



VOLUME 2

UNIMAS 2025 Startup

Check out our student

Innovative startups and

Project ideas!

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DVC FOREWORD



Assalamualaikum WBT, Greetings, and Salam UNIMAS Lestari.

Congratulations and well done to the UNIMAS Entrepreneurship Centre, especially the Startups Section, on launching the inaugural UNIMAS Startup Bulletin. This milestone underscores our unwavering commitment to cultivating a dynamic ecosystem of innovation, entrepreneurship, and value creation among our students.

This bulletin serves as a strategic platform to ignite and celebrate the entrepreneurial spirit within our university community. By documenting key activities, highlighting impactful programmes, and showcasing tangible outcomes, it captures the inspiring journey of student innovators as they translate their ideas into viable ventures. Ultimately, it demonstrates how we are transforming student innovation into practical learning experiences—shaping future changemakers, boosting graduate employability, and empowering students to become job creators rather than job seekers.

The success stories featured here offer meaningful inspiration to both our campus and the wider community, reinforcing entrepreneurship as a powerful catalyst for sustainable economic and social impact. This publication also enhances the visibility of our student development initiatives, firmly positioning UNIMAS as a proactive leader in producing innovation-driven graduates. Furthermore, it acts as a vital networking bridge, opening doors for collaboration with industry partners, alumni, investors, and community stakeholders.

Once again, congratulations to the UNIMAS Entrepreneurship Centre and all its contributors. May this initiative continue to empower our students to innovate boldly, lead with responsibility, and shape the future as impactful entrepreneurs.

Deputy Vice Chancellor
Student Affairs and Alumni

PROF. IR. TS. DR. AL-KHALID BIN HJ OTHMAN

DIRECTOR FOREWORD



Assalamualaikum WBT, Greetings, and Salam UNIMAS Lestari.

As the Director of the UNIMAS Entrepreneurship Centre (UEC), I am proud to introduce the UNIMAS Startup Bulletin, a reflection of our unwavering commitment to transforming student innovation into structured, high-potential startup ventures.

At UEC, the conversion of student ideas and innovations into pre-seed and seed-stage startups is a key result area of our entrepreneurship ecosystem. We believe that innovation must go beyond ideation and competition stages; it must be nurtured, validated, and translated into real ventures with market relevance, commercial value, and long-term impact. The startups featured in this bulletin represent the outcomes of a deliberate and guided journey from classroom innovation to early-stage enterprise.

UEC plays a central role in supporting students throughout this journey. This includes structured startup development programmes, mentorship and advisory support, market validation, and, importantly, guidance on intellectual property (IP) registration and protection. By assisting students in registering IP and formalising their ventures, UEC

ensures that innovation outcomes are protected, investable, and ready to scale responsibly. Through these initiatives, UEC aims to produce graduates who are not only employable, but also capable of becoming founders, innovators, and job creators. The UNIMAS Startup Bulletin documents this progression and serves as evidence of how student innovation, when supported by the right ecosystem, can evolve into meaningful entrepreneurial outcomes.

I would like to congratulate all student founders, mentors, industry partners, and the UEC team for their dedication and contributions. May this bulletin continue to inspire more students to take the bold step from innovation to entrepreneurship, and to position UNIMAS as a leading institution in developing sustainable, innovation-driven startups.

Director

UNIMAS Entrepreneurship Centre

ASSOC. PROF. IR. TS. DR. SITI KUDNIE SAHARI

PREFACE

Graduate Employability (GE) remains a key priority under Malaysia's Ministry of Higher Education (MoHE), with entrepreneurship increasingly recognised as a viable and strategic career pathway for graduates. In this context, the Higher Education Entrepreneurship Action Plan 2026–2030 (PTK 2026–2030) places strong emphasis on the development of student-led startups as a mechanism to produce future-ready graduates who are not only employable, but also capable of becoming job creators, innovators, and changemakers.

In alignment with these national aspirations, Universiti Malaysia Sarawak (UNIMAS) has embedded entrepreneurship as a core strategic thrust within the UNIMAS Strategic Planning 2026–2030 and the UNIMAS Action Plan 2026, particularly under the Graduate Employability agenda. Entrepreneurship at UNIMAS is positioned not merely as a co-curricular activity, but as a structured developmental pathway that integrates innovation, academic learning, industry engagement, and real-world venture creation.

