

*Sharing*  
**MALAYSIA**

Insights and perspectives  
from Sharing Economy  
Platforms in Malaysia

**2025**

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# FOREWORD

**YB TUAN SYED IBRAHIM SYED NOH**  
CHAIRMAN, MALAYSIA DIGITAL  
ECONOMY CORPORATION (MDEC)



*Empowering communities  
through shared digital prosperity*

Salam Perpaduan and Salam Malaysia MADANI,

As Chairman of the Malaysia Digital Economy Corporation (MDEC), I am honoured to present “Sharing Malaysia 2025”, a publication that celebrates the transformative power of the Sharing Economy and its pivotal role in shaping an inclusive, sustainable, and innovation-driven Malaysia.

Since 2016, MDEC has spearheaded efforts to position the Sharing Economy as a key pillar of Malaysia’s digital growth. Guided by the Malaysia Digital (MD) initiative, we continue to cultivate a dynamic ecosystem that empowers businesses, entrepreneurs, and individuals to thrive in the digital economy. This publication underscores how collaboration, innovation, and digital inclusion can elevate communities and drive sustainable national progress.

The stories featured in this publication exemplify three central pillars, Digital Inclusion, Industry Development, and ESG & Sustainability. Together, they demonstrate how Malaysian platforms are generating income opportunities, advancing digital literacy, enhancing industry efficiency, and fostering responsible innovation. From connecting caregivers and families, bridging rural communities to e-commerce, and empowering youths and B40 groups in accessing new livelihoods, these stories reaffirm our collective commitment to ensuring that no one is left behind in Malaysia’s digital journey.

The Sharing Economy is more than just an economic model; it is a catalyst for empowerment, fostering trust, unlocking potential, and strengthening peoples and communities through technology. As we move forward as a nation, MDEC remains committed and steadfast in nurturing a robust digital ecosystem, shaping forward-looking policies, and forging strategic partnerships, which are all aligned under the principles of Malaysia MADANI: of inclusivity, sustainability, and shared prosperity.

I extend my heartfelt appreciation to our partners, platform founders, and the dedicated MDEC team for their unwavering commitment in championing the growth of the Malaysian Sharing Economy. Together, we are shaping a future that is digitally driven, human-centred and equitable for all Malaysians.

Let us continue to share, innovate, and inspire one-another towards a stronger digital Malaysia, together.

# FOREWORD

**ANUAR FARIZ FADZIL**  
CHIEF EXECUTIVE OFFICER,  
MALAYSIA DIGITAL ECONOMY  
CORPORATION (MDEC)

*Together, we shape a more connected, inclusive and sustainable Malaysia*



It is with great pride that I present *Sharing Malaysia 2025*, the inaugural edition of a publication that highlights the rapid growth of Malaysia's Sharing Economy, an expanding sector that is reshaping how Malaysians work, transact and create value in an increasingly digital world.

This publication highlights the innovation and resilience of local platforms that are transforming industries, improving livelihoods and broadening access to economic opportunities. Through the stories featured, readers will gain insights of how technology, collaboration and trust continue to uplift communities and strengthen digital ecosystem across the nation.

At MDEC, we remain committed to translating vision into meaningful impact. Under the national strategic initiative, Malaysia Digital (MD), the Sharing Economy has emerged as one of the country's new engines of growth. Since 2016, the programme has generated more than RM15.3 billion in cumulative income by creating opportunities for local freelancers and gig workers, while simultaneously fostering innovation, and empowering SMEs and digital entrepreneurs nationwide.

Looking ahead, our focus is to deepen and expand the ecosystem that drives the growth of Malaysia's Sharing Economy through progressive policy development, talent enablement, and strategic partnerships that accelerate innovation and unlock new market opportunities. Our goal is to ensure that the benefits of digitalisation are shared equitably, enabling every Malaysian to participate meaningfully in a future shaped by innovation, inclusivity, and resilience.

I warmly invite you to explore *Sharing Malaysia 2025* and draw inspiration from the remarkable stories of creativity, collaboration, and purpose that continue to drive this important movement. Together, through shared ambition and digital empowerment, we can build a Malaysia that is more connected, sustainable, and prosperous for generations to come.

# ACKNOWLEDGEMENT

**SME Digitalisation Department, Digital Adoption Division**  
Malaysia Digital Economy Corporation (MDEC)

## Contributing Sharing Economy Partners:

**BATERIKU.com**

**Bateriku**

Bateriku (M) Sdn Bhd



**Halo Delivery**

Techzilla Global Solution Sdn Bhd



**Cult Creative**

Cult Creative Sdn. Bhd

**hyred**

Hyred

Get Hyred Sdn Bhd

**Fin2u Academy**

**Fin2U Academy**

Fin2u Digital Sdn Bhd



**FixApa**

**FixApa**

Kemaih Sdn Bhd



**Inbosz**

Inbosz Technologies Sdn Bhd



**GoCoach**

Go Coach Global Sdn Bhd



**KiddoCare**

Kiddocare Sdn Bhd

**gofluence™**

Formerly known as MODELLO™

**GoFluence**

GoFluence Holding Sdn Bhd



**NUBES Food**

Nubescom Sdn Bhd

**GO GET**

**GoGet**

Eternal Meteor Sdn Bhd



**Parcel365**

Parcel365 Sdn Bhd

**GOLOG**

**GOLOG**

Gobuilders Netsoft Sdn Bhd



**Troopers**

Troopers Innovation Sdn Bhd

# *Sharing* **MALAYSIA**

The “Sharing Malaysia” publication is the first of its kind and aims to inspire and inform readers about the transformative potential of the Sharing Economy in Malaysia, showcasing innovative solutions that not only drive economic growth but also foster social inclusion and environmental sustainability.

This 2025's edition explores the transformative power of Sharing Economy, focusing on three key pillars:

- **Digital Inclusion:** We examine how local Sharing Economy platforms are breaking down barriers and empowering marginalised communities. This includes initiatives that improve access to essential services, connect individuals with opportunities, and foster inclusive and equitable digital ecosystems.
- **Industry Development:** We showcase innovative digital solutions by our local Sharing Economy platforms that are driving economic growth and transforming various sectors. This includes advancements in areas such as logistics, education, marketing, professional services, healthcare etc.
- **ESG and Sustainability:** We highlight the crucial role of Environmental, Social, and Governance (ESG) considerations in digital innovation by Sharing Economy platform through initiatives that promote sustainable practices, minimise environmental impact, and contribute to a more equitable and inclusive society.

“Sharing Malaysia” serves as a testament to the dynamic and transformative power of the Sharing Economy in Malaysia. By showcasing inspiring initiatives that foster digital inclusion, drive industry development, and prioritise ESG considerations, this publication highlights the immense potential of this sector to contribute to a more equitable, sustainable, and prosperous future for all Malaysians.

We invite readers to delve deeper into the inspiring stories featured in this publication and explore how they can contribute to the growth and development of the Sharing Economy in Malaysia. Whether by supporting local Sharing Economy platforms, embracing the benefits of sharing, or advocating for policies that foster a thriving and inclusive sharing ecosystem, every individual has a role to play. Let us embrace the spirit of sharing and work together to build a more sustainable, inclusive, and prosperous Malaysia.

# DIGITAL INCLUSION

- ▶ Women Empowerment
- ▶ Rural and Indigenous Communities
- ▶ Empowering Youth and Marginalised Communities





# Kiddocare

Connecting Families with Child Caregivers

 **90,000** CHILDREN  
cared for

 **15,000** CAREGIVERS  
trained and vetted

 **12,000** WOMEN  
joined the workforce



QUALITY CARE  
FOR CHILDREN

ACCESS TO  
OPPORTUNITIES FOR  
CAREGIVERS

WOMEN EMPOWERED  
TO PURSUE CAREERS

Only 56% of working mothers with children under the age of six are employed, a participation rate that places Malaysia fourth from the bottom among 10 ASEAN countries according to the International Labour Organization (ILO).

Read more on [\*\*The Need To Enable And Empower Working Mothers\*\*](#)

The primary reason for unemployment among this cohort is the need to care for infants and young children, a challenge that Kiddocare's digital app seeks to address by connecting families with trained child caregivers.

Kiddocare was established in 2018 to tackle the pressing need for trained caregivers with the rapid rise in demand for reliable and accessible care solutions. What began as a simple Google form soon evolved into the Kiddocare app, which enhances user experience for both parents and caregivers.

From the outset, the Kiddocare platform focused on recruiting and training caregivers to prioritise safety and service quality, becoming a transformative force in an evolving childcare landscape.

In a short time span, Kiddocare has provided care for more than 90,000 children and in the process, enabled over 12,000 women to maintain their employment, pursue their careers, generate income for their families and contribute to the economy: all the while, secure in the knowledge that their children are well cared for.

Today, the success of Kiddocare is driven by a dedicated team of 62 employees, a network of 15,000 Kiddocarers and valuable feedback from over 150,000 families.



Figure 1.1 Group engagements involving Kiddocare caregivers and stakeholders.

## Leveraging Technology to Raise Level of Childcare

Recognising the need for trained caregivers, Kiddocare opted against heavy capital investment in physical centres. Instead, it developed an industry-relevant training programme to enhance the capabilities of caregivers on par with or above industry standards.

