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V-MIEX

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VIRTUAL-MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION

ROAD TO COMMERCIALISATION

V-MIEX BOOK



V - MIIEX BOOK

'ROAD TO COMMERCIALISATION'

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FOREWORD

ASSOC. PROF TS. DR MOHD RASDI ZAINI
Rector
Universiti Teknologi MARA (UiTM) Cawangan Melaka



Welcome to Virtual-Melaka International Intellectual Exposition 2022 (V-MIIEEX 2022). It is an honour for me on behalf of UiTM Melaka Branch to thank all of you for joining the programme and we are proud to inform you that this is the 12th year consecutively, UiTM Melaka Branch is organizing this exposition.

V-MIIEEX 2022 is a platform to improve the commercialization collaboration among industries and communities and at the same time, we also give the opportunity to academicians and students to share ideas and increase their potential innovation products with the industries and communities through their projects. This exposition also serves as a platform to cultivate and upload the nation's innovation culture by presenting new ideas and research by young people, especially from academia, universities, college, high schools, and primary school students.

The economy and development of the country faced a challenging phase in 2021 due to the Covid-19 pandemic. We faced changes in business, education, society, and lifestyle. However, the pandemic proved to be a blessing in disguise as it somehow gave people ideas which would be beneficial to improve their lifestyle and solve problems that might occur in the future. Besides, the new digital landscape also inspires more innovation and new ideas that contribute to various activities such as business and industries. As a university that encourages the "Research, Innovation and Commercialization", this exhibition is organized to encourage more commercialization of products that are beneficial to scholars, industries, and communities to tackle such issues to improve our present and future life.

Since 2009, UiTM Melaka Branch has successfully become the organizer for this innovation exposition. We are not only successful in organizing the exposition, but I would proudly say that we have also successfully embarked on commercialized products. With the number of participants for this year's exhibition, we believe that more commercialized products will be produced in line with the theme for this year, "Road to Commercialisation".

This exposition would never happen without dedication, teamwork, and commitment. A round of applause should be given to the committee teams as the backbone of this exposition. Their hard work, effort, and time made this exposition possible.

Finally, I would like to conclude this brief remark by thanking all the participants and stakeholders for joining the exposition, we hope that this collaboration never ends here.

Thank you.



DR. NUR HAYATI BINTI ABD RAHMAN
Deputy Rector Research & Industrial Linkages
Universiti Teknologi MARA (UiTM) Cawangan Melaka

It is a great pleasure to welcome all the participants and presenters to the Virtual Melaka International Intellectual Exposition (VMIIEX 22). I am delighted that through this periodic event, we managed to bring together scholars and professionals from various fields to engage through this virtual platform where ideas and breakthrough are discovered and leveraged for commercialization potential.

Since 2009 UiTM Cawangan Melaka has held twelve Invention and Innovation Design competitions and this year we are very honoured to have the second year of VMIIEX organized in digital platform. This has proven that despite the global challenges due to the recent pandemic, it is never an issue for UiTM Melaka to continuously organize this yearly prestigious event and to support the ministry's aspiration in leveraging creativity and innovation in the new norm.

VMIIEX 22 is organized with no sole objectives of accomplishing the University's KPI but instead we are determined to make this programme as the place to help heighten commercialization collaboration in research and innovation with the industry and community through joint exhibitions from various external organizations.

Our aspiration is to also provide exposure and opportunities to academic staff as well as students from public and private universities to engage in direct excellent scholarly activities with the industry and community through activities that can be measured and assessed. As for the Research and Industrial Linkages Office of UiTM Melaka, this exhibition is seen as the platform that can encourage active collaboration and knowledge transfer with industries; objectively to support various activities that will benefit all stakeholders from the various government agencies, local and international universities, industries and communities.

Through the theme of "Road to Commercialization" this year, V-MIIEX 22 is committed to have this event as a boulevard to inspire and cultivate creativity and innovation to the numerous levels of inventors through exposure on latest technologies, astonishing ideas and creative designs with great potential to be commercialized. For this year, we proudly introduce a special category which is the "Endemic Challenge" as the provision to the government of Malaysia's goal of moving towards the endemic.

To ensure that the competing products in this exhibition is not exclusively for the purpose of competition, V-MIIEX 22 is dedicated for the commercialization of highly potential innovation products, which is attained through its active collaboration with tailored needs industries. The commercialization effort was not for income generation purpose only but it aimed to spearhead the development of quality products in line with industrial needs and community benefit.

