

## Sarkina Bt Mat Saad @ Shaari

**From:** Pusat Inovasi dan Pengkomersilan  
**Sent:** Thursday, November 8, 2018 11:42 AM  
**To:** UUM - All Staff  
**Cc:** Prof. Dr. Razamin Bt. Ramli  
**Subject:** BUSINESS PITCHING WITH HUMANCAPIENTS CONSULTING SDN. BHD.



**8 November 2018/28 Safar 1440H**



**ICC ONLINE:** Innovation and Commercialization Centre (ICC) has organized a Business Pitching session on 28<sup>th</sup> October, 2018 at University Briefing Room, Chancellery Building. The session has been moderated by Assoc. Prof. Dr. Shahrul Azmi Yusof and participated by nine university's inventors.

Their pitching were assessed by Mr. Hasan Suyut, who is the Associate Director of HumanCapients Consulting Sd. Bhd. for the purpose of commercialization. The Business Pitching is a promotional session by inventors to convince the investor to commercialize their innovative products and services to the market level. Each inventor was given five (5) minutes to promote their products or services followed by the question and answer session (Q&A) by Mr. Hasan. The session started at 10 a.m. with the pitching by Dr. Mardzelah Makhsin for Click MyHeart-Set product MyMind-Scan MySoul: Hisbah Spiritual Education.

The next presentations were delivered by Assoc. Prof. Dr. Shahrul (Campus Virtual Mall and A Computer- Implemented Method to Book Parking Space), Shanizan Herman (Ace of Math), Dr. Sobihatun (Math Venture Game), Assoc. Prof. Dr. Mohamad Iskandar Lee Abdullah (L'Beau Perfume), Dr. Risyawati Mohamed Ismail (Sintok Soap), Assoc. Prof. Dr. Shri Dewi (KIT-Hip), Dr. Munadil K. Faaeq (SigFind) and Prof. Dr. Razamin Ramli (Ez Roll and Kit Tayamum).

The three-hour session is an initiative by ICC that benefits inventors to market their products and services with the assistance from a well-known business expert. It is hope that this beneficial session can be continued with the involvement of more academicians to promote their products and services effectively.

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