

GREEN TRANSFORMATION ACCELERATOR PROGRAMME 2024 INFORMATION SESSION

Unleashing the power of tech for a greener future:
Accelerating the transition to net zero by 2050

I'M SHIN HOONG

CHEW SHIN HOONG

Venture Development
Sunway iLabs

Has experiences in venture analysis and development, combining strategic insights and innovative approaches to drive startup growth and impactful, sustainable ventures.



Agenda

- **Sunway Ecosystem and Sunway iLabs**
- **Sunway's Efforts in Key Verticals**
- **Green Transformation Accelerator (GXA) Programme 2024**
- **FAQ and Closing**



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- **Sunway Ecosystem and Sunway iLabs**
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INSPIRE BUILD SCALE



Sunway Innovation Lab

Sunway Ecosystem & Sunway
iLabs



ABOUT SUNWAY iLABS

Sunway iLabs aims **Inspires** talents to **Build** innovative and sustainable solutions for a better future and helps startups **Scale** for business success through talent, market access and investment.

A smart partnership between

SUNWAY[®]



Notable awards



#1 Startup Ecosystem in Malaysia in 2019
Outstanding Incubator/Coworking Space Award in 2021

EST
2017





VISION

To become ASEAN'S leading innovation lab to

INSPIRE talents

BUILD innovative solutions

SCALE sustainable ventures

FROM WASTELAND TO WONDERLAND



1974 A tin-mining wasteland



TODAY An integrated green township

ABOUT SUNWAY GROUP

BUILDING A SUSTAINABLE FUTURE



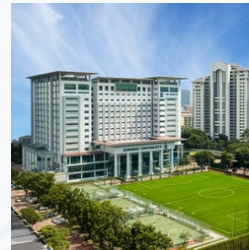
PROPERTY



CONSTRUCTION



MALL



EDUCATION



REIT



QUARRY



DIGITAL



HEALTHCARE



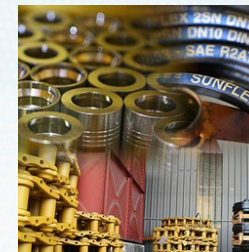
HOSPITALITY



LEISURE



BUILDING
MATERIALS



TRADING &
MANUFACTURING



INVESTMENT &
FINANCIAL
SERVICES

3 listed companies

13 business units

50 locations worldwide

16,000 employees

ABOUT


SUNWAY EDUCATION GROUP

All-in-one education hub from high school to college and university with over 25,000 students

Regional center for advancement of sustainability agenda through Jeffrey Sachs Centre

Sunway University to house Sustainable Development Solutions Network (SDSN) Centre in Asia, alongside New York and Paris



An aerial photograph of Sunway City in Malaysia during the "blue hour" of dusk. The city is illuminated with warm lights, and the sky is a mix of deep blue and soft purple. In the foreground, there is a large, ornate building complex with multiple domes and arches, surrounded by lush greenery and a winding river. The background shows a dense urban landscape with numerous high-rise buildings and a distant mountain range.

SUNWAY CITY

MALAYSIA'S MOST DYNAMIC LIVING LAB

ECOSYSTEM FOR STARTUPS TO GROW ZERO TO INFINITY



Sunway iLabs

Innovation Labs driven by a corporate-startup ecosystem



Foundry

Provides entrepreneurship education and startup accelerator programme to the next generation of entrepreneurs

AI Labs

Turns innovative ideas into tech solutions through the tech talents of Sunway iLabs

Venture Lab

Helps local and regional startups scale through talent, market access and strategic investment partnerships

Startup Investment

Helps local and regional startups scale through talent, market access and strategic investment partnerships

Sunway's Open Innovation Toolbox

INSPIRING & BUILDING TALENTS

Nurturing the next generation of entrepreneurs and promoting innovation within and beyond Sunway



CROSS BORDER MARKET ACCESS

Launchpad for businesses to expand throughout Malaysia



VENTURE BUILDER

Build, develop, launch and scale businesses



SCALING SUSTAINABLE VENTURES

Investing in startups by leveraging the Sunway ecosystem



OUR PORTFOLIO OF STARTUPS



LAUNCHX UNIVERSITY ACCELERATOR



SUNWAY ILABS SUPER ACCELERATOR



VENTURE BUILDS



SUNWAY CORPORATE VENTURE CAPITAL (CVC)



FUND OF FUNDS



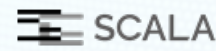
OUR PORTFOLIO OF STARTUPS



CARSOME MOBILITY LAB



JAPAN DIGITAL TRANSFORMATION ACCELERATOR



IntegriCulture

INFORICH



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Sunway & Malaysia Ecosystem for Key Verticals

Carbon Neutral & Sustainability

SEA in desperate need to reduce carbon footprint to prevent devastating effects and achieve carbon goals

42%

- Energy demand growth by 2030¹

80%

- Energy derived from fossil fuels¹

450,000 death

- Due to energy-related air pollution²

-11% of SEA GDP

- Due to climate change by 2100³

Southeast Asia Carbon Goals

23% share of renewable energy by 2025⁴

Committed to target emission reduction > 33% by 2030¹

Net zero by 2050⁶



- Elevated walkway to reduce car usage
- Own public transports system (BRT)
- Introduce carbon-pricing framework internally between BUs