The platform integrates a comprehensive suite of tools for seamless communication, from booking appointments to processing payments. This functionality has transformed the way parents and caregivers interact, providing peace of mind and convenience.

## Our Journey

Kiddocare's evolution reflects its commitment to growth and innovation:

- **2018: Idea conception**
- **2019: Launch of first service**
- **2022: Introduction of the first app version**
- **2023: Launch of the MyStep and KYouth programmes**
- **2024: Achieving MDEC MD Status and launch of second version of the Kiddocare app**



Figure 1.2 The Asia-Pacific Inclusive Care Economy Forum, co-organised by UN Women, AVPN and Kiddocare in Kuala Lumpur on June 2023.

### **Imparting Lessons Learnt for Service Improvement**

Kiddocare's journey has highlighted several essential lessons. Firstly, effective communication among caregivers is crucial for delivering quality service. Standardising processes has proven to be key in ensuring reliability across all interactions.

Further, maintaining a balance between demand and supply is vital for operational efficiency. Lastly, fostering a supportive network for parents is important as it helps alleviate any guilt they may feel about taking time for themselves.

### **Calling for Government Support**

To fully achieve its vision, Kiddocare seeks government assistance in several key areas. As support for the professionalisation of caregivers is essential, training programmes and standardised guidelines can help ensure high-quality care while attracting more individuals to the profession.

Providing subsidies for families can make care services more affordable, enabling better access to childcare, elder care and support for those with special needs. Finally, investment in high-quality care facilities and advanced technology is crucial for enhancing accessibility and efficiency, ultimately contributing to the development of a robust and professional care ecosystem.

### **Moving Forward**

Kiddocare is set to expand its services beyond childcare to offer comprehensive family care solutions. By leveraging technology, the platform aims to provide personalised support, including educational programmes, health services, financial planning tools and community engagement opportunities.

This evolution not only enhances user satisfaction, but also fosters long-term relationships with families, aligning with Kiddocare's mission to be a trusted partner in their journey. In the next 24 months, Kiddocare intends to pursue regional expansion and extend its model to benefit more families.

Kiddocare has successfully revolutionised childcare in Malaysia by connecting families with trained caregivers, and its impact has been profound. As the platform continues to innovate and expand, it remains committed to its mission of enhancing family well-being and satisfaction.

This journey underscores the transformative potential of technology in reshaping traditional care models, creating new opportunities for growth and fostering a supportive community for families across Malaysia.



# Parcel365

**Empowering Communities in Rural Malaysia**

Malaysia's digital divide continues to widen the socioeconomic gap between urban and rural areas, with rural residents estimated to earn around 40% less than their urban counterparts.

NST:

**Absolute urban poverty in Malaysia rises to 4.5pct last year**

The Parcel365 initiative aims to bridge this gap by empowering rural communities through digital transformation, thereby promoting inclusive development and ensuring all Malaysians to fully participate in the digital economy.



Accounting for an estimated 21% of the population, Malaysia's 7.2 million rural residents continue to lag behind their urban counterparts in terms of earning power and income levels.

Read more at [DOSM](#)

Read more at [STATISTA](#)

They continue to face numerous challenges in the digital economy due to such issues as poor internet connectivity, inconsistent power supply, constraints to logistics, and lack of access to educational and training channels.

Invariably, these issues shackle the potential for growth, development and empowerment among rural communities, hampering their ability to participate and contribute to economic activities.

Parcel365, founded by Eddie Mok Yew Keong, is an innovative initiative developed to address these issues, and empower rural communities through digital transformation and sustainable economic growth.

Recognising that Malaysia's journey to become a fully-developed economy partly hinges on rural development, the initiative seeks to modernise these areas and stimulate economic growth through digital advancements.



Figure 1.3. Skills training session conducted under the Parcel365 initiative, DigitalVillage365 in a rural community.



Its mission includes creating a robust digital ecosystem to establish 3,000 digital villages, generate 6,000 jobs and achieve 25 million e-commerce transactions by 2027 across the rural landscape.

## Taking Stock of Milestone Achievements to Date

Since 2023, the initiative has made significant strides in addressing the challenges faced by rural communities via various activities including training for the rural workforce, infrastructure development and e-commerce integration.

By partnering with MEASAT, the initiative provides satellite internet through CONNECTme NOW, reaching over 3,000 rural centres to improve connectivity and enhance access to e-commerce.

Parcel365 also provides solar charging stations, offering portable battery rentals to ensure consistent power supply for digital activities. To support e-commerce, the centres are equipped with technology that enables farmers to expand their market reach through online sales and logistics.

In addition, the initiative supports and facilitates activities under Program Transformasi Usahawan (PTU) (Entrepreneur Transformation Programme) such as recycling of old cloth into floor mats to generate income for rural villagers, while at the same time promoting environmental sustainability.

Further, the initiative's Parcel365 ensures efficient logistics to navigate around issues with access to couriers while Shopla365 enables rural businesses to sell their products online. Lastly, Edu365 improves digital literacy via training and skills development programmes, including on e-commerce.

## Impacting Positively on Communities

Parcel365 has profoundly impacted on rural communities by equipping thousands with essential skills and enhancing overall digital literacy. The initiative has stimulated economic growth by enabling rural businesses to broaden their market reach and increase sales.

It has also generated new job opportunities in digital services, bolstering local economies. Through its recycling initiatives, the programme not only promotes environmental conservation, but also creates sustainable employment.

In addition, by empowering women entrepreneurs, Parcel 365 fosters social equity and strengthens the resilience of communities.

## Key Factors Driving Success of Initiative

Several factors have contributed to the success of Parcel365 including a community-centric approach, strategic partnerships, commitment to sustainability and an integrated ecosystem.

The approach of tailoring services to meet specific rural needs ensures relevance and impact. Meanwhile, strategic partnerships with organisations such as MEASAT, Alibaba and local governments enhance the initiative's effectiveness by providing essential resources and expertise.



Figure 1.4 Handicraft product developed through Parcel365 community-based training.

Further, a strong emphasis on sustainability fosters long-term solutions that promote self-sufficiency and resilience within communities while the integrated ecosystem formed by Parcel365, Shopla365 and Edu365 addresses rural needs holistically, establishing a comprehensive framework for development.

## Parcel365 Ecosystem

Parcel365 operates through a comprehensive ecosystem comprising three key platforms:



**Parcel365**  
A logistics platform ensuring efficient delivery and distribution of goods and services.



**Shopla365**  
An e-commerce platform enabling rural businesses and farmers to access wider markets.



**Edu365**  
An educational platform providing digital literacy and training to empower rural communities.



Figure 1.5 Community members of all ages taking part in Parcel365 skills training activities.

## Valuable Insights



### Engagement and Empowerment:

Community participation and digital skill development are crucial for success.



### Flexibility and Adaptability:

Programmes must evolve based on feedback and changing community needs.



### Ongoing Support:

Continuous training and support are vital for sustainability.

The initiative thrives through collaboration among various stakeholders including local communities that benefit from training and digital tools; government agencies that provide policy support and infrastructure funding; and NGOs that facilitate community engagement.

## Moving Forward

Parcel365 has ambitious plans for the next decade. In the first year, the initiative aims to expand the number of Digital Villages and enhance training programmes to better serve rural communities.

By the five-year mark, the goal is to establish 3,000 Digital Villages and integrate advanced digital tools to improve service delivery. Over the next ten years, the focus will shift toward ensuring long-term sustainability and replicating successful models in various regions.

To realise these objectives, Parcel365 plans to increase partnerships with technology companies and educational institutions for additional resources; to strengthen digital infrastructure, thereby enhancing access to devices; and broaden its service offerings to include comprehensive e-commerce solutions tailored to rural needs.

These strategic initiatives will empower communities and facilitate their full participation in the digital economy.

## Call for Government support

**Policy Support:**  
Implementing favourable policies for digital adoption and rural development.

**Funding:**  
Providing financial resources for scaling initiatives.

**Infrastructure Development:**  
Investing in digital infrastructure for broad access.



# Halo Delivery

Extending On-demand Services to Rural Areas



haloje

DELIVERING FOOD EVERYWHERE

OVER  
34,000 MERCHANTS  
& 14,000 REGISTERED RIDERS

HALO EXPRESS   HALO FOOD   HALO GROCERY   HALO PHARMACY   HALO FROZEN   HALO BIZ

Despite the surge in on-demand delivery services in Malaysia, a significant gap persists between urban and rural access. While urban areas, particularly in the Klang Valley, enjoy numerous delivery options, many rural communities still face limited availability, highlighting the need for targeted solutions to bridge this divide.

Based in the mid-sized town of Batu Pahat, Johor, Halo Delivery has been filling this niche since its establishment in 2019. Today, the company's digital platform ensures that rural communities enjoy the same convenience as urban areas, significantly enhancing access to essential goods and services.



halo food delivery

The on-demand service landscape in Malaysia faces unique issues while striving to meet the needs of underserved communities. Halo Delivery is leading this transformation, focusing on suburban and rural areas where access to such services has been limited or not as abundant as urban constituencies.

