



PRESS RELEASE
**MINISTRY OF SCIENCE, TECHNOLOGY AND
INNOVATION**

**CRADLE AND MICROSOFT COLLABORATE TO EMPOWER STARTUPS
IN MALAYSIA**

KUALA LUMPUR, 9 AUGUST 2022 – Minister of Science, Technology and Innovation, YB Dato' Sri Dr. Adham bin Baba today witnessed the exchange of a **Memorandum of Understanding (MoU) between Cradle Fund Sdn. Bhd (Cradle) and Microsoft Malaysia (Microsoft).**

The collaboration between Cradle, an agency under the Ministry of Science, Technology and Innovation (MOSTI) and Microsoft further proves the commitment of both parties in providing a platform for local startups to scale innovative results at a global level.

Through this MoU, Cradle will collaborate through the **Microsoft for Startups Founders Hub** programme by providing access to upskilling opportunities, personalized technical guidance, access to the Microsoft Mentor Network along with free access to GitHub Enterprise and productivity boosts with Microsoft 365 as well as Azure cloud credits of up to USD150,000 to build their products.

According to YB Dato' Sri Dr. Adham bin Baba, the cooperation between Cradle and Microsoft will ensure a sustainable startup ecosystem. Startups should also take advantage of the expertise and knowledge available at large companies such as Microsoft to explore international markets.

"MOSTI believes that this collaboration will be a catalyst for more active growth and development for startups in Malaysia. This is in line with the Government's desire to empower the technology ecosystem in Malaysia, in addition of being a leading startup ecosystem by 2030 and further achieving inclusive, responsible and sustainable socio-economic development," said YB Dato' Sri Dr. Adham bin Baba.

He added, "The collaboration between Cradle and Microsoft is not only to provide access to digital technology for entrepreneurs, but also to ensure economic resilience, digital skills and knowledge can be mastered and further provide a trusted and secure digital environment for businesses to thrive."

According to Cradle's Acting Group Chief Executive Officer, Encik Norman Matthieu Vanhaecke, "We often observe startup companies in Malaysia facing challenges in realising their ideas. Most of them have potential and are competitive but struggle to make full use of existing technology. As such, Cradle is very excited to work closely with Microsoft as a collaborative partner in improving technology expertise and in develop a more sustainable start-up ecosystem in Malaysia."

Senior Vice President, Ecosystem Development, Cradle, Encik Ahmad Kashfi Alwi commented, "Dealing with the various challenges faced by startups, MOSTI through Cradle has embarked on providing long-term support via its MYStartup Programme to empower startups through comprehensive capacity building initiatives. These initiatives are anticipated to provide benefits and guidance to startups in enhancing their competitiveness and marketability."

Meanwhile, Managing Director Microsoft Malaysia, Mr K. Raman, shares that Microsoft, with 30 years of presence in Malaysia has the technological expertise and the unique ability to penetrate the market to help start-up goals in Malaysia. He shared, "We will highlight the Microsoft platform for the Startup Founder Hub in Malaysia as part of our collaboration with Cradle and MOSTI. This shows Microsoft's continued commitment under the Bersama Malaysia initiative," he said.

At the ceremony, a discussion session themed 'Empowering Startups with Technology' was also held by bringing together a panel consisting of industry leaders namely YBhg. Datuk Ts. Dr. Mohd Nor Azman Hassan, Deputy Secretary General (Technology Development) MOSTI, Puan Azizah Ali, Chief Marketing and Operations Officer, Microsoft Malaysia; Dr. Raymond Choy, CEO of DOC2US; and Mr. Patrick Hew, Chief Technology Officer of Paywatch.

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Prepared by:

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