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Mosti launches MyStartup Programme to create 5,000 start-ups

**KICKSTART
YOUR JOURNEY
TO BE MALAYSIA'S
NEXT UNICORN**

**MY
STARTUP
2022**

HACKATHONS

PRE-SEED

PRE-ACCELERATION

ACCELERATION

MYStartup consists of several accelerator programmes that will be carried out throughout the year with the objective to strengthen the start-up ecosystem

by NURUL SUHAIDI / pic source: mystartup.gov.my

THE Science, Technology and Innovation Ministry (Mosti) yesterday launched the MyStartup Programme to enhance the marketability and capacity of Malaysian start-ups.

In line with the Malaysian Startup Ecosystem Roadmap (Super), MYStartup consists of several accelerator programmes that will be carried out throughout the year with the objective to strengthen the start-up ecosystem and community in the country.

This year, it will consist of MyHackathon 2022, MyStartup Hackathon, MyStartup Pre-Accelerator, MyStartup Accelerator, MyStartup Internship and MyStartup Mentorship.

Start-ups will be thoroughly guided starting from the ideation stage, trained by accelerator mentors and supported through funding and having their company profile highlighted in the MyStartup platform to attract foreign investors.

The MyStartup platform was built based on feedback received from 300 players on the challenges and needs of developing a business. Among the feedback included the gaps in information as well as networks that connect various parties of the ecosystem like start-ups, investors, service providers and related facilitation organisations in Malaysia.

Mosti Deputy Minister Datuk Ahmad Amzad Hashim said the programme is part of the ministry's long-term mission to position Malaysia as one of the top 20 global start-up ecosystems. It is also to support Malaysia's mission to elevate the country's position as a technology leader.

"This platform is to ensure that start-up development programmes are effectively implemented so that everyone in the eco-system will benefit from them," he said at the launch of MyStartup yesterday.

He advised business start-ups to take advantage of the initiative by one of its agencies, Cradle Fund Sdn Bhd, which will run throughout 2022.

Cradle has been mandated as the focal point to manage and support local start-ups through Super and the MyStartup Digital Platform due to its years of experience and expertise in leading early technology start-ups in Malaysia.

Its group CEO Rafiza Ghazali said Cradle will continue to support the need of the country's start-up ecosystem not only through funding, but also business networking through its strategic partners.

"Therefore, we highly encourage start-ups, particularly those with unique ideas and plans to establish technology companies, to take advantage of this opportunity and join the MyStartup Programme," she said.

The Super Roadmap is outlined with three phases over nine years and targets to create 5,000 start-ups and produce five "unicorn" status companies by 2025 in a quest to catalyse Malaysia as a high-tech nation.

Interested start-ups, investors, industry players and ecosystem builders can register via www.mystartup.gov.my.