When the company first started out, its mission was to bridge this gap between urban conveniences and rural realities. The founders recognised that many suburban regions in Malaysia had minimal exposure to digital services, leaving local merchants and residents at a disadvantage compared to their urban counterparts.



Today, the company supports more than 34,000 merchants and 14,000 registered riders, creating entrepreneurial opportunities and job prospects for the youth while empowering small merchants to thrive in the digital economy.

## Overcoming Obstacles to Expand Operations

In its early days, Halo Delivery faced the daunting challenge of attracting both merchants and customers. However, through strategic grassroots marketing efforts including the use of flyers, bunting and online campaigns, the company gradually built a strong foundation for growth.

A pivotal moment occurred in September 2020 when Halo Delivery participated in the e-Rezeki programme, gaining invaluable guidance that allowed it to refine and expand its offerings. This collaboration proved transformative, enabling the platform to attract more merchants and significantly grow its customer base.

From its initial base in Batu Pahat, the company rapidly expanded operations across multiple states including Johor, Pahang, Terengganu, Kelantan, Perak, Negeri Sembilan, Sabah and recently venturing into the Klang Valley market.



**Pemilik aplikasi penghantaran Halo Delivery  
yang menyediakan perkhidmatan  
penghantaran**



Figure 1.6 Minister of Entrepreneur Development and Cooperatives, Datuk Ewon Benedict (third from left), presenting the Enterprise 50 (E50) Award to Halo Delivery on October 2024.

## An Award-winning Streak

Halo Delivery's commitment to excellence has been recognised through numerous accolades, highlighting the company's dedication to exceptional service and its positive impact on communities. The awards include:

- **Top Performing Sharing Economy Platform in Assisting MSMEs during the Pandemic by MDEC (July 2022);**
- **Consumer Choice Brand by The World Muslimpreneur (January 2023);**
- **Malaysia's Most Reliable & Best Food Delivery App by ASEAN Food & Travel Award (March 2023);**
- **No. 1 ASEAN Trusted Food Delivery App 2023 by #1 ASEAN Award Magazine (April 2023);**
- **Recognition from the prestigious Enterprise 50 (E50).**

Halo Delivery has achieved numerous milestones such as completing a million deliveries in September 2021. The company also formed a partnership with Majlis Ugama Islam & Adat Resam Melayu Pahang (MUIP) in August 2023, which provided motorcycles and job opportunities to needy individuals to improve their livelihoods and bolster their self-esteem.

In early 2024, the company received the Malaysia Digital X-Port Grant, facilitating expansion into Indonesia. Halo Delivery was also awarded Malaysia Digital (MD) Status, underscoring its role in promoting digital inclusion.

Over and above this, the company inked a Memorandum of Understanding (MoU) with the Employees Provident Fund (EPF), enabling gig workers to contribute to retirement savings, reflecting its commitment to worker welfare.

Halo Delivery has also shown it is not only a delivery service, but also a platform for empowerment. By offering merchants a free listing platform and ensuring prompt cash payments without hidden fees, the company fosters local entrepreneurship. For riders, meanwhile, the flexible gig work model ensures they are covered by the Social Security Organisation (SOCSO).



Figure 1.7 Halo Delivery riders supporting on-demand delivery services in Malaysia.



## Empowering Businesses and Improving Livelihoods

The company's influence extends beyond numbers as it plays a crucial role in empowering local businesses by providing an accessible platform for product listings, thus enabling small merchants to thrive in the digital economy.

The gig work model has proven particularly beneficial for youths, offering flexible job opportunities that allow them to earn while managing other responsibilities.

Beyond food delivery, Halo Delivery also offers diverse services such as Halo Food, Halo Express, Halo Mart, Halo Frozen, Halo Pharmacy and Halo Marketplace, making it an integral part of daily life for many Malaysians.

## Looking Ahead

Halo Delivery aims to expand its service offerings and geographic presence across ASEAN and beyond. The company plans to onboard more merchants and riders, penetrate urban markets and enhance its technology infrastructure.

With aspirations to become a leading global on-demand service platform, the company is set to introduce innovative logistics solutions and improve delivery efficiency.



The expansion into Indonesia represents a significant milestone. Government support will continue to be vital, as policies promoting digitalisation and entrepreneurship will further bolster Halo Delivery's growth.

More than just a service, Halo Delivery today embodies hope and progress for underserved communities. By focusing on entrepreneurship, job opportunities for youths and support for small merchants, Halo Delivery is paving the way for a brighter future.



# Hyred

## Addressing Plantation Shortages with Gig Workers

Malaysia's plantation sector was among the hardest hit by the COVID-19 pandemic in 2020 and 2021, as government-imposed lockdowns resulted in approximately 250,000 workers returning home to Indonesia.



Although a sizeable contingent has since returned to Malaysia, a shortage of 40,000 workers in oil palm estates remains, resulting in nearly RM8 billion in lost export value in 2023, according to the Ministry of Plantation and Commodities.

NST: [Labour Shortages In The Oil Palm Industry](#)  
 Read more at [MSPO](#)

At the height of the pandemic in 2021, Get Hyred launched an innovative digital recruitment platform, Hyred, to connect young Malaysians with employment opportunities in plantations.



Figure 1.8 Hyred team engagement sessions and participation at industry events.

Hyred by Get Hyred Sdn Bhd has been pivotal in transforming Malaysia's plantation sector through digital technology. This project connects young locals with job opportunities in plantations via a digital platform to facilitate gig work in agriculture.

By harnessing technology, Hyred simplifies job matching and payment processes, empowering the community and especially youths with valuable skills and sustainable income opportunities.

Since then, the digital platform has been adapted according to the digital needs of both the workforce and plantation managements nationwide, extending to multiple locations including Felda plantations in 2022.

Currently, the initiative operates in four key regions: Gua Musang, Johor Baru, Trolak and Alor Setar. The collaboration between Get Hyred Sdn Bhd, Felda Plantation Management Sdn Bhd (FPMsB), local youths and plantation managers has been crucial in driving the success of Hyred.

### Leveraging Digitalisation to Attract Youths for Plantation Work

Hyred has introduced a comprehensive digital solution that includes a mobile application and an online payment system, which enhances labour management efficiency in plantations. Through this system, local youths can easily register, receive job offers, monitor their work progress and receive payments seamlessly through digital channels.

The initiative features a user-friendly mobile app that allows youths to discover and accept job offers in the agricultural sector. Additionally, workers can earn badges for specific skills, such as harvesting and fertilising, which helps to advertise and showcase their competencies.

The online payment system ensures timely and secure payments directly into workers' bank accounts, reducing the reliance on cash transactions.



Figure 1.9 Launch of the Hyredzasss and HySA AI-enabled digital platforms during the official ceremony of Mesyuarat Agung Perkumpulan Perempuan(Women Institute), Kuala Lipis District by the Chief Minister of Pahang, YAB Dato' Sri Diraja Haji Wan Rosdy

## Driving Operational Efficiency via Rapid Matching

The benefits of Hyred are substantial. The digital platform has streamlined job matching and payment processes, significantly saving time and resources. Local youths now have access to flexible job opportunities, enabling them to earn a steady income while enhancing their skills and marketability through the skill badging system.

In addition, the replicable nature of the Hyred model allows for its application in other agricultural sectors and regions, thereby promoting wider digital inclusion and economic empowerment.

## Moving Forward

Looking ahead, Hyred aims to enhance its platform over the next year by incorporating more plantations and expanding its registered workforce. In five years, the initiative plans to implement advanced technologies, such as AI for improved job matching and predictive analytics to optimise labour management.

Within ten years, Hyred aspires to establish itself as a leading digital solutions provider for labour management in agriculture across the Southeast Asian region.

Hyred's future includes targeting additional countries with similar agricultural profiles for regional expansion. The platform will also undergo continuous upgrades to introduce new features and innovations.

Nevertheless, to broaden the programme's impact, Get Hyred understands that support from the Government will be critical. Assistance could come in the form of grants and subsidies for technological advancements and regional growth; policies that facilitate digital transformation in the agricultural sector; and collaborative training programmes to equip young workers with essential skills.

Hyred exemplifies how digital solutions can revolutionise the agricultural workforce. By empowering local youths and promoting digital inclusion, Hyred is at the forefront of fostering a more efficient, inclusive and sustainable agricultural industry in Malaysia.



# Troopers

**Streamlining the Gig Landscape for  
Workers and Businesses**

# OVER 380,000 VERIFIED USERS



**Like any evolving phenomenon, the gig economy has its share of both benefits and challenges for independent and occasional workers, as well as for businesses and employers.**

**Mismatches between freelancers' skills and the requirements of their temporary assignments were a common problem. So were the persistent struggles with financial security among gig workers. Troopers, a leading online platform in Malaysia, was established to address such issues.**

When the gig economy started gaining traction in Malaysia 12 years ago, it seemed to be the answer for both workers who valued the fluidity and flexibility of occasional work, and businesses that preferred to stay lean and manage overheads.

Invariably, teething problems cropped up as the gig landscape began to evolve. On the one hand, some gig workers failed to meet the job requirements of their temporary assignments. On the other, employers faced difficulties in recruiting suitable candidates for their freelance tasks. Many gig workers were also unable to achieve financial stability on a consistent basis.

