



UNIVERSITI  
TEKNOLOGI  
MARA

# ICEBIV

## 3<sup>rd</sup> 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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## HelperConnect

Leviana Andrew<sup>1\*</sup>, Marlita Mat Yusof<sup>2</sup>, Wan Muhd Faez Wan Ibrahim<sup>3</sup>, Siti Salwa Hassan<sup>4</sup>,  
Nurfazlina Haris<sup>5</sup>

<sup>1</sup> Faculty of Business and Management, Universiti Teknologi MARA Sarawak Branch,  
Samarahan Campus  
leviana141@uitm.edu.my<sup>1\*</sup>

<sup>2</sup> Faculty of Business and Management, Universiti Teknologi MARA Sarawak Branch,  
Samarahan Campus  
marlita@uitm.edu.my<sup>2</sup>

<sup>3</sup> Faculty of Business and Management, Universiti Teknologi MARA Sarawak Branch,  
Samarahan Campus  
wanfaez@uitm.edu.my<sup>2</sup>

<sup>4</sup> Faculty of Business and Management, Universiti Teknologi MARA Sarawak Branch,  
Samarahan Campus  
salwahassan@uitm.edu.my<sup>3</sup>

<sup>5</sup> Faculty of Business and Management, Universiti Teknologi MARA Sarawak Branch,  
Samarahan Campus nurfazlina150@uitm.edu.my<sup>5</sup>

(\* corresponding author)

### Abstract

In an increasingly digital world, accessibility and convenience are critical for individuals with disabilities and older citizens. Our proposed platform addresses these challenges by connecting users with reliable helpers for daily errands and companionship. Through a user-friendly interface available on web and mobile devices, the platform ensures dependable service with vetted helpers. By utilizing a robust matching algorithm, users can find assistance tailored to their specific needs. Our marketing strategies include digital campaigns, partnerships with advocacy groups, and referral programs. The service offers a commission-based fee structure for sustainability, combining essential errand running with genuine companionship to enhance users' overall quality of life. This innovative approach promises to significantly improve accessibility and social interaction for those who need it most.

**Keywords:** *helpers, inclusive service, disabled persons, older citizens*

## 1. INTRODUCTION

As society becomes increasingly interconnected through digital technology, the need for inclusivity and accessibility in services becomes more critical. Rapid advancements in technology have brought convenience to many, but significant segments of the population, such as individuals with disabilities and older citizens, still face barriers in accessing essential services and social interaction. These challenges are often compounded by physical limitations, mobility constraints, or a lack of reliable support systems, leaving these groups vulnerable and isolated in a fast-paced, digitally driven world. Traditional solutions, such as home care services or community-based programs, often fall short due to limitations in flexibility, availability, and personalization. With the global trend toward aging populations and the growing awareness of the diverse needs of people with disabilities, there is an urgent need for innovative approaches that can bridge these gaps effectively. In response to these challenges,



our platform, HelperConnect aims to revolutionize how individuals with disabilities and older citizens access assistance and companionship. By leveraging the power of technology, we have created a reliable and user-friendly platform where users can connect with vetted helpers who can assist with daily errands and provide much-needed companionship. Our goal is to empower users by giving them the freedom to choose assistance tailored to their specific needs, ensuring not only accessibility and reliability but also fostering meaningful social interactions that can enhance their overall quality of life.

## 2. PROBLEM STATEMENT

Many individuals with disabilities and older citizens face difficulties in accessing essential services and social interaction due to mobility constraints or lack of support. Traditional solutions often lack flexibility and reliability, leaving a significant gap in their daily living needs. In Malaysia, the aging population is rapidly increasing, with the number of citizens aged 65 and above expected to reach 15% by 2030. Additionally, approximately 15% of the population lives with some form of disability. These statistics underscore the urgent need for innovative solutions to support these vulnerable groups.

### Objectives

- *Reliability:* Ensure dependable service with vetted helpers who meet safety and competency standards.
- *Empowerment:* Empower users by giving them the freedom to choose assistance tailored to their specific needs.
- *Social Interaction:* Foster companionship and social interaction through personalized matches.

## 3. MARKET POTENTIAL & CONSUMER ANALYSIS

The research should include a wide range of issues to provide a comprehensive understanding of the platform's growth potential, as illustrated in Table 1.

**Table 1. Market Potential**

Growth Prospects	Description
Growing Age Population	<ul style="list-style-type: none"> <li>❖ <b>Global Trends:</b> The global population aged 65 and above is projected to reach 1.5 billion by 2050, indicating a significant market for elderly care services. As people live longer, there is a growing demand for support services that help maintain independence and quality of life.</li> <li>❖ <b>Specific to Malaysia:</b> In Malaysia, the population of citizens aged 65 and above is expected to reach 15% by 2030. This demographic shift creates an increasing need for services that cater to the aging population, especially those that enhance accessibility and social interaction.</li> </ul>
Prevalence of Disabilities	<ul style="list-style-type: none"> <li>❖ <b>Global Statistics:</b> Approximately 15% of the world's population lives with some form of disability, which translates to over 1 billion people who could potentially benefit from services like HelperConnect.</li> <li>❖ <b>Malaysia:</b> With around 15% of the Malaysian population living with disabilities, there is a significant market segment in need of tailored services that address their specific challenges.</li> </ul>
Increased Focus on Inclusive Service	<ul style="list-style-type: none"> <li>❖ As awareness grows around the diverse needs of people with disabilities and older adults, there is a rising demand for innovative solutions that promote inclusivity. Governments and organizations are increasingly supporting initiatives that enhance accessibility, making this a favorable environment for HelperConnect.</li> </ul>

Digital Transformation

With the rapid adoption of digital technology across all age groups, including seniors, the market is ripe for tech-enabled solutions like HelperConnect. The growing familiarity with smartphones and apps among older adults opens opportunities for digital platforms designed to meet their needs.

