

# Medini Innovention Challenge 2016

## INFORMATION PACK

Organised by:



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## 1. ABOUT MEDINI ISKANDAR MALAYSIA SDN BHD

- 1.0 Medini Iskandar Malaysia Sdn Bhd (“MIM” and/ or “the Organizer”) was inceptioned in 2007 with local and foreign shareholders, and they are Jasmine Acres Sdn Bhd (60%); United World Infrastructure (20%); and Mitsui & Co., Ltd (20%).
- 2.0 MIM is the master developer of the 2,230-acre urban township, Medini – a budding smart and sustainable township in Iskandar Puteri, Johor. MIM’s largest shareholder Jasmine Acres is jointly owned by Khazanah Nasional Berhad and Iskandar Investment Berhad.
- 3.0 MIM’s role since the day it was established has since then transformed from being a master infrastructure manager, master planner to now a developer of office buildings and township management service provider. This progressive shift is to complement the myriad of product offerings by MIM’s developer partners and to support the dynamic growth of the uniquely master planned Medini that is aspired to become the Icon of Future City Living.
- 4.0 With incentives uniquely available to Medini, MIM welcomes investors who seek investment opportunities at a destination strategically located near Singapore.
- 5.0 MIM works closely with the federal and state government and its associated agencies; Iskandar Regional Development Authority (IRDA), local councils, as well as key stakeholders within and surrounding Medini to establish Medini as the smart and sustainable central business district of Iskandar Puteri, Johor.
- 6.0 To learn more about Medini, please visit [www.medini.com.my](http://www.medini.com.my).



An artist impression of future Medini Central Business District

## 2. MEDINI INNOVENTION CHALLENGE 2016

### 2.1 ABOUT THIS CHALLENGE

- 1.0 Coined from the words “innovation” and “invention”, the **Medini Innovention Challenge** (“Challenge”) is aimed at spurring innovative ideas, and creating space and platform for inventions to be cultivated. This will be the first for MIM to organize such challenge at regional level, where students in public and private tertiary/ higher level education institutions in Southeast Asia are invited to participate.
- 2.0 The Challenge offers an opportunity to discover creative and innovative inventors with quality ideas.
- 3.0 This Challenge welcomes ideas from various streams and discipline of studies that could contribute and support the development of a smart city, an area of which Medini, a new township in the making is intended to deliver.
- 4.0 With the theme “Icon of Future City Living”, participants are encouraged and challenged to think about and ideate solutions and initiatives that would place Medini as an icon of future city living, which incidentally is the destination vision of Medini.

### 2.2 THE DESTINATION BRAND, MEDINI

- 1.0 Like any other product or service its brand represents a unique offering or positioning in order to create a point of differentiation in the market place. In this instance, the Medini destination brand represents the future of city living, as it should be. A vibrant, sustainable growth hub. A better way of living and a better future for businesses, talents and residents.



#### Quick Tip

*In reference to the brand definition above, think of solutions and ideas that would support or promote “the better way of living, and better future for businesses, talents and residents”. This sounds broad and a good way to start is by observing current situation(s) in the town you live in or places you’ve visited. What are the opportunities of improvement? What conveniences can be offered to residents, businesses and/or workers? Take a step further to think about what makes a town or city a desirable place to live, work, learn and play.*

- 2.0 The Medini brand personality is VIBRANT, SMART and PROGRESSIVE. Your proposed solution or idea should be reflective of the Medini brand personality.

## 2.3 OBJECTIVES OF IMPLEMENTING THIS CHALLENGE

- 1.0 MIM is committed towards facilitating **Industry-Academia Partnership** and by implementing this challenge we are able:
- To provide a platform for **knowledge transfer** for the undergraduates and postgraduates from various courses to generate smart city ideas for Medini
  - To educate students on ways of **commercializing their solutions**
- 2.0 Through our engagement with students like you, we are able to promote Medini among students as a potential location for you to build your career, pursue your entrepreneurial mission or even to become a resident of Medini.
- 3.0 The ideas harnessed from this Challenge will be very valuable to the development of Medini as a future smart city – wouldn't it be cool and exciting to see your idea implemented in Medini? Something for you to be proud of.
- 4.0 Most importantly, we want you to have fun exploring ideas – let the creative juice flow because we believe everyone has the ability to be an inventor or innovator.



