

Mohd Amirul Kasyful Nur bin Zulkifli

From: UUM CORPORATE COMM.
Sent: 08 Jun 2021 16:42
To: UUM - All Staff; UUM - All Students
Subject: [Call For Participants] Pitching Deck - Pitch Your Digital Product



UUM Corporate Comm.

Universiti Utara Malaysia

8 JUNE 2021 / 27 SYAWAL 1442H

=====

"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(*THE EMINENT MANAGEMENT UNIVERSITY*)

UUM ONLINE:



PITCHING DECK

*Pitch
your Digital Product*



EVERY MONDAY – 2.30 pm to 4.00 pm

WHO SHOULD JOIN?

UUM researcher with
innovation in digital
product/prototype

WHAT WE LOOK FOR?

Digital product (not limited to)
such as mobile application,
mobile games, analytic solution,
web-based application,
animation, multimedia
application, IOT, etc

HOW TO JOIN

Register details of your
product 3 days before the
date of pitching session



REGISTER NOW

Visit: <https://forms.gle/7wdU7fzS5HP1HEUx9>



FORMAT OF PITCHING?

1. Online pitching
2. 5 minutes presentation , followed by Q&A
3. Your presentation slides should cover:
 - i. Problem
 - ii. Solution
 - iii. Product
 - iv. Target market & Size
 - v. Competition & Advantages
 - vi. Proof of concept (if available)
 - vii. Financials (revenue, budget, valuation and projection if any)
 - viii. Marketing Plan
 - ix. Team

BENEFIT YOU WILL GET?

1. Product bring into market OR publish your product to digital distribution platform such google playstore, applestore , etc.
2. Funding opportunities.
3. Opportunity for Commercialisation with UUM subsidiary company
4. Direct industrial feedback to improve the product.
5. Contribute towards UUM Strategic Planning (KPI) T2D3P6 & T2D3P8.
6. Certificate of participation.



Organised by:



Pusat Inovasi dan Pengkomersialan
Innovation and Commercialisation Centre
Universiti Utara Malaysia

Collaboration with:



**Uniutama
Solution**
We Make It Happen

UUM
CORPORATE COMM.

☎ 04-928 3039/3040/3097/3042/3052/3048/3049
☎ 04-928 3053
✉ ukkuum@uum.edu.my
📍 Universiti Utara Malaysia (Official FB)



Please consider the environment before printing this e-mail



Universiti Utara Malaysia Official Website <http://www.uum.edu.my>

Disclaimer: This e-mail (including any attachments) may contain confidential information. If you are not the intended recipient, you are hereby notified that any review, distribution, printing, copying or use of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender or Universiti Utara Malaysia (UUM) immediately and delete the original message. Opinions, conclusions and other information in this e-mail that do not relate to the official business of UUM and/or its group of companies shall be understood as neither given nor endorsed by UUM and UUM accepts no responsibility for the same. All liability arising from or in connection with computer viruses and/or corrupted e-mails is excluded to the fullest extent permitted by law.