



KEMENTERIAN SAINS,
TEKNOLOGI DAN INOVASI
MINISTRY OF SCIENCE, TECHNOLOGY AND INNOVATION

PRESS RELEASE

MINISTRY OF SCIENCE, TECHNOLOGY AND INNOVATION

'MYSTARTUP ROADSHOW' SERIES TO STOPOVER IN PENANG

PUTRAJAYA, 18 May 2022 – The 'MYStartup Roadshow' series organised by the Ministry of Science, Technology and Innovation (MOSTI) through its agency, Cradle Fund Sdn. Bhd. (Cradle), continues its momentum and efforts in creating an inclusive and conducive startup ecosystem at its upcoming stopover in Penang from 23 to 24 May 2022.

The stopover is part of the effort to ensure that startup communities located outside the Klang Valley are not excluded from participating and benefiting from startup empowerment events through the MYStartup Programme. The roadshow's stopover will also see the presence of the Minister of Science, Technology and Innovation, YB Dato' Sri Dr. Adham Baba and MOSTI's Fund Division (*Bahagian Dana*).

Penang is the third location of the MYStartup roadshow series and will be supported by community and technical partners such as Digital Penang, Invest Penang, Universiti Sains Malaysia (USM), Microsoft Malaysia, Digital Nasional Berhad (DNB), SIRIM Berhad and Future Lab.

Launched in February 2022, the MYStartup Programme consists of several programmes aimed at empowering the ecosystem and the startup community in Malaysia through content that focuses on the development and sustainable development of startups as well as capacity building and human capital.

The collaboration between MOSTI, Cradle and the stakeholders of the Malaysian Startup Ecosystem in this roadshow demonstrates MOSTI's commitment in manifesting the Government's efforts and commitment to ensure that *Keluarga Malaysia* benefits from the country's startup empowerment and development efforts. Through this effort, the dream of making Malaysia the main choice for founders and foreign companies to establish and start their operations in the country can be realised, thus boosting the country's economy.

To be attended by startups from Penang and neighbouring states, the 'MYStartup Roadshow' will feature specially invited startups such as Piktochart, Easy Parcel, Niagawan, Neptrix and Havva Agrotech during a get-together session in the afternoon session of the first day of the programme.

In addition to announcements on programmes implemented by MOSTI, briefing sessions on the Start-up Ecosystem Roadmap (SUPER), how startups could participate in the programmes, application criteria for grants, matching businesses with appropriate funds, networking sessions and various workshops.

Also scheduled to take place during this tour series is the 'MYStartup Meet & Pitch' event which provides space for invited startups to make direct pitching to investors consisting of government agencies, venture capital companies, as well as angel investors.

A business matching session between startups with the investors will be organised in a bid to assist the startups in enhancing their potential to secure investment, while expanding their networking between investors and other startups. Participants of MYStartup Meet & Pitch also stand to benefit from sharing sessions by specially invited industry experts prior to their pitching session. The theme that will be featured in this edition of 'MYStartup Meet & Pitch' is Emerging Technologies and Electrical & Electronics (E&E).

Cradle is pleased to invite startups in Penang and neighbouring states to participate in the MYStartup Roadshow on the following dates:

Date : 23 and 24 May 2022
Time : 9:00 a.m – 6:00 p.m
Location : Think City, Wisma Yeap Chor Ee, Pengkalan Weld
10200 George Town, Penang

For more information on the Malaysian startup ecosystem, upcoming programmes organised by Cradle as well as information on the 'MYStartup Roadshow' series, we invite startups, investors, industry players and ecosystem builders, to visit and register on the MYStartup platform at www.mystartup.gov.my.

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