At the heart of this ecosystem is the UNIMAS Entrepreneurship Centre (UEC), which serves as the institutional catalyst for transforming student innovation into pre-seed and seed-stage startups. UEC provides end-to-end support encompassing entrepreneurial education, mentorship, industry and investor linkages, startup validation, and guidance on intellectual property (IP) registration and protection. Through these interventions, UEC ensures that student innovations are not only creative outputs, but protected, investable, and scalable ventures aligned with market and societal needs.

The UNIMAS Startup Bulletin serves as a dedicated platform to document and showcase the growth of the UNIMAS startup ecosystem, with a strong focus on student-driven innovation and the mentorship support that enables these innovations to evolve into viable startup ventures. The bulletin reflects UNIMAS' commitment to nurturing an integrated entrepreneurship ecosystem that connects students, mentors, industry partners, and the university in a structured and outcome-driven manner.

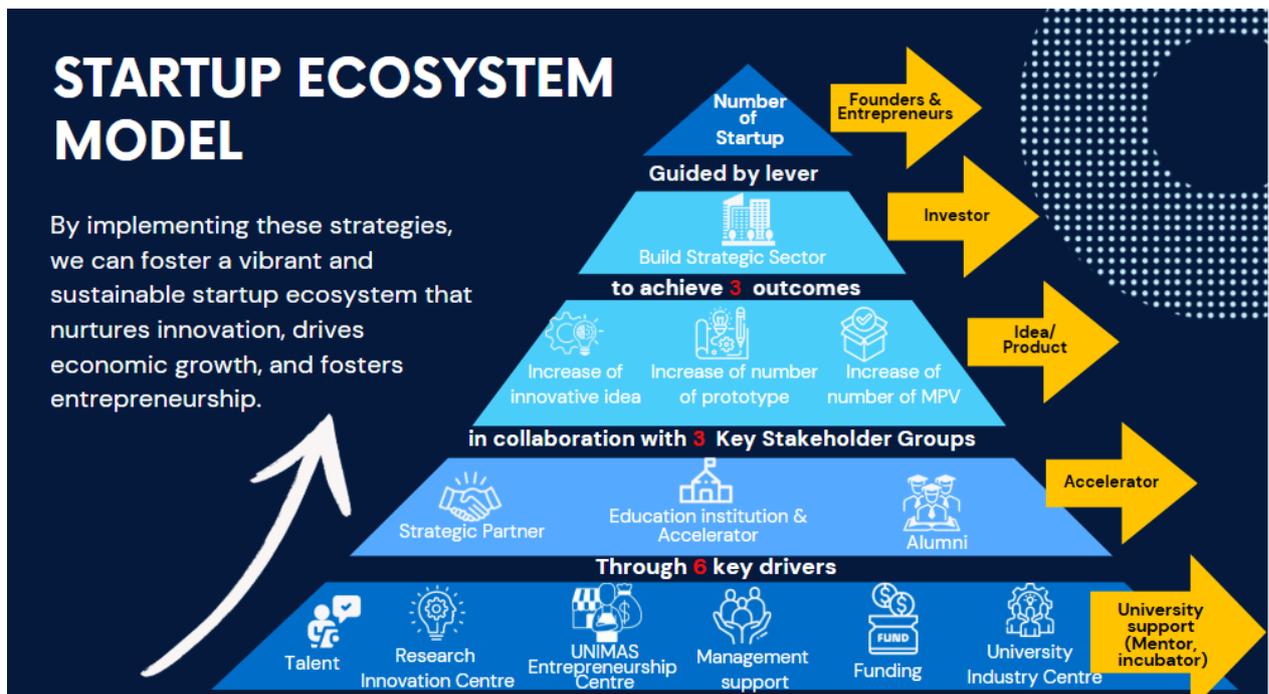
By featuring both student innovators and mentors, the UNIMAS Startup Bulletin illustrates the collaborative nature of the startup ecosystem at UNIMAS. It demonstrates how innovation flourishes when creativity is supported by mentorship, structure, and institutional backing. Ultimately, the bulletin aims to inspire greater participation in entrepreneurship, strengthen cross-sector collaboration, and position UNIMAS as a hub for developing innovation-driven, mentor-supported startups with sustainable impact.