- 41 buildings certified green
- 2 townships certified green
- 7% renewable energy consumption – 20,956 tonnes of CO₂ emissions avoided



- 272,000+ trees in Sunway Townships
- -5,719 tonnes of CO₂e emissions

* All numbers as of 2023

Sources
 1. <https://www.bain.com/insights/southeast-asias-green-economy-2023/>
 2. <https://www.eco-business.com/news/southeast-asia-on-energy-path-for-650000-premature-deaths-from-air-pollution-by-2040-ia/>
 3. <https://www.imf.org/external/pubs/ft/fandd/2018/09/southeast-asia-climate-change-and-greenhouse-gas-emissions-prakash.htm>

4. <https://theaseanpost.com/article/renewable-energy-challenges-southeast-asia>
 5. <https://globalchange.mit.edu/sites/default/files/publications/P2P-ASEAN-Exec-Summary.pdf>
 6. <https://aseanenergy.org/glimmer-of-hope-in-addressing-climate-change-with-the-net-zero-scenario/>

SUNWAY'S NET ZERO ROADMAP



BUILDING THE FOUNDATION

Strategic Framework:

- Decarbonisation
- Resource management
- Pollution management

ACCELERATING DECARBONISATION

Internal Carbon Pricing

- Emissions avoidance (Energy efficiency improvement)
- Energy substitution (Renewable energy)

Engaging with stakeholders to reduce Scope 3 emissions

- Suppliers (Sustainability procurement & supply chain practices)
- Tenants (Green leases)

**From now till 2030:
Reducing our Residual Emissions by 45%**

GETTING TO NET ZERO

Scaling up

- Carbon storage and capture
- Investment in large scale renewable energy

Global temperature is estimated to reach between **4°C & 5°C without any mitigation efforts**

..... Business as usual
———— Net Zero Pathway

By 2030, we will reduce residual emissions by 45%

By 2050, we target to reach NET ZERO

Global warming is **limited to 1.5°C with mitigation efforts**, in line with the Paris Agreement goal



Focus Area

Fostering Innovation around Sustainable & Resilient Cities, with net zero as the primary goal

Sustainable and Resilient Cities



Agenda for today

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Green Transformation Accelerator (GXA) Programme 2024

Overview

This 6-month accelerator program is designed for Japanese companies to expand in Malaysia by accelerating market-ready green tech solutions. It provides a deep understanding of the Green Transformation (GX) landscape, facilitates business networking, enhances localization efforts, and creates pitching opportunities for regional expansion through the Sunway ecosystem and its partners, helping companies establish a strong regional presence and achieve sustainable growth.

Key focus areas



Energy Transition



Health and Wellbeing



FOOD SECURITY



CIRCULAR ECONOMY

Programme Content



Workshops & Internal Clinic



Mentorships



Business Introductions



Pilot Opportunity



Immersion Experience



Funding Network & Advise



Alumni Network

Green Transformation Accelerator (GXA) Programme 2024

Bridging Needs and Support for Cross-Border Success

Startups/Scaleups Needs



Global Expansion Support



Access to Capital



Talent Acquisition and Development



Market Fit & Product Adaptation



Legal & Regulatory Navigation



Geopolitical risk prevention and control



GX Accelerator Support



Localised Market Insights & Business Model



Funding and Investment Guidance



Regulatory and Regulatory Navigation



Talent and Resource Access (42KL, Sunway University)



Cultural and Linguistic Adaptation



Market Access and Strategic Partnership

REGIONAL EXPANSION VIA SUNWAY

We provide tech startups direct access to a world class smart sustainable city where companies can leverage on Sunway Group's innovative ecosystem to accelerate their potential and growth.

JAPANESE COMPANIES

| | |
|--------------------------|-------------------------------|
| 13 Business Units | 500,000 Population |
| 16,000 Employees | 50 Locations Worldwide |

REGIONAL EXPANSION



5 Years of experience of running Cross Border Market Access Accelerator



To accelerate market-ready green tech solutions by providing a deep understanding of the Green Transformation (GX) landscape, facilitating business networking, enhancing localization efforts, and creating pitching opportunities for regional expansion through the Sunway and its partners ecosystem.

Over the past 5 years:

| | |
|--|---|
| 25 Scaleups accelerated | 38 Internal Sunway introductions |
| 75 External business introductions | 33%* Set up presence in Malaysia |
| 4 Research Collaboration | 9 Pilot projects |
| 250k Investment From Sunway | >RM 2m Amount of Fund Assisted Raising |

Case Study

- **Toy Eight**
- **Funlead x Aero Sense**



TOY  EIGHT

Pilot Project between Sunway Little Sunshine and Toyeight (2020)

Getting Valuable Feedback from Target Audiences



PILOT
PROJECT

WORKSHOP WITH TARGET PARENTS TO LEARN HOW TO BETTER PENETRATE THE LOCAL MARKET

OPPORTUNITY

Sunway Little SunShine found that toyeight's products are **unique and different** from the market

WHAT HAS BEEN DONE

- Sunway Childcare: **Help bring parents together for a workshop**
- Toyeight: **Ran a product workshop**
- Sunway University: **Co-developed screening features** on their product

RESULT AND BEYOND

- Toyeight were able to get **valuable feedback** from parents
- Sunway Group HR also rolled out **special promotions** for Sunway's 16,000 staffs
- Toyeight is now **established locally** and have an office in Malaysia!



