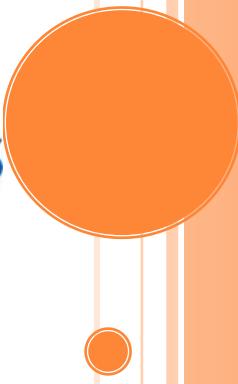
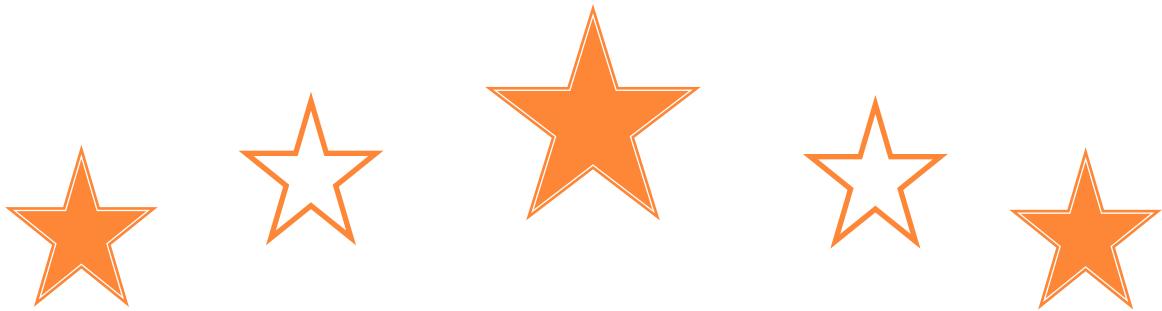




“YOUTHBIZ STARZ” REPORT 2019

*KOLEJ TINGKATAN ENAM
ZAINUL ABIDIN PULAU PINANG*





WE WANT TO

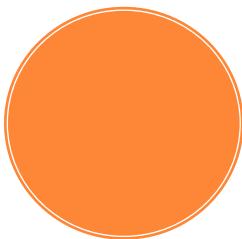
THANK YOU



KOLEJ TINGKATAN ENAM ZAINUL
ABIDIN (KTEZA) PULAU PINANG
DISTED COLLEGE PULAU PINANG

AND

To ALL THE JUDGES & VOLUNTEERS



► *Executive Summary*

YOUTHBIZ STARZ is a pilot programme that ASTI conducted with by Kolej Tingkatan Enam Zainul Abidin, KTEZA. The project aimed to build entrepreneurial knowledge by conducting a 1-day intensive training followed by a business plan competition. The program was open to all schools in Penang that offers Form-6 or STPM. A total of 16 school and 80 participants attended the final event. The participants first attended a 1-day training at the DISTED College. Among topics covered included; How to write a business plan, cash flow management, investment strategies, marketing, value proposition, competitive analysis, how to prepare for a business pitch and so on. After the training, the participants were given 6 weeks to develop their business ideas, prepare their business plan and their business pitch (presentation). The final business pitch was held on the 24th of August. All 16 teams participated and submitted their business plans and presented their business ideas to experienced judges. The judges were themselves successful entrepreneurs. We receive many positive feedback from teachers and students as they enjoyed the ‘hand-on’ method of learning the world of business and entrepreneurship. We hope to improve and expand on the idea for the following years to come.



» INTRODUCTION

Since its inception, ASTI, Association of Science, Technology and Innovation has been working towards inspiring the young generation of our nation to explore the world of science and innovation. ASTI has many projects such as National Science Fair for Young Children (SFYC), Young Inventors Challenge (YIC) and ASTI Leap Challenge (ALC), during which students will design and come up with various new inventions and innovations addressing core problems they are passionate about. We have been privileged to witness many creative and unique inventions throughout over 14 years working with young people.

ASTI's main projects are related to building capacity among the young, hence most of our projects are designed as educational tools and techniques where our participants learn from the tasks they undertake during the development of their respective projects, for example, in SFYC, they learn to use the scientific method and scientific thinking. With the Young Inventors Challenge, our aim is not to develop inventions BUT to develop **inventors**, hence participants are provided training in problem identification, 'out-of-the-box' thinking, project management and so forth. In all our projects, we try to instill self confidence amongst the learner as we see this as the precursor to any meaningful learning journey.

However, we have noticed another important skill could be further developed in these students. We have realised that many of these creative ideas do not move past the conception, designing and prototype phase. Students do not possess the necessary entrepreneurial skills to turn their unique idea into an implementable and marketable venture. They are not aware on how to proceed with a business plans and proposals, since these are uncharted waters for them. With the necessary guidance we feel we can develop potential entrepreneurs who could contribute to developing a better world for all.