INNOVATIVE STARTUP GROUPS



START-UP ECOSYSTEM @UNIMAS

SITI KUDNIE SAHARI



The Universiti Malaysia Sarawak (UNIMAS) Startup Ecosystem Model is a structured and holistic framework designed to nurture, support, and scale student-led startups from ideation to market readiness. This ecosystem reflects UNIMAS's strong commitment to embedding entrepreneurship within the university experience while contributing to sustainable economic and social development.

At its core, the ecosystem focuses on increasing the number of student startups by strategically guiding students through progressive development stages. UNIMAS acts not only as an academic institution, but also as a startup enabler, providing mentorship, infrastructure, funding access, and industry connectivity.

Through this ecosystem, UNIMAS aims to achieve three key outcomes that directly benefit students:

1. Increase in innovative ideas, encouraging creativity, problem-solving, and opportunity recognition.
2. Increase in the number of prototypes, enabling students to translate ideas into tangible, testable solutions.
3. Increase in Minimum Viable Products (MVPs), preparing student startups for commercialization and market entry.



SMART FARMING COMMUNICATION VIA VISIBLE LIGHT COMMUNICATION – FREE SPACE OPTIC (VLC-FSO) HYBRID NETWORK

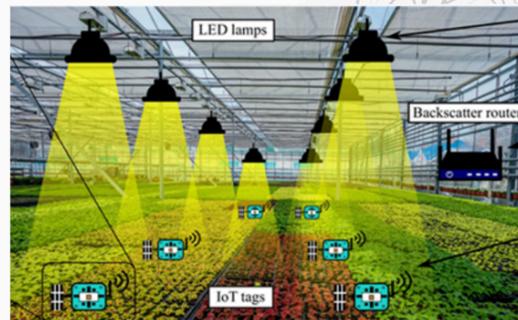
GOLD AWARD

ABDUL RAHMAN KRAM



Smart Farming Communication via Visible Light Communication – Free Space Optic (VLC-FSO) Hybrid Network

MyPO registration Number:
LY2025Q07413 & LY2025Q07414



UNIMAS
UNIVERSITI MALAYSIA SARAWAK



Ir. Ts. Dr. Abdul Rahman Bin Kram,

Co-Researcher

1. Prof. Madya Ir. Dr. Khairul Fikri Bin Tamrin,
2. Prof. Madya Ir. Ts. Dr. Siti Kudnie Binti Sahari,
3. Ts. Rizzo Mungka Anak Richie



Smart Farming Communication via Visible Light Communication–Free Space Optic (VLC-FSO) Hybrid Network is an advanced smart agriculture communication system that integrates Visible Light Communication (VLC) and Free Space Optic (FSO) technologies to enable high-speed, secure, and interference-free data transmission. This hybrid network supports real-time monitoring, automated farm control, and reliable connectivity between IoT sensors, smart devices, and control centers, particularly in open-field and rural farming environments.

This innovation won the Gold Award in the Technology Category at Borneo InTEX 2025, held on 27–28 August 2025 at the Raia Hotel & Convention Centre, Kuching, Sarawak.

KARNIVAL UNIMASPRENEUR 2025

MOHD NAIM KAMARUZAMAN



Karnival UNIMASPreneur 2025 is a strategic initiative designed to enhance students' entrepreneurial capabilities through experiential learning and industry-relevant exposure. The program provides a structured platform for students to engage in on campus business activities while developing essential competencies in entrepreneurship, innovation, and financial management.

Targeting students enrolled in MPU3222: Foundation of Entrepreneurship Inculturation, the program requires participants to undertake entrepreneurial activities that translate theoretical knowledge into practical application. Students are given the opportunity to commercialize their products and services while engaging directly with the UNIMAS community.



Co-organized with Kumpulan Wang Simpanan Pekerja (KWSP), the carnival places significant emphasis on financial literacy, underscoring the importance of prudent financial planning, savings awareness, and long-term financial sustainability. Through this collaboration, students are exposed to fundamental financial knowledge and best practices that support informed decision-making, both in entrepreneurial ventures and personal financial management.