*Imagine you are living in Medini in 2025.*

*“What solutions would best fit the infrastructure and conveniently serve the community of Medini?”*

## 2.4 CALL FOR ENTRY

- 1.0 The categories are:
- Category 1 : Undergraduate Students
  - Category 2 : Postgraduate Students
- 2.0 There is no submission fee.
- 3.0 There is no limit on the maximum number of persons in one team. However, only a maximum of four (4) persons from each team will be invited for the exhibition day.

## 2.5 KEY DATES

1.0 Key dates of the event are as follows:



*\*Subject to change and finalists will be advised accordingly*

## 3. IDEA & DESIGN SUBMISSION

### 3.1 ENTRY

1.0 Entry for each category **MUST** comprise:

1.1 **One (1) written proposal (.docx format)**, whereby

1.1.1 *The proposal, maximum of 5 pages must be documented and submitted. Your proposal shall include the following:*

- a) *Idea introduction and design brief – clarify what is the solution. Is it a software? Is it a device? Sensor? What is the target group/ implementation Area;*
- b) *Sketches/ Drawings/ Flow Chart (if available);*
- c) *Possibility of Business Model – Timeline, business scale, etc.;*
- d) *Social and economic implications; and*
- e) *What are the strength of this solution that it can survive the market today?*
- f) *What are weaknesses of this solution and how do we resolve it?*
- g) *How can the solution benefit Medini as a Smart City?*

1.2 **One (1) video presentation (.mp4 format)** for you to pitch your proposal in your own creative way

1.2.1 *Duration of video is no more than 5 minutes*

1.2.2 *Must be delivered in English - we encourage you to create a customised video for your submission, although you can reuse elements from any of your previous work.*

1.2.3 *Your presentation needs to have a clear point of view, reasonable production value, and produce visual support of ideas and concepts – be creative!*

**Quick Tip**

*The judges will be looking out for design/ solution practicality and how well you have articulated your proposed design/ solution based on the theme – “Icon of Future City Living”*

2.0 All entries are to be submitted online at: [www.medini.com.my/innovationchallenge](http://www.medini.com.my/innovationchallenge)

### 3.2 JUDGING CRITERIA

1.0 All smart solutions must adhere to at least one (1) of the four (4) aspired vision elements (Safe, Connected, Liveable, Efficient) as presented in Appendix 2 “Smart City Masterplan: Our Mission, Vision and Goals”;

2.0 One (1) system prototype must be submitted.

3.0 The proposed solution/ idea needs to follow:

#### 3.1 Creativity

*3.1.1 New invention or technology application.*

*3.1.2 Originality.*

#### 3.2 Technology Design

*3.2.1 Efficacy of technology application.*

*3.2.2 Seamlessness of solution.*

*3.2.3 Application of theories.*

*3.2.4 Practicability.*

*3.2.5 Scalability.*

*3.2.6 Connectivity to other systems.*

#### 3.3 Benefits to Society

*3.3.1 Boosts efficiency.*

*3.3.2 Cost implementation.*

*3.3.3 Carbon footprint.*

*3.3.4 Sustainable and energy-efficient.*

*3.3.5 Conforms to visions of Medini Smart City.*

*3.3.6 Applicable to Medini and local environment.*

*3.3.7 Potential growth.*

4.0 Examples of some solutions that you could think about are:

4.1 Health Condition Monitoring System;

- 4.2 Centralized Area Safety Management System;
- 4.3 Facial Recognition System;
- 4.4 Traffic Management System;
- 4.5 Transportation Solution; and
- 4.6 Many more that would support a seamless operations of a township or a city – explore!

## 4. PROGRAMME

### 4.1 STAGE 1: ONLINE SUBMISSION

- 1.0 Teams must submit a proposal and video as outlined in “Idea & Design Submission” above.
- 2.0 Top ten (10) teams will be selected from each category by panel of judges.
- 3.0 Only shortlisted teams will be notified.