Therefore, it is a great honour for me on behalf of the Research and Industrial Linkages Office as well as the organizing committee to have all participants in this competition and I would like to express my highest gratitude especially to the Rector of UiTM Melaka and all strategic partners and sponsors for supporting the event.

To finish, I sincerely wish VMIIEX 22 a remarkable success. I believe that this will not be the only collaboration between UiTM Melaka and the respective partners and linkages, but a beginning of a long and fruitful cooperation in future.

Thank you very much.

road to commercialisation...

WAN HASMAT WAN HASAN
Project Director V-MIIEEX 2022
Universiti Teknologi MARA (UiTM) Cawangan Melaka



Assalamualaikum and Warmest Greetings.

It gives me an enormous pleasure, on behalf of the organizing committee to welcome all participants and presenters to the Virtual -Melaka International Intellectual Exposition 2022 (VMIIEX '22) with the theme "Road to Commercialisation". We are honoured and glad to welcome all participants to this biennial event.

This is the second time that we have organized this biennial event virtually. V-MIIEEX 22 is an innovation competition, in which, innovation products, ideas and systems related to various science and technological fields are exhibited as a solution for the presented problems.

V-MIIEEX22 expectantly will be a platform that gathers experts from academies, scientists, and researchers, locally and internationally, to contribute towards the growth of scientific and technological knowledge in each participant's specialisation and expertise.

The competition also serves as a platform to give fresh exposure to the various level of inventors, as well as to encourage the culture of innovation design focused on latest technologies and related to new norms technologies and inventions due to COVID-19.

V-MIIEEX 22 is also hoped to be an avenue for gathering and disseminating the latest knowledge on ideas and acquisition of innovation among the participants. It is hoped that the competition will be able to open the mind of the participants towards latest technologies and design. It is also in line with the government's aspiration to encourage innovation activities in Malaysia.

As a final note, I would like to congratulate my fellow committee members for their tremendous effort, which have been critical to the event's success. In addition, I would like to thank our co-organizer, event sponsors and supporters. Optimistically, we wish that all new knowledge that is discovered, invented, or innovated will drive towards our future sustainability.

Thank you.

ABOUT V-MIIEEX

The world after COVID-19 is unlikely to return to the world that was. Despite the challenging pace during the pandemic, the strong rebound is expecting in this exciting year 2022. Malaysia is welcoming the great prospects ahead with positive impact on the country's economy and development. Hence, the hope for greater opportunities motivates for more creative thinkers to come up with innovative ideas that can be put forward to be harnessed to overcome similar problems in the future. V-MIIEEx 2022 is one of these platforms which contribute relevant ideas that could help communities of all walks of life cope with this pandemic.

UiTM has identified research, innovation, and commercialization to be among the core components and strategic effort towards becoming a well-known and prominent university. Aside from realizing this goal, with these components and efforts, fostering the development of knowledge, generating financial stability of the university, and producing knowledgeable academicians are also potentially achievable.

By having invention and innovation competition yearly, UiTM Cawangan Melaka is confident that it could further enhance creative and innovative abilities among staff and students. In support of the government notion which upholds the importance of innovation, UiTM Cawangan Melaka has taken the initiative of organising the Virtual Melaka International Intellectual Exposition (V-MIIEEx).

In instigating and nurturing the continuous culture of inventing and innovating, this event is an ideal platform for lecturers, administrative staff, students, and the public to showcase and commercialize their products or prototypes as well as novel ideas. The first IID which was held nationally in UiTM Cawangan Melaka in 2009, has successfully gathered and displayed more than 37 inventions and innovations. Accordingly, to continue this strong passion towards inventing and innovating, the IID competition should be continued and celebrated.

With that, the Division of Research and Industrial Linkages will be organising its 12th IID competition, the Virtual - Melaka International Intellectual Exposition (V-MIIEEx 2022) with the theme, 'Road To Commercialisation'. V-MIIEEx 2022 hopes to welcome 200 competing products to be showcased and commercialized, at the same time, attract attention of related and matching industry.

Objectives

1. Encourage and instill passion towards inventing and innovating among UiTM Cawangan Melaka staff, students and academicians of local and international higher education institutions;
2. Highlight distinguished talents of skillful inventors and exhibit intellectual products, inventions and innovations among local and private tertiary institutions, government and private agencies, including international participants;
3. Become an effective Business Matching platform for participating research products, matching industries and partnering government agencies;
4. Recognise, inspire and promote invention and innovation products to be patented and commercialized;
5. Increase passion towards inventing and innovating through research and boost interests of government and non-government agencies to obtain consultancy services from a line up experts of higher education institutions and UiTM Cawangan Melaka.

