



STV

SIRIM TECH VENTURE SDN BHD

(Company Registration No. 199601007548 (379894-W))



accelerating business commercialisation

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SIRIM TECH VENTURE SDN BHD

In brief...

The establishment of SIRIM Tech Venture Sdn Bhd (STV) in 2014 as an impetus to carry a mandate as commercialisation arm of SIRIM BERHAD. Beginning 2017, it took full force and anticipated to accelerate the commercialisation of research and innovation into the marketplace. STV is a wholly-owned subsidiary of SIRIM Berhad and is growing by expanding it's services to clients, collaborators and partners.

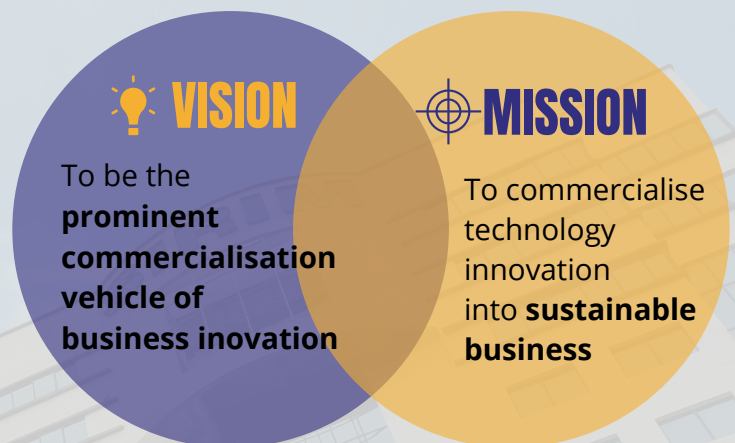
Technology commercialisation is the process of converting innovative ideas into businesses that generate economic benefits and positive impacts.






Ts. Ajmain Kasim
Chief Executive Officer

"My goal is to make SIRIM Tech Venture Sdn Bhd as the referral hub for technology enterprise and business commercialisation regionally and globally" stated Ts. Ajmain Kasim.

"STV has vast potential to be an influential player in the market by leveraging SIRIM's brand and it's comprehensive networks; be it locally and globally" echoed Ts. Ajmain Kasim.



ROLES

-  Special vehicle to accelerate technology innovation into commercialisation.
-  Facilitate technology and knowledge transfer to generate economic and social benefits.
-  Establish collaboration with partners for long term sustainability.