### 4.2 STAGE 2: SYSTEM PROTOTYPE PROGRESS PRESENTATION

- 1.0 Shortlisted teams will be engaged over a review session undertaken, which will be done together with our partner professionals who will be able to provide counsel and advice to help teams to improve on their proposal delivery and challenge improvements on proposed concept.
- 2.0 Shortlisted teams will be given a seed funding to enable them to work on producing their project proposal and the amount given as shown in table below:

Category	Number of Shortlisted Projects	Funds Awarded
Undergraduate Projects	10	10 x RM1,000
Postgraduate Projects	10	10 x RM1,000

- 2.1 The shortlisted teams will be required to enter into an agreement with MIM where they must commit to the Challenge in consideration of the incentive provided by MIM.
- 2.2 Teams that have made it to this stage must participate in the review session, which will be determined by the Organizer.
- 2.3 On the day of the review period, the shortlisted teams must present their progress before a panel of judges. This presentation would be considered as a Concrete Project Milestone – one (1) month before the actual competition day (“Exhibition Day”). The presentation must comprise the following:

#### 2.3.1 Slides Presentation



### 2.3.2 Demo Presentation

- 2.4 Further details on the review session will be shared only with the shortlisted teams in due course.
- 3.0 All successful teams will compete on Exhibition Day for final selection of winners.
- 3.1 On Exhibition Day, only four (4) representatives of each team will be invited to showcase the product.

## 5. EXHIBITION DAY

- 1.0 Prior to Exhibition Day, the 20 shortlisted teams must submit the following on a date to be determined by the Organizer:
  - 1.1 A poster (Size A1)
  - 1.2 System Prototype
- 2.0 Submissions will be made to a location, which will be announced by MIM in due course.
- 3.0 All shortlisted teams will compete in a pitching arena.
- 4.0 Teams will be given 20 minutes to present their ideas including project demonstration. A 10-minute “Question & Answer” session to follow suit.
- 5.0 The completed System Prototype and poster must be submitted to the Organizer at the end of the exhibition day, of which these materials will be under the custody of Medini Iskandar Malaysia Sdn Bhd.

## 6. THE PRIZE

- 1.0 Prizes for the inaugural **Medini Innovention Challenge** 2016 are as follows:
  - 1.1 Winner of Category 1: RM10,000 Cash Prize + Certificate of Participation
  - 1.2 Winner of Category 2: RM15,000 Cash Prize + Certificate of Participation
  - 1.3 Certificate of Participation will be given to all participants.
- 2.0 Winning teams stand a chance to enjoy the following benefits:
  - 2.1 Execution of Memorandum of Understanding between MIM and the winning team.
  - 2.2 Implementation of the winning team’s ideas on Company’s asset (land/ building) of which the winning team will be given the acknowledgement and credit in MIM’s corporate website.
  - 2.3 Receive assistance and counsel from MIM’s associate partner on commercialization process.

## 7. RULES AND REGULATIONS

### 7.1 GENERAL RULES

- 1.0 Upon signing up for the Challenge, participants shall at all times observe and comply with the “Rules and Regulations” of the Challenge.
- 2.0 The Challenge is organized by MIM and is open to the undergraduate and postgraduate students (“Participants”).
- 3.0 There is no registration fee payable for the registration of the Challenge.
- 4.0 By entering the Challenge, the Participants warrant that all information submitted is original and true.
- 5.0 The employees of MIM, Media and Game Innovation Centre of Excellence and their subsidiaries are not eligible to enter the Challenge.
- 6.0 All panel of judges of the Challenge are not eligible to participate in the Challenge.
- 7.0 Only one entry per team is allowed.

### 7.2 DURATION OF CHALLENGE

- 1.0 The submission opens on 5 May 2016 and the closing date for the submissions is on 16 July 2016.
- 2.0 20 teams will be shortlisted on 24 July 2016 (Subject to Change) and will be given RM1,000.00 (“Injection”) each to develop their ideas.
- 3.0 From this point forward, the shortlisted teams will be called to a Work-In-Progress Review Session to present on their ideas. The format of the presentation is not limited to PowerPoint presentation.
- 4.0 The Exhibition Day will be then held on 16 November 2016 (Subject to Change).

### 7.3 RULES OF THE CHALLENGE

- 1.0 The Organizer shall determine dates, venues and coordination in relation to the event day.
- 2.0 The theme of the Challenge is “Icon of Future City Living” and the Participants are required to develop a solution based on the four Medini Smart City visions i.e. (1) Smart, (2) Connected, (3) Liveable, and (4) Efficient.
- 3.0 Entries in the form of a video (in English) and a proposal must be uploaded onto the website [www.medini.com.my/innoventionchallenge](http://www.medini.com.my/innoventionchallenge).
- 4.0 The Participants are allowed to use any means of technology including but not limited to programming, fabricating, controlling, assembling etc. during developing of the system prototype.