With this in mind, Joshua Tan and Kelvin Lee co-founded Troopers Innovation, a recruitment portal to address existing gaps and shortcomings in the job-matching and talent solutions market, in 2017.

Since then, Troopers has been acclaimed as an industry leader, winning the Best Recruitment Portal Award at the annual HR Vendors of the Year over three consecutive years from 2021 to 2023. On the business front, Troopers was also conferred with the OCBC Emerging Enterprise Award 2023 following its expansion to Singapore.



Figure 1.10 Troopers' verified gig talents in action, supporting client programmes and events.

As of December 2023, Troopers has amassed a pool of more than 380,000 verified users, generating an estimated RM1 million in monthly income and cumulatively, over RM50 million for gig workers in Malaysia.

## Tailoring Solutions to Prevailing Challenges

At the outset, the Troopers cofounders reviewed the issues plaguing the gig economy. These included a lack of comprehensive hiring processes; limited access to verified talent; difficulty in managing gig resources efficiently for employers; uncertainty in job applications; concerns on payment processes; anxiety over safety; and issues with financial security for workers.

They set out to design and develop an innovative app to streamline processes to support both prospective employers and workers. The result was an online platform powered by machine learning technology that improves access to flexible work and supports gig talents in a transparent and accountable ecosystem.

The platform comes with an advanced gig module that collates and curates a vast talent pool, profiles candidates via an application tracking system (ATS), ensures streamlined communication, provides workforce management tools and offers upskilling opportunities.



Figure 1.11 Troopers team engagement sessions and participation at industry events.

The ATS ranks candidates based on job requirements and experience, ensuring the most ideal matches for hiring businesses. It also features a one-time application function, detailed job listings and advanced filtering tools to simplify the job search process.

Added to these features is a suite of tools for scheduling, cost estimation and a check-in/check-out system for gig worker attendance to help manage talent needs effectively. The company also provides free upskilling courses to enhance the employability of gig workers via its Troopers Academy.

In addition, the online platform offers the gig workforce early access to earnings, comprehensive insurance coverage and other functions such as job bookmarking and filters to improve the overall experience of users.

Beyond the technological capabilities of its portal, Troopers also practices a culture of engagement with its stakeholders so as to continuously improve and ensure the relevance of its online platform. The company prioritises feedback from the business and talent communities, constantly adapting its features to their evolving needs as well as to market trends.

## Extending Digital Inclusion and Opportunities to the Marginalised

By effectively and efficiently matchmaking gig workers with businesses and employers, Troopers has served to empower various communities including youths and the marginalised with opportunities to improve their welfare.

At the same time, the platform has also impacted positively on the local job market by catering to the unique needs of gig workers and employers. Further, its collaboration with government agencies such as the Ministry of Youth and Sports, the Employees Provident Fund (EPF) and Social Security Organisation (SOCSO) have increased opportunities to upskill and achieve financial security for many gig workers.

As the Troopers model is modular and replicable, the company is casting eyes over the horizon to offer scalable solutions to other economies and regions faced with similar gig economy challenges as Malaysia.



# GoGet

**Providing Opportunities for  
Inclusion and Empowerment**

With 3.1 million and growing, Malaysia's gig workforce is among the fastest-growing in the world. As of July 2024, gig workers accounted for an estimated 18% of the national labour force, a participation rate 50% higher than the global average.

Source: DOSM, World Bank

MORE THAN **270,000** GOGETTERS  
& **10,000** MSMEs



#### DIGITAL INCLUSION

- Capitalising on gig opportunities
- Realising aspirations
- Achieving financial independence



#### WOMEN EMPOWERMENT

- Meeting commitments
- Maintaining job flexibility
- Balancing personal and professional lives



#### YOUTH EMPOWERMENT

- Obtaining valuable work experience
- Learning hard and soft skills
- Developing careers

Such rapid growth has been driven by the rise of online gig platforms, with GoGet leading the way in Malaysia as the nation's first and only fully digitalised, on-demand recruitment portal that automatically matches businesses with their "GoGetters".

Following the demise of her husband, 47-year-old Zaireen Zainal was abruptly thrust into the duo role of being a mother of two as well as the family's sole breadwinner. That was when she joined GoGet to source for freelance jobs delivering cakes and flowers. Since March 2022, she has completed almost 2,000 jobs via GoGet and has since relied on the online platform as the primary source for her income.

For Ernest Ng, he was doing GoGet jobs as a means to save for capital of his own businesses and later on, to buy a house. He has completed close to 2,300 jobs since October 2018 and he has managed to successfully set aside a portion of his GoGet earnings amounting to RM5,000 for his goals.

Zaireen and Ernest are part of a fast-growing band of gig workers on GoGet, Malaysia's first and only fully-digitalised, on-demand recruitment portal that matches businesses with freelancers and part-timers via algorithms with the potential to select candidates within seconds.

Currently, there are more than 270,000 GoGetters from a diverse range of backgrounds and skillsets servicing about 10,000 mostly micro, small and medium enterprises (MSME) across the western Peninsular states of Selangor, Kuala Lumpur, Johor, Penang, Negeri Sembilan and Malacca.

Since its incorporation in 2014, GoGet has been an inclusive and empowering platform offering youths, women and marginalised communities the opportunity to earn flexible incomes and enhance their socioeconomic status.

For some, it is a source of supplemental income while juggling multiple responsibilities. For others, it is their main avenue to achieve financial stability, accrue savings and improve the quality of their lives.

Beyond income generation, we empower workers to transform every hour of work into meaningful career development. Each hour of experience is captured and showcased in a dynamic digital resume, enhancing their long-term employability and strengthening future job applications.

## Impacting Positively on Diverse Communities

### ► Digital Inclusion

GoGet drives digital inclusion in Malaysia, enabling a wide spectrum of Malaysians to capitalise on gig opportunities aimed at improving their socioeconomic status and achieving financial independence.

Additionally, the recruitment portal is an effective foundation for gig workers to manage their finances, support long-term wealth management and realise their aspirations, as typified by experiences of GoGetters such as Earnest, Mimi Chua and Zamri Jani, whose individual anecdotes are featured in this article.

### ► Women Empowerment

For women including single mothers who often take on multiple roles and carry added responsibilities on their shoulders, GoGet has been an empowering resource to meet their commitments.

To date, more than 23,000 women are GoGetters with access to flexible earning opportunities that have changed the dynamics of their lives by enabling them to balance personal and financial requirements. They include Zaireen, Tan Jy Lyn and Kelly Lim, whose accounts of how GoGet has reshaped the landscape for women are featured here.

### ► Youth Empowerment

GoGet has become the go-to platform for students and fresh graduates, who account for an estimated 32% of its registered gig workers. Beyond the prospect of earning income, the portal has also enabled youths to gain valuable work experience and develop their hard and soft skills.

Many view their time with GoGet as a stepping stone to gain full-time employment or start their own businesses, as is the case with Mohd Muhaimin Mohd Zaini, who understands that his work from GoGet has definitely set the stage for his career development.



**Mimi Chua**

**Taking a trip to Japan with the help of GoGet**

With her heart set on visiting Japan, Mimi became a GoGetter in December 2018 to earn and save enough for her dream vacation. By completing 609 jobs, she accumulated almost RM8,000 between 2019 and 2022.

Apart from GoGet's flexible earning opportunities, Mimi also harnessed the utility of GoGet partner, Pod Savings, an easy and effective method for gig workers and others to set aside money for specific goals.



**Earnest Ng**

**Increasing savings to start a business**

A GoGetter since October 2018, Earnest set out to save capital to start his own business in the short term and buy a house in the long term. Having completed some 2,300 jobs sourced from GoGet, he has saved RM5,100, and successfully balanced his work and financial goals.



**Zamri Jani**

**Increasing savings to start a business**

With an eye on building up his retirement funds, Zamri joined GoGet in December 2018. In a four year span between 2019 and 2022, he pushed himself to complete more than 4,400 jobs while separating his income into daily expenses and savings.

With the help of GoGet's partnership with Pod Savings, Zamri has accumulated more than RM1,100 in savings. "I'm saving for retirement. Keeping money in a separate account helps me manage it better than if it were all in one place."



**Tan Jy Lyn**

**Balancing motherhood with gig work**

Single mother Jy Lyn became a GoGetter in July 2016 with the single-minded goal of supporting her family. She has since clocked up more than 700 jobs, working occasionally to attain a measure of financial independence without having to neglect her parental responsibilities.

## Enabling a Secure Future for Gig Workers

GoGet's partnership with the Employees Provident Fund (EPF) from March 2022 is a significant step towards providing gig workers in the sharing economy with the opportunity to achieve long-term financial security.

This initiative was launched in response to concerns of GoGetters, some of whom had highlighted the need for retirement savings given the uncertain nature of their income stream and the lack of statutory contributions for gig workers.

With this partnership, GoGetters have the option of apportioning part of their earnings as savings. As of July 2024, more than 60,000 GoGetters have opted to save with EPF. Out of which, 92% have opted for the contribution rate of 5% of their total earnings to be set aside.

GoGetters have the flexibility to adjust their contribution rates, with the highest recorded at 30%, which was chosen by 1.5% of contributors. Some 40% of active GoGetters contribute to their EPF, highlighting the programme's success and its impact on supporting long-term financial planning.

