

Regional High-Level Summit for University Presidents and Senior Policy Makers on Creating an Enabling Innovation Environment (EIE) for Intellectual Property and Technology

[Institution Updates and Needs](#)

MALAYSIA

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Sil-RH Membrane Distillation: From Seawater to Drinking Water

Researcher:

Assoc. Prof. Ts. Dr. Mohd Hafiz Dzarfan Othman

Product:

A newly-developed ceramic membrane from agricultural rice husk waste via phase inversion and sintering technique. Designed as a drinking straw for consumer market.

Commercialization Journey Through EIE WIPO:

Through the EIE Mentoring session, the researcher was seen have evolved from passive commercialization intention to being passionate and committed to starting a company and establishing a productive business model from mentors. The monthly meetings with mentors shown remarkable improvement for this group as they managed to uncover the initial challenges such as lack of a viable business model, poor product commercialization plans, unclear management lines, and so on. Consequently, the researcher proactively persuaded one of his students to become the CEO of his upcoming spin-off company.



99.9% bacteria removal with heavy metal (Zn, Fe, Pb, etc) adsorption capabilities up to 99.9%

HALEA Natural Skin Care

Researcher:

Dr. Mariam Firdhaus Binti Mad Nordin

Product:

A novel water based extraction process from wild ginger allows for a more potent skin care products with higher concentration of active compound.

Commercialization Journey Through EIE WIPO:

The researcher have already commercialized her products before participating in this mentoring session. However the mentoring has helped her in identify the hidden weaknesses that need to be addressed before any problems arise, including:

- **Strengthening current business models**
- **Explore production for the global market**
- **Secure sufficient capital for bigger production**
- **Expect customer's expectations**
- **Raise international funds for business expansion**

Through this program, the mentor had also sparked a previously unrecognized activity for Malaysian universities by integrating spin-off companies from different universities for discussing business strategies. Thus indirectly strengthens the partnership between the two companies that are actually competitors in the same industry



NPK Zeolite Fertilizer

Researcher:

Assoc. Prof. Dr. Nik Ahmad Nizam Nik Malek

Product:

A re-generating zeolite based NPK-fertilizer carrier that can be reused.

Commercialization Journey Through EIE WIPO:

For this product, the mentoring journey begins with the advice of performing market validation, before the researchers started investing in commercialization. Eventually, market research define its market size is small and appropriate as a complementary. This has led to a slow progress in through the session hence had the mentor to work on providing case examples that can serve as a guide. Nevertheless, researcher is committed to invest in the product by his own pocket money. This project ended without improvement after the 6 months of mentoring session



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The issues and challenges experienced through the mentoring sessions:

- 1) Meetings had to be scheduled outside of office hours due to geographical differences between mentors and mentees (Malaysia Vs. U.S.)
- 2) Implementation of the advice provided is sometimes difficult to achieve within a month's time, which requires outcome updating at the next meeting
- 3) Mentors cannot control the whole process of commercialization of a particular project as they act as advisors (only), and require TTO to monitor the progress of what was advised to
- 4) Researchers are often busy with teaching and research assignments, resulting in half-focused commercial activities
- 5) The program does not cater to the larger group of researchers because it is mentoring to a selected scope only
- 6) The TTO could only listen and discuss to the advices given but have to seek decision from the highest management before any execution, especially involving budgetary allocations
- 7) The structure of the program is not yet comprehensive which should involve top management of the university in pursuit of its overall objectives

Thank You