## 7.4 LIABILITIES AND RESPONSIBILITIES

- 1.0 The Organizer shall not be responsible for any failure and/ or delay in the receipt of or loss of entry due to any reason whatsoever.
- 2.0 By participating in the Challenge, the Participants agree to release and hold the Organizer free from any losses, damages, rights, claims, demands, actions, judgements and/ or other forms of liability in connection with or arising out of the participation by the Participants in the Challenge or resulting from acceptance, possession, or use of any prize, including but not limited to personal injuries, accidents and property damage and claims based on publicity rights, intellectual property rights, defamation and invasion of privacy.
- 3.0 The Organizer shall not be liable or in any way responsible for all claims, demands, actions, suits, proceedings, damages, costs, expenses resulting from the illegal use of copyright materials by the Participants.
- 4.0 All incidental costs and expenses such as logistics and accommodation costs and purchase of materials (if exceeds the Injection given by the Organizer) will be borne by the Participants.
- 5.0 By submitting materials for the Challenge, all Participants agree and acknowledge that all Intellectual Property rights in relation to the materials submitted thereto shall belong to the Organizer.
- 6.0 The Organizer reserves the right to use, edit, modify and publish all or parts of messages, videos and photos submitted by the Participants or collected by the Organizer, publish the name and photographs of the Participants and their entries, in any way the Organizer deems fit for any forms of advertising, trade, promotional purposes and for any reason whatsoever without any notice to the Participants and the Participants shall not claim ownership or any payment or compensation on the materials. The Organizer shall however not modify or edit entries submitted by the Participants for judging purposes.
- 7.0 Any personal data submitted by the Participants will be used solely in accordance to the Personal Data Protection Act and the Organizer shall not disclose the personal data to a third party without the individual's prior consent.

## 7.5 PRIZE DETAILS

- 1.0 The qualifying teams with the highest marks by the panel of judges will be declared the winner and subsequent positions will be determined on the same basis.
- 2.0 A score sheet will be used as a reference in determining the winner.
- 3.0 All decisions made by the panel of judges are final and binding. No correspondence or appeal will be entertained.

- 4.0 The winners will be announced and notified immediately after the final judging phase. If for any reason the winners do not come forward or are not contactable despite reasonable attempts being made, the winner will be disqualified and the prize will be awarded to the next team with the highest points.
- 5.0 Prizes for the inaugural Medini Innovention Challenge 2016 are as follows:
  - 5.1 Winner of Category 1: RM10,000 Cash Prize + Certificate of Participation
  - 5.2 Winner of Category 2: RM15,000 Cash Prize + Certificate of Participation
  - 5.3 Certificate of Participation will be given to all participants.
- 6.0 One of the winning teams stand a chance to be granted the following:
  - 6.1 Execution of Memorandum of Understanding between MIM and the winning team.
  - 6.2 Implementation of the winning team's ideas on Company's asset (land/ building) of which the winning team will be given the acknowledgement and credit in MIM's corporate website.
  - 6.3 Receive assistance and counsel from MIM's associate partner on commercialization process.
- 7.0 Winners are not eligible to transfer, negotiate and exchange the prize to other forms, in whole or in part.
- 8.0 The Organizer reserves the right to substitute the prizes offered with the same value without prior notice.

## 7.6 OTHER TERMS AND CONDITIONS

- 1.0 The Organizer reserves the right without assigning any reason therefore to:
  - 1.1 Abandon, cancel or postpone the Challenge as deemed necessary.
  - 1.2 Reject any entry whether before or after the acceptance thereof.
  - 1.3 Disqualify and/ or impose penalty points on any team found to be guilty of
    - 1.3.1 *Breach of the Rules and Regulations;*
    - 1.3.2 *Collaborations of cheating in any manner;*
    - 1.3.3 *Providing a false declaration; and*
    - 1.3.4 *Failing to complete the system prototype within the stipulated time.*
- 2.0 All materials, photos and videos submitted by the Participants to the Organizer must be original and shall not breach any Intellectual Property rights belonging to any party. The Participants shall not pose, distribute, reproduce or submit in anyway whatsoever, any photos or videos which violate copyright, trademark, and other proprietary rights owned by any other party other than the Participants themselves without obtaining a prior written consent of the owner of such material.
- 3.0 In the event of any dispute regarding the Rules and Regulations, conduct and results and all other matters relating to the Challenge, the decision of the Organizer shall be final and conclusive.
- 4.0 The Rules and Regulations may be added or amended at the discretion of the Organizer.