To date, GoGet is the only sharing economy platform that is fully integrated with the EPF.

## Looking Ahead

As a company founded on the principles of flexibility and empowerment, GoGet has been redefining how Malaysians approach work and will continue to innovate and expand its impact on the workforce.

### **Kelly Lim** *Turning to gig work as a lifeline*

A full-time accountant, 40-year-old Kelly turned to GoGet to make ends meet during the Covid-19 pandemic. With a husband battling cancer and two young children to care for, she carried out gig tasks to secure additional income at a time when many families were struggling with the consequences of mandatory lockdowns and shutdowns.

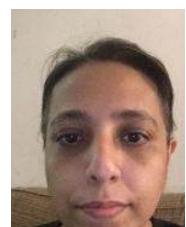


Via GoGet's work-when-you-want flexible arrangements, Kelly was able to navigate around her other work commitments and family duties to complete 53 jobs and contribute to much-needed family expenses.

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### **Zaireen Zainal** *Bringing joy while supporting family*

GoGet was also a lifesaver for Zaireen after her husband passed away and left her with the daunting burden of physically and financially raising two children. Since joining the gig platform in March 2022, it has become her main avenue for income opportunities.



Additionally, Zaireen has found satisfaction and contentment in her delivery work, saying: "When I deliver flowers and cakes, seeing the joy on people's faces when I hand the item to them also brings me happiness."

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### **Mohd Muhamimin Mohd Zaini** *Gaining valuable experience through gig work*

Mohd Muhamimin is a classic case of youth empowerment through GoGet. Having joined in August 2021 while still a student at 21 years of age, he has since completed 66 jobs requiring various tasks.



He has opted for gigs in the warehouse, retail, catering and events as a general worker, with each different type of work scope adding to his growing and broadening wealth of experience. In particular, Muhamimin has gained valuable insights in logistics where he hopes to eventually land full-time employment.

At the same time, he has successfully eased the financial burden on his retired parents without sacrificing his education by working on weekends and semester breaks.



**Francesca Chia, Co-founder and CEO of GoGet**

Grounded in its core values of inclusivity and sustainability, GoGet's vision for the next decade includes the following:

#### **Strategic Partnerships for Broader Reach**

In the next decade, GoGet intends to expand its reach to all 13 Malaysian states and three Federal Territories to provide opportunities for everyone, regardless of background or experience.

To achieve this, the company is forging partnerships with key institutions to continue driving and championing the sharing economy and gig workers in the same way as its collaboration with the EPF, Human Resources Development Corporation (HRDC) and Social Security Organisation (SOCSO).

Such tie-ups are aimed at broadening the scale and scope of the sharing economy, ensuring gig workers have access to essential benefits and protections, and aligning gig work with the broader goals of financial security and social welfare.

#### **A Collaborative Approach to a Sustainable Future**

GoGet is committed to working closely with industry leaders, government bodies, educational institutions and gig workers. Its goal is to create a comprehensive ecosystem that supports the sharing economy, fostering an environment where every worker can thrive.

By partnering with educational institutions, GoGet intends to equip workers with skills needed to succeed in a rapidly-changing job market. Its collaboration with the Government will focus on developing policies and practices that promote fairness, equity and sustainability in the workplace.

#### **Building an Inclusive Workforce**

Inclusivity is at the heart of GoGet's mission, which envisions a sharing economy that is open to everyone and provides opportunities to people from all backgrounds. In the near term, the company is looking to extend its footprint throughout Malaysia beyond its current markets of Kuala Lumpur, Selangor, Johor, Penang, Negeri Sembilan and Melaka.

GoGet's goal is to make this new way of working sustainable and equitable, offering fair compensation and growth opportunities for all gig workers in Malaysia.

# INDUSTRY DEVELOPMENT



# GoFluence

**Facilitating Efficient  
Influencer Marketing**



With an estimated 17,000 influencers poised to generate advertising revenue of nearly USD 68 million (approximately RM 293 million at USD 1 = RM 4.30) in 2024, Malaysia's influencer market is maturing steadily.

Read more at [\*\*SushiVid: The Size of Influencer Management in Malaysia.\*\*](#)



**50M**  
potential customers



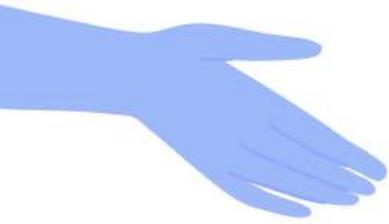
**100,000**  
influencers



**4,000**  
businesses

**41**

strategic partnerships



EMPOWERING  
CREATIVES

INCREASING  
TRANSPARENCY

EXTENDING  
GLOBAL REACH

ENHANCING  
OPPORTUNITIES

OPTIMISING  
COMMUNICATION

**Despite its growth, the influencer landscape faces several challenges, including managing contracts and payments, ensuring transparency, and maintaining authenticity. GoFluence addresses these issues by facilitating direct connections between brands and influencers, simplifying legal agreements, and streamlining payment processes.**

In an ever-evolving digital landscape, the influencer marketing industry faces a unique set of challenges and opportunities. While brands seek authentic connections and effective campaigns, influencers strive for meaningful collaborations that resonate with their audiences.

Enter GoFluence, a self-serve marketing platform dedicated to bridging this gap and transforming the influencer marketing ecosystem in the Asia-Pacific region. Founded with a vision to create a cohesive and transparent marketplace for influencers and brands, GoFluence has grown significantly since its inception.

Originally launched as Modello, the platform recognised the untapped potential within the influencer space and embarked on a mission to streamline processes, making influencer marketing accessible and efficient for all stakeholders involved.

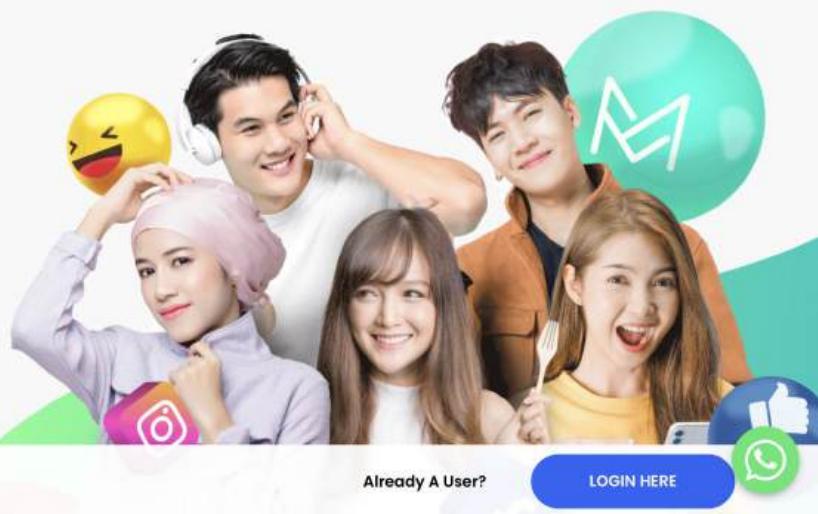
# Influencer Marketing Self-Serve Platform.

The best self-serve influencer marketing platform in South East Asia for both influencers & brands, monitoring performance, creating conversion & generating smarter partnerships.

I'm an influencer

I'm a Business

Get Started



Already A User?

LOGIN HERE

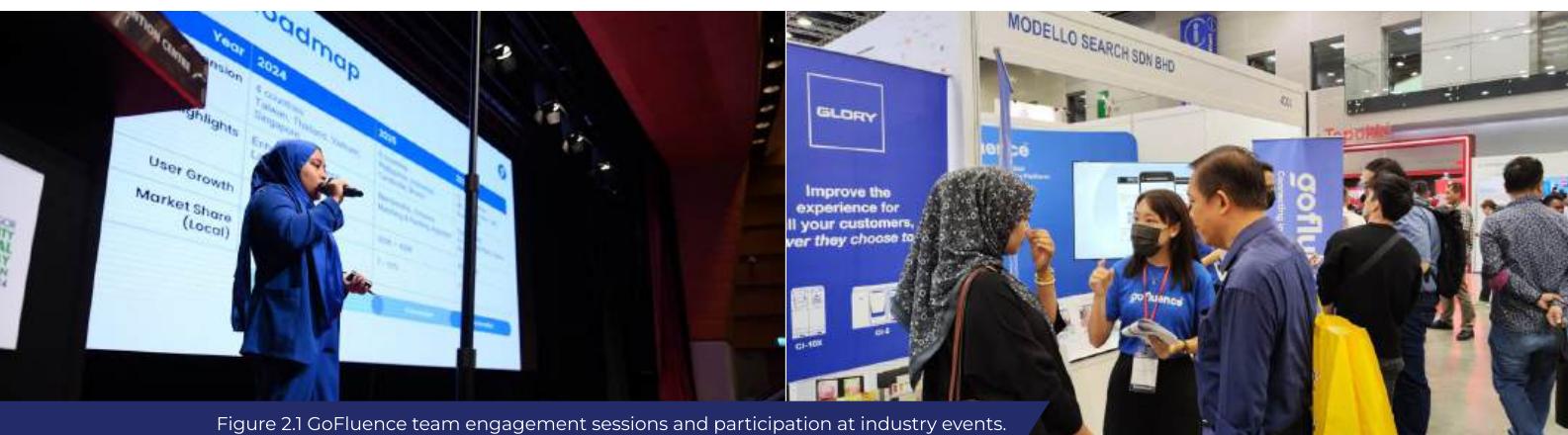


Figure 2.1 GoFluence team engagement sessions and participation at industry events.

