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MARA



International Teaching Aid **Competition 2023**

Reconnoitering Innovative Ideas in Postnormal Times

iTAC

2023

iTAC 2023
INTERNATIONAL TEACHING AID COMPETITION
E-PROCEEDINGS

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PREFACE

iTAC or International Teaching Aid Competition 2023 was a venue for academicians, researchers, industries, junior and young inventors to showcase their innovative ideas not only in the teaching and learning sphere but also in other numerous disciplines of study. This competition was organised by the Special Interest Group, Public Interest Centre of Excellence (SIG PICE) UiTM Kedah Branch, Malaysia. Its main aim was to promote the production of innovative ideas among academicians, students and also the public at large.

In accordance with the theme "Reconnoitering Innovative Ideas in Post-normal Times", the development of novel ideas from the perspectives of interdisciplinary innovations is more compelling today, especially in the post-covid 19 times. Post-pandemic initiatives are the most relevant in the current world to adapt to new ways of doing things and all these surely require networking and collaboration. Rising to the occasion, iTAC 2023 has managed to attract more than 267 participations for all categories. The staggering number of submissions has proven the relevance of this competition to the academic world and beyond in urging the culture of innovating ideas.

iTAC 2023 committee would like to thank all creative participants for showcasing their innovative ideas with us. As expected in any competition, there will be those who win and those who lose. Congratulations to all the award recipients (Diamond, Gold, Silver and Bronze) for their winning entries. Those who did not make the cut this year can always improve and join us again later.

It is hoped that iTAC 2023 has been a worthy platform for all participating innovators who have shown ingenious efforts in their products and ideas. This compilation of extended abstracts published as iTAC 2023 E-Proceedings contains insights into what current researchers, both experienced and novice, find important and relevant in the post-normal times.

Best regards,

iTAC 2023 Committee

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UiTM Kedah Branch

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ABSTRACT

Fundlator is an application that is related to fundraising. Through this application, it can help people or animals that are in need. Basically, the application will collect donations from the users of this application and the money will be distributed to trusted agencies that are helping the homeless, cancer patients, stray animals, victims of natural disasters, and many more. Individuals that are in need can also get donations by filling up the form that is already prepared in the application and will be reviewed if they are eligible to get the fund or not. However, there are many crowdfunding scams issues that are being reported nowadays, some of the crowdfunding platforms on the internet may not be trustable which makes society feel doubts to donate. Therefore, the objective of this application is to provide a fundraising application that everyone can trust without having the fear of getting scams and at the same time create awareness of donating in society. Apart from that, this application also offers uniqueness, which will be a lucky draw that will be conducted quarterly with interesting prizes to users who donate the most to the application. By doing this, the users will feel appreciated, and it will encourage them to donate frequently. The benefit of this application is it can help to reduce other people's burdens in terms of money, and it also helps people free from scammers that always do fake fundraising to scam people. Other than that, this application is only eligible to Maybank users as it had collaborated with the bank. The users are only valid to make donations through their Maybank account. Lastly, the collaboration

with Maybank will also help the application gain more trust from the user to achieve the objective of helping society.

Keywords: trusted fundraising apps, create awareness, help society

BACKGROUND

A fundraising application is a complete online tool created to simplify the entire fundraising process. These tools offer users a user-friendly interface and a number of capabilities to develop and manage fundraising campaigns efficiently, whether it's aiding a charitable cause, curing stray animals, or treating cancer patients. Our application enables fundraisers to reach a wider audience, interact with supporters, and accomplish their fundraising objectives more quickly and effectively by leveraging technology. Donors may support causes they care about with only a few taps on a smartphone or clicks on a computer, regardless of their location or time limitations. The conventional hurdles to contributing are removed by this accessibility, making it simpler for people to get involved and support deserving causes.

PROBLEM STATEMENT

Since the Covid-19 pandemic hit, a lot of people and organizations have been pleading for help and donations, especially monetary contributions. Some of them are not even real organization, but they claim themselves as NGOs that helps people in need and so on to collect donations from the public. These cases have happened a lot in social media and the internet as people now are moving online. Most people have fallen into their modus operandi, they have trusted the scammers' sob stories and ended up donating to them. As a result of this event, society will feel doubtful to donate to any charity or fundraising campaign. Therefore, the Fundlator will face some issues in gaining the trust of society.

