

BRIGHT SIDE

# MESINIAGA, MaGIC PROMOTE CULTURE OF INNOVATION

Firm and agency plan to launch eight market-ready products by end-2018

KUALA LUMPUR

**M**alaysian Global Innovation & Creativity Centre (MaGIC) recently announced a strategic partnership with Mesiniaga Bhd to collaborate on the newly-launched Bright Side Innovation Lab (Bright Side).

Bright Side aims to instill a culture of innovation in Mesiniaga, encouraging creative thinking to solve problems, promoting and supporting entrepreneurship, as well as reducing the time required to build and deploy quality solutions. It will provide Mesiniaga's employees with an avenue to validate business ideas, equip themselves with the crucial skills and capabilities, and bring their products to market with the help of accelerator partners.

In a statement, Mesiniaga chairman and chief executive officer Datuk Wan Mohd Fusil said the company must embrace the culture of innovation and change to stay relevant for the next decade and help customers succeed.

"We must transform into a culture that instills innovation and



(From left) IBM Malaysia digital business group Ken Vi Lim, MaGIC chief executive officer (CEO) Datuk Ashran Ghazi, Mesiniaga chairman and CEO Datuk Wan Mohd Fusil, Maria Aloysius of Mesiniaga Bright Side Innovation Lab, Mesiniaga head of strategic initiatives Raja Ahmad Shazli, Grab Malaysia head of Grab at Work Casey Chung, Mesiniaga products and services director Nordin Mat Isa, its business solutions consultant Tariq Ali and MaGIC ventures and global partnerships senior manager Chin Xiao Yao at the launch of the Bright Side Innovation Lab in Kuala Lumpur recently.

discovery as our daily practice, making us at par with the ever-evolving industry around us."

Together with Mesiniaga, MaGIC will participate in Bright Side by offering advisory and mentorship support, providing training and workshops to build capabilities, as well as sharing its extensive knowledge and experience in running accelerators.

Bright Side will be integrated into the structure of Mesiniaga and

be modelled after a pre accelerator programme, with a focus on validating business idea and designing a go-to-market strategy.

It will have six key stages — problem solicitation; idea submission; idea selection; business design and selection; development, go-to-market and validation; and funding and spin-off.

MaGIC will help facilitate the startup collaboration process during the fifth stage — devel-

opment, go-to-market, and validation — where 16 minimum viable products are shortlisted.

The innovation lab aims to launch eight new, market-ready products or services by the end of next year.

These new solutions will either be introduced as a new offering within Mesiniaga, or spun-off into a stand-alone subsidiary to open the door to wider market opportunities.