MINISTRY OF HIGHER EDUCATION
ENTREPRENEURIAL AWARDS 2017 (MEA)

“Learn, Unlearn, Relearn Entrepreneurship & Innovation”
MINISTRY OF HIGHER EDUCATION ENTREPRENEURIAL AWARDS 2017

Adapted from UK Times Higher Education “Entrepreneurial University Award of the Year”

Act as a catalyst for the creation of holistic and conducive ecosystem for entrepreneurship development in Malaysian Higher Education

Has been successfully implemented in 2012, 2013, 2015 & 2016.
The MEA is NOT an audit of the institution.
It is a recognition of the achievements made against the award criteria.
ENHANCEMENT OF MEA 2017

AWARD CATEGORY

CATEGORY A
INSTITUTIONAL AWARDS

• Most Entrepreneurial University
• Most Entrepreneurial Polytechnic
• Most Entrepreneurial Community College

CATEGORY B
OUTSTANDING STUDENT ENTERPRISE AWARD

CATEGORY C
OUTSTANDING GRADUATE ENTERPRISE AWARD

CATEGORY D
OUTSTANDING ENTREPRENEURSHIP MENTOR AWARD

CATEGORY E
OUTSTANDING STUDENT SOCIAL ENTREPRENEURSHIP AWARD
Timeline:

1. Briefing to HEI (12th Dec 2017)
2. Written Submission By Institutions (Deadline 12th Feb 2018)
3. Pre-selection screening by the Due Diligence Committee (26th-31st March 2018)
4. Presentations to judging panel (2nd-12th April 2018)
5. Site visit to respective finalist (20th April 2018)
6. Award Ceremony (20th April 2018)
VALUE OF THE AWARD

**CATEGORY A**
INSTITUTIONAL AWARDS
- RM250,000 for Most Entrepreneurial University of The Year
- RM100,000 for Most Entrepreneurial Polytechnic of The Year
- RM100,000 for Most Entrepreneurial Community College of The Year
*Finalist: RM50,000 each University, RM25,000 each Polytechnic & Community College*

**CATEGORY B**
OUTSTANDING STUDENT ENTERPRISE AWARD
- RM20,000 for Grand Winner
- RM15,000 for First Runner Up
- RM10,000 for Second Runner Up

**CATEGORY C**
OUTSTANDING GRADUATE ENTERPRISE AWARD
- RM50,000 for Grand Winner
- RM30,000 for First Runner Up
- RM20,000 for Second Runner Up

**CATEGORY D**
OUTSTANDING ENTREPRENEURSHIP MENTOR AWARD
- RM10,000 for Grand Winner
- RM5,000 for First Runner Up
- RM3,000 for Second Runner Up

**CATEGORY E**
OUTSTANDING STUDENT SOCIAL ENTREPRENEURSHIP AWARD
- RM20,000 for Grand Winner
- RM15,000 for First Runner Up
- RM10,000 for Second Runner Up
CATEGORY A
INSTITUTIONAL AWARDS
Award Objectives

To recognise excellence in promoting entrepreneurship education and entrepreneurial development in Malaysian Higher Education in order to develop entrepreneurial mind sets and behaviours in all students as well as supporting those seeking to become entrepreneurs.

To recognise those institutions that can demonstrate an entrepreneurial culture across all aspects of institutional life.

To act as a barometer for gauging the success of the entrepreneurship strategies, policies and efforts implemented by the applicant institutions.

The Award will be made to the Public University, Private University, Polytechnic and Community College that best demonstrates its achievements and progress across all Award judging criteria during the period 1st January 2017 to 31st December 2017.
 CATEGORY A  INSTITUTIONAL AWARDS

✓ all twenty (20) public universities in Malaysia;
✓ all private Malaysian universities;
✓ all Malaysian Polytechnics;
✓ all Malaysian Community Colleges.
Category A Institutional Awards

NB slightly different criteria will apply for Community Colleges

1. Institutional Ecosystem (30%)
2. Entrepreneurial Impact and outcomes (25%)
3. Innovative and Entrepreneurial Staff (25%)
4. Stakeholder Engagement (20%)
1) INSTITUTIONAL ECOSYSTEM (30%)

- Is the leadership of the institution driving forward a strong commitment to an entrepreneurial vision and strategy that is creating a conducive culture and environment for supporting entrepreneurship across the institution’s ecosystem?

