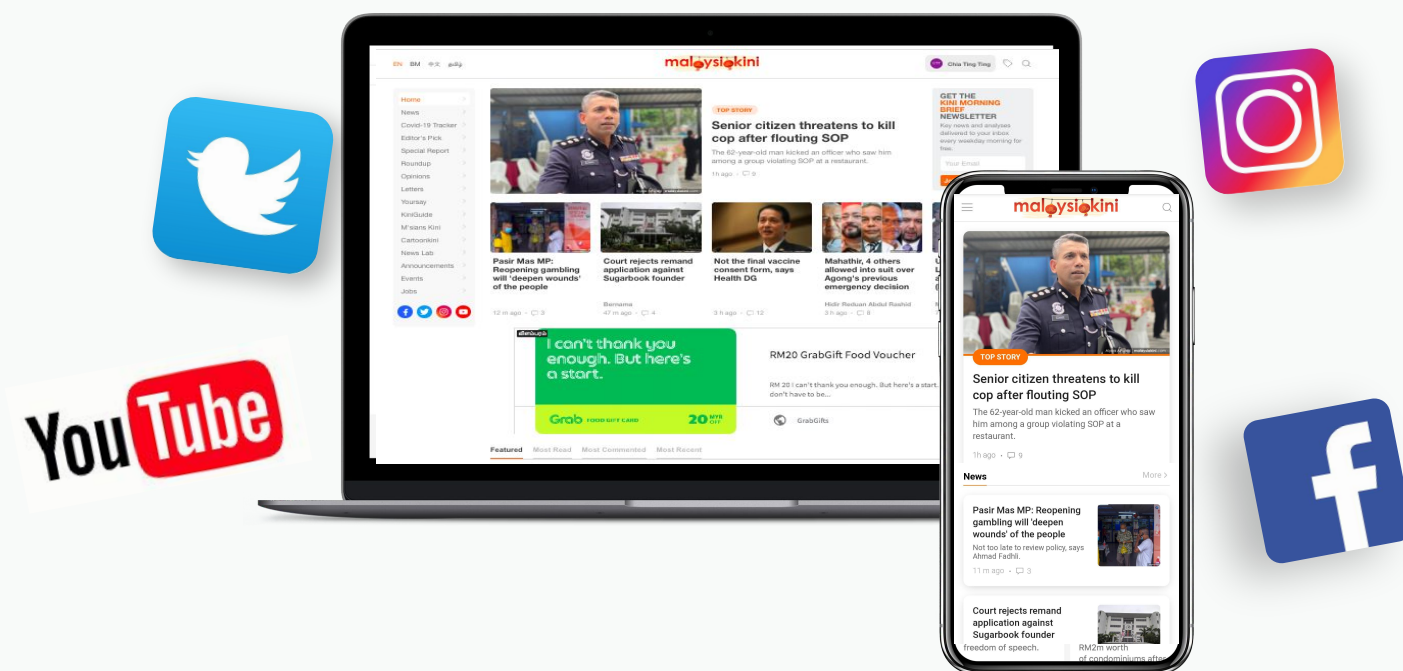
## Email Marketing (EDM)



kiniEvents

# EDM DATABASE

2022





# Database Summary

(As of Jan 2022)