## Empowering Brands and Influencers

At the core of GoFluence's offering is its expansive network, consisting of more than 100,000 influencers and 4,000 businesses across Malaysia, Vietnam, Thailand and Taiwan. This diverse array of creators ranges from micro-influencers to prominent personalities, each bringing to the plate their unique voice and reach.

This extensive network has led to a substantial increase in brand engagement, reaching over 50 million potential customers. The effectiveness of GoFluence's resource-sharing model has been evidenced by the establishment of 41 strategic partnerships, further enhancing its capabilities in influencer marketing.

GoFluence's commitment to collaboration has positioned it as a leader in the influencer marketing arena, adhering to the principles of the Sharing Economy Initiative under MDEC.

Central to the platform's functionality is an advanced algorithm designed to ensure optimal matching between brands and influencers. It analyses audience demographics, engagement rates and content styles for more effective matchmaking.

The platform enhances transparency, ensuring clear communication between parties. With its advanced analytics capabilities, GoFluence provides brands with insights into campaign performance and the return on investment (ROI), helping them measure success effectively.

# Welcoming Remarks by



Figure 2.2 The GoFluence platform marked its rebrand with an official launch at the Malaysia Modest Fashion Showcase, held in conjunction with MIHAS 2024, featuring welcoming remarks by Mr. Same Tham (left), CEO of GoFluence, and the official launch ceremony with key stakeholders including YBhg. Datuk Bahria Mohd Tamil, Deputy Secretary General of MITI and Ms. Jay Ishak, President of MODA.

## Capitalising on Lessons Learnt for Future Growth

The journey of GoFluence has surfaced key lessons about the importance of authenticity in influencer marketing. By partnering with influencers who genuinely resonate with their brand values, companies can foster deeper trust and loyalty within their audiences.

In addition, leveraging data analytics is essential in optimising campaign performance and ensuring maximum ROI, aligning with the goals of the Sharing Economy.

GoFluence is dedicated to supporting MDEC's Sharing Economy Initiative. This partnership enables the platform to offer sustainable marketing solutions that empower Malaysian small and medium enterprises (SME) and drive economic growth through innovative digital strategies.

## Extending Reach on a Global Scale

GoFluence actively champions strategic partnerships to maximise impact, engaging in collaborative opportunities such as content co-creation and market expansion initiatives. Participation in high-profile events such as the Malaysia International Halal Showcase (MIHAS) and the Franchise Expo Malaysia 2024 has further enhanced its visibility and influence in the region.

Looking ahead, GoFluence is poised to extend its reach globally, aiming to become a leading influencer marketing platform worldwide. By continuously refining its technology and expanding its network, GoFluence aspires to create a more inclusive and diverse ecosystem where brands and influencers can thrive in a dynamic global marketplace.

With a commitment to fostering meaningful partnerships that deliver impactful results, GoFluence is shaping the future of influencer marketing and contributing to the global Sharing Economy initiative.

# NUBES FOOD

**Transforming the  
Food Delivery  
Landscape**



Malaysia's online food delivery market continues to surge with a user penetration rate of 32.3% in 2024 as more Malaysians opt for convenient and hassle-free meal options. However, the proliferation of food delivery apps and the complex task of managing orders, coordinating deliveries and overseeing finances can easily overwhelm many food vendors.

STATISTA: [Online Food Delivery - Malaysia](#)



**NUBES.MY**

STREAMLINING DELIVERY SERVICES

AGILE  
BUSINESS MODEL



ADVANCED  
ANALYTICS



COMPREHENSIVE  
VENDOR SUPPORT



INNOVATIVE  
TECHNOLOGY



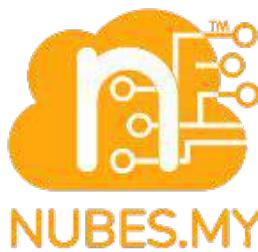
## OUR APP

1 ORDER MANAGEMENT

2 DELIVERY COORDINATION

3 FINANCIAL REPORTING

4 MARKETING TOOLS



**NUBES.MY**

**Nubes Food has responded to this challenge by developing a consolidated digital platform for vendors to manage their operations more effectively while providing customers with an effortless ordering experience.**

Food vendor Pasta Panas used to struggle with managing bulk orders and delivery logistics. Similarly, Cikzue Mini Catering faced difficulties in tracking orders, occasionally leading to missed deliveries. Meanwhile, Rossa Signature lacked the necessary insights into what customers craved most to grow sales.

By integrating order management, delivery coordination, financial reporting and marketing tools into a seamless web application, Nubes Food has resolved many of the issues faced by these three food vendors.

Today, Nubes Food stands out as a pioneering platform that simplifies complicated processes to not only empower vendors by streamlining operations and driving growth, but also elevating customer experiences.

As Nubes Food continues to innovate, it remains dedicated to providing significant value through its agile business model, advanced analytics and comprehensive vendor support, ensuring profitability and efficiency in a competitive marketplace.

As the platform is affordable and user-friendly, it is readily accessible to micro businesses whose owners may not have advanced technical knowledge.

### **Adapting to Market Dynamics with an Agile Business Model**

Central to Nubes Food's success is its agile business and operations model. This strategy allows the platform to adapt swiftly to market dynamics and evolving customer needs. By continuously refining features and functionalities, Nubes Food ensures its offerings remain relevant and valuable to users.



As an example, in response to vendor feedback about delivery tracking challenges, the company has integrated real-time delivery updates within its platform. This has improved operations and also raised customer satisfaction by providing accurate delivery estimates.

Pasta Panas, a rapidly expanding restaurant chain, is a case in point. Following its adoption of Nubes Food's platform, Pasta Panas is no longer hampered by management and logistics issues. The restaurant chain is enjoying a remarkable boost in operational efficiency due to real-time tracking and integrated financial reporting that has minimised errors and saved time.

## **Harnessing Data to Provide Advanced Business Analytics**

Another pillar of Nubes Food's strategy is the deployment of advanced business analytics and insights, which greatly facilitates food vendors in making informed and data-driven decisions that facilitate growth.

Rossa Signature, a home-baker based in Setia Alam, leveraged the digital platform's analytics to broaden its market reach. With access to detailed sales reports and customer insights, the baker identified its best-selling products and adapted its offerings to meet customer demands, leading to a notable increase in sales.

Further, analytics helped the business optimise inventory management, thereby reducing waste and boosting profitability. The user-friendly interface of Nubes Food makes it easy for vendors to harness data analytics for valuable insights without requiring extensive technical expertise.

## **Providing Comprehensive Vendor Support**

Nubes Food's commitment to supporting vendors is evident through its comprehensive suite of resources. The platform encompasses everything from order management to financial reporting, providing vendors with the essential tools they need to operate smoothly.

Cikzue Mini Catering, a small catering business, found the platform essential for managing orders to offer a better work-life balance for its people. From previously missing some deliveries, the integrated order management system has enabled the vendor to fulfill every order accurately and on time.

In addition, the financial reporting tools assist Cikzue Mini Catering to maintain clear records of earnings and expenses, thus simplifying financial management.



Figure 2.3 Nubes food empowering independent entrepreneurs like Rossa Signature to scale home-based operations through digital suite.

## Internalising Lessons Learnt for Future Growth

The journey of Nubes Food has been marked by essential lessons that have shaped its evolution. One critical takeaway has been the importance of vendor feedback. By fostering open communication with its users, the digital platform has been able to identify pain points and areas for improvement, leading to a more user-centric experience.

Flexibility and adaptability have also proven crucial. The dynamic nature of the food industry, characterised by changing customer preferences and market conditions, necessitates a platform that can respond quickly.

Nubes Food's agile model has allowed it to stay ahead of the competition and effectively meet the demands of the market.

## Needing Government Support for Further Growth

Government support is vital for Nubes Food to achieve its ambitious vision. Funding and grants can help expand technology infrastructure and enhance platform capabilities while policies promoting digital transformation in the food industry will further bolster its mission.

Collaboration with government agencies can facilitate connections with more vendors and suppliers, fostering a robust ecosystem that benefits all stakeholders. By backing initiatives that streamline operations and enhance efficiency for small and medium enterprises (SME), the government can play a pivotal role in boosting the domestic economy and improving living standards in Malaysia.

## Looking Ahead

Nubes Food aspires to become the leading one-stop vendor solution provider in the food industry. The company is committed to enhancing its platform to include a broader range of services, from financing and insurance options to comprehensive supplier networks, ensuring vendors have the support they need at every stage of their business journey.

As it continues to evolve and expand its ecosystem, it remains steadfast in its mission to empower food vendors and drive innovation within the industry. This journey exemplifies the transformative potential of technology in reshaping traditional business models and creating new avenues for growth and success.