- Does this provide a co-ordinated and integrated approach that enables students and staff to become more entrepreneurial in their thinking, behaviour and action?

- Is the institution being innovative in its methods and practices to prepare graduates for the challenges and opportunities of Industry 4.0?
2) ENTREPRENEURIAL IMPACT AND OUTCOMES (25%)

- How well has the institution’s approach impacted on the entrepreneurial outcomes of its staff, students, graduates and other stakeholders and how is this assessed?

- How well has the institution performed in producing job creators, improving graduate employability, increasing commercialization opportunities and creating new businesses?

- How significantly is the institution influencing entrepreneurship and innovation practices locally and regionally through sharing experiences and promoting expertise?
3) INNOVATIVE AND ENTREPRENEURIAL STAFF (25%)

- How well does the institution train, mentor and support staff in becoming entrepreneurial and provide access to finance, other resources, incubation facilities and international opportunities?

- How well do the staff embed innovative approaches to their entrepreneurial curriculum design, delivery and assessment methods and practices and how well do they assess the effectiveness?

- How well does the institution engage external stakeholders in the design and delivery of formal and informal entrepreneurial learning and development opportunities?
AWARD CRITERIA

4) **STAKEHOLDER ENGAGEMENT (20%)**

- How committed is the institution to collaboration and knowledge exchange with a diverse range of external stakeholders?

- How well does the institution provide opportunities for staff and students to take part in innovative activities with business and industry and other parts of the wider and local entrepreneurial ecosystem?

- How significantly are external stakeholders engaged in the co-development of entrepreneurship policies and practices across the institution and in enhancing its future sustainability?
1) Evaluation and assessment are based on performance and achievement for the period of **1st January 2017** to **31st December 2017**.

2) HEIs must submit 5 copies of a written report in English of no more than 2,500 words by the **due date (12th February 2018)**.

3) In addition to the written report, the institutions need to submit the following documents:
   a. One (1) page executive summary that must not exceed 250 words.
   b. One (1) page Institutional Profile (when it establishes, no. of staff & student populations, achievement, etc.)
   c. Other relevant supporting documents.

4) Name of the project coordinator and full contact information should be included on the front page of all documents.

5) A softcopy of the submission report must be provided in PDF with photos in jpeg format.
Award Objectives

To recognise excellence in student start-ups or new enterprises that have generated significant value and made a positive impact on its stakeholders.

To act as a platform by which to identify student start-ups or new enterprises that deserve further investment and funding from relevant agencies. It will also indirectly create future entrepreneurial icons to inspire future generations of young entrepreneurs.

To act as a barometer for gauging the success of the entrepreneurship strategies, policies and efforts implemented by the applicant institutions.

The Award will be made to the start-ups or new enterprise created by an individual student or team that has successfully managed their start-ups/enterprise for a period of 1-3 years.
OUTSTANDING STUDENT ENTERPRISE AWARD

- Open to fulltime undergraduate students from Malaysian public and private universities, polytechnics and community colleges.
- Malaysian citizen(s).
- Not more than 26 years of age at the time of submission.
- Engaged in a business that has been operating for at least 1 full year.
- The business must be owned and managed by the student(s) - Not a family business.
- The business must be registered with relevant authorities.
AWARD CRITERIA: CATEGORY B

CATEGORY B OUTSTANDING STUDENT ENTERPRISE AWARD

- Innovation and Value Proposition (25%)
- Sustainable Business Model (25%)
- Investability and Financial Outcomes (20%)
- Market Potential and Strategy (15%)
- Personal and Institutional Outcomes (15%)
1) INNOVATION AND VALUE PROPOSITION (25%)

- How well is the customer need and business value proposition understood and implemented?
- How well does the team know how well they are doing as a business?
- How innovative is the product/service offered in meeting the needs of ‘Industry 4.0’?
2) SUSTAINABLE BUSINESS MODEL (25%)

- How well is the business model driving current performance and future business growth?

- What is the IP strategy and how is the business recognising and protecting its IP assets?