Overall, Karnival UNIMASPreneur 2025 serves as a professional development platform that strengthens students' confidence, cultivates an entrepreneurial mindset, and promotes a sustainable culture of entrepreneurship and financial awareness among future graduates.

INCLUSIVE ENTREPRENEURSHIP: A PROJECT BY FSSH STUDENTS

**BEMEN WONG WIN KEONG &
IC VAN TEAM**

IC Van (Intelligence Community Van)



The Innovators

1. Nur Zahirah Amani Binti Mohamad Zaidi
2. Frankie Liew Chun Kiat
3. Hurin Syafiyah Binti Mohd Iskandar Bahrin
4. Amirah Nabilah

Mentors

1. Dr Athirah Binti Azhar (FSSH)
2. Dr Abang Mohammad Nizam bin Abang Kamaruddin (FK)
3. Dr Mohd Syahmi Jamaludin (FK)

What is IC Van?

The Intelligence Community Van (IC Van), a social innovation project designed to bridge the gap between the food truck industry and the community of Persons with Disabilities (PWD).

Inspired by today's growing food truck mobility trend, the Intelligent Comfort Van (IC Van) is a reimagined and innovative food truck concept designed with disability-friendly features to promote inclusivity and accessibility.

PERTANDINGAN INOVASI TEKNOUSAHAIVAN ELECTRIC MOBILE VEHICLE (E-MOVE)

FASA

1. Penghantaran video idea (20 Jun 2023)
2. Pengumuman finale (20 Jun 2023)
3. Bootcamp selama 3 hari 2 malam (22-24 Julai 2023)
4. Persembahan akhir (26-28 Oktober 2023)

HADIAH

- ANUGERAH KHAS JURI: RM 500 X 3 ANUGERAH KHAS JURI
- ANUGERAH EMAS, PERAK & GANESHA

TERBUKA KEPADA PELAJAR IPTA

Anggaran: UTHM, ASEAN, MALAYSIA MADANI, Malaysia Zaman Baru, UNESCO, etc.



IC Van



Social Responsibility

The IC Van represents a social innovation that provide Persons with Disabilities (PWD) the opportunity to engage in entrepreneurship while serving customers in a safe, modern, and inclusive environment. By merging mobility, universal accessibility, and innovative design, the IC Van sets a new benchmark for the food truck industry, transforming street food culture into inclusive experience for all.

Community Impact

The IC Van is more than a vehicle; it is a tool for socioeconomic empowerment. By lowering the barriers to entry for disabled entrepreneurs, the project fosters a culture where financial independence is accessible to all, regardless of physical ability.

Achievement

Our group's achievement in the Electric Mobile Vehicle Technopreneur Innovation Competition is that we successfully received a Special Silver Award. The product we presented focuses on social responsibility and is capable of helping the local community.

ADDRESSING THE GAP IN ACCESSIBILITY

The conventional food trucks often present significant physical barriers, effectively excluding PWD from participating in the burgeoning "gig economy" of mobile catering.

A SUSTAINABLE BUSINESS MODEL FOR SOCIAL IMPACT

Through collaborations with government agencies, NGOs, and Small and Medium Enterprises (SMEs), the team seeks to leverage government subsidy programs to make these vans widely available.

ECORURAL NEXUS: Smart Agriculture for Sustainable Rural Development

Name: *Irdina Zulaika Binti Muhamad HisyamSiti*
Hafizah Binti Suaidi
Nur Hisyam Bin Ramli
Asykal Syakinah Binti Mohd Ali
Shazni Binti Awang Samat
Nurin Wahida Amalin Binti Aslizam

Voices of
H.E.R
Hope · Empowerment · Resilient
 Festival 2025



Two promising student teams from Universiti Malaysia Sarawak (UNIMAS) have been selected as finalists for the Student Business Pitching @ JELITA, held in conjunction with Voices of H.E.R Fest 2025. The teams showcased their entrepreneurial ideas at the grand event, competing alongside other top student innovators at World Trade Centre (WTC), Kuala Lumpur (KL) on 20 February 2025.