# FixApa

**Optimising Child Development  
via Data-Driven Childcare**



## UNDER OUR UMBRELLA

### FixApa



PSYCHOMETRIC ANALYSIS



UPSKILLING PROGRAMMES



APPROPRIATE PRICING



INCREASED ACCESSIBILITY



### LAPAQ.



NUTRITION DATA



HEALTH PROFILES



APPETITE MONITORING



HOLISTIC DEVELOPMENT



Harnessing Data Analytics



Tackling Critical Challenges



Improving Personalised Care



Supporting Child Development



Revolutionising Caregiving Practices

**The first five years of life are widely understood to be the most critical for child development as the foundations of learning, behaviour and health are generally formed and developed during this period.**

Read more on [Raising Children Network](#)

**With approximately 80% of Malaysia's 2.35 million children under five cared for by third-party providers in 2023, the quality of childcare services is paramount. For this reason, FixApa has developed a suite of solutions aimed at raising the quality of childcare.**

(Statistics from FixApa)

As the care industry evolves, FixApa stands out as a beacon of innovation, harnessing data analytics and AI to tackle critical challenges in childcare and nutrition.

The company has developed advanced mobile applications to empower parents, caregivers and health professionals via tools to track child development, monitor nutrition and identify health issues early on.

FixApa utilises AI-driven insights to improve the level of personalised care, ultimately improving health outcomes for children. Through collaborative partnerships and a user-centric approach, the company provides stakeholders with the essential resources for optimal child development and elevates the overall standard of care in the industry.

## FixApa's Developmental Journey

**FixApa** was officially registered on April 28, 2020, following which it developed its Minimum Viable Product (MVP) as a shared economy initiative aimed at connecting service providers with clients across various sectors.

In January 2021, **FixApa** created a Proof of Concept (PoC) to evaluate its initial offering, uncovering critical challenges such as the issue of service providers being unaware of their value and lacking marketing strategies.

In response, **FixApa** pivoted to focus solely on the childcare industry, specifically targeting home-based daycare centres after facing hurdles in the elderly care sector. This strategic shift enabled **FixApa** to refine its platform, addressing the specific needs of caregivers and families while leveraging digital tools to enhance service quality.



Figure 2.4 Mr. Ainol Razman, CEO of FixApa (second from left) receiving the UNICEF / MRANTI Impact Challenge award for driving social change through Lapaq's nutrition impact.

## Developing Innovative Solutions for Childcare

At the forefront of this transformation by **FixApa** are two groundbreaking products: **FixApa** and **LaPaQ**. These platforms integrate cutting-edge technology, data analytics and AI to revolutionise childcare practices.

Together, **FixApa** and **LaPaQ** form a comprehensive solution that equips caregivers and stakeholders with the necessary tools to deliver exceptional care, ensuring the health and development of children.

### FixApa: Empowering care providers

This is a pioneering platform aimed at enhancing the quality of care delivered by professionals within the industry. Utilising psychometric analysis, the platform assesses the strengths and weaknesses of care providers, ensuring their capabilities are accurately profiled.

The assessment lays the groundwork for tailored upskilling programmes, allowing providers to enhance their competencies based on such evaluation. Employing a dual-rating system, **FixApa** assesses care providers based on their competency achieved through upskilling as well as from customer feedback. This balanced approach provides a comprehensive assessment of performance.

The service begins with a minimum fee per child per month, adjustable through an algorithm that accounts for factors such as supply and demand and parental demographics to ensure fair pricing.

By implementing a fair fee calculation model, the platform ensures childcare costs reflect the true value of services rendered, benefiting both families and caregivers alike. This approach not only enhances accessibility for parents, but also guarantees that caregivers receive appropriate compensation, thereby encouraging more providers to register and comply with national standards.



Figure 2.5 Insights sharing by FixApa's team to inspire the next generation of Asia Pacific University on the gig economy and digital skills services.



## LaPaQ: Enhancing nutritional insights

Complementing **FixApa**, **LaPaQ** is a nutrition data intake platform that enriches the care process with vital nutritional insights. It collects and analyses nutrition-related data, creating comprehensive health profiles that enhance the overall childcare strategy.

Through **LaPaQ**, caregivers gain access to essential nutritional information, enabling them to effectively meet children's dietary needs. This integration strengthens the quality of care, contributing to better health outcomes and fostering holistic development for children in their care.

## Taking Stock of Opportunities Ahead

As of 2023, Malaysia is home to approximately 2.35 million children under five, with 80% cared for by third-party providers. However, only 5,156 registered daycare centres exist, accommodating only 128,900 children, while another 752,000 young children are cared for by their grandparents. This leaves around 999,100 children in unregistered facilities or unaccounted for.

Given these statistics, the need for regulatory reform and increased support for the childcare sector is evident. Encouraging more centres to register and comply with national standards is vital for enhancing care quality, which may involve providing incentives for registration and training resources for caregivers.



Figure 2.7 FixApa founders Mr. Ainol Razman and Ms. Ainil Fidrah, Chief Impact Officer (second from right), alongside their impact team.

## Participating in MRANTI/UNICEF Impact Challenge Accelerator

FixApa participated in the MRANTI/UNICEF Impact Challenge Accelerator Program, which was a pivotal moment in addressing the critical issue of stunting among children under five in Malaysia.

Over three months, the accelerator programme provided valuable mentorship and resources, enabling FixApa to refine its technology-driven solution, LaPaQ. The culmination of this initiative was a demonstration during which FixApa showcased LaPaQ's potential.

The judges recognised the innovation and effectiveness of the solution, nominating FixApa as the winner of the Impact Challenge, augmenting its profile and agenda of improving child health in Malaysia.

## Strengthening Child Nutrition and Care Through Partnerships

FixApa has forged strategic partnerships to bolster its mission of enhancing child nutrition and care. These collaborations are vital in expanding the reach and efficacy of FixApa's solutions, particularly LaPaQ, to combat malnutrition and promote better health outcomes.

Through these partnerships, FixApa taps into a network of stakeholders to drive meaningful change in Malaysia's childcare landscape. These initiatives ensure fair compensation for caregivers, enhance access to quality care and address malnutrition among children.

### ► **Yayasan Warisan Anak Selangor (YAWAS)**

FixApa collaborates with YAWAS to digitalise 1,000 home-based daycare centres, modernising facilities and improving access to quality early childhood education.

### ► **Yayasan Pahang & SeDidik**

This partnership focuses on gathering data on children's nutrition at state-owned daycare centres, enabling tailored interventions for better health outcomes.

### ► **NCDRC Daycare Center**

Collaborating with this centre enables FixApa to develop strategies to address nutritional deficiencies in young children.

### ► **KEMAS**

FixApa's partnership with KEMAS involves collecting nutritional data from 11,000 Taska (child nursery) and Tadika (kindergarten) facilities nationwide.

### ► **JKM (Department of Social Welfare) Registered Daycare Centres**

Working alongside JKM-registered centres, FixApa aims to better understand children's nutritional needs and implement effective interventions.

### ► **Institute of Public Health**

FixApa's collaboration with this institute under the Ministry of Health (MOH) provides critical insights into children's nutritional health.

## **Government Support Key to Expanding Programme**

To amplify the reach and impact of FixApa's initiatives, government support is crucial. Streamlining regulations and offering financial incentives can encourage more daycare centres to adopt FixApa's digital solutions.

Public awareness campaigns can educate parents and caregivers about the benefits of platforms like FixApa and LaPaQ, fostering wider adoption. Facilitating public-private partnerships can integrate FixApa's solutions into national health and education initiatives, while supporting data-sharing efforts can refine and enhance offerings.

## **Enhancing Technology and Usability to Achieve Future Aspirations**

FixApa is poised to upgrade FixApa and LaPaQ, specifically on enhancing usability for end-users. This involves refining user interfaces and experiences to ensure intuitive access for caregivers, parents and daycare providers.

By prioritising ease of use, FixApa intends to seamlessly integrate its digital solutions into daily operations. This phase also includes training sessions to familiarise users with the platforms' features.

### ► **Mid-term goals**

Adopting a growth hacking strategy, FixApa plans to leverage data to drive improvements in the childcare industry. By analysing data from various partners, it can identify key trends and areas for enhancement to create a beneficial economy of scale for the entire ecosystem.

This data-driven approach will position FixApa and LaPaQ as essential tools within the childcare landscape, facilitating widespread adoption among parents, caregivers and policymakers.

### ► **Long-Term Goals**

In the long term, FixApa intends to expand its operations across Southeast Asia, where stunting significantly affects 26.7% of children. LaPaQ's focus on improving child nutrition positions it as a vital resource for addressing this challenge on a regional basis.

In addition, FixApa seeks to broaden LaPaQ's applications beyond childcare, integrating its solutions into pre- and post-natal care, elderly care and other sectors, aiming for a comprehensive suite of offerings that enhances care quality across various demographics.