- How does this business stand out from its competitors? Is it sustainable?
3) INVESTABILITY AND FINANCIAL OUTCOMES (20%)

- How well has this business attracted any investors and what is the future potential?

- How are the current and future revenues, profits and cash-flow requirements generated and how are these being used to achieve future growth?

- What are the identified personal and business risks and how well are these being managed?
4) MARKET POTENTIAL AND STRATEGY (15%)

- How well is the marketing strategy working and is it being developed/changed to meet market challenges and opportunities?

- How well are the positioning and differentiation strategies working and are they being further developed for scalability?

- How well is the branding strategy addressing the target market in the light of experience?
5) PERSONAL AND INSTITUTIONAL OUTCOMES (15%)

- How is the entrepreneurial experience providing personal added value to the team members and how is this enhancing their learning?

- How are the team members sharing their experiences and acting as role models to support other students?

- How are their future life/career aspirations being shaped by their business experience as a student?
1) Candidate must be nominated by his/her institutions (One (1) nomination per institution) by the due date (12th February 2018) with the following requirements:

   a. Five (5) copies of a written report to be submitted in ENGLISH.
   b. The written report must not exceed 2,500 words excluding executive summary and supporting documents/appendices.
   c. Provision of one page executive summary of company profile must not exceed 250 words.
   d. Name of the Student Enterprise / Start-Ups, Contact Information and the name of the nominating Institution should be included on the front page / documents.
   e. Supporting documents required include company registration, financial statements, resume of the graduates, and evidence to support the written report.
   f. Proof of candidate’s eligibility as a full time undergraduate student from the nominating institution.
   g. Copy of candidate Identification Card (MyKad).
   h. A video pitch of the enterprise/start-up (3 minutes or less) to be submitted in mpeg or mp4 format.
   i. One (1) softcopy of the written report and supporting documents to be submitted in Microsoft Word and pdf format.
   j. Able to provide proof of registration of the enterprise / start-up as sole proprietor/partnership/enterprise/Sdn. Bhd. Company, or other relevant legal format.
CATEGORY C
OUTSTANDING GRADUATE ENTERPRISE AWARD
Award Objective

To recognise excellence in graduate start-ups or ventures that have generated significant value and made a positive impact on its stakeholders.

To act as a platform by which to identify graduate start-ups or ventures that deserve further investment and funding from relevant agencies. It will also indirectly create future entrepreneurial icons to inspire future generations of young entrepreneurs.

The Award will be made to the start-up or venture created by an individual graduate or team that has successfully managed their start-up/enterprise for a period of 1-3 years and has continued to build a positive synergistic relationship with its alma mater.
Open to graduate from Malaysian public and private universities, polytechnics and community colleges.

A graduate(s) is from an undergraduate programme, graduated within a 3 year period as at the time of the submission.

Malaysian citizen(s).

Not more than 30 years of age at the time of submission.

Engaged in a business that has been operating for at least 1 full year.

The business must be owned and managed by the graduate(s) - Not a family business.

The business must be registered with relevant authorities.
AWARD CRITERIA: CATEGORY C

CATEGORY C OUTSTANDING GRADUATE ENTERPRISE AWARD

Innovativeness and Value Added (25%)

Investability and Financial Outcomes (20%)

Sustainable Business Model (20%)

Social and Economic Impact (20%)

Market Potential and Strategy (15%)
1) INNOVATIVENESS AND VALUE ADDED (25%)

- How well is the customer need understood and how well is the business exceeding customer expectations?
- How well does the team know how well they are performing as a business and working as a team?
- Is any disruptive element of the business having an influence on other businesses or the broader industry sector and how well does this align with the needs of ‘Industry 4.0’?
INVESTABILITY AND FINANCIAL OUTCOMES (20%)

- How well has this business attracted investors and what is the further investor potential and plan?

- How are the current and future revenues, profits and cash-flow requirements generated and utilised for future growth? Has the business achieved its break-even point and how are any surpluses being utilised to stimulate further growth?

- What new and/or unexpected risks have been identified by the team and how are these being managed?
3) SUSTAINABLE BUSINESS MODEL (20%)

- How well is the business model working and driving current and future business growth? How has the model changed or developed since the planning phase?