BOARD OF DIRECTORS



YBhg. Datuk (Dr.) Hafsa binti Hashim



**Encik Mohd Azanuddin
bin Salleh**



**YBhg. Dato' Indera Dr. Ahmad
Sabirin bin Arshad, FASc**



**Encik Mohd Rashid
bin Mohd Yusof**

Co-Creation Co-Opetition

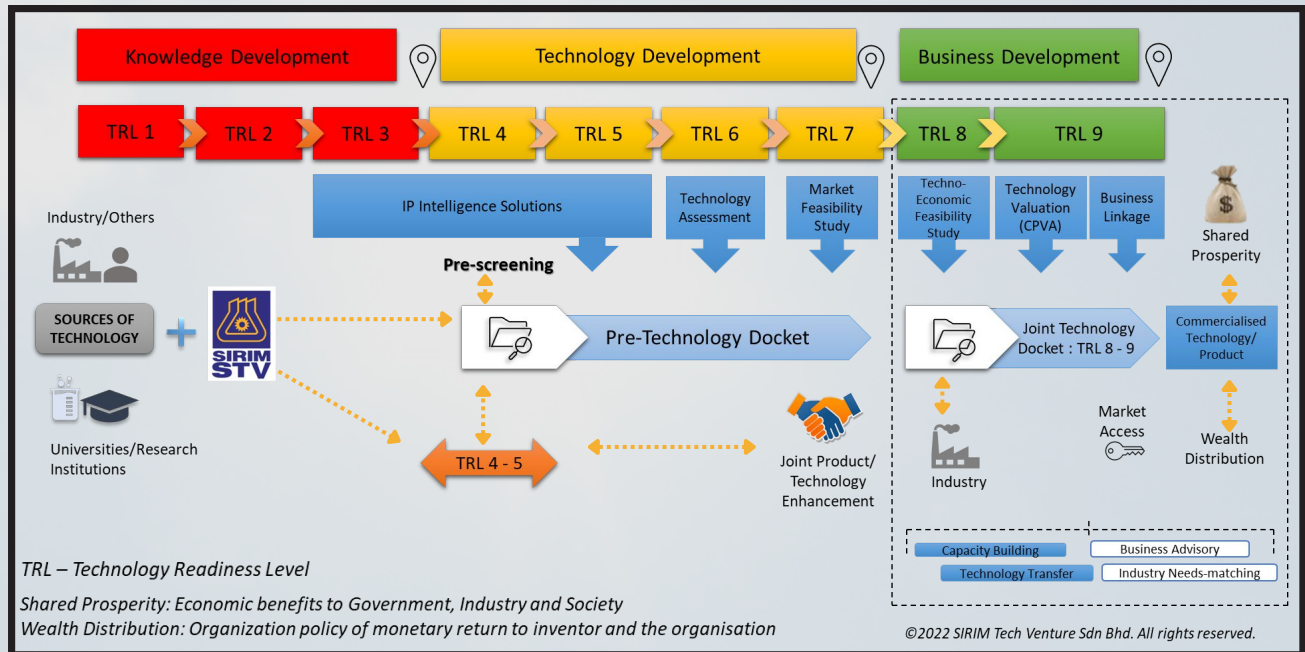
Partnership

STV positions itself in the technology commercialisation fraternity by engaging and associating with various partners; from start-up companies, small and medium companies, large and local companies, public listed and well known conglomerates in the market. Collaborative arrangement with relevant ministries and funding agencies also an imperative support system.

- Looking for technology partner/taker/investor to bring the technology/product to market
- STV as bridging entity for SMEs/LLCs to gain technical support and market accessibility
- Establishing collaboration between funder/investor/technology provider/industry

Technology Enterprise And Commercialisation Hub (TECH) Ecosystem™

Co-Creation & Co-Opetition



STV has established Technology Enterprise and Commercialisation Hub or TECH Ecosystem™ by encompassing all activities required towards technology commercialisation and this is as holistic framework towards addressing client's needs for commercialisation. STV is adapting TRL as a methodology of verifying technology maturity along the technology development value chain. TRL 1 to 3 is normally also known as Knowledge Development, commonly known as Fundamental Research; TRL 4 to 7 is normally known as Technology Development and TRL 8 to 9 is normally known as Business Development, commonly known as a process converting into business (full commercialisation).

Technology from external will be pre-screened and assessed its TRL before it can be qualified into the PRE-TECHNOLOGY DOCKET. STV will assist in connecting with SIRIM Industrial Research and/or external parties to ramp up technology maturity into higher TRLs. All confirmed technologies of TRL 6 above that had undergone technology assessment and verification, will be put into a virtual briefcase called JOINT TECH DOCKET. Various activities (in blue arrows) such as IP Intelligence Solutions, Technology Assessment, Market Feasibility Study, Techno-economic Feasibility Study, Market Validation and Technology Valuation will be conducted.

Technology transfer process and technology training will be implemented for the technology taker team, meanwhile industry needs-matching to ascertain the needs compared to available technology that is ready to be commercialised is also performed, where capacity building in technology commercialisation is value added activities can be delivered upon request. Eventually, technology taker will sign an agreement (e.g. technology licensing, outright, strategic alliance, joint venture, market trial program etc). STV advises client and assist in business financing to meet their manufacturing or business expansion requirement.

Accelerating Business Commercialisation

Technology-based commercialisation is time-consuming and tedious process, thus being alone on the track is high risk of delayed success.

