

Twenty aspiring start-ups calling out for votes to win SUPERB's grand prize of RM500,000

PETALING JAYA --- On the heels of another exciting season, the Superb Series II talent search organised by TERAJU has picked the top 20 finalists with the best creative and innovative ideas with strong potential for commercialisation from a pool of 800.

Winners in the Superb Series II stand the chance at winning RM500,000 in prize monies, one of the largest ever offered to help launch entrepreneurial talents into the arena of big business.

In a statement issued today, TERAJU senior director Megat Mohd Yatim Megat Hamid said, "It has been an overwhelming past few weeks in the quest for top-notch ideas as we deliberated the submissions that were unique, diverse and fascinating."

With the competition opened to Bumiputera youths aged between 18-40 years either through companies with three years existence or less, TERAJU's Superb has showcased young aspiring and dynamic entrepreneurs to compete in a live pitching similar to leading business-focused TV reality shows revolving around start-ups and entrepreneurship.

Fans and followers of Superb will find the 20 finalists' "vote-for-me" pitch-call on TERAJU's Facebook page at <https://www.facebook.com/terajuofficialpage/>.

Here at the gallery <http://bit.ly/2w3ux88> , one can also find all you would wish to know about the 20 finalists; their ideas, discoveries or inventions.

The scores received from votes would carry added weightage to the finalists' overall adjudication. Voting is opened for a period of ten days closing on 26 August 2017.

The Superb Series II finalists would then move into the Grand Final scheduled for Saturday 26 August in which contestants would conduct their final pitch of their prototypes/proof-of-concepts and/or to attain market viability before a panel of professional judges.

Thereafter, 12 nominees would emerge, each with the potential chance of securing RM500,000 to nurture and expand their idea into commercialisation, provided they meet the full scrutiny of requirements and conditions set by the TERAJU audit panel.

“Superb has indeed built a name for itself in attracting talents to show-off their range of discoveries, ideas, and inventions, each with its unique qualities and potential for commercialisation, to the forefront of national and regional attention,” said Megat Mohd Yatim.

As a result, Superb is now even adopted by other institutions with the introduction of the Superb Halal Chefprenuer Challenge at the Halfest ASEAN 2017 and at the Superb Motonation scheduled in December.

Superb has to great success groomed 137 young entrepreneurs who have received start-up grants of up to RM68.5 million since Superb first rolled out in 2014.

TERAJU is excited that a number of these young entrepreneurs have turned highly successful upscaling their ideas and even entering into the international export markets, carving out a name for their Malaysian home-grown brands.

In addition to providing funds, TERAJU as a strategic unit under the Prime Minister’s Department also offers developmental services and commercialisation support that include mentorship, training for competency building and possibly further funds from venture capitalists for the Superb winners.

The Bumiputera Entrepreneurs Startup Scheme (Superb) is primarily designed to assist emerging individuals or companies, nurture and expand their discoveries, ideas, or inventions into successful business models.

For the latest developments on Superb, fans and followers can log onto TERAJU’s Facebook fan page at <https://www.facebook.com/terajuofficialpage/> for the latest news and even the next opportunity in Superb Series III which would roll out in September.

NEWS RELEASE prepared and issued on behalf of **UNIT PENERAJU AGENDA BUMIPUTERA** by public relations consulting firm **GRA COMMUNICATIONS SDN BHD**. For more information, please contact **Ghazalie Abdullah** +6017 3361090 or **Yusuf Abd Alim** +60 13 2505504 or **Abd Azim Shakron** +60 19 3851095.

ABOUT TERAJU

Unit Peneraju Agenda Bumiputera (TERAJU) was established on 8 February 2011 as a strategic unit under the Prime Minister's Department with the express objective of spearheading progress through meaningful, resilient and sustainable Bumiputera economic participation.

Premised as a 'Game Changer', TERAJU is anchored on five key thrusts under the Bumiputera Economic Transformation Roadmap 2.0 – strengthening human capital, promoting higher value employment and income, increasing Bumiputera share and value of corporate equity, strengthening entrepreneurship, and increasing ownership of non-financial assets.

In addition to economic transformation, TERAJU has the role of ensuring that the ideals in education, health, social and culture, living environment, and Bumiputera stature are lifted to greater heights, and weaved into Malaysia's plural social fabric through Transformasi Kesejahteraan Bumiputera (Bumiputera Wellbeing Transformation).

Today, TERAJU has recorded RM112 billion in total value created for Bumiputeras, generated more than 43,000 jobs, assisted with RM13.29 billion in private investments through its facilitation fund, and registered RM8.6 billion in market capitalisation from listing emerging Bumiputera companies on the Bursa Malaysia.

TERAJU's framework of success has been built through the collaborative effort of the Bumiputera Economic Empowerment Unit (UPEB) that reside in 24 ministries and the Prime Minister's Department. UPEB comes under the purview of the Majlis Ekonomi Bumiputera (MEB) led by the Prime Minister of Malaysia. Initiatives are carried out alongside with government agencies at various levels, economic corridors, GLCs/GLICs and the private sector.

For a more detailed insight, please log onto www.teraju.gov.my.