- What key competitive advantages of this business have been successful? How do these bring value to the business and to its customers?

- How does this business stand out from its competitors? Is it sustainable?
4) **SOCIAL AND ECONOMIC IMPACT (20%)**

- How well does the business impact on its customers, stakeholder and society and what difference has the business made?
- How well does the business contribute to job creation and wealth creation and to the national sustainability agenda?
- How well does the graduate entrepreneur contribute to its educational institution as an alumni?
5) **MARKET POTENTIAL AND STRATEGY (15%)**

- Is the identified market for this business scalable for the future? How is it changing for the future to enhance sustainability and growth?

- How well are the positioning and differentiation strategies currently working? What new approaches are being implemented?

- How well is the branding strategy addressing the target market? Is anything new emerging to enhance performance and market opportunity?
SUBMISSION GUIDELINES

1) Candidate must be nominated by his/her graduating institutions (One (1) nomination per institution) by the due date (12th February 2018) with the following requirements:

   a. Five (5) copies of a written report to be submitted in ENGLISH and must not exceed 2,500 words excluding executive summary and supporting documents/appendices.

   b. Provision of one page executive summary including company profile not exceeding 250 words.

   c. Name of the Graduate Enterprise / Start-Ups, Contact Information and the name of the nominating Institution should be included on the front page/documents.

   d. Supporting documents required include company registration, financial statements, resume of the graduates, and evidence to support the written report.

   e. Proof of candidate’s eligibility as a graduate from the nominating institution who graduated within a three (3) year period (as at the time of submission).

   f. Copy of candidate Identification Card (MyKad).

   g. A video pitch of the enterprise/start-up (3 minutes or less) to be submitted in mpeg or mp4 format.

   h. One (1) softcopy of the written report and supporting documents to be submitted in Microsoft Word and pdf format.

   i. Able to provide proof of registration of the enterprise / start-up as sole proprietor/partnership/enterprise/Sdn. Bhd. company, or other relevant legal format.
CATEGORY D
OUTSTANDING ENTREPRENEURSHIP MENTOR AWARD
Award Objective

To recognise excellence in mentoring support to students within the higher education sector in Malaysia that inspires, stimulates and enables the fulfilment of entrepreneurial aspirations and intentions.

To recognise the achievements of mentors in the broader impact such individuals may have on the ways in which institutional support is developed and provided to students.

The Award will be made to an individual mentor employed in or engaged with Higher Education Institutions (HEIs) in Malaysia who made a significant impact on the entrepreneurial aspirations and/or outcomes of one or more students at HEIs.
The Award is open to a candidate employed in or engaged with Malaysian public and private universities, polytechnics and community colleges.

A Malaysian citizen.
AWARD CRITERIA: CATEGORY D

OUTSTANDING ENTREPRENEURSHIP MENTOR AWARD

Impact for Mentor on their Mentee(s) (30%)

Impact of Mentor on Institutional Support (30%)

Mentor Personality and Approach (20%)

Scale and Scope of Activities (20%)
1) IMPACT OF MENTOR ON THEIR MENTEE(S) (30%)

- What impact has the mentor had on the outcome of the mentee’s entrepreneurial aspirations and what good practice has been transferred to the mentee?

- How has the mentor experience enhanced the positive attitude of the mentees toward an entrepreneurial life/career and what key challenges has the mentor addressed in supporting mentee progress over time?

- How does the mentor assess their impact on their mentees?
2) IMPACT OF MENTOR ON INSTITUTIONAL SUPPORT (30%)

- How does the mentor support the institution’s entrepreneurial vision and in what ways does the mentor influence entrepreneurship policy and practice?

- How has the mentor enabled its mentees to initiate an entrepreneurial venture and maximize their entrepreneurial potential?

- How does the mentor influence and support other staff in the institution and help shape future developments?
3) MENTOR PERSONALITY AND APPROACH (20%)

- How has the mentor’s own aspirations inspired the mentee’s passion for entrepreneurial success?
- How does the mentor demonstrate their ability to apply entrepreneurial thinking and behavior through their mentoring?
- How does the mentor develop and enhance their own professional skills? How is their performance assessed?
4) SCALE & SCOPE OF ACTIVITIES (20%)

- How many mentees does the mentor support? Are there specific types of mentee supported? What level of engagement and type of support are provided to mentees?