5.0 The Rules and Regulations, all additions and amendments thereto, the interpretation thereof and the decision of the Organizer in all matters concerning the challenge shall be final.

## 7.7 ENQUIRIES

1.0 Enquiries can be sent to:

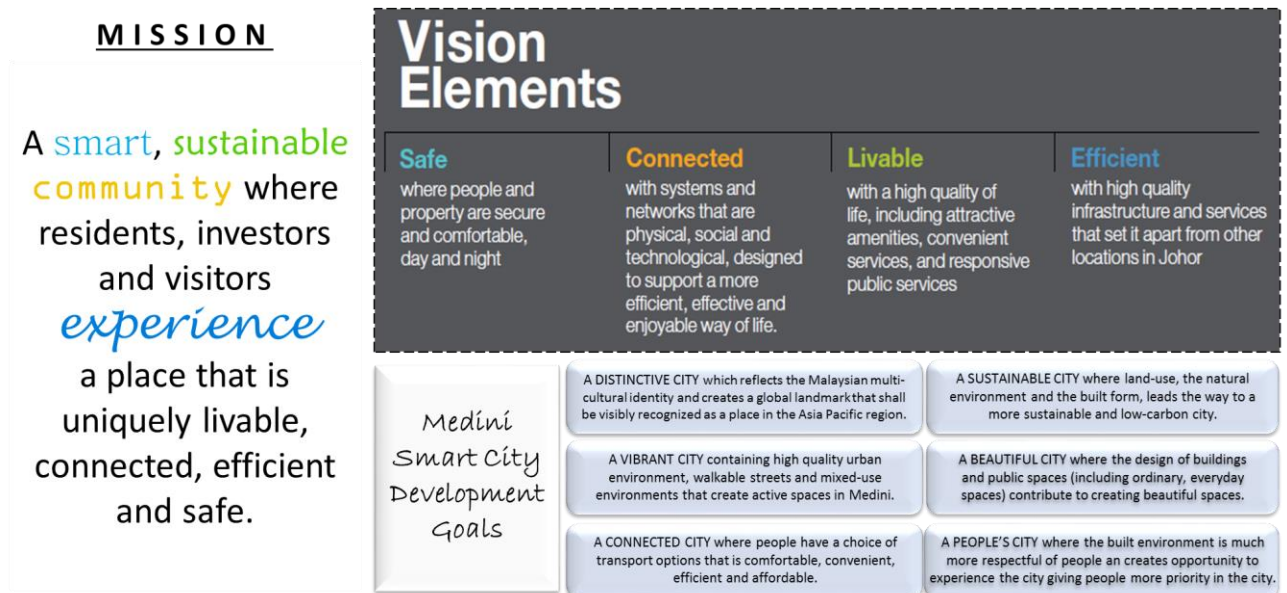
E-mail: [asksmartcity@medini.com.my](mailto:asksmartcity@medini.com.my)