## Total Database Size:

>60,000 emails

## Segmentation Database:

By Industry: 8,565 emails

By Job Title: 8,003 emails

By Interest: 15,880 emails

By Race & Gender: 31,261 emails

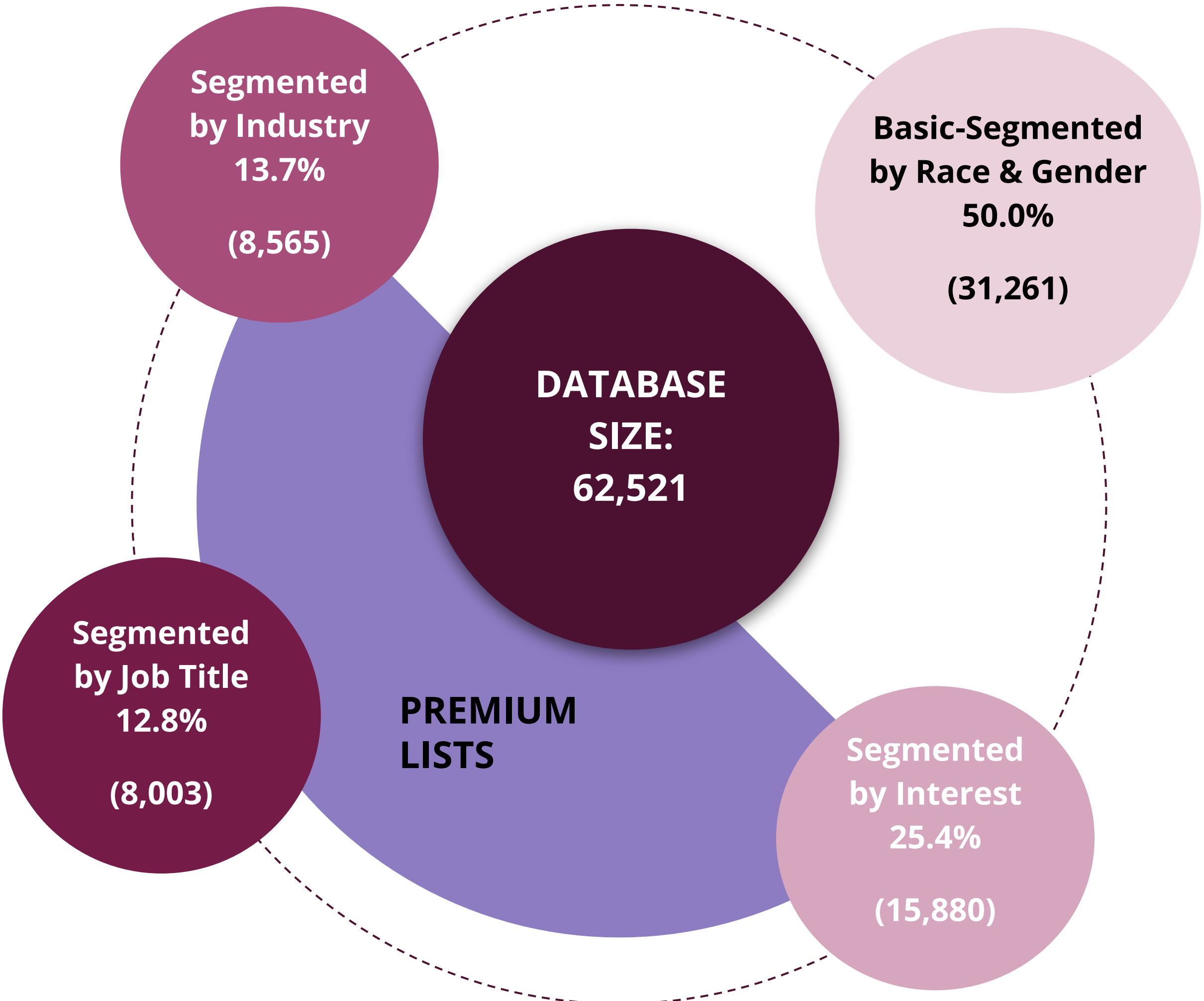
## Basic-Segmented:

By Race & Gender (50%)