The Student Business Pitching @ JELITA competition serves as a platform for young entrepreneurs to pitch technology driven, sustainable, and impactful business ideas. Despite intense competition from students across the country, the UNIMAS teams made it to the final round, demonstrating strong innovation, feasibility, and societal impact in their business proposals.



ECORURAL NEXUS is a multidisciplinary team dedicated to advancing rural agriculture through smart technology and data-driven solutions. Their concept integrates IoT-based farming techniques, real-time environmental monitoring, and precision agriculture to support sustainable farming practices and improve rural productivity.

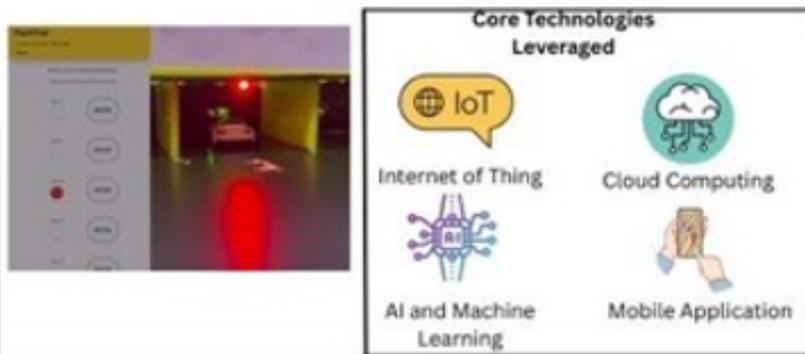
BIG THING 1: PARKTROL: Revolutionizing Parking Convenience

Name: Dayang Nur Izziana Binti Awang Dahlan, Mohammad Usthaqif Bin Mohamed, Muhammad Hazim Bin Yusri, Hirfan Bakti



Key Features

Unlike existing platforms such as ParkEasy, which often result in disputes over booked spots, Parktrol ensures that once a space is reserved, navigation is locked to a single dedicated route, reducing congestion and unauthorized parking attempts. Instead of relying solely on pre-booking, Parktrol integrates real-time parking availability using IoT sensors and AI algorithms to detect the nearest open space for users. This eliminates the inefficiencies of static reservation systems, ensuring dynamic space allocation and better space utilization within high-traffic malls.



Parktrol is an advanced AI-powered smart parking system designed to provide seamless navigation to booked parking spots within multilevel shopping malls. Unlike conventional parking apps, Parktrol ensures a hassle-free experience by integrating AI-driven navigation, real-time space detection, and IoT-based availability updates to eliminate common parking frustrations. Parktrol functions like Waze for parking, guiding users directly to their reserved parking bay.



Innovation

Unlike other parking solutions, Parktrol is specifically designed for large shopping malls with multilevel parking, helping users identify the exact level and parking bay number upon arrival. With Parktrol, shoppers can enjoy a smoother, more efficient, and stress-free parking experience, making mall visits more convenient than ever.



The Next Big Thing 2: SMARTTRACK

Name: Masturah Binti Yaakob
Fion Evan Anak Jerome
Beverly Westfield Anak Mekiun
Yusri Bin Husen



Key Features

Among the key features for SmartTrack are smart monitoring which able to gain full visibility with real-time tracking and analytics. SmartTrack also provide in real-time Information to stay updated with instant insights for better decision-making. Easy-to-Access is one of best feature scheduling can simplify transportation planning with an intuitive interface.



SmartTrack is an innovative transportation management solution designed to revolutionize logistics with smart monitoring, real-time information, and seamless scheduling. Built with cutting-edge AI tools and leveraging local expertise, our platform ensures efficient, cost-effective, and intelligent transportation planning with expected all at a low development cost.

AI -Driven

It also AI-powered optimization which enhance efficiency, reduce delays, and minimize costs. Apart from that, SmartTrack is cost-effective development with high performance at a fraction of traditional costs and lastly its key features rise the local expertise Integration where can designed to meet the unique needs of Malaysia needs. With the SmartTrack transform your transportation management where intelligence meets affordability.