VERSATILE SHOES

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Abstract

The success of the new invention and technology advances had created a chain reaction of research and innovation in the footwear industry. With the advancement of technology, the shoe making process became easier and faster. The design of shoes also changes and varies greatly throughout time and from culture to culture. The design and appearance of shoes originally being tied to function means that different shoes of design will have different functions for wearing purposes. Innovation on the product is very important nowadays and it also can be applied to a pair of shoes to bring benefits for society. Because of this, our company came up with the idea to produce multifunctional footwear and propose a new innovative product which is “Versatile Shoes” that could help to solve current limitations as well to help the average level consumer to have good quality shoes with affordable and reasonable prices.

1.0 INTRODUCTION

Our company's name is Step Above. Co. Our main business is specializing in selling and creating multifunctional shoes or also known as versatile shoes. Shoes are our signature product because our company only produces and offers shoes. Our nature of business is a new creation in the footwear industry that focuses on producing multifunctional shoes that can be used for a variety of activities and functions. We are considering our business as a retail business in which we supply our versatile shoes directly to the consumer. We have a shop located in AEON Mall Johor Bahru where we manufacture and sell our product. To strengthen our marketing activities, we use social media such as Instagram, Facebook, Twitter and Tiktok as a platform to advertise our product. We also provide business flyers that include the details of our product with the latest promotion and give a 20% discount to the new customer as a sign of appreciation for supporting our business.

2.0 OBJECTIVE

The major objective of creating these Versatile Shoes was to offer those with a limited income to own more than one pair of shoes at one price. In other words, even in an unstable current economy, we want to make sure that the middle class people can also afford a variety of high-quality but affordable shoes.

3.0 NOVELTY AND INVENTIVENESS

The Versatile Shoes are produced by Step Above.Co and are considered to be a new concept as there are no local brands in Malaysia that produce and sell multifunctional shoes. This is a new and fresh idea to bring into the world of fashion in Malaysia. It will also attract people who enjoy fashion and love multifunction shoes. In addition, our Versatile Shoes come with a variety of shoe soles that can be used in different kinds of activities and functions. Our shoes

also are comfortable and made from high-quality products. They are sold at an affordable price which starts from RM 150 to RM 250.

4.0 PRACTICALITY AND USEFULNESS

These Versatile Shoes have their own uniqueness compared to other shoes that are sold in the market. In Malaysia, Versatile Shoes are the first ever shoes that have multifunctional features where it gives benefit to the one who owns it. One of the benefits of these shoes is that they are easy to carry anywhere because the material of the shoes is very flexible and can be folded. This facilitates the user to easily put the shoes in any type of bag which has different sizes and shapes.

Other than that, it is a cost saving product. As described, Versatile Shoes come with a variety of shoe soles that can be used in different kinds of activities, so the user does not need to think about buying other shoes to suit their activities because they can change the soles easily. This kind of feature is called Plug and Play (PnP) features. Plug and play features in designing shoes were less used in Malaysia and also in the global market. This is the big opportunity for Versatile Shoes taking the heat to be the very first shoes that applied PnP features on the shoe soles and be the number one shoes that contain five different soles on a single shoe (5 in 1).

In addition, the Versatile Shoes is an eco-friendly product, because the shoes were made from high quality biodegradation materials where they can be disposed of easily. Normally, this kind of materials were not used in the making of shoes because it will affect the cost of production and price of the product but different for Versatile Shoes. The company produces the Versatile Shoes with minimum cost and maximum quality. The stated price for a pair of Versatile Shoes is between RM 150 to RM 250 according to its grade. As a result, people will tend to buy Versatile Shoes because it is affordable and customers can choose the grade they want.

5.0 CONCLUSION

These “Versatile Shoes” can be trusted to have a decent opportunity of becoming well-known in the market. This is due to the product's distinctive features, which are hard to find these days around in the footwear industry. Furthermore, it will bring numerous financial and comfort advantages to its consumers. From its various uses, we can see that it can also solve problems that consumers frequently experience, such as space and cost issues. As a result, due to the strength of its distinctive features, these Versatile Shoes can not only become well-known in the local market but also can be expanded to the global market.