



UNIVERSITI
TEKNOLOGI
MARA

ICEBIV

**3rd International Competition of
Entrepreneurship Business Innovation**

**“ Promoting Innovative Entrepreneurship for a Sustainable Economy:
Pioneering Tomorrow’s Business Models”**



EXTENDED ABSTRACT

UiTM *di hatiku*

اوسها تقوى موليا



EXTENDED ABSTRACT



"Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Models"

5th September 2024

In the joint collaboration involving:

Faculty of Business and Management,
Universiti Teknologi MARA Kedah Branch,

Faculty of Economics and Business,
Universitas Islam Bandung, and

Malaysian Academy of SME &
Entrepreneurship Development (MASMED)



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalammu'alaikum Warahmatullahi
Wabarakatuh.. Salam UiTM Dihatiku..

It is with immense pride and enthusiasm that I welcome you to the 3rd International Competition of Entrepreneurship Business Innovation (iCEBIV) 2024, hosted by the Faculty of Business and Management, UiTM Kedah Branch. This prestigious event is organized in collaboration with the Malaysian Academy of SME & Entrepreneurship Development (MASMED) and the Faculty of Economic and Business, Universitas Islam Bandung (UNISBA), Indonesia. This competition exemplifies our deep commitment to advancing creativity, entrepreneurship, and a spirit of innovation among our students and the wider community.

In today's rapidly evolving world, the ability to innovate has become a fundamental necessity rather than a mere option. Our institution understands the critical importance of innovative thinking in propelling economic growth, addressing urgent societal challenges, and paving the way for a sustainable future. This competition is designed to encourage participants to think critically, challenge conventional ideas, and develop groundbreaking solutions that can leave a meaningful impact in various areas.

This competition is not merely a challenge; it is a valuable platform for learning, collaborating and exchanging ideas. It brings together talented individuals from diverse disciplines, fostering an innovative culture that extends beyond academic boundaries. We encourage our students to apply their knowledge, channel their creativity, and turn their ideas into actionable business solutions.

As the Rector of UiTM Kedah Branch, I am deeply committed to supporting initiatives that help students reach their full potential. This competition provides them with a unique opportunity to showcase their abilities, gain critical experience, and establish networking that will be instrumental in their future careers. I am confident that the skills and insights gained from this experience will empower them to excel in an increasingly competitive and dynamic global landscape.

I would like to extend my heartfelt thanks to everyone who has contributed to the success of this event, including our dedicated faculty and staff, esteemed judges, sponsors, and partners. Your unwavering support and commitment have been integral to the successful realization of this initiative.

To all participants, I urge you to approach this competition with passion, creativity, and determination. This is your moment to shine, to challenge the limits of what is possible, and to create a lasting impact. Regardless of the outcome, your participation itself is a significant achievement, demonstrating your commitment to innovation and excellence.

Let us come together to make this competition a celebration of ideas, creativity, and the entrepreneurial spirit that embodies UiTM and UNISBA. I wish you all the best in your endeavours.

With warmest regards,

Profesor Dr Roshima Haji Said

Rector

Universiti Teknologi MARA (UiTM) Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Bismillaahirrahmaanirrahiim

Assalamu'alaikum Warahmatullahi
Wabarakatuh

Every participant in the third International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024 deserve my heartfelt congratulations and warmest regards. I extend these to the organizing committee and every one of them. This initiative is a demonstration of the productive collaboration that exists between universities in the ASEAN region. Maintaining a positive relationship between the two institutions, UNISBA and UiTM, will result in the production of academic programs and community service works that are both productive and innovative. In future collaboration, the implementation of this program is something that Universitas Islam Bandung (UNISBA) is strongly advocating for.

Universitas Islam Bandung (UNISBA) has reaffirmed its commitment to the internationalization program and has stated that it will continue offering assistance for various initiatives. It has been beneficial for the university to gain experience by participating in this program. The big ideas instilled in ICEBIV 2024 are thriving.