LUVSOP: From an MPU Classroom to a Social Enterprise

Name: NUR AISYAH BINTI MOHAMAD NAZRI
 NUR FARAH HANIM BINTI MALIK
 FADHLIN SAKINA BINTI MOSTAPA
 FARAH ALEEZA NUR SYAHIEDA BINTI HOSSEIN
 NURUL FATINI BINTI MUHAMMAD ADI
 EMILDA BINTI RAMZI



Communitiee Impact

Through this initiative, the community is able to generate income from the sale of plant extracts as well as from producing their own soap. The Sri Aman community also serves as a production hub when there is a high volume of customer orders.



LuvSop is a natural soap brand made using plant extracts found in the state of Sarawak. The plant extracts are sourced and purchased from local B40 communities. Through this brand, the owner provides free training to the B40 community in Sri Aman.



Job on Campus (JoC)

The LuvSop brand was created by the students under the guidance of the UNIMAS Entrepreneurship Centre. These students have not only become a job-ready graduates who generate income, but have also created employment opportunities for others.



UCSE 4: WASTE TO WEALTH:

Startup News

Name: AKMAL BIN BUJANG

JAMES THEN YEE QUAN

AKMAR MARISSA BINTI A. BAKAR

HAIRIS INSYIRAH BINTI IDRIS

MARCELYN BINTI RODY

SOPHIA LIA AK WILFRED BURLY

ZARITH AISYAH BINTI SHARKAWI

SLYVESTER ULLA ANAK SABAI

AZURIATY ATANG

DR FADILAH BINTI SIALI



UNIVERSITY-COMMUNITY SOCIAL
ENTERPRISE &
UNIVERSITY SOCIAL ENTERPRISE
COMPETITION



By turning waste into opportunity, the initiative not only encourages sustainable living and responsible consumption but also creates potential income-generating avenues for the community. It actively supports the United Nations Sustainable Development Goals, particularly:

- SDG 8 – Decent Work and Economic Growth
- SDG 12 – Responsible Consumption and Production
- SDG 15 – Life on Land
- SDG 17 – Partnerships for the Goals

Through education, collaboration, and innovation, "Waste to Wealth" exemplifies how grassroots action can drive meaningful change protecting the environment while uplifting communities.



The "Waste to Wealth" project is a sustainability-focused community initiative under the University Community Social Enterprise (UCSE) competition, spearheaded by the Ministry of Higher Education. Designed to transform discarded materials into valuable resources, the project aims to foster environmental stewardship and socioeconomic empowerment in rural areas.

Implemented in Kampung Sampun and Kampung Tambey in Asajaya, the project engaged 18 local villagers through practical, hands-on workshops. Participants learned to upcycle everyday waste into functional and marketable products, equipping them with valuable skills while promoting circular economy principles.



UCSE 3: SHOREA HARVEST

Startup News

Name:

MAHSHURI YUSOF

RON ALDRINO CHAN@RON BUKING

DAYANG FATIN NASUHA BINTI AWG BUJANG @ AWG SAIFUDDIN

APRILLIA SEBAI ANAK BAKAK

MIXLLY CHRON UYANG MARRY

CHELSTER ANAK JENNIKSON

ETHAN ANAK LINCOLN

SANDRA ACYEVIANA PUGA ANAK RICKY

SHANIA RACHA JEFFERY



Shorea Harvest is a sustainability-driven initiative focused on the responsible harvesting and processing of engkabang (*Shorea macrophylla*) or also known as *Boneo Butter*, a high-value forest resource native to Sarawak. Engkabang is rich in natural fats with excellent moisturizing, antioxidant, and stabilizing properties, making it highly beneficial for food applications, natural cosmetics, and wellness products. The main objective of this project is to improve the economic level of the Song community by producing engkabang oil in a more efficient and systematic way, helping the community to generate income, as well as developing strategies to promote and market engkabang oil.

