

<INNOVATION> Challenge

Be an innovator.
Join us in shaping the future of UEM Sunrise.

UEM
SUNRISE
A member of UEM Group

Find your
Happy

Hi CHIEFs,

It is not too late for you to assemble
your squad and register your participation
in UEM Sunrise Innovation Challenge!

We're looking for creative and enthusiastic CHIEFs
who are eager to be part of a positive change.
Here is your opportunity to shape the future
of UEM Sunrise through innovative ideas
and solutions while being mentored by our C-Suites.

Register now for a chance to win a cash prize
and compete in our pilot programme.

Are you up for the Challenge?

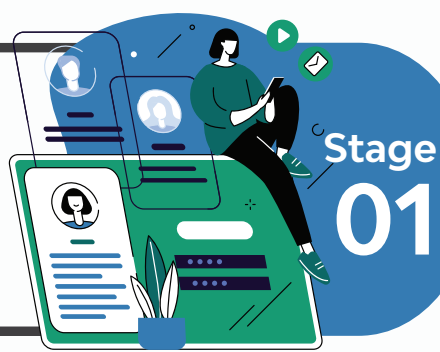
In our previous updates, we've shared with you five problem
statements for you to dive into. It ranges from products,
services and customer experience enhancement to business
and organisational performance optimisation.

Start

Over a course of 10 weeks, participants will come
together to work on the identified problem areas
through 9 stages:

Registration

- Interested participants to form and register
a team between 3 – 6 members with at least
1 member from other division
- Registration Deadline: **12 September 2021**



Stage
01

Stage
02

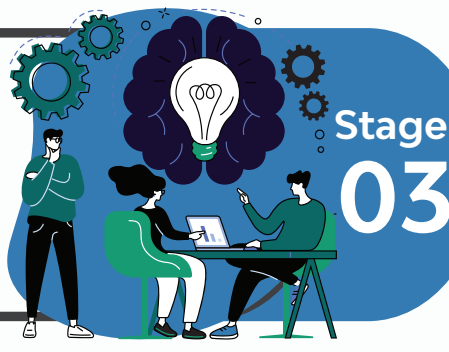


Programme Briefing

- The committee will announce the participating teams
and elaborate on the problem statements as well
as rules and regulations
- Each team to identify and select their mentor
- Date: **15 September 2021**

Idea Submission

- Teams to submit their ideas using a submission
template
- A team may submit multiple ideas with one
submission per idea
- Submission Deadline: **6 October 2021**



Stage
03

Stage
04



Idea Validation

- Committee will evaluate and identify potential ideas
to progress into the pitching stage
- Evaluation Criteria:
 - Originality** Has the idea been implemented anywhere else?
 - Desirability** Are we solving for the right pain point?
 - Feasibility** Are we building on our core operational strengths?
 - Viability** Does our solution contribute to long-term growth?

Pitch Deck Preparation

- Teams to expand on their ideas and present their
solutions in a Pitching Deck and/or video
- The pitch deck must include:
 - Problem Definition
 - Solution
 - The Team
 - Target Market Size
 - Profitability/Cost Saving/Improvement
 - Competitive Advantage
 - Success factor/ Adoption/Traction
 - Scalability of the solution



Stage
05

Stage
06



Pitch Deck Submission

- Teams to upload their Pitching Deck and/or Video
- Submission Deadline: **6 November 2021**

Pitch Deck Verification

- Committee will evaluate and verify the Pitch Deck
based on the presented data and assumptions
to ensure the quality of solution
- Teams will be given time to further tighten
and improve their Pitch Deck before the Pitching Day



Stage
07

Stage
08



Final Pitch Deck Submission

- Teams to submit their final Pitch Deck
- Submission Deadline: **25 November 2021**

Pitching Day

- Each team to present their final Pitch Deck in front
of our judges
- Four best ideas will be chosen as the winners
and proceed to the 'Pilot Programme'
- Date: **30 November 2021**



Stage
09

Finish

Pilot Programme

Teams that succeed in the Innovation Challenge will work
on the implementation of the ideas in our Pilot Programme.
More info will be announced soon!



Ready to make a positive impact?

Register Now!

Registration deadline: **12 September 2021**

For more information, visit: hackathon.uemsunrise.com