= 31,261 emails

*\*Non-segmented:*

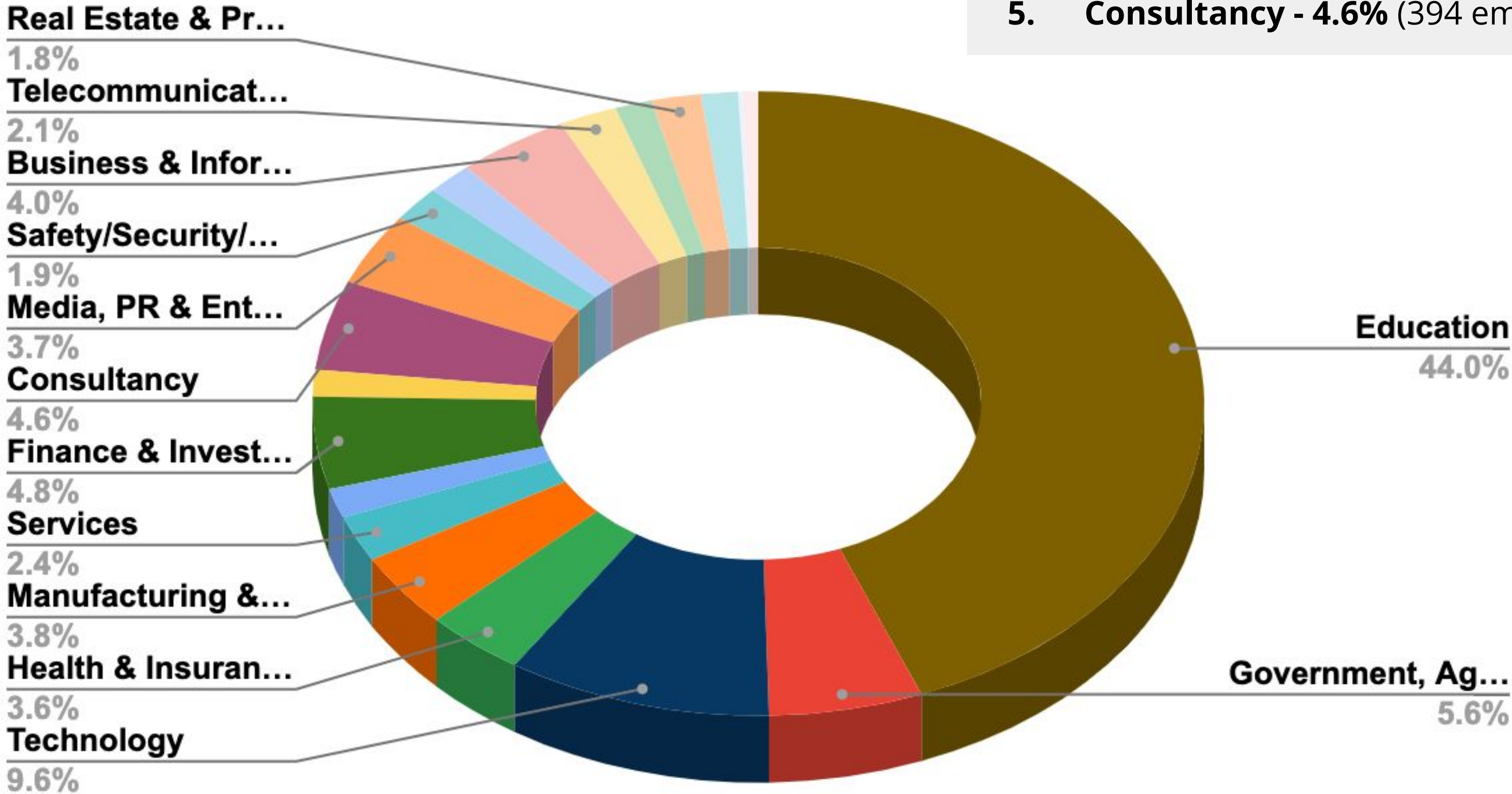
*(~50% = 30,000 emails)*





**Segmented by Industry**  
(Total: **8,565 emails**)

- Top 5 Industries:**
- 1. **Education - 44.0%** (3,769 emails)
  - 2. **Technology - 9.6%** (822 emails)
  - 3. **Government & Agencies - 5.6%** (481 emails)
  - 4. **Finance & Investment - 4.8%** (411 emails)
  - 5. **Consultancy - 4.6%** (394 emails)



**Segmented by Job Title**  
(Total: **8,003 emails**)

**Top 5 Job Titles:**

- 1. **Student - 35.0%** (2,801 emails)
- 2. **HODs / Snr Managers / Managers - 22.1%** (1,769 emails)
- 3. **C-Suites / Top Management - 16.7%** (1,333 emails)
- 4. **Business Owner - 12.6%** (1,337 emails)
- 5. **Executives / Specialists- 6.1%** (488 emails)