They will be ensured by the presence of entrepreneurs who have a global perspective and positively impact the surrounding community. Being an Islamic university, UNISBA, is obligated to establish a halal business ecosystem on a global scale by addressing contemporary issues such as the idea of innovation for sustainable business. This obligation is a requirement of the university. In light of this, the electronic proceedings that have been presented will prove to be advantageous for the development of scientific research and technological innovation. For their insightful and enthusiastic efforts in the successful implementation of the Memorandum of Agreement (MoA) between the two institutions, we would like to express our deepest gratitude to the Faculty of Economics and Business at UNISBA, the Malaysian Academy of Small and Medium Enterprise and Entrepreneurship Development (MASMED), and the Faculty of Business and Management at Universiti Teknologi Mara (UiTM) Kedah Branch. To be more specific, this partnership will result in many innovations, particularly in entrepreneurship, which is becoming an increasingly desirable occupation for the younger generation. When it comes to better understanding the global needs and challenges of today, international cooperation is evolving into an increasingly necessary requirement. Allah blesses the constructive actions that are being taken to generate benefits for society and universities. May Allah continue to bless these actions and our international collaboration for giving beneficial for our society and for the future.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Warmest regard,

Prof. Dr. H. Edi Setiadi, S.H., M.H.
Rector Universitas Islam Bandung



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi
Wabarakatuh

Alhamdulillah, under the grace and mercy of Allah Subhanahu Wata'ala, for this extraordinary occasion of the 3rd International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024. This event is a testament to the strong bond between two great institutions which are Universiti Teknologi MARA (UiTM) and Universitas Islam Bandung (UNISBA). I am proud that our Faculty of Business and Management and MASMED have played a crucial role in bringing this collaboration to life.

I would like to express my heartfelt appreciation to everyone involved in making this event a reality. The 3rd ICEBIV 2024 is more than just a competition. It's a unique platform where we come together to celebrate creativity, unleash potential, and explore business ideas that have the power to impact our communities positively. It's inspiring to see so many bright minds gathered here today and ready to make a difference.

This year's competition offers three key categories namely Business Model Canvas Battle, Business Idea Battle, and Business Plan Battle. Each of these categories will serve as an invaluable platform for participants to validate their business ideas before turning them into successful ventures in the future.

These battles are not just about competition but about providing you with the feedback, guidance, and confidence to take your innovative ideas to the next level.

The theme of this year's competition, "Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Model," resonates deeply with our mission. We live in a time where innovation and entrepreneurship are key to building a resilient and sustainable future. This competition is our way of nurturing that entrepreneurial spirit, encouraging you to think creatively and develop solutions that are not just innovative but also relevant to the challenges we face today.

To all the participants, I wish you a truly rewarding experience. Remember, every great idea starts with the courage to think differently and the willingness to take risks. Don't be afraid to dream big and this competition is your opportunity to do that. I hope you leave here with not just memories but valuable lessons that will guide you in your future endeavors.

As we look forward to the future, I sincerely hope that this won't be our last gathering. I'm already excited about the possibility of organizing the 4th ICEBIV next year. Let's keep this momentum going and continue to strengthen our collaboration in promoting entrepreneurship on a global scale.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

With Warmest Regard

Dr. Junaidah Ismail

Deputy Rector of Academic Affairs
UiTM Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi
Wabarakatuh,

Dear respected Rector of Universitas Islam Bandung (UNISBA),
esteemed Rector of Universiti Teknologi MARA (UiTM),
distinguished lecturers, talented competition participants,
and ladies and gentlemen.

First, let us thank Allah Subhanahu Wata'ala, because by His grace
and mercy, we can all gather in this prestigious event, the
3rd International Competition of Entrepreneurship Business
Innovation (ICEBIV) 2024. This event is one of the collaborations
between two educational institutions strongly committed
to building an innovative and globally competitive young
generation, the Faculty of Economics and Business of Universitas
Islam Bandung and Universiti Teknologi Mara (UiTM).