STV advocates collaboration towards the acceleration of commercialisation in the context of technology, product, process and know-how to the market. Leveraging each others' strengths and advantages are among success factors to ensure the realization and success of these expeditions.



Commercialisation Pathways

Value creation along the innovation and productisation value chain until it reaches the market. The commercialisation pathway selected depends on seller-buyer bargains and agreement.



Value creation to our customers

Commercialisation Services

Technology Assessment

A process to analyse, define and determine the readiness of a technology to enter the market, by way of recommendation for next process. The purpose is to reduce the risk of ineffective investment decisions.

Market Feasibility Study (MFS)

A procedure to understand deeper market factors based on available technical data. The purpose is to understand the market and determine whether adequate demand exists. This may include technical and legal factors that determine that the business opportunity is a success.

Techno-Economic Feasibility Study

Method to determine the technical and financial viability as well as potential profitability in the future.

Technology Valuation (by Certified Patent Valuation Analyst)

An approach to determine technology value for technology transfer deal; which includes the economic value, non-economic value & opportunity cost that can be derived from various factors.

Market Validation

A process to bring the product into the target market and prospective buyers in order to address the market's needs; it reduces the risks, speeds up the delivery and minimises the costs.

Consultancy on Technology Transfer

Relates to commercialisation pathways (licensing, strategic alliance, outright sale, spin-off & joint venture).

Technology Management Coaching

One-to-one coaching session for product or process innovation.

Value creation to our customers

Advisory and Consultancy Services



Capacity Building

- **Commercialisation Workshop**

12 modules to better understanding of commercialisation processes.

- **Innovation Management Workshop**

Sharing of technology management elements for sustainability.

- **Business Model Canvas (BMC) Workshop**

Creation of business value proposition as part of strategic management tools.



Intellectual Property (IP) Intelligence Solutions

Advisory and consultancy that comprises of aspects of:

- IP Assessment – opinion on novelty, registrability and prior art search of an invention.
- IP Protection – the process of ensuring the exclusive rights of the IP are properly registered and protected.
- IP Due Diligence – process of reviewing the IP portfolio, its status and conflict against third party IP rights and leading to IP asset valuation, freedom of operation as well as relevant strategic advices.
- IP Advisory – advisory on the identifying the relevant IP rights, maximisation of the IP rights, risks, its mitigation etc.