**Educator**  
3.2%

**HODs/Senior Ma...**  
22.1%

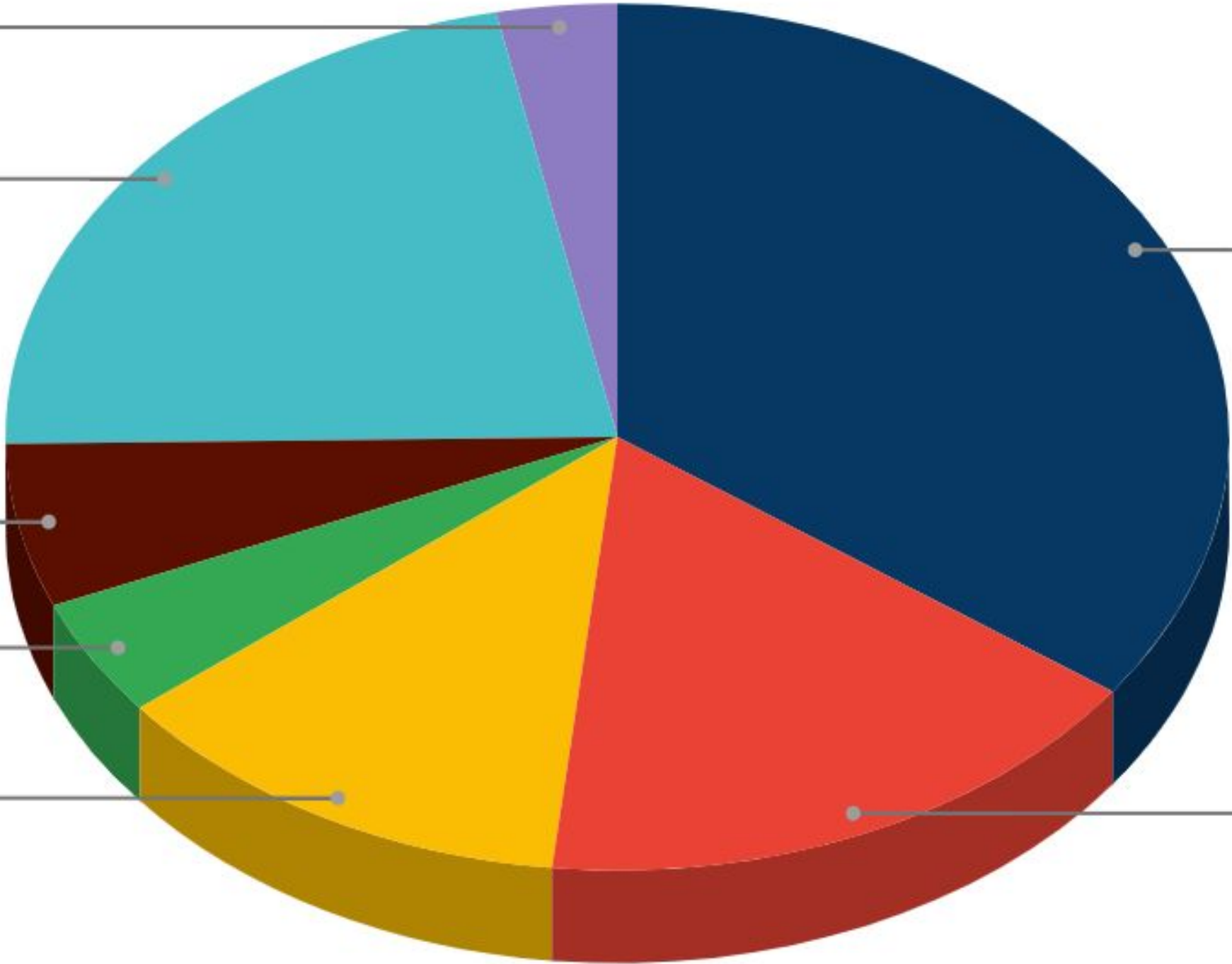
**Executives/Spec...**  
6.1%

**Freelance**  
4.4%

**Business Owner...**  
12.6%

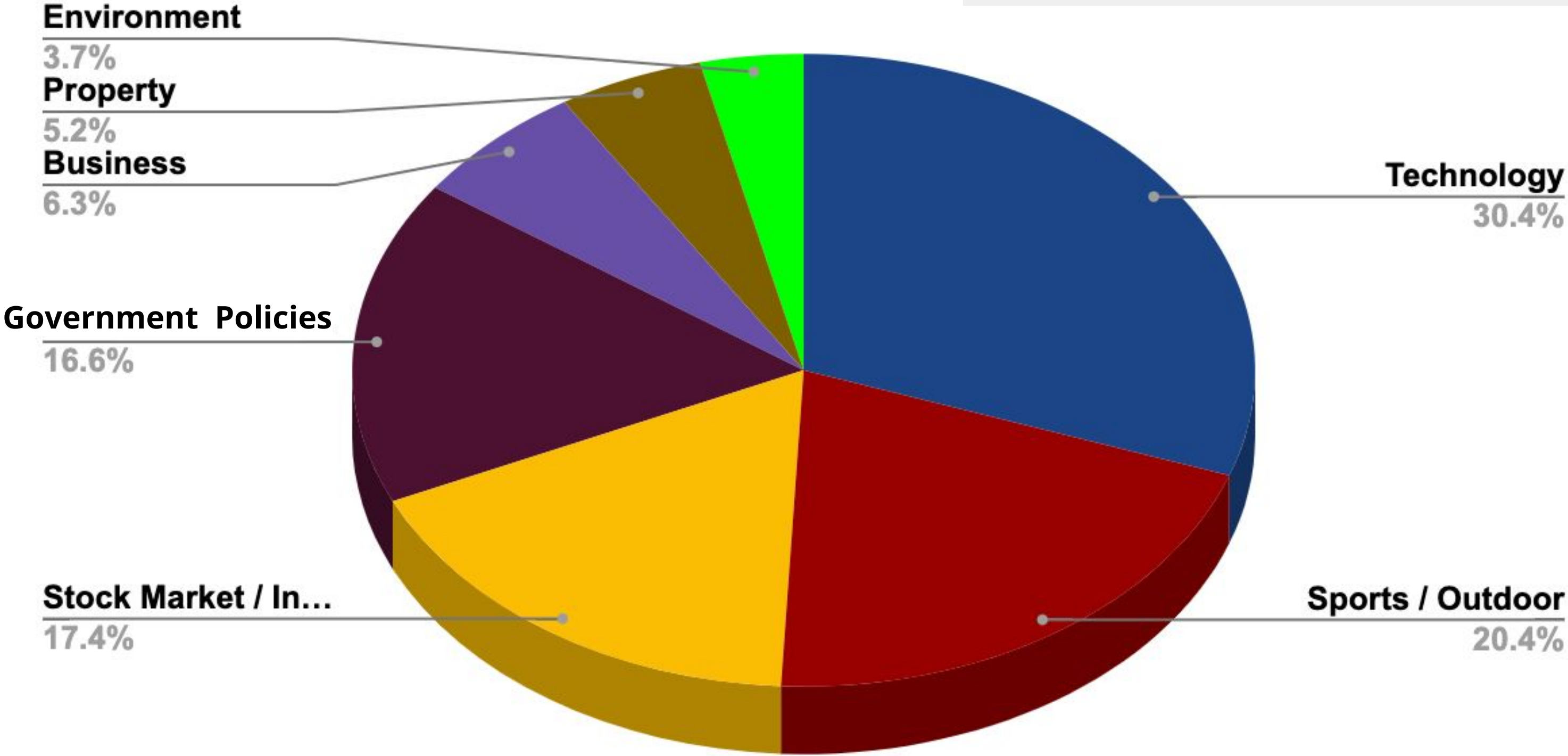
**Student**  
35.0%

**C-Suites/Top Ma...**  
16.7%



**Segmented by Interest**  
(Total: **15,880 emails**)

- Top 3 Interest:**
- 1. **Technology - 30.4%** (4,828 emails)
  - 2. **Sports / Outdoor - 20.4%** (3,240 emails)
  - 3. **Stock Market / Investment- 17.4%** (2,760 emails)
  - 4. **Government Policies - 16.6%** (2,763 emails)
  - 5. **Business - 6.3%** (1000 emails)