The project integrates sustainable harvesting practices with strong community participation to deliver high-quality raw materials, while supporting forest conservation, biodiversity protection, and long-term income generation for local communities.. It attracted the attention of YB Tuan Lidam Assan (State Assemblyman for N62 Katibas). Several meetings have been held together with the District Officer of Song, Mr. Harry Bruce Edwin, and 11 community leaders of Song, comprising temenggong, pemanca, and penghulu. A total of 10 mini machines for extracting engkabang oil have been handed over to the community leaders for use by the community during the engkabang season



System Architecture and Conceptual Workflow for the Smart Eco-Organic Edible Landscape System Powered by IoT and LoRaWAN

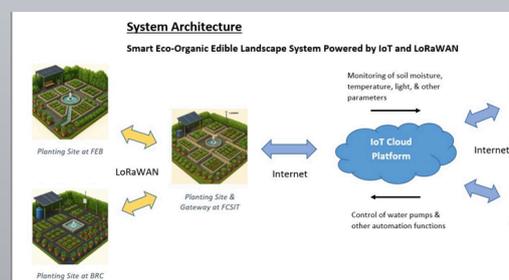
Name: Muhammad Ukasyah bin Jokepli
 Muhammad Hilmi Irfan bin Zabidi
 Nurul Najeva binti Pali
 Prof. Madya Dr. Haji Noor Alamshah bin Bolhassan



The UNIMAS Student Innovation by the Borneo Agroventures Group is a fully student-driven initiative that focuses on the cultivation of terung asam and chili through the integration of Internet of Things (IoT) technology, solar energy for agricultural systems, and the use of environmentally friendly organic fertilizers. This smart farming approach enables the planting process to be monitored and managed in a more systematic manner, thereby ensuring high-quality, safe, and sustainable crop yields, in line with the green technology agenda and sustainable agricultural development.



The diagram shows how several planting sites (FEB, FCSIT, and BRC) are connected through one network. Each site uses sensors to measure soil moisture, temperature, light, and other important parameters for eco-organic farming. These data are sent in real time through LoRaWAN using RS485-LB gateway nodes to The Things Network (TTN), and then displayed on a cloud dashboard such as ThingsBoard for monitoring and simple decision-making.



FUTURE ENTREPRENEURS IN FOOD SECURITY CONVENTION (FEAST): NUTRIENT BOOSTER

Startup News

Name: Mohd Shayfull Malique Bin Zohari
Syahrifnafuddin Bin Affendi
Mohd. Naim Kamaruzaman



Future Entrepreneurs in Food Security Convention (FEAST) is a dynamic platform that brings together aspiring entrepreneurs, innovators, academics, and industry players to explore sustainable solutions and business opportunities within the food security ecosystem. The convention focuses on innovation, agri-entrepreneurship, and technology-driven approaches to strengthen food resilience, encourage startup creation, and develop future-ready entrepreneurs who can address global and local food security challenges.



Representing UNIMAS in the FEAST competition, the Nutrient Booster (NuBok) project addresses the growing interest in modern agriculture and the need for sustainable food resources. The Nutrient Booster Kit offers an innovative alternative to chemical fertilizers in hydroponic systems by combining natural materials such as cocopeat, biochar, and coco coir. This eco-friendly solution enhances plant nutrients and moisture, reduces costs and labor, and supports sustainable small-scale hydroponic farming. With its potential to reach urban farms, green communities, and micro-entrepreneurs, NuBok presents a practical, efficient, and environmentally conscious approach to modern agriculture.

DICE 1: Lulu's Adventure

Name: *Ericca JC Lawrence*

Wu Jue

Abang Adib Fakhri Bin Abang Abu Bakar

Fidelis Anak Patrick

Mr. Tang Hung Moi



DICE^{3.0}
DIGITAL INNOVATION CREATIVEPRENEUR

UNIMAS | UNIVERSITI MALAYSIA SARAWAK
UNIMAS ENTREPRENEURSHIP CENTRE

UNISZA | UNIVERSITI SULTAN ZAINAL ABIDIN

WINNING GOLD in Category Short Animation
DIGITAL INNOVATION CREATIVEPRENEUR 3.0

Lulu's Adventure from TriArte Studio
Faculty of Applied and Creative Arts
Mentor: Mr. Tang Hung Moi

Ericca JC Lawrence Abang Adib Fakhri Bin Abang Abu Bakar
Wu Jue Fidelis Anak Patrick

From
UNIMAS Entrepreneurship Centre
REthink REImagine Beyond

entrepreneurship.unimas Unimas Entrepreneurship Centre www.entrepreneurship.unimas



Lulu's Adventure is a creative game project developed by TriArte Studio, representing Universiti Malaysia Sarawak (UNIMAS) from the Faculty of Applied and Creative Arts in the DICE 3.0 Competition 2025. The project blends engaging storytelling, visual arts, and interactive gameplay to showcase creativity, cultural expression, and innovative game design. Through Lulu's Adventure, the team highlights the talent and multidisciplinary strength of UNIMAS students in applied and creative digital arts on a competitive national platform.