Business Linkages

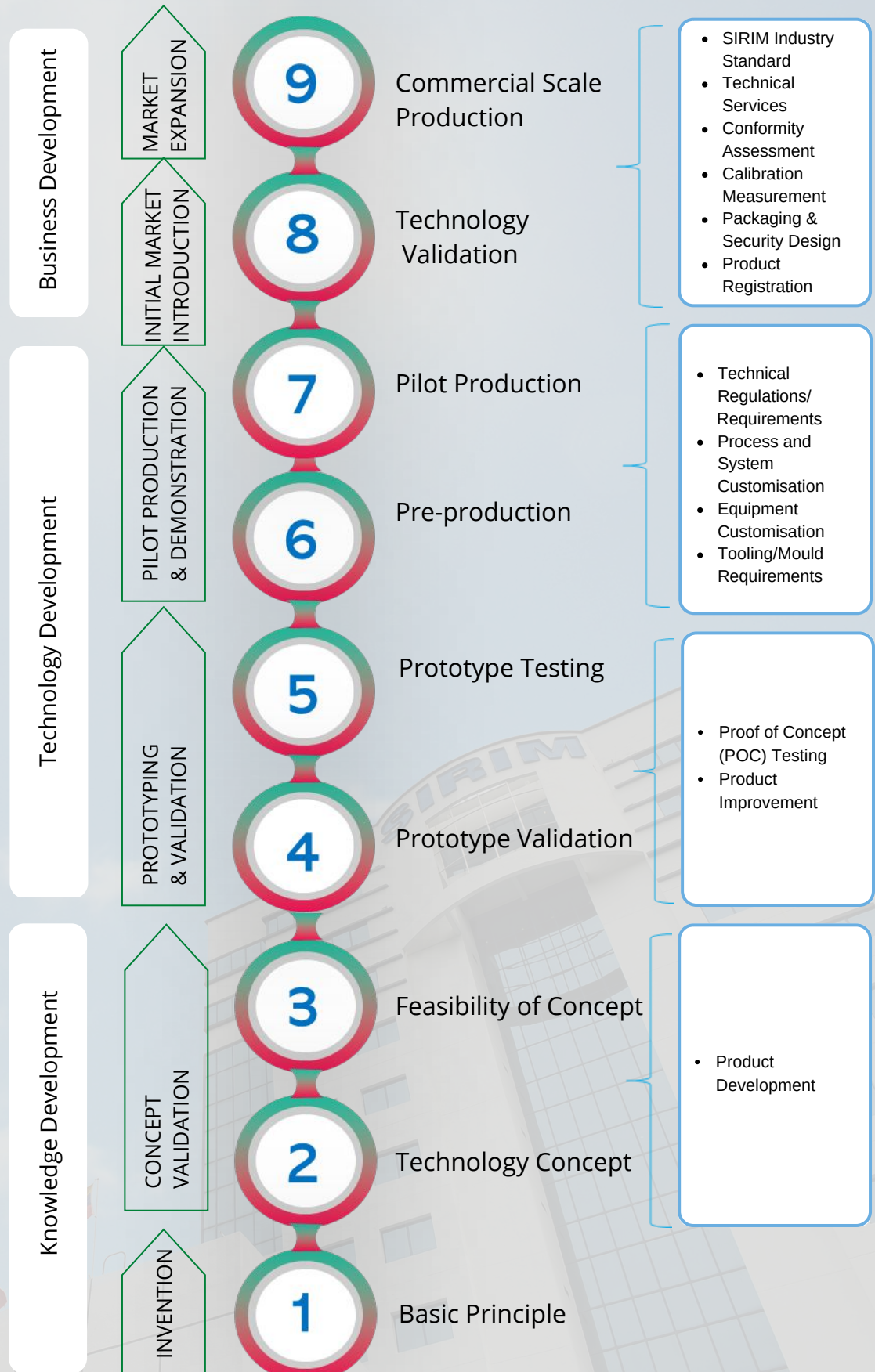
Facilitating the matching of technology owner with the enterprises and establishing network for technology transfer purposes.

Assessment of Technology Maturity

In accordance to SIRIM 34:2020 ; Guidelines for Technology Commercialisation

SIRIM's Package of Services

TECHNOLOGY READINESS LEVEL (TRL)



Technology Docket

The innovation which is ready for commercialisation is evaluated and tagged into '**Technology Docket**', a virtual database which holds technology/product /process/service to be offered to the potential technology taker through any of commercialisation pathways and it cut across various sectors.

Agricultural

Cosmeceutical

**Medical
Devices**

Energy

Industrial

Environmental

**Reaching the world through
Business Enrichment**

Customised collaborative program can be harmonised to **client's needs** and **encompassed elements of related topics** of business commercialisation and problem solving purposes.

SIRIM Cultural Beliefs

We uphold the Integrity in delivering our tasks, with full accountability and transparency.

Company wide, we practice SIRIM's Cultural Beliefs

Achieve Sustainability

Lead Innovation

Engage Teamwork

Act Fast

Deliver Excellence





Focus Y/2023

Sector of focus:

Medical, Healthcare & Wellness
Energy and Environment
Advanced Materials (NanoTech & BioTech)
HALAL Tech-based Programme

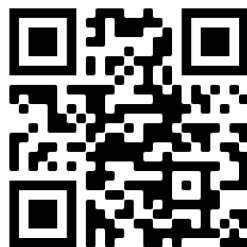
Customised technology solutions

Customised technology solutions based on clients needs and budget for scaling up or adoption of technology innovation. This may include but not limited to, new industry standard development, new product development, technology adoption programme, plant set up and others.



CALL US
TALK TO US
TOGETHER WE THRIVE

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