On this occasion, I express my highest appreciation to all the
committees and parties involved in organizing this event. The 3rd
ICEBIV 2024 is not just a competition but also an extraordinary
platform to develop potential, explore creativity, and explore
business ideas that can positively impact society, especially
students and professionals.

We are all aware that innovation and entrepreneurship are crucial to building a resilient and sustainable economy
in this era of globalization. Therefore, this competition has a crucial role in fostering the spirit of entrepreneurship
among students and professionals while encouraging the creation of business solutions that are creative,
innovative, and relevant to the needs of the times.

To the participants, I wish you enjoy and happiness by participating in this competition. Do not be afraid to
dream big and take risks when developing your ideas. Remember that every great innovation always starts with
the courage to think outside the box and take the first step. Hopefully, through the 3rd ICEBIV 2024 competition, all
of you can gain valuable experience that will help you in your future career journey.

Finally, I hope the 3rd ICEBIV 2024 can run successfully and benefit all participants and institutions involved. Let us
make this event a momentum to strengthen the cooperation between FEB Unisba and UiTM and advance the
world of entrepreneurship internationally.

Allow me to provide a "pantun" to encourage the organizers and participants of the 3rd ICEBIV 2024, which
characterizes literature and culture in Indonesia.

Jalan jalan ke Semanggi
Jangan lupa membeli batik bermotif
Ayo mahasiswa ramaikan ICEBIV bergengsi
Dikancah internasional dengan penuh ide inovatif

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Sincerely,

Prof. Dr. Nunung Nurhayati, SE., M.Si., Ak., CA.
Dean Faculty of Economic and Business
Bandung Islamic University, Indonesia



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MENTOR.ZEN-NET: A REVOLUTIONARY MENTORING APP FOR FOSTERING INNOVATIVE ENTREPRENEURSHIP

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Abstract

This business plan outlines the development of ‘Mentor.Zen-Net’ an innovative mobile application or ‘app’ designed to connect entrepreneurs with experts from various fields for personalized mentorship. The primary aim of Mentor.Zen-Net is to champion mentorship as a catalyst for innovative entrepreneurship and a sustainable economy, specifically to advocate social sustainability for human capital. Through exchanging knowledge and professional guidance, the app seeks to empower aspiring entrepreneurs to realize their potential and drive forward-thinking business practices. The introduction emphasizes the transformative power of mentorship in the recent rapidly evolving economic landscape and the potential of the app to bridge the gap between emerging entrepreneurs and experienced mentors. The design and methods section elaborates on the target audience, core features, extensive market research, phased development plan, and strategic marketing approach. Key features of the app include a user-friendly interface, customized mentorship matching, and comprehensive resource libraries. The design of Mentor.Zen-Net focuses on creating an intuitive user experience, leveraging advanced technical architecture, and ensuring secure data management. Results and discussion anticipate high user engagement and satisfaction, leading to significant growth in innovative business ventures and sustainable practices. The conclusion reaffirms the app's mission to revolutionize access to mentorship, drive entrepreneurial innovation, and contribute to a sustainable economic future. Mentor.Zen-Net stands as a testament to the power of mentorship in fostering creativity, resilience, and sustainable growth within the entrepreneurial community. This business plan provides a clear and actionable framework for Mentor.Zen-Net's strategic business plan. Future direction will be on the development, implementation and commercialization of the app. Thus, ensuring its long-term impact and viability in the market. Through strategic business planning, Mentor.Zen-Net is poised to become an essential tool for aspiring entrepreneurs and mentors alike, championing the values of innovative entrepreneurship and sustainability.