- How does the mentor create new opportunities for the mentees beyond the mentees’ experiences?

- How does the mentor enhance the mentees professional networks?
SUBMISSION GUIDELINES

1) Candidate must be nominated by the institution she/he is engaged/employed with (One (1) nomination per institution) by the due date (12th February 2018) with the following requirements:

a. Five (5) copies of a written report to be submitted in ENGLISH.

b. The written report must not exceed 2,500 words excluding executive summary and supporting documents/ appendices.

c. Supporting documents required include profile and curriculum vitae.

d. One (1) softcopy of the written report and supporting documents to be submitted in Microsoft Word and pdf format.
CATEGORY E
OUTSTANDING STUDENT SOCIAL ENTREPRENEURSHIP AWARD
Award Objective

To recognise excellence in the delivery of a social entrepreneurship project by students that has demonstrated impact in stimulating entrepreneurship at a Higher Education Institution (HEI) and/or within its local environment with proven social and/or economic benefit.

The winning project acts as a demonstrator to encourage future social entrepreneurship projects and inspire students to deliver social and/or economic benefits in their institution or local environment.

The Award will also serve to act as a barometer for gauging the success of the entrepreneurship strategies, policies and efforts implemented by the applicant institutions.
OUTSTANDING STUDENT SOCIAL ENTREPRENEURSHIP AWARD

- Open to fulltime undergraduate students from Malaysian public and private universities, polytechnics and community colleges.
- The team must consist of at least 80% Malaysian citizens.
AWARD CRITERIA: CATEGORY E

OUTSTANDING STUDENT SOCIAL ENTREPRENEURSHIP AWARD

- Social and Economic Impact (35%)
- Scope and Scalability (20%)
- Creativity and Innovation (20%)
- Aspiration and execution (20%)
- Team Diversity (5%)
AWARD CRITERIA

1) SOCIAL AND ECONOMIC IMPACT (35%)
   - Is there a discernible problem and has the social issue been articulated clearly and effectively?
   - Who are the beneficiaries? How are they helped? How many are helped?
   - Were any external parties involved or engaged in the project? What was their role and responsibility?

2) SCOPE AND SCALABILITY (20%)
   - Did the scope of the project fulfil the aspirations and needs of the project beneficiaries?
   - Is the project scalable and sustainable? Is there potential for financial support from additional investors/donors?
   - Is there potential for growth or replication?
3) CREATIVITY AND INNOVATION (20%)

- What is innovative about this project and what was new / creative in the way in which the project was designed and/or delivered?

- How did the team leverage other resources to achieve faster or greater project outcomes?

- How innovative or unique is the approach that was taken?
AWARD CRITERIA

4) ASPIRATION AND EXECUTION (20%)
   - How well was the project implemented? Were there clear performance benchmarks and action plan?
   - Did collaboration with external parties provide greater leverage or advantage to the project execution? Was good use made of limited resources?

5) TEAM DIVERSITY (5%)
   - How was the make-up of the team determined? Is there a good mix of individuals in the team?
1) Nomination must be made by Higher Education Institutions (One (1) nomination per institution) by the due date (12th February 2018) with the following requirements:

a. Five (5) copies of a written report to be submitted in ENGLISH.
b. The written report must not exceed 2,500 words excluding executive summary and supporting documents/appendices.
c. Provision of one (1) page project brief not exceeded 250 words.
d. Name of Social Entrepreneurship Project, the name of the nominating Institution and Contact Information should be included on the front page/documents cover.
e. Supporting documents required include social and economic impact of the project, financial statements where appropriate and evidence to support the written report.
f. A video pitch of the entrepreneurship project (3 minutes or less) to be submitted in mpeg or mp4 format.

g. One (1) softcopy of the written report and supporting documents to be submitted in Microsoft Word and pdf format.

h. One (1) softcopy of the presentation slides in Microsoft Power Point and pdf format.
THANK YOU

If you have any queries, please contact us at:

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