



UNIVERSITI
TEKNOLOGI
MARA

Universiti Melaka

V-MIEX

28 JUNE
06 JULY

2022

VIRTUAL-MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION

ROAD TO COMMERCIALISATION

V-MIEX BOOK



V - MIIEX BOOK

'ROAD TO COMMERCIALISATION'

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PUBLISHED BY:

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Website: <https://www.miiex.my/>
ISBN: 978-967-2846-04-8

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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.

BizReality Idle

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Abstract

In actuality, our business game came about due to the fact that people need more knowledge of business as people are unaware of the inside and outside of business. Because of that, our product which is a game serves as a very simple guideline towards those who have the motivation to learn business knowledge even though it was simplified into a game. The game itself has several real-life business concepts implemented into the game itself to make it more realistic compared to other games similar to ours on the market. As a result, those who play our game will definitely gain some knowledge in business as long as they are playing the game for a long period of time. Thus our game has a very high potential as it targets those teenagers and gamers who have a business-minded personality and helps towards commercialization.

Keyword: guideline, business knowledge, business concepts, business-minded personality

2. INTRODUCTION

Our product is about a business game that was created using pixels. The theme of our product is idle. We created this product because it was easy to understand and play. The game is more to improve the drill with a click on a button. This game will introduce the user to the concept of business in real life by playing it. Our game uses Unity engine to create the 2d idle for Android apps. There are also many other tools that can be used to create the idle games. Next, our game is designed more for teenagers that want to learn a business in their free times.

3. OBJECTIVE

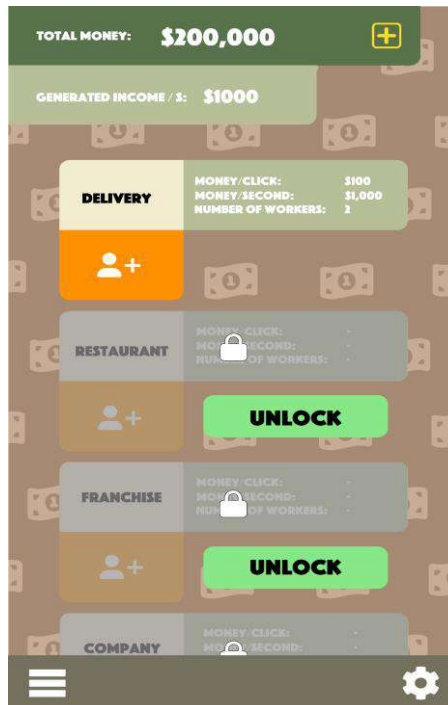
Our game is really interesting and easy to play. We introduced this to the gamers out there who love to play video games which are mostly teenagers. We implemented business into this game so the players of this game will learn and have the knowledge of how the real business works. Therefore, by playing our game we can develop more businessmen in the future. In addition, when the players are playing the game, we will give them the option to earn an extra in-game money by subscribing or they can watch a one-minute video. If they choose to subscribe, they can gain the money instantly without having to wait for the video to end. Hence, we can generate a side income from this.

4. NOVELTY & INVENTIVENESS

Our game is created in mind for teaching players about how business works in an easy-to-understand format for all ages. It gives players a new experience in starting up a business and learning on how to maintain their business in a virtual setting without any consequences when making mistakes. Creating products and investing will be the core function for players to do

when they are playing the game. With the nature of our game, players can just drop in and do tasks and then drop out of the game while the game runs in the background letting players with a tight schedule play the game without spending too much time. The targeted platform for our game is the mobile platform because being able to play the game anywhere and at any time gives the flexibility for players to play our game when they feel comfortable and pay attention to the game.

How to play?



When players first open the game, they will open up the interface like in the figure above. Then they first need to click on the first business button there which is the delivery button. When they click it once, they will get \$100 in game currency which is their money now. If the player clicks the delivery button continuously, they will get \$100k, and with the \$100k, the player is able to buy another business which is a restaurant that unlocks the next level of the game. Next, there is the worker icon below all business options. So, what exactly does the worker icon do? The worker icon exists to automate the clicking button, so the player does not need to click it anymore. This will continue on even when they are offline, or they are not playing the game anymore. Every business generates a different amount of money, the more they unlock the business, the more money they can gain.

5. PRACTICALITY & USEFULNESS

Video games can be enjoyed whether on mobile, console or PC by all ages, however our main consumer or target market will be among the teenagers and youngsters. This is because the average age of gamers in the United States in 2020 are around 35 to 44 years old. The number of video games consumers under 18 years old will increase due to video games becoming more acceptable by society as an educational tool. Besides, after technology became more accessible, schools also started using video games in the classroom. According to some teachers too, video games that are used in the classroom helps promote focus and concentration.

6. CONCLUSION

We are involved in developing video games with its uniqueness and attractiveness that makes the customers want to have one of our video games. This is one of the advantages for our product is to grab this opportunity to establish in the market. For the market competition, we provide the best price and sale every festival celebration that makes our product different from other competitors. The gameplay for the games that we provide is easy to use, practical and user friendly so the customer feels satisfied with our video games. The advertisement we made on these new products will enable us to compare with other similar products in Malaysia in terms of price and quality. Therefore, we hope that our product will match and suit Malaysian people plus the product will be well received and not easily forgotten through its special and unique concept.