» OBJECTIVE

The objectives of the YouthBiz Starz are:

1. To create an awareness among students about business plans and entrepreneurship
2. To improve presentation skills and introduce the “pitching” of ideas process
3. To introduce some key commercial concepts such as financial planning, value proposition, cash flows, marketing and so on
4. To give the student a real feel of the business world
5. To understand the “full business cycle”

THE ASTI-ENTREPRENEURS (ASTI-E)

Considering the need to develop entrepreneurial skill among young people with the advent of Industrial Revolution 4.0, ASTI has started a new initiative called the ASTI-Entrepreneurs scheme (ASTI-E). Under this scheme, we conducted the SFYC Champions League, where we conducted a special program for the very young students who had participated in our SFYC programme. Here they had to develop simple business plan.

We were also approached by Kolej Tingkatan Enam Zainul Abidin, KTEZA to develop a special program for the form 6 colleges in Penang related to entrepreneurship. Hence ASTI developed this special programme with the given name of YOUTHBIZ STARZ given by the KTEZA team. This program was to be part of a larger inter-school carnival that KTEZA was organising with the State Education Department.

The roles and responsibilities of the 2 main stakeholders were as follows:

1. **KTEZA Team** – in charge of the operations of the program which includes getting the necessary approvals, inviting the teams from the other form 6 colleges, organising the on the day event.
2. **ASTI Team** – developing the content of the methodology and the materials of the programme and creating the training modules and conducting the training, developing the judging methodology and identifying the judges and so on.

» **METHODOLOGY**

YouthBiz Starz is a programme consisted of a 1 day training on how to develop a business plan and how to present it to potential investors followed by a 1 day competition among the teams conducted in 2 rounds.

In the 1-day training workshop, we trained the students to identify pertinent issues in developing a product or service to address an issue or problem that they have to identify. An Innovator will see a problem as an opportunity to solve them. An entrepreneur sees a problem as an opportunity to provide a solution product which can be scaled up.

After the workshop, the teams were required to prepare their business plan which was not to be more than 5 pages submitted to the organizing teams at least 10 working days before the competition date. Each team was made up of up to 5 students. The composition of the team members were left to the schools to decide.

The competition day was about 6 weeks from the day of the workshop. On the competition day, the teams were required to present their business idea to the judges in not more than 6 minutes followed by a 4-5 minute Q&A.

The teams were divided into 3 groups and were asked to go to their respective halls. Each group presented their business ideas to judges in their respective halls. There were 3 judges present at each of the halls to judge the teams presenting. All the teams in the group were required to be present in their respective competition halls for all the presentations. The teams were judged by representatives from the industry identified by ASTI.

We opened this workshop and competition specifically for schools identified by Kolej Tingkatan Enam Zainul Abidin (KTEZA). KTEZA was responsible for identifying and selecting the participating schools. KTEZA together with ASTI was also responsible to provide venue and refreshments for the workshop whilst KTEZA was responsible for the logistics, venue and food for the competition day.

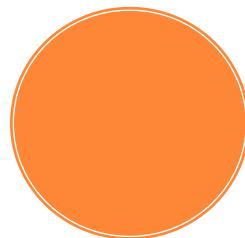
» *1-Day Workshop*

Youthbiz Starz Workshop was held on 10th July 2019 at DISTED College, Pulau Pinang. The workshop started at 8.30 a.m. with the arrival and registration of the participants. This was followed by breakfast. A total of 16 teams of 5 students each registered for the workshop. After the registration and breakfast, the workshop session started. The workshop was conducted by Dr. Mohamed Yunus Yasin and Mr. Mohamad Hakeem Satya. The students were grouped according to their school.

The teams were trained on how to develop their innovative ideas and designs into a business plan. Skills that were introduced included things like identification of needs, basic financial planning, building an investor's presentation, understanding the "value propositions", developing marketing strategy, developing competitive strategic planning and so on.

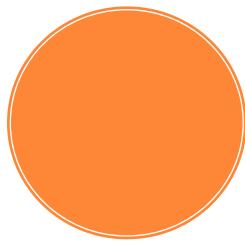
After the briefing, the students worked in a group and created a business canvas for a business idea they came up with. During this process Dr. Mohamed Yunus Yasin and Mr. Mohamad Hakim guided the students by visiting each group separately. The students were very excited doing the business canvas because it was a new experience for them.

The students were given 6 weeks after the workshop to create a business plan report which needs to include all the element that required in the report. The students also had to prepare business pitch to present their business ideas and plan on the competition day.