Table 2 depicts the consumer analysis and Figure 1 illustrates the opportunities for HelperConnect.

<b>Table 2. Consumer Analysis</b>	
<b>Analysis</b>	<b>Description</b>
<b>Target Audience Segments</b>	<ul style="list-style-type: none"> <li>• <b>Older Adults:</b> Individuals aged 65 and above who may require assistance with daily tasks, companionship, or mobility support. This group often faces challenges in accessing traditional services due to physical limitations or a lack of personalized care options.</li> <li>• <b>Individuals with Disabilities:</b> People of all ages with physical, sensory, or cognitive disabilities who need help with everyday activities, transportation, or social interaction.</li> <li>• <b>Caregivers and Family Members:</b> Those who care for elderly or disabled individuals, often seeking reliable and flexible support to ease their caregiving responsibilities.</li> </ul>
<b>User Needs and Pain Points</b>	<ul style="list-style-type: none"> <li>• <b>Accessibility:</b> Users need a platform that is easy to navigate, with services available at the click of a button. The convenience of accessing help through a mobile app or website is a major draw.</li> <li>• <b>Reliability and Trust:</b> The need for trustworthy and vetted helpers is crucial. Consumers are likely to prioritize platforms that guarantee safety and competency through rigorous background checks and performance evaluations.</li> <li>• <b>Personalization:</b> Users want services tailored to their specific needs and preferences. The ability to choose helpers based on compatibility and specialized skills is a key feature.</li> <li>• <b>Social Interaction:</b> Beyond functional assistance, there is a strong desire for companionship and meaningful social interactions, particularly among isolated older adults.</li> </ul>
<b>Adoption Factors</b>	<ul style="list-style-type: none"> <li>• <b>Technology Comfort Level:</b> While the adoption of digital platforms among older adults is increasing, ease of use and clear instructions are essential to ensure broad adoption. Features like voice assistance or simplified interfaces could enhance usability.</li> <li>• <b>Affordability:</b> Pricing strategies must consider the budget constraints of older adults and those with disabilities, who may be on fixed incomes. Offering a range of pricing options, including affordable basic services and premium features, can cater to diverse financial situations.</li> <li>• <b>Community Influence:</b> Word of mouth, community endorsements, and referrals from trusted sources like healthcare providers or advocacy groups can significantly influence adoption rates.</li> </ul>



Figure 1. Market Differentiation and Opportunity

#### 4. BUSINESS MODEL AND STRATEGIC APPROACH

The platform will utilize a robust matching algorithm to pair users with helpers based on location, availability, and specific requirements. Users can browse profiles, review ratings, and schedule assistance sessions seamlessly through the app. The service will be available on both iOS and Android platforms, ensuring broad accessibility. A web-based version will complement the mobile apps for comprehensive user engagement. Below are the business model and strategic approach for HelperConnect:



Figure 2. Business Model and Strategic Approach

Based on Figure 2, the primary revenue stream will come from a commission charged per transaction. When a user books a service through the platform, a small percentage of the fee will go to the platform, ensuring a steady income stream while keeping the service affordable for users. To offer additional value, we will introduce premium subscription plans. These plans could include benefits such as priority booking, reduced commission rates, and access to exclusive features or services. Partnering with businesses, especially those in healthcare, elder care, and disability support, can open up additional revenue streams. Companies could pay for bulk subscriptions or customized services for their clients. Utilizing social media platforms, search engine optimization (SEO), and targeted online advertisements



will help reach potential users and helpers. Engaging content, testimonials, and educational resources will drive interest and trust. Collaborations with disability advocacy groups, senior care organizations, and community centers will help promote the platform. These partnerships can also facilitate community engagement events and workshops to introduce the service to potential users.

Implementing referral incentives will encourage current users to bring new users to the platform. Rewards such as discounts, free services, or gift cards can motivate users to share the service within their networks. Unlike traditional services that may focus solely on either errand running or companionship, our platform uniquely combines both. This holistic approach addresses a broader range of needs, enhancing user satisfaction and overall quality of life. The platform's advanced matching algorithm ensures that users find helpers who are not only qualified but also compatible in terms of personality and preferences. This personalized matching fosters stronger relationships and better service outcomes. By vetting all helpers through thorough background checks and continuous performance evaluations, the platform guarantees a high level of safety and reliability. Users can trust that they are receiving assistance from competent and trustworthy individuals. Beyond transactional interactions, the platform aims to build a supportive community. Features such as forums, feedback systems, and community events will help users and helpers connect, share experiences, and support each other.

By focusing on accessibility, reliability, empowerment, and social interaction, our platform aims to revolutionize the way individuals with disabilities and older citizens access essential services and companionship, ultimately enhancing their quality of life.

## **5. CONCLUSION**

HelperConnect aims to revolutionize accessibility for individuals with disabilities and older citizens, offering a reliable network of vetted helpers for daily errands and companionship. By prioritizing user empowerment, social interaction, and flexibility, we strive to significantly enhance their quality of life.

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