



PRESS RELEASE

MINISTRY OF SCIENCE, TECHNOLOGY AND INNOVATION

MYSTARTUP ROADSHOW SERIES ARRIVE IN SABAH

KOTA KINABALU, 24 August 2022 – Minister of Science, Technology and Innovation, YB Dato’ Sri Dr. Adham Baba had launched MYStartup East Malaysia Region Roadshow, the fifth edition under MYStartup Roadshow today, at Kota Kinabalu, Sabah.

MYStartup Roadshow series that was initiated by Ministry of Science, Technology and Innovation (MOSTI) through its executing agency, Cradle Fund Sdn. Bhd. (Cradle) is the continuation from several editions before in efforts to explore and strengthen startup ecosystem outside peninsular Malaysia.

Kota Kinabalu is the second stop outside peninsular Malaysia in this MYStartup Roadshow series. It is a part of diligent effort done to ensure the start-up community especially in Sabah are included and reaping the benefits from various start-up empowerment programme that was planned.

During the launch of Sabah’s ‘MYStartup East Malaysia Region Roadshow’, YB Dato’ Sri Dr Adham Baba said, “MOSTI and Cradle is honoured to have the support and cooperation from the technical and community partners in making this event a success, namely, Sabah Creative Economy and Innovation Centre (SCENIC), Universiti Malaysia Sabah (UMS) and Sabah Net in teaming up to impact the start-up community in Sabah. Also supporting this two-day programme are, Petronas Ventures, Seed.Lab and SIRIM.”

Cradle has identified main roadblocks that are faced by start-ups in Sabah, in which is; the lack of capacity building programmes that supports the start-up community. These start-ups have great potential but lacks exposure and continued guidance from key players, not only from the federal agencies like Cradle, but also entities from each state. Simultaneously, each federal and state entities are welcomed to have continued communications amongst each other to achieve the goal of producing more start-ups from Borneo.

One of the Sabah start-ups' success stories that can be made as a role model is CoreHalal that offers digital platform in providing end-to-end solution to help businesses automate their daily Halal operation. The development and growth of CoreHalal whom is also one of the MYHackathon 2020 winners are results of endless support from agencies like SCENIC that is responsible in discovering CoreHalal, Cradle as the fund provider, MDEC that accelerates their growth, Halal Development Corporation that helps their commercialization process and MRANTI as the gateway to global stage.

At the launch, the audience also witnessed the exchange of Memorandum of Understanding between Cradle and SCENIC. Through this MoU, SCENIC will be MYStartup's community partner in Sabah, aside from promoting MYStartup's programmes. At the same time, Cradle will also support ecosystem building programmes organized by SCENIC in Sabah.

There are many activities that was planned for this edition, which includes a briefing session about Start-up Ecosystem Roadmap (SUPER), the MYStartup portal demo, panel sessions about start-up ecosystem in Malaysia, also funding opportunities for start-ups. On top of that, there will be sharing sessions from MYStartup strategic partner and one-on-one consultations.

Cradle also have collaborated with several community partners in their previous roadshow series, such as Digital Penang (Penang Roadshow) and Tegas Digital Village (Sarawak Roadshow). Through these collaborations, there were various activities held to boost local start-up ecosystem like Digital Penang Bootcamp and Startup Weekend (with food security theme).

For further information about the local start-up ecosystem in Malaysia, upcoming programmes and roadshows from Cradle, start-ups, investors and industry players, please log on to www.mystartup.gov.my and register your interest there.

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Dikeluarkan oleh:

**Ministry of Science, Technology and Innovation (MOSTI)
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