DICE 2: ANUM

Name: Edwin Wong Kiing En
 Angel Bong Xin Tze
 Farrysha Qashryna Teh Binti Farrez Teh
 Tay Yao Yee



DICE ^{3.0}
 DIGITAL INNOVATION CREATIVEPRENEUR



Their winning project, "Anum", is a mobile app inspired by the Melanau word for water. For the Melanau community - one of Sarawak's indigenous groups, water has always been central to life and culture. Building on this idea, the team designed Anum to help people understand their hidden water usage. By scanning everyday objects with Augmented Reality (AR), the app shows the "virtual water footprint," estimates water costs based on Malaysian tariffs, and encourages users to save water through education, gamification, and community challenges. The project supports Sustainable Development Goal (SDG) 6: Clean Water and Sanitation.



On 4 September 2025, the HoloChill team from Universiti Malaysia Sarawak (UNIMAS) proudly brought home the Silver Award in the Interactive Media (AR/VR) category at the Digital Innovation Creativepreneur (DICE) 3.0, held at Persada Johor International Convention Centre, Johor Bahru.

The team, led by Edwin Wong Kiing En together with Angel Bong Xin Tze, Tay Yao Yee, and Farrysha Qashryna Teh binti Farrez Teh, impressed the judges with their creativity and hard work. They were guided by their mentor, Ts. Dr. Suriati Khartini binti Jali from the Faculty of Computer Science and Information Technology. The UNIMAS Entrepreneurship Centre (UEC) also played an important role by helping the team manage their project budget effectively.



The Living Lab FCSIT Kiosk: An Experiential Platform for Undergraduate Entrepreneurship Development

Startup News

Author

Mohamad Johan Bin Ahmad Khiri

Members

1. *Ervina Eva Anak Soga*
2. *JASON ONG LEE CHANG*
3. *Amira Asniesha Binti Mohamad Zulhairi*



FACULTY OF
COMPUTER SCIENCE &
INFORMATION TECHNOLOGY

The landscape of higher education has evolved from one that focus on theoretical pedagogy to a more multidimensional model that includes leadership, practical skill acquisition and entrepreneurship. This change is also reflected in the National Entrepreneurship Policy 2030 where entrepreneurship values are introduced and instilled into Malaysia's higher education system. This is to encourage the transformation of thinking among higher learning institutions students from job seeker to job creator.



At Universiti Malaysia Sarawak (UNIMAS), the Faculty of Computer Science and Information System through its student association Persatuan Teknologi Maklumat (Pertekma), has established a student led food kiosk called FCSIT Kiosk. The kiosk serves as an experiential learning environment for students to learn and immerse themselves in the day-to-day operation of running a food kiosk. Through this initiative, students gain practical exposure to core entrepreneurship concepts, such as supply and demand needs, staff management, basic accounting, customer relationship and supply chain management. The daily operation of the kiosk is managed by the PERTEKMA Student Executive Committee, specifically the Treasurer and two Entrepreneurship Executive Committee members. The treasurer is involved in managing account related to the kiosk, while the Entrepreneurship Executives oversee staff training, vendor management and maintenance of hygiene and cleanliness standard.

The food kiosk initiative extends beyond viewing entrepreneurship solely from a financial perspective. It teaches the students to view a business as a means to deliver needed and meaningful services to the campus community. Students are also able to cultivate and improve their leadership, communication and organizational skills from this experience. Through this engaging real-world experience, students are able to recognize the importance of delivering and maintaining quality products and services to attract and retain customers. This in turn indirectly instil values such as professionalism and accountability. Operational challenges encountered in managing the kiosk further nurture the students' resilience, dedication, and creativity in problem-solving thus preparing them for the competitive nature in real world environment.





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