» LIST OF THE SCHOOLS THAT TOOK PART IN WORKSHOP

No	Name
1	KOLEJ TINGKATAN ENAM ZAINUL ABIDIN (KTEHZA)
2	SMK TINGGI BUKIT MERTAJAM
3	SMK SG. ARA
4	SMJK PEREMPUAN CHINA
5	SMK PENANTI
6	SMK SIMPANG EMPAT
7	SMJK CHUNG LING PULAU PINANG
8	SMK TUN SYED SHEH BARAKBAH
9	SMK(L) METHODIST
10	PENANG FREE SCHOOL
11	SMK SEBERANG JAYA
12	SMK DATUK HJ AHMAD BADAWI
13	KOLEJ TINGKATAN ENAM DESA MURNI
14	SMK ST. XAVIER
15	SMJK CHUNG LING BUTTERWORTH
16	SMJK JIT SIN





» YOUTHBIZ STARZ COMPETITION

Youthbiz Starz Competition was held on 24th August 2019 at Kolej Tingkatan Enam Haji Zainul Abidin Pulau Pinang. The competition started with the arrival and registration of the participants. This was followed by breakfast and compilations of student's presentations. A total of 80 students from 16 teams took part in the competition. The teams were divided into 3 groups and were assigned different classrooms each to present their business pitch to the judges. The judges were also divided into 3 groups to judge the business pitch. Below is the list of grouping for the business pitch presentation:

Groups	No	Name of Judges	School List For Judging
GROUP A {BILIK PUSAT SUMBER}	1	Mr. Alvin Poh	1) KOLEJ TINGKATAN ENAM ZAINUL ABIDIN (KTEHZA) 2) SMK TINGGI BUKIT MERTAJAM 3) SMK SG. ARA 4) SMJK PEREMPUAN CHINA 5)SMK PENANTI
	2	Ms Kalaichelvi A/P V. Ponnambalam	
	3	Mr. Edwin Anand Raj	
GROUP B {BILIK MEDIA}	4	Dr Dzulkafli Jalil	1) SMK SIMPANG EMPAT 2) SMJK CHUNG LING PULAU PINAG 3) SMK TUN SYED SHEH BARAKBAH 4) SMK(L) METHODIST 5) PENANG FREE SCHOOL
	5	Mr. Wei Khian Lim	
	6	Mr. Naveesharman	
GROUP C {BILIK MUZIK}	7	Mr.Chan Huan Pin	1) SMK SEBERANG JAYA 2) SMK DATUK HJ AHMAD BADAWI 3) KOLEJ TINGKATAN ENAM DESA MURNI 4) SMK ST. XAVIER 5) SMJK CHUNG LING BUTTERWORTH 6) SMJK JIT SIN
	8	Mr. Andrew Ooi Ghee Oon	
	9	Mr. Mithunesh Gunasekar	

The business pitch started at 9.00 a.m. and ended around 11.00 a.m. The best two teams from each group were selected to pitch their invention again at the final to determine the top 3 places. Below is the list of teams that were selected to the final round from each classroom group for their final presentation:

No	Name
1	KOLEJ TINGKATAN ENAM ZAINUL ABIDIN (KTEHZA)
2	SMK TINGGI BUKIT MERTAJAM
3	SMK SIMPANG EMPAT
4	SMJK CHUNG LING PULAU PINAG
5	SMK SEBERANG JAYA
6	SMJK CHUNG LING BUTTERWORTH

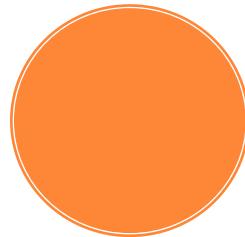
Before we started the final round, the students and the judges were given lunch break until 12.00 p.m. After lunch, the final competition began at Bilik Media, Kolej Tingkatan Enam Haji Zainal Abidin. All the groups prepared and improved their slides and presentation for the final business pitch. We invited a representative from each group to pick a number at random to identify their turn to present their business plan. Then the groups presented their business plan to the judges according to their turn. A judge was selected from each group presentations, and together with the chief judge were the judges for this final round.

After the presentation, the judges selected the top 3 teams to be given prizes. The lists of the winners are as below:

No	Name
1	SMK TINGGI BUKIT MERTAJAM
2	KOLEJ TINGKATAN ENAM ZAINUL ABIDIN (KTEHZA)
3	SMK SIMPANG EMPAT



*SMK TUN SYED SHEH
BARAKBAH*



*SMJK CHUNG LING
PULAU PINANG*



*GROUPE
{BILIK PUSAT SUMBER}*

*GROUPE
{BILIK MEDIA}*





GROUPE
(BILIK MUZIK)

► Final Presentation of Business Pitch Competition

KOLEJ
TINGKATAN
ENAM ZAINUL
ABIDIN



SMK
SEBERANG
JAYA

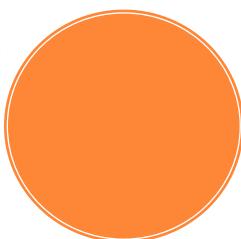
» *JUDGING (Judges Selection)*

An invitation was sent to a few entrepreneurs and university lecturers via e-mail. Almost 15 professionals from various backgrounds agreed to volunteer and contribute as judges for this programme. The judging committee was led by an experienced Chief Judge Dato' Seri Abdul Rahman Maidin who is the former President on the Malay Chamber of Commerce and the National Chamber of Commerce. All the selected judges were successful entrepreneurs in different stages of their own developments, from the young to the experienced.