# GOLOG

**Improving Processes  
in Logistics**



GOLOG EXTENDING PRESENCE



## A SEAMLESS LOGISTICS EXPERIENCE



REAL-TIME  
TRACKING



ROUTE  
OPTIMISATION



AUTOMATED  
SCHEDULING



USER-FRIENDLY  
INTERFACE



ROBUST  
TECHNOLOGY

## FUTURE PLANS



1 YEAR

INCORPORATING AI-DRIVEN  
PREDICTIVE ANALYTICS



5 YEARS

EXPANDING ACROSS SOUTHEAST  
ASIA



10 YEARS

BECOMING A GLOBAL LEADER IN  
LOGISTICS TECHNOLOGY

**The logistics industry has been facing growing challenges that affect efficiency including rising costs, tracking inconsistencies, limited shipment visibility, fragmented communication, empty miles and delivery delays.**

**Responding to the pressing need for improvements in operations and customer satisfaction, Gobuilders Netsoft Sdn Bhd, better known as GOLOG, is reshaping the logistics landscape with its advanced technology platform tailored for both Business-to-Business (B2B) and Business-to-Consumer (B2C) solutions.**

As the logistics sector grapples with the need for efficiency and scalability, GOLOG has created a seamless logistics experience for businesses and consumers by leveraging innovative strategies and state-of-the-art technologies.

The company's platform is designed with an array of key features that enhance logistics efficiency significantly. Among them are real-time tracking, route optimisation and automated scheduling, all of which contribute to faster delivery times, lower operational costs and improved customer satisfaction.

The platform's user-friendly interface, robust technological framework and continuous user feedback loop have been instrumental to its success, which has been remarkable since its establishment in 2017.



Figure 2.8 Mr. Ivan Chin, CEO and Founder of GOLOG, delivering a speech at the groundbreaking ceremony of Smart Regional Halal Distribution Centre (Smart RHDC) in Bandar Enstek, Negeri Sembilan.

Since then, the company has expanded its operations across Malaysia and is today eyeing regional and global opportunities, with the intent of establishing itself as a formidable player in the logistics industry.

GOLOG's achievement can be attributed to the collective efforts of its dedicated team, strategic partners and stakeholders. The founding members, experts in logistics, technology and business strategy, have played a pivotal role in the company's ascent.

Further, partnerships with local enterprises and international tech firms have been crucial in enhancing the platform's capabilities and reach to serve various sectors including retail, manufacturing and e-commerce.

The impact of GOLOG's platform is clear, marked by widespread adoption and positive user feedback. Various businesses have benefitted from improved delivery accuracy, heightened customer satisfaction and substantial cost savings.

## Enhancing Capabilities to Extend Presence

To support its growth, GOLOG will invest in infrastructure, technological innovation and talent acquisition. The company is also considering mergers and acquisitions to accelerate its expansion and enhance market presence.

### ► Short-term plans (1 Year)

In the coming year, GOLOG plans to elevate its platform by incorporating AI-driven predictive analytics and machine learning algorithms. These enhancements will optimise delivery routes, forecast demand and streamline freight forwarding processes, ultimately boosting efficiency and customer satisfaction.

### ► Medium-term (5 Years)

Over the next five years, GOLOG aims to establish a firm presence across Southeast Asia, forging strategic partnerships with regional logistics providers to enhance service offerings. The company also intends to bolster its import and export operations, particularly focusing on the halal food sector to meet growing regional demand.



Figure 2.9 GOLOG's Smart RHDC groundbreaking ceremony, officiated by Malaysia's Minister of Transport, YB Anthony Loke Siew Fook (fifth from left).

### ► Long-term (10 Years)

A decade from now, GOLOG aspires to be a global leader in logistics technology, diversifying its services through the adoption of emerging technologies such as blockchain for secure transactions and autonomous vehicles for last-mile delivery.

Central to this vision is the establishment of a Regional Halal Distributor Centre (RHDC) and a Regional Halal Inland Port (RHIP), positioning GOLOG as a key player in halal logistics.

### Leveraging Government Support and Assistance

Support from the government will be vital in advancing GOLOG's expansion ambitions. Policies that foster innovation, technology adoption and infrastructure development will broaden the programme's impact.

In addition, government grants and incentives for research and development can accelerate the creation of advanced logistics solutions. Collaboration with agencies such as the Federal Agricultural Marketing Authority (FAMA) will enhance GOLOG's capacity to provide specialised logistics solutions for the agricultural sector.

By harnessing technology, building strategic partnerships and leveraging government support, GOLOG is set to achieve significant growth and make a lasting impact on the global logistics landscape.



Figure 2.10 Press conference featuring YB Anthony Loke Siew Fook and Mr. Ivan Chin during the Smart RHDC groundbreaking ceremony.



# Cult Creative

**Bridging the Gap for  
Marketing Content**



Matching creatives with brands

Over **13,000**

CONTENT CREATORS



More than **1,100**

EMPLOYERS



And Featuring

**150**

ACTIVE JOB POSTINGS WEEKLY



COMPELLING  
CONTENT



STRATEGIC  
PARTNERSHIPS



MEANINGFUL  
ENGAGEMENT



GUARANTEED  
PAYMENTS



FAIR  
CONTRACTS

**Social media is progressively replacing traditional marketing platforms, leaving many businesses struggling to keep abreast of rapid changes in the evolving digital landscape. At the same time, content creators face challenges in accessing opportunities and receiving fair compensation for their services.**

**It is this gap between demand and supply of marketing content that Cult Creative has been servicing since its establishment in 2021. To date, the digital employment platform has successfully matched approximately 13,000 content creators or about 26% of Malaysia's creative workforce, with more than 1,100 businesses.**

Read more on [Top 25 Content creators in Malaysia](#)

In today's digital landscape, the importance of authentic and relatable marketing is critical for brands and businesses striving to connect with customers. Traditional and conventional marketing channels are becoming ineffective, with many small and medium enterprises (SME) slow to adapt to the fast-paced evolution of social media.

While the demand for user-generated content (UGC) is rising, content creators face difficulties in tapping the opportunities for fair employment and adequate compensation. Many talents remain marginalised, unable to secure brand deals or meaningful engagements that reflect their skills and creativity.

## Addressing the Challenges for Talents and Businesses

Cult Creative has emerged as a key player in bridging the gap between brands and creators in Southeast Asia, part of an Asia-Pacific region where the content creation economy is poised to soar to US\$52.17 billion by 2030.

The company's digital platform offers simple and flexible UGC solutions, which are designed to provide compelling and authentic marketing content across various industries for businesses and agencies.

Cult Creative has forged strategic partnerships with marketing agencies such as NagaDDB, GrowthOps, Mad Hat Asia, Bike Bear and Chariot Agency. Such collaborations enhance the platform's ability to drive meaningful engagements and deliver tangible results for major clients, who include Grab, Hotlink, The Laughing Cow, Nature Valley and Pavilion Group.

By connecting creators with brand deals, Cult Creative enables the production of high-quality UGC videos while ensuring fair employment contracts and guaranteed payments. In 2024, the platform secured over 100 local and international brand deals and distributed more than RM400,000 in income to 1,500 creators.

**CULT CREATIVE.**

**we match you to brands**

**CULT CREATIVE.**

**get brand deals, get paid.**

Leverage your skills and make money off your current social media account.

Simply sign up and opt in to become a creator and get synced to amazing brand deals.

[GET STARTED](#)

**TO FOCUS DURING**

Figure 2.11 Ms. Shermaine Wong and Ms. Lina Esa, Co-Founders of Cult Creative.



Figure 2.12 The team behind Cult Creative during the early development of the platform.

## Building an Extensive Network of Talents

Cult Creative has onboarded 13,000 creative individuals across Southeast Asia including Malaysia, Indonesia and Singapore along with more than 1,100 employers. The platform currently features 150 active job postings weekly, achieving an impressive match rate of 70% for all jobs posted.

The company has come a long way since it was founded in 2021 with a mission to unite, support and empower creative talents at a time when their contributions were often overlooked. The launch of a professional networking app enabled many content creators to showcase their work, access job opportunities and connect with like-minded individuals.

At the outset, Cult Creative understood that despite the growing demand for creative talent, many creators still prefer freelance work to supplement their full-time careers.

In a bid to uplift these creators, Cult Creative in July 2023 shifted its focus to connect them with brands for social media marketing deals. This approach allows creators to access exciting opportunities that were previously reserved for celebrities and larger influencers.

By working with Cult Creative, content creators stand to gain valuable experience and exposure, enabling them to build their careers while contributing to the evolving marketing landscape and national economy.

## Looking Ahead to Regional Expansion

With ambitious plans for regional expansion, Cult Creative is set to launch a dedicated creator platform in the last quarter of 2024.

This new platform will streamline the onboarding of content creators, facilitate deal pitching and enhance campaign management. Future developments will include fintech integration, allowing creators to receive payments quickly and manage their provident schemes efficiently.

These initiatives aim to empower both brands and creators, helping them unlock their creative potential, enhance earning capacities and achieve financial independence. Cult Creative's innovative approach to collaborative content creation is poised to attract brands, SMEs and advertising agencies, enriching the creator economy landscape in Southeast Asia.



# Inbosz

## Uplifting the B40 Via Digital Freelancing

OVER  
**50,000**  
REGISTERED USERS

MANY REPORTING  
EARNINGS EXCEEDING  
**RM10,000**



## UPLIFTING THE B40

As of the end of 2023, over 31 million Malaysians were active on social media, giving the country the third-highest penetration rate in Southeast Asia at more than 90%.

Read more at [STATISTA](#)

This increasing demand for digital engagement has paved the way for innovative platforms like