Sunway University and the Toy Eight Team Up to Develop an Early Childhood Development Assessment Tool

January 21, 2022



PROJECT

Early childhood development assessment

The project is a collaboration between Sunway University and ToyEight to build a phone app for early childhood development assessment.



TOY  EIGHT



JETRO DTAP Program (Cohort 2020)

Toybox Creations & Technology Sdn Bhd (Toy Eight)

Edutech

Childhood Development

- Toy Box Creation Sdn Bhd, also known as Toy Eight, is an AI-backed Edutech startup from Japan. They are passionate about child development through play. They have two main projects that provide child development services - developmental screening and playground.

[Japanese AI edutech startup Toy Eight joins InvestKL GKL Live Lab programme \(theedgemalaysia.com\)](https://theedgemalaysia.com)
[Sunway University and the Toy Eight Team Up to Develop an Early Childhood Development Assessment Tool | Explore, Sunway University](#)



Malaysia, Japan Collaborate in Sarawak Mangrove Forest Conservation and Sustainable Management

July 12, 2022

Sunway University, through its innovation arm Sunway iLabs, collaborated with the Japanese External Trade Organisation Kuala Lumpur (JETRO Kuala Lumpur) to support the growth and expansion of selected Japanese startups into the Malaysian market



PROJECT

Mangrove conservation project

A public-private collaboration between three Malaysian organisations and two Japanese technology companies to improve the mangrove forests in Sarawak using drone and AI technologies

FUNDING AND OBJECTIVES

The project is funded by Sunway University and the Asia-Pacific Telecommunity (APT) and aims to obtain evidence-based, systematic mangrove conservatory strategies to promote ecological and economical resilience.



ASIA-PACIFIC TELECOMMUNITY



JETRO DTAP Program (Cohort 2021)



AgriTech

AI/ML

AI Vision

IT Network / Infrastructure

Funlead Corp.

- An ICT company provides support for data acquisition and image analysis with artificial intelligence technologies.



Aerosense Inc.

Aviation / Aerospace

Drone Tech

AgriTech

- Aerosense Inc. is a company that specializes in sensors and transducers, including rotary and linear position sensors (RVDTs and LVDTs), Proximity Sensors, Force Sensors (LVDT based) and Solenoids for the aviation/aerospace and industrial market

Green Transformation Accelerator (GXA) Programme 2024

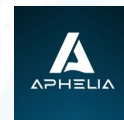
Mixed of Corporates, Researchers & Investors



Plantation



GoodMorning Global



and many more...

Green Transformation Accelerator (GXA) Programme 2024

What are we searching for?

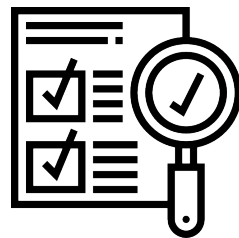
1



Localised & Competence Team

Experts in their area with plans for Malaysia & SEA expansion, able to allocate staff for Malaysia/Southeast Asia growth

2



Market Readiness, Scalability, and Growth Potential

Products or solutions that are completed, market-ready, scalable with potential for significant growth and open for ongoing development.

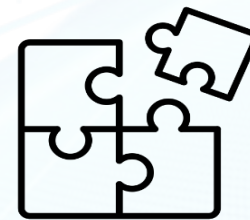
3



Innovation & Disruption Potential

The company offers unique technologies or solutions that contribute to achieve a carbon-neutral goal.

4



Vertical Fit

Aligns with one of the program's moving towards net zero verticals

5



Plan for Malaysia and SEA Deployment

Offers products that meet the region's needs, presenting a strong market opportunity in Southeast Asia.

6



Sunway Ecosystem Synergy

Addresses issues around Sunway City's 13 Business Units, Malaysia's model smart sustainable city, as a living laboratory

Green Transformation Accelerator (GXA) Programme 2024

Programme Timeline



Applications open on the Early June 2024



Application closes on 28 June 2024




Announce Top 5 startups to join the accelerator in early July 2024



Accelerator starts at Week 2 of July



Business Matching & Identify Potential Partners on POC




Internal Clinic (Pitch Development, Presentation and Q&A Preparation)



Workshops, mentorship with industry experts



Fundraising Advise




POC Selection (September 2024)



Entrepreneurs Summit V

Immersion and Corporate Network Pitch (2 Days Delegation + 1 Day Optional Event) 17 October – 19 October 2024



POC Support & Management (Until End of the Programme)

ARE YOU READY TO BE ONE OF THE STARTUPS HERE?



80&Co.



TOY EIGHT



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CONTACT US



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JETRO
Japan External Trade Organization



**READY TO
LAUNCH YOUR
STARTUP TO THE
NEXT LEVEL?**

APPLY NOW!