» *Event Judging*

In the morning, judges started arriving at 8.00 a.m. for the judges briefing. We had a total of 12 judges who turned up for the event. All the 12 Judges were divided into 3 groups. At approximately 8.30 am, the chief Judge Dato' Seri Abdul Rahman Maidin briefed the judges on the flow and the expectations for about 30 minutes including going through the score-sheet. He also reminded the judges the need to focus on the quality of the business plan. He reminded the judges that this is the first attempt of the students in this particular competition. Before they moved to the respective competition room, they were given the students business plan report to mark and get an overview about their business proposition. They were given about an hour to mark the report and also get the general understanding of the business plan according their respective group.

After the judges marked the report, they were asked to move to the respective classrooms to start the business pitch competition. All the participants presented their business pitch to the judges and also the audience. After each team completed with the business pitch, the judges asked some probing questions regarding their business pitch. About 11.30 a.m. all the group had completed their presentation. The judges selected the two best teams in each group. Total of 6 teams were selected to take part in final presentation.



About 12.30 pm the final competition began with first group presentation. Each group were given 5 minutes to pitch their business plan followed by 10 minutes for question and answers. The judges gave their opinion and also commented on how to develop their business. By 2.00 pm, all the 6 teams completed their business pitch. The judges had some discussion among them to choose the best 3 teams. Finally, the top 3 teams deserving to win were selected and endorsed by the chief judge.

» *SWOT Analysis (Student)*

Normally, ASTI organises a survey on the effectiveness of the programme. This time, we decided to do something different, after the event, the organising working group conducted their post-mortem with the students and teachers by doing a SWOT analysis with them.

The results are below:

Strength	Weakness
<p>Students</p> <ul style="list-style-type: none"> • Gain more knowledge about business • Get to know many new products • Improve self-confidence • Learn to write business plan in a professional way • Students learn teamwork • Learn a lot of new techniques • Students can become more confident • Helps student to think out of the box <p>Event/Programme</p> <ul style="list-style-type: none"> • Good feedback and participation – all 16 schools from the training came for competition • Support from professional and experience judges • Interesting types of competitors • Excellent judges • Produce more innovative students • Positive feedback from students and teachers 	<p>Student</p> <ul style="list-style-type: none"> • Tough competitions with good prototype. • Some Students Panic • Unable to verify demands of the market. • Questions were too hard • Enhance on IR 4.0 • Nervous during competition <p>Event/Programme</p> <ul style="list-style-type: none"> • Not enough space to present • PA system and laptop not in good condition • Rules not informed properly • Environment can be improved • Registration not well planned • Time for pitch is not enough • Lack of knowledge about business pitch.

<p>Threat</p> <ul style="list-style-type: none"> • Lack of time to prepare due to coursework. • New business pitch for students • Lack of sources and info • Competition from overseas • Critics received could possibly make students feel down • Struggle to prepare business pitch and also business report. 	<p>Opportunity</p> <ul style="list-style-type: none"> • Business pitch skills were learned by students by ‘doing’ • Learn to speak in crowd • Collaboration with other companies • Learn soft skills • Learn to answer critical questions • Can work in group • Take this competition to higher level • Gain knowledge of corporate world • Motivation to the students • Expose to the entrepreneurial world • Expose students capability
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Recommendation for the Future

Here are 3 key recommendation for the future:

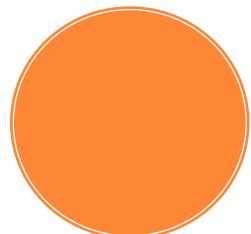
1. Further enhance the training module – also have a follow up training via social media such as Facebook live training.
2. Run the event in a larger venue and invite more participants to join.
3. Try to run the event in other states and have a nationwide event as the final.

» Conclusion

The Youthbiz Starz was a huge success both in terms of the participation and outcome. It was ASTI's pilot event and it is hoped that based on the lesson learnt, the project can be further improved for future participants. On this event we had received 16 business plan reports from various Form-6 schools in Penang.

We believe that this programme shall serve as a platform for students to get to know about the business world and gain real knowledge via 'doing'. Also, there is an opportunity to gain more knowledge to commercialize product. We are working towards achieving our aim of creating the participants to learn the concept to commercialize their product. However, we remind ourselves that this programme's main aim is to help build future entrepreneurs and not businesses.

We would like to thank to our funder, judges, and volunteers who have given us continuous support in making this event an overall success.





ASSOCIATION OF SCIENCE, TECHNOLOGY & INNOVATION

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