Keywords: *Mentorship, Entrepreneurship, Innovation, Sustainable Economy*

1. INTRODUCTION

The growth of the Industrial Revolution is continuously reshaping the technological and economic landscape, unlocking new opportunities and creating an environment for

innovation. Today, in a more rapidly evolving economic landscape, innovation in managing entrepreneurs is a necessity and crucial for long-term social sustainability. One approach to support emerging entrepreneurs is via mentoring. According to Sullivan (2000), mentors bring added value interventions that make a difference in the long-term success of the business and may offer entrepreneurs the support needed when it matters most. Moreover, the mentor should be carefully selected and trained to effectively guide their mentees, specifically in the field of entrepreneurship. Deakins, Graham, Sullivan, & Whittam (1997) in their research emphasized that utilizing previous entrepreneurs as mentors can be beneficial if such mentors are carefully recruited, chosen, trained and monitored. Furthermore, Clark (2003) stressed that mentors are more important than hard work, talent and intelligence. This implies the importance of a skilled mentor as they possess relevant expertise and bring together valuable experience that can be passed on to their mentees. However, mentoring is often viewed as a traditional approach and might be considered less relevant to fostering millennial entrepreneurs due to its face-to-face or conventional interactions which might not fully address the unique needs and expectations of millennial entrepreneurs. Therefore, now it is essential to evolve and adapt mentoring strategies in tackling this phenomenon, such as incorporating digital tools and having flexible communication channels to enhance engagement and relevance for millennial entrepreneurs. Thus, in this evolving landscape, it is crucial to rethink and redesign mentoring approaches to ensure they align with the values and preferences of millennial entrepreneurs, fostering an environment that supports their growth and innovation. In this study, virtual mentoring has emerged as a transformative solution, leveraging technological advancements to overcome conventional mentoring approaches' limitations. Contemporary advancements in technology present a remarkable prospect for addressing the limitations of traditional mentoring methods. By offering scalable and flexible solutions, digital platforms have the potential to effectively overcome gaps in access and customization, thereby significantly transforming the mentoring environment (Gartner, 2023). Moreover, the explosion of digital tools and platforms has enabled entrepreneurs from diverse organizations or industries to connect with mentors regardless of geographical location, facilitating the exchange of knowledge and expertise across borders. The number of Fortune 500 firms in the United States that have a mentorship program has increased to 84% from 70% in the previous years, demonstrating the growing popularity of these programs (Cook, 2022). The prevalence of case studies indicating that mentoring is one of the best means of assisting people in development could be one reason for its appeal (Stoeger, Balestrini, & Ziegler, 2021). Nevertheless, by fostering meaningful mentorship relationships, the researcher aims to cultivate innovative business models and drive sustainable economic growth via innovating mentorship capabilities with technological advances. Notwithstanding the potential of mentoring applications, a significant number of current applications exhibit limitations in providing customized and adaptable assistance that effectively caters to the varied requirements of contemporary entrepreneurs. Thus, 'Mentor.Zen-Net' was brainstormed as a pioneering app designed to bridge the gap between emerging entrepreneurs and mentors (professionals) from diverse industries in Malaysia.

1.1 PROBLEM STATEMENT

In the realm of professional and personal development, mentoring assumes a pivotal role as a developmental alliance wherein an experienced individual imparts direction,

encouragement, and constructive feedback to an individual of lesser experience (Gusic & Thorndyke, 2022; Higgins & Kram, 2001). Within the field of entrepreneurship, the presence of strong mentoring relationships is of utmost importance in order to successfully navigate obstacles, acquire valuable knowledge, and foster innovation. Access to expert guidance can significantly enhance entrepreneurial success. However, not many mentees have access to mentors. In the past, the impact of conventional mentoring approaches was quite successful, however, it fell short in addressing the multifaceted and evolving challenges faced by both emerging and established entrepreneurs in the current dynamic business environment. The traditional mentoring models which normally been characterized by face-to-face interactions, localized networks, and rigid structures are often inadequate to meet the diverse and complex needs of mentorship among modern entrepreneurs. While the significance of mentorship in fostering entrepreneurial aptitude is growing, conventional mentoring approaches frequently encounter limitations due to geographical and temporal factors, leading to unequal availability of experience and assistance (Gusic & Thorndyke, 2022; Higgins & Kram, 2001). These limitations include the difficulty in accessing mentors with specialized knowledge, the constraints of geographical and temporal boundaries, and the challenges in scaling mentoring efforts to accommodate a growing and diverse entrepreneurial population. Although conventional mentorship programs offer various advantages, there is a prevalent need for improvements in their effectiveness in fostering professional development (Bagai and Mane, 2024). The aforementioned disparity has a significant impact on the capacity of entrepreneurs to obtain prompt and customised assistance, a crucial factor in cultivating innovation and attaining economic prosperity (GEM, 2023). Moreover, in the current dynamic business environment, the limitations of traditional mentoring models become increasingly evident, for example, rigid structures and reliance on in-person meetings, which may not align with the diverse and complex needs of contemporary entrepreneurs. Furthermore, the key issues of traditional mentoring that might not be relevant in current virtual dynamic business settings include:

- 1.1.1 **Limited Access to Specialized Expertise or Knowledge**
Entrepreneurs often struggle to find mentors with specialized expertise or knowledge that is relevant to their niche or emerging business needs.
- 1.1.2 **Geographical and Temporal Constraints**
Traditional mentoring approaches are frequently constrained by physical location and scheduling conflicts, making it difficult for entrepreneurs in remote areas or with busy schedules to connect with suitable mentors.
- 1.1.3 **Scalability Challenges**
As the entrepreneurial population grows and diversifies, scaling traditional mentoring efforts to effectively support a larger and more varied group becomes increasingly challenging.

1.1.4 Inflexibility of Conventional Models

Traditional mentoring models may lack the flexibility required to adapt to the rapid changes and evolving demands of modern entrepreneurship.

Consequently, these limitations alarmed the necessity for innovative solutions that can overcome the constraints of conventional mentoring approaches. To address these critical issues, there is a pressing need to develop a more adaptive and scalable mentoring app to leverage technology in facilitating access to specialized expertise, transcend geographical and temporal boundaries, and meet the diverse needs of current entrepreneurs.

1.2 OBJECTIVES

The research has identified and analyzed the limitations of traditional mentoring by examining the constraints in the traditional face-to-face mentoring approaches. In conjunction, the process involves assessing some limitations that affect entrepreneurs' access to mentorship and their overall outcomes. Following this, the study has explored the role of digital technology in enhancing the mentoring process. This consists of investigating how digital platforms and technological tools can overcome issues related to geographical and temporal constraints of mentorship and evaluating their potential to provide access to specialized knowledge and expertise virtually. Building on these insights, the researchers then brainstormed strategic business planning as a fundamental for developing a mentoring app for scalable and adaptive mentorship process. This novel mentoring app will integrate technological solutions to address the shortcomings of traditional mentoring approaches and will be designed to effectively scale and meet the needs of a growing and diverse entrepreneurial population, hence upholding the concept of social sustainability and innovative entrepreneurship.

2. THE DESIGN AND METHODOLOGIES

The design and methodology of this business plan research include the target audience, core features of the app, and methodologies as explained below. The methodologies encompass the brainstorming of the apps for its market research, development phases, marketing strategy, app design (user interface, user experience, technical architecture, cost-related, development costs, marketing and advertising, salaries for development and support staff and miscellaneous costs), commercialization strategy and values and value proposition.

2.1 Target Audience

The target audiences for this application are from diverse demographic backgrounds but are not limited to:

- Aspiring entrepreneurs
- Established business professionals seeking to mentor



- Students and recent graduates
- Small and medium-sized enterprise (SME) owners

2.2 Core Features

The core features of the Mentor.Zen-Net application include:

- User-friendly interface
- Personalized mentorship matching
- Video and chat communication tools
- Resource library with educational materials
- Feedback and progress tracking system

2.3 Methodologies

The methodologies explored for this business idea include market research, application development phases, marketing strategy, application or app design, and commercialization strategy and values. The breakdown of the elements are as follows:

2.3.1 Market Research

- Conduct surveys and focus groups to understand user needs and preferences
- Analyze competitor apps to identify strengths and weaknesses