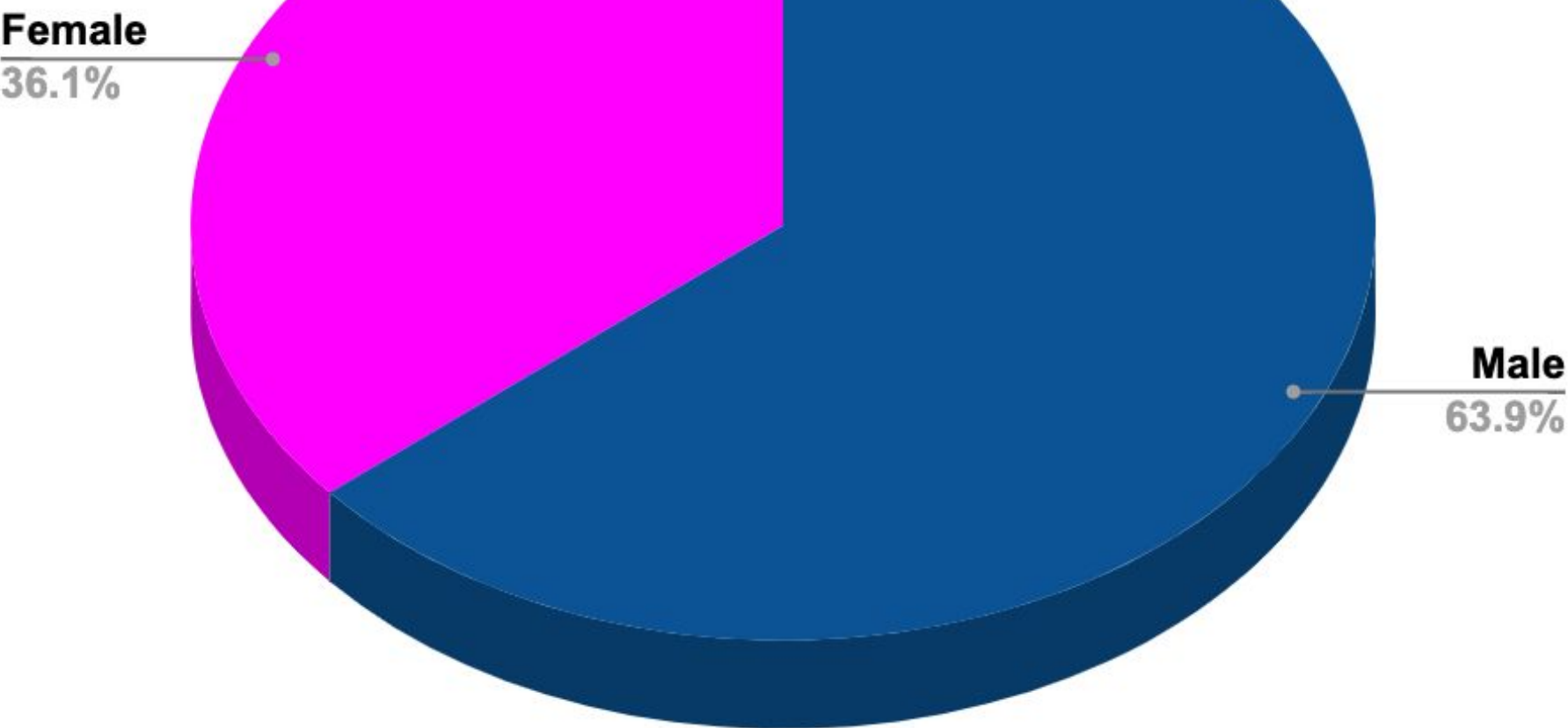
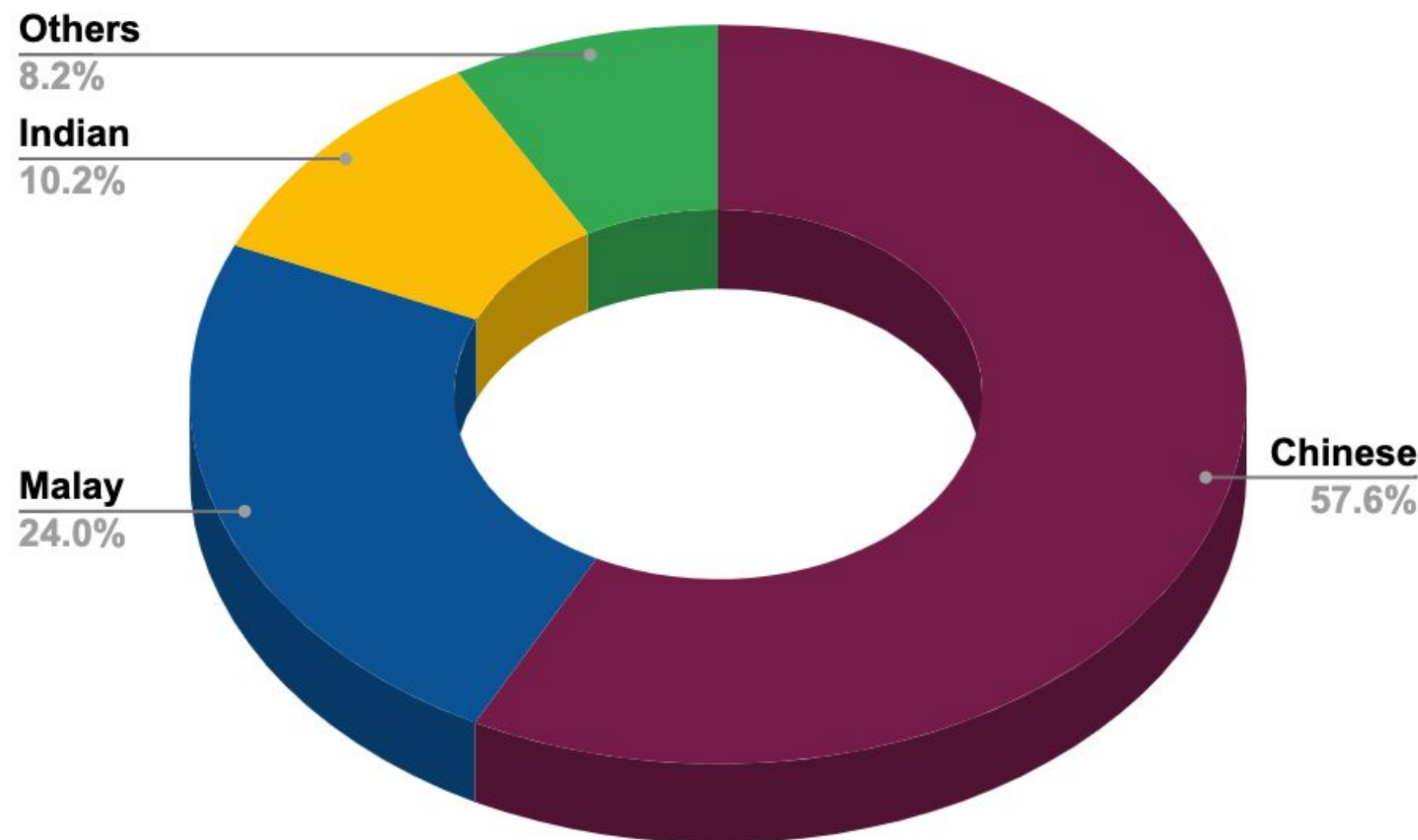


# Basic-Segmented by Gender & Race

(Total: 31,261 emails)

## Breakdown by Race

- 1. Chinese - 57.6% (18,006 emails)
- 2. Malay - 24.0% (7,503 emails)
- 3. Indian - 10.2% (3,189 emails)
- 4. Others - 8.2% (2,563 emails)



## Breakdown by Gender

- 1. Male - 63.8% (19,945 emails)
- 2. Female - 36.1% (11,285 emails)

# CONTACTS

**Dania Amani**  
**Event Producer**

[dania@malaysiakini.com](mailto:дания@malaysiakini.com) | 013 - 380 1610

**Hashvne @ Shashah**  
**Media Strategist**

[hashvne@malaysiakini.com](mailto:hashvne@malaysiakini.com) | 013-359 2776

**Chia Ting Ting**  
**Chief Commercial Officer**

[tingting@malaysiakini.com](mailto:tingting@malaysiakini.com) | 019 - 665 2392