Phone: +607 509 8500

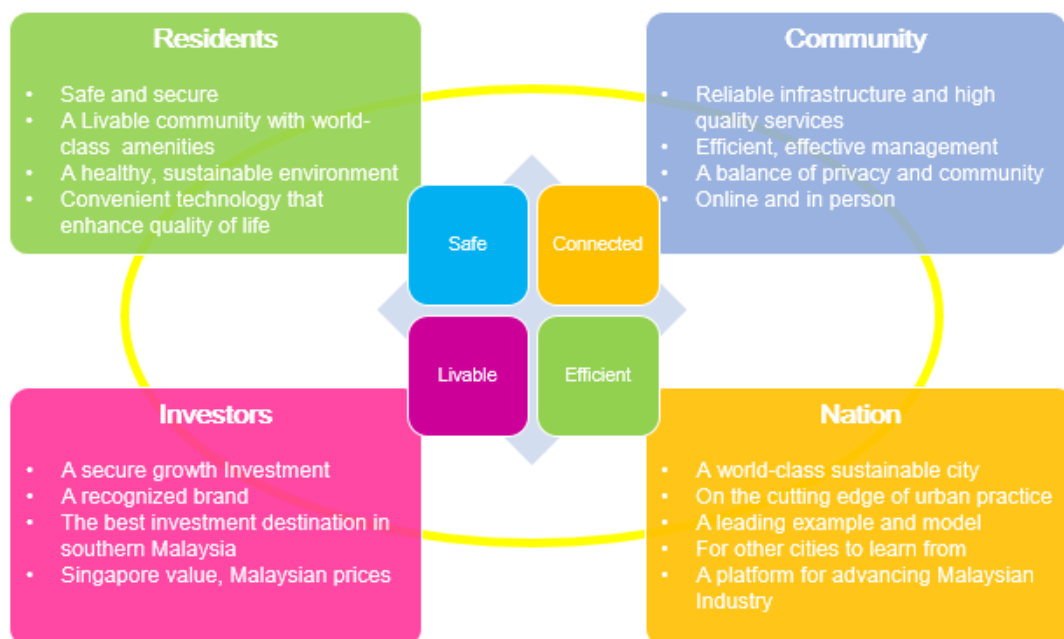
## 8. APPENDICES

### 8.1 APPENDIX 1: SMART CITY DEVELOPMENT

#### 8.1.1 Smart City Masterplan: Our Mission, Vision and Goals



#### 8.1.2 Smart City Masterplan: Ecosystem



## 8.2 APPENDIX 2: MEDINI ISKANDAR MALAYSIA

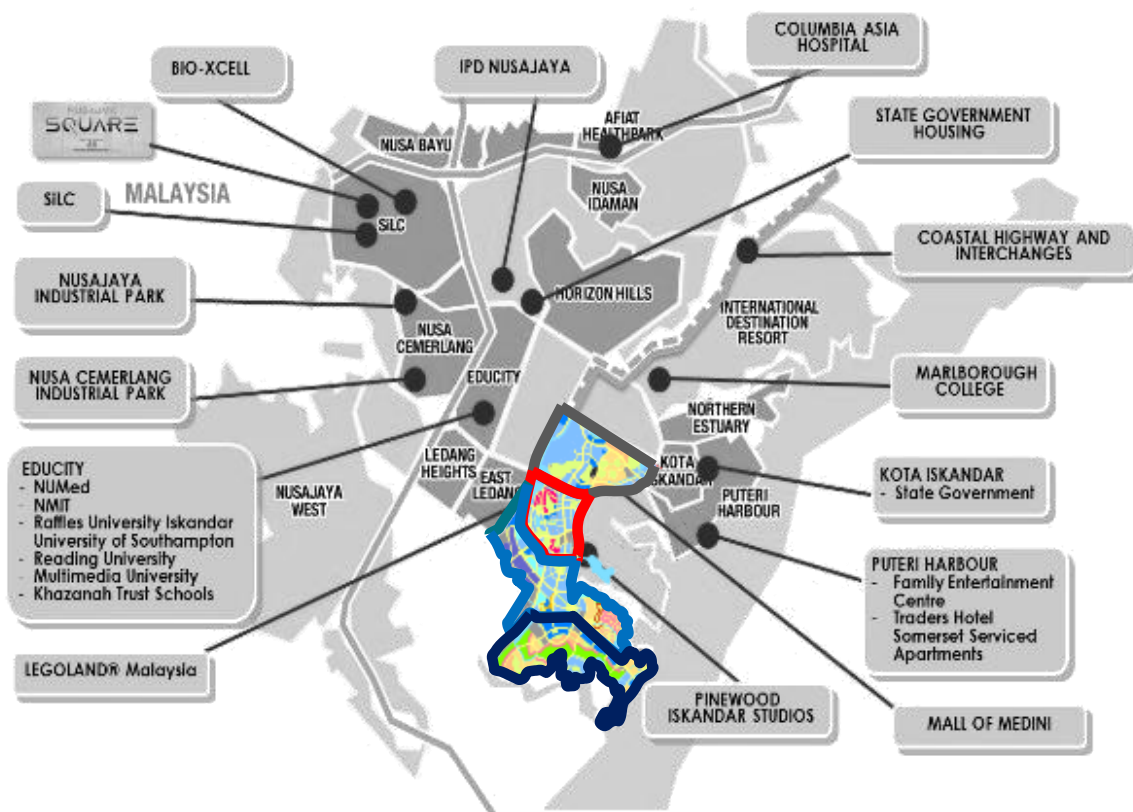
### 8.2.1 Location

1.0 Medini Iskandar Malaysia or in short Medini is located just 10 minutes away from Singapore’s Tuas Immigration Checkpoint. Medini sits within one of Iskandar Malaysia’s key flagship zone known as Iskandar Puteri. To know more about Iskandar Malaysia, a fast growing economic region of Malaysia, check out