2.3.2 Development Phases

- Phase 1: Conceptualization and prototyping of the app
- Phase 2: Beta testing of the app with a select user group
- Phase 3: Full-scale development and launch of the app

2.3.3 Marketing Strategy

- Utilize social media and digital marketing to reach target audience
- Partner with educational institutions and business incubators
- Leverage testimonials and success stories to build credibility

2.3.4 Application or App Design

Application or app design clarifies the process of creating the user interface (UI) and user experience (UX) settings for a mobile or web application. The process involves several stages and key elements to ensure the app can be functional, visually appealing, and user-friendly. The breakdown of the core aspects of app design for Mentor.Zen-Net is as follows:

2.3.4.1 User Interface (UI)

- Clean, modern design with intuitive navigation
- Customizable profiles for mentors and mentees
- Dashboard for tracking mentorship progress

2.3.4.2 User Experience (UX)

- Seamless onboarding process
- Interactive elements to enhance engagement
- Notifications and reminders for scheduled sessions

2.3.4.3 Technical Architecture

- Cloud-based infrastructure for scalability
- Secure data storage and encryption
- Integration with third-party tools for enhanced functionality

2.3.4.4 Cost Related

- i. Development Costs
 - Software development
 - UI/UX design
 - Testing and quality assurance
- ii. Marketing and advertising
 - Server and hosting
 - Marketing and advertising
- iii. Salaries for development and support staff
- iv. Miscellaneous Costs
 - Legal and compliance
 - Office space and utilities

2.3.5 Commercialization Strategy and Values

The commercialization strategy and values outline the plan for introducing the apps to the target user, which includes strategies of distribution, pricing, promotion and sales channels. This strategy will help apps to penetrate the market and attract target audiences or users.

2.3.5.1.1 Subscription fees for premium features

2.3.5.1.2 Advertising partnerships

2.3.5.1.3 Commission from successful business partnerships

2.3.6 Value Proposition

A value proposition refers to a strategy chosen by any business that expresses the unique value a product or service offers to customers, which in this business plan, is an app. A value proposition should highlight the reasons customers choose an app over competitors'. The value proposition for Mentor.Zen-Net is as follows:

2.3.6.1.1 Providing access to high-quality mentorship

2.3.6.1.2 Supporting innovative and sustainable business ideas

2.3.6.1.3 Creating a community of like-minded professionals

3. RESULT AND DISCUSSION

From the research exploration, the researchers propose a strategic business plan for a pioneer mentoring app called Mentor.Zen-Net as a bridge to connect mentors and emerging entrepreneurs (mentees) from the diverse entrepreneurship landscape in Malaysia. The design and methodologies are explained in the previous section. In this section, the sketch of the apps is presented. The Mentor.Zen-Net is a name that combines the concepts of mentoring, tranquillity, and networking. Here is a breakdown of its elements and meaning from the researcher's point of view:

3.1 Mentor

Refers to the primary function of the app, which is providing guidance and support through mentorship from professionals or experts in the industry to emerging or aspiring entrepreneurs.

3.2 Zen

Conveys a sense of calm, balance, and clarity for users of the app. It is suggested that the app offers a serene and well-structured environment for personal and professional growth.

3.3 Net

It is a short form for network, indicating the app focuses on connecting people and fostering interactions within a professional or mentoring network.



Figure 1 Homepage of the Mentor.Zen-Net app

Figure 1 exhibits the design of the Homepage for the Mentor.Zen-Net app. The layout is minimalist and elegant, using a calming colour scheme that reflects the serene and



professional atmosphere that the researchers envisage creating. The homepage design is crafted to be elegant, user-friendly, and calming, with the following key elements:

3.4 Header:

The app's logo and name, Mentor.Zen-Net, are prominently displayed at the top to showcase the identity of the app. The font is designed to have a sophisticated exterior, reflecting the app's professionalism and tranquillity.

