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Quintuple Helix Approach in AM Zaideen Ventures Sdn Bhd

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Going down the memory lane of three years since AM Zaideen Ventures Sdn Bhd was established in June 2018, there is a lot to share. This spin-off company, owned by Universiti Teknologi Malaysia (UTM), penetrated the market in January 2019 by commercialising HALEA™ Natural Skincare. These cosmetic products are derived from university research-based studies on a local herb called Lempoyang or its scientific name *Zingiber zerumbet*. After HALEA™ Natural Skincare gained a stronghold in the industry, AM Zaideen Ventures expanded its horizons by launching NatXtract™ at the 'Dubai Expo 2020' held in October 2021. NatXtract™ provides a service of extracting active ingredients from herbs and plants for the cosmetics, pharmaceutical, food, and beverage industries.

set has received a certificate of HALAL by JAKIM, manufactured at a Good Manufacturing Product (GMP) factory, and is registered with the Ministry of Health Malaysia (MOH). On the other hand, NatXtract™ operates using a food-grade subcritical water extraction machine with a capacity of 70 litres to suit commercial demand. The technology works rapidly, eliminates hazardous waste, produces non-toxic solvent residues [1] and obtains much higher yields than conventional organic solvent extraction [2].

Prior to that, Ts Dr Mariam Firdhaus Mad Nordin, a senior lecturer in Universiti Teknologi Malaysia (UTMKL) who is the founder of AM Zaideen Ventures Sdn Bhd, once joined the CEO@Faculty Program and underwent attachment at NanoMalaysia Berhad (NMB). The CEO of NMB, Dr Rezal Khairi Ahmad, appointed her as a Special Officer of CEO during her six months attachment. She learned how to run a company from her superior and improved her business skills. Her priceless experience keeps her enthusiastic and optimistic about AM Zaideen Ventures. She feels blessed to have a business mentor who always inspires and a family that endlessly supports her throughout the journey of becoming 'an entrepreneur-academia'. In addition, the company developed productively over time due to dedicated employees' teamwork and commitment. The active involvement of university students and academicians through the latest research has also helped the company improves its product quality.



Several important highlights about HALEA™ Natural Skincare; A complete skincare set consists of a brightening cleanser, anti-ageing serum, refreshing toner, beauty cream, hydrating moisturiser, rejuvenating clay mask, and relaxing scrub. These products are safe to use, nano verified by NanoMalaysia Berhad through the Nano-Verified Certification Program, and free from harmful ingredients including paraben and mercury. The



Figure 2 Ts Dr Mariam Firdhaus Mad Nordin received Cradle Grant and was awarded Anugerah Usahawan Penyelidik 2019 during the Malaysian Commercialisation Year (MCY 2019).

Despite a holistic business strategy, Ts Dr Mariam practices the Quintuple Helix approach to navigate AM Zaideen Ventures. It has transformed the company sustainably, and many have benefited from it. The company is likewise committed to empowering women and generating job opportunities for them. AM Zaideen Ventures works with several specialised agents to distribute and promote the products. These agents come from different societal spheres, including students, homemakers, and academicians. The company also contributes to the community by sharing information on community-based distribution networks encouraging entrepreneurial minds and spirits [3]. AM Zaideen Ventures has also benefited from mutual collaboration between the company, entrepreneurs, and industrial players locally and globally. The clients and collaborators include Biopro Cosmeceutical Sdn Bhd, HA Southern Global Sdn Bhd, Keepdara, Kiza Herbs, Omicron Engineering Services, Rehla Halal Natural Skincare, Syedewa Cosmetics, UTHM, UniKL, UKM, UMK, UiTM, USIM, UniMAP and many more.

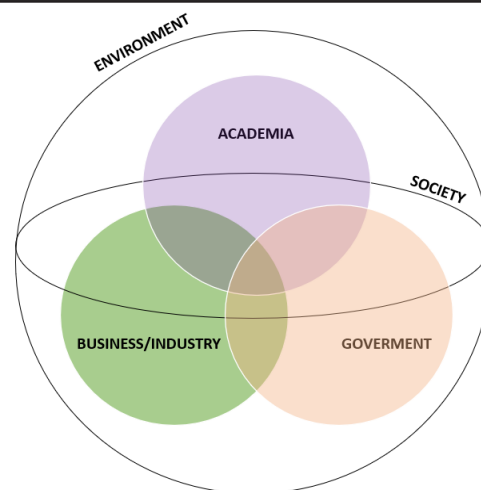


Figure 3 The Quintuple Helix Model

Moreover, the technology application used by NatXtract™ is green and sustainable. This practice is in line with the Quintuple Helix approach to tackling existing challenges of environmental problems. Due to that, AM Zaideen Ventures continues to gain clients' trust as they are satisfied and delighted with the products and services provided by the company. Hence, AM Zaideen Ventures encourage professionals or academicians to take the opportunity to explore the product's commercialisation with the company. Finally, it is hoped that HALEA™ Natural Skincare and NatXtract™ will continually sustain and remain competitive in the growing market. With such leadership and progress have shown thus far, it is believed that AM Zaideen Ventures Sdn Bhd will be someday able to stand together with internationally renowned companies and products.

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