<http://iskandarmalaysia.com.my/>

2.0 From the map below, it illustrates Medini’s strategic location that is surrounded by various amenities and facilities, to name a few they include:

- 2.1 An education hub known as EduCity (<http://www.iskandarinvestment.com/master-planned-development-projects/educity/>)
- 2.2 A waterfront development known as Puteri Harbour (<http://www.puteriharbourmarina.com/>)
- 2.3 A world class film making studio, Pinewood Iskandar Malaysia Studios (<http://www.pinewoodgroup.com/our-studios/malaysia/tv-malaysia>)





### 8.2.2 Master Plan

- An international mixed-use development, the size of Medini covers an area of 2,230 acres.
- Medini is home to the first LEGOLAND® Resort in Asia, located in Medini North (Zone A)

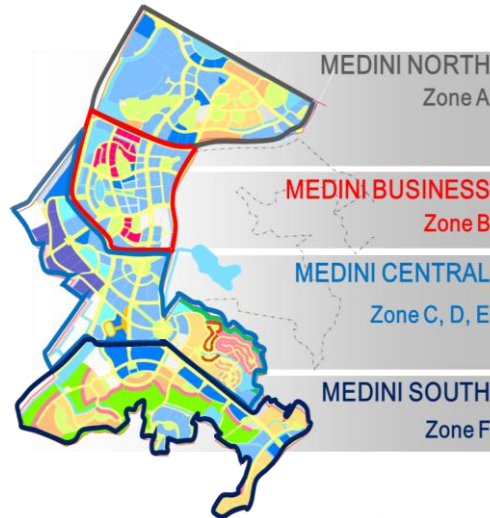


Table below presents a mix of local and international brands already operating in Medini

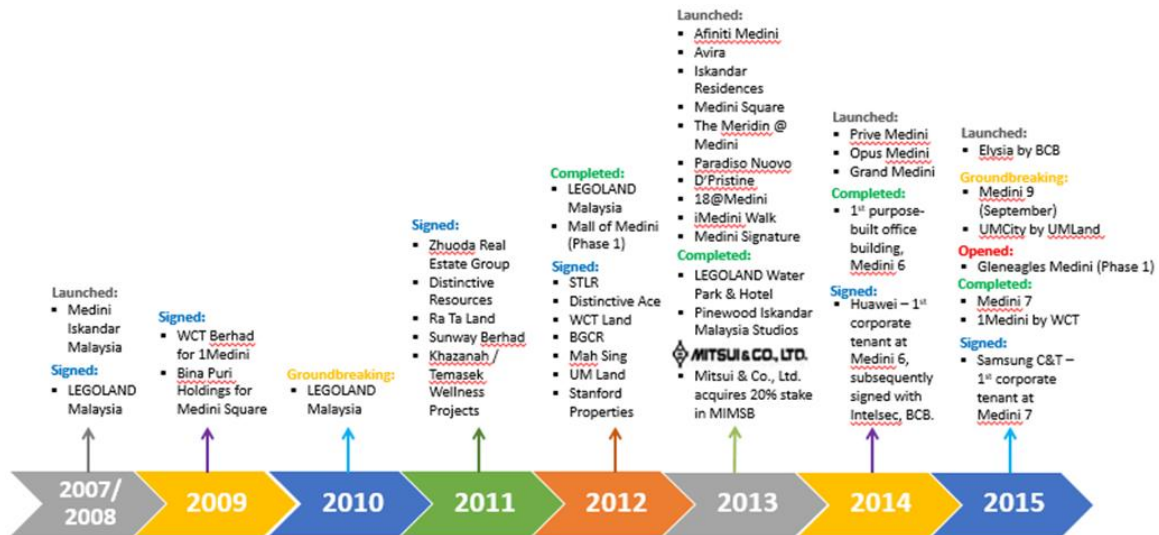


Medini is not entirely greenfield. There are already on-going development happening in Medini and below are the names of property developers with projects in Medini.





### 8.2.3 Milestones Achieved In Medini Iskandar Malaysia



### 8.2.4 3Development Clusters by MIMSB