3.5 Welcome Message:

There is a welcoming message just below the header, stating 'Welcome to Mentor.Zen-Net: Where Growth Meets Serenity.' This welcoming message helps to set the tone for the app, emphasizing the blend of personal growth and a serene experience for the potential user.

3.6 Main Section:

There are two primary buttons, which are rounded buttons centred on the page, and their functions are described below:

3.6.1 Find a Mentor

Allows users to start searching for mentors after signing up as mentees.

3.6.2 Become a Mentor

Encourages professionals or experts from diverse industries to sign up as mentors.

3.6.4 Search Bar:

The search bar is being positioned at the bottom of the main homepage, to enable users to quickly find specific mentors or topics of interest.

3.7 Feature Highlights:

Below the primary buttons, a section highlights key features of the app:

3.7.1 Personalized User Profile

The feature emphasizes the user profile which will be linked to tailor mentorship and guidance to the potential mentees based on their individual goals and needs of each user as stated in the profile.

3.7.2 Flexible Scheduling

This feature indicates the app's adaptability to users' virtual schedules or appointments.

3.7.3. Expert Guidance

Represented by a simple icon, this feature emphasizes access to knowledgeable mentors from a diverse entrepreneurship landscape categorized by their unique expertise.

3.7.4 Global Network

It is another icon that highlights the app's ability to connect users across geographical boundaries.

3.8 Footer:

At the bottom of the homepage, there are links to essential sections such as *About Us*, *Contact*, *Terms of Service*, and *Privacy Policy*. These links ensure users can effortlessly search for any important information.

As a conclusion, the overall design uses a calming colour palette consisting of blues, greens, and whites, initiating a serene environment and professional image that aligns with the app's focus on balanced and effective virtual mentorship. The layout is clean and straightforward, making navigation intuitive for users. Thus, the design of the Mentor.Zen-Net ensures that the app does not only facilitate mentorship but does so in a way that is harmonious and balanced, emphasizing a smooth, effective, and stress-free networking experience. The expected outcome of Mentor.Zen-Net is a successful launch and widespread adoption within the entrepreneurial community. The researcher hopes and anticipates high user engagement and satisfaction from potential mentors and mentees, leading to measurable growth in innovative entrepreneurship business ventures.

4. CONCLUSION

The emergence of digital technology presents unparalleled prospects to enhance the mentorship process, specifically in the domain of entrepreneurship. Due to geographical and temporal limitations, traditional mentorship approaches frequently fall short and are therefore less effective at meeting the changing needs of contemporary entrepreneurs (GEM, 2023). The development of Mentor.Zen-Net demonstrates substantial innovation by incorporating cutting-edge technology to establish a personalized and scalable mentoring platform. Mentor.Zen-Net endeavours to address the accessibility gaps to expert guidance and support by offering a user-centric, flexible experience and resolving the limitations of current traditional mentoring systems. Nevertheless, the Mentor.Zen-Net aims to revolutionize the way entrepreneurs access mentorship, driving innovation and social sustainability in the dynamic labour and digital economy. Moreover, through strategic planning and execution, the researchers are convinced to make a significant impact on the entrepreneurial landscape. Furthermore, for continuous improvement, the researchers recommend regular updates on the Mentor.Zen-Net app including its feature enhancements based on user feedback. Moreover, continuously expand the mentor pool to include diverse expertise from various backgrounds or industries. Last but not least, to keep exploring and actively pursuing partnerships with global entrepreneurship networks to keep mentors and emerging entrepreneurs informed on the latest developments in the entrepreneurial fields in sustaining innovative entrepreneurship. This business plan provides a clear and actionable framework for Mentor.Zen-Net's strategic business plan. Future direction will be on the development, implementation and commercialization of the app. Thus, ensuring its long-term impact and viability in the market. Through strategic business planning, Mentor.Zen-Net is poised to become an essential tool for aspiring entrepreneurs and mentors alike, championing the values of innovative entrepreneurship and sustainability.

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