OBJECTIVES

The objective of this application is to provide a fundraising application that everyone can trust without having the fear of getting scams and at the same time create awareness of donating in society. Nowadays, there is a lot of fake fundraising on the internet that always takes advantage of innocent people that have no idea that they are getting scammed by scammers. By innovating this application, we can prevent that thing from happening again and people can donate without the fear of getting scams. And by creating this application, people who are in desperate need of financial aid can get it through our application. For instance, medical costs might be prohibitive, particularly when a patient needs care but has insufficient or no insurance. As a result, families are helped financially and are free to concentrate on the healing of their loved ones. Our application can help with relief efforts during natural disasters. Natural disasters such

as hurricanes, earthquakes, and wildfires can cause extensive damage, and the affected communities frequently require financial assistance to reconstruct their lives. This may be a successful strategy to gather resources and support disaster relief efforts. It enables individuals to provide money to groups operating locally and aids in the distribution of necessities.

NOVELTY

Our application was not only limited to fundraising, but we also provided lucky draws to the donors that contributed the most to the application. The donations that they contribute will earn them entries to get the prizes. They will have a chance to win prizes as they can donate RM10000 to the application. The prizes that we offered to the winner were cash and gold bars and they can only have these chances twice in a year. These ways will make the donors feel appreciated and at the same time encourage them to donate frequently to the application. To conclude, Fundlator not only collects donations from other people but also helps to create awareness of donating in society.

COMMERCIALIZATION POTENTIALS

To get the trust of society, we decided to collaborate with Maybank. As we know, Maybank is one of the largest financial institutions and the most popular bank in Malaysia. ("Maybank, UOB, and StanChart Crowned Top 3 Banks in Malaysia," 2023) Working with a well-known bank has many advantages, one of which is the bank's well-established reputation. A bank with a large amount of experience in the field is likely to have established a trustworthy reputation. By working with them, we may use their reputation to our benefit. When our application collaborates with a reputable bank, consumers are more likely to trust it than other fundraising applications.

BENEFIT TO COMMUNITY

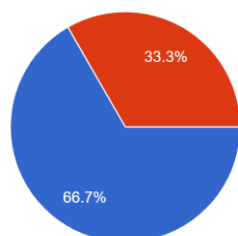
Fundlator allows individuals or groups facing financial difficulties to seek assistance from a larger community. It enables people to pool their resources and contribute to the cause, easing the burden on the individual or organization in need. This group effort can make a significant difference in someone's financial situation. After that, people will be free of scammers who always stage fake fundraising events to con people. Because Fundlator has partnered with Maybank, users will feel more secure when donating.

FEEDBACK FROM COMMUNITY

Table 1. Number of Respondent Answer

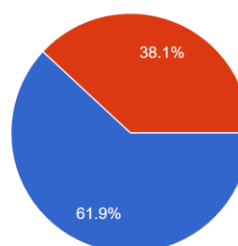
Section	Question	Respondent Answer	
		Yes	No
B (Before knowing Fundlator)	Have you ever heard of fundraising applications?	14	7
	Did you ever contribute to any online fundraising?	13	8
C (After discovering Fundlator)	Do you think collaborating with a reputable bank will gain society's trust?	21	0
	Do you think this application is helpful?	21	0

Have you ever heard of fundraising applications?
21 responses

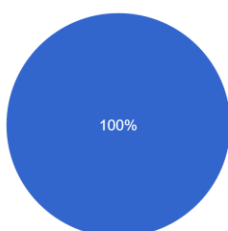


Did you ever contribute to any online fundraising?
21 responses

● Yes
● No

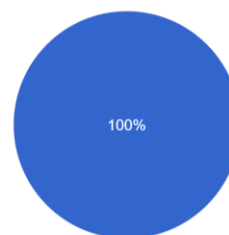


Do you think this application is helpful?
21 responses



● Yes
● No

Do you think collaborating with a reputable bank will gain society's trust?
21 responses



● Yes
● No

Based on our observation, most respondents between the ages of 18 to 69 years old have heard about fundraising applications. Even 61.9% of them had experience contributing to online fundraising. However, about 28.6% that had donated to the online fundraising are having trust issues. They probably have trust issues because of the rising cases of scammers nowadays. The scam issues had scared all people and they had increased the anxiety level of people to do anything online. Next, the respondents agreed with our collaboration idea with a reputable bank as we gained 100% response from them. The collaboration between Maybank may resolve their trust issues and at the time create awareness about donation in society. Lastly, all respondents think that Fundlator is a good app as we offer security to them.

CONCLUSION AND REFLECTION

In conclusion, the fundraising application has improved inclusivity, transparency, and efficiency overall in fundraising. It has enabled people and organizations to change the world by advancing the causes they care about. It is anticipated that fundraising applications will develop further and help create even more social impact in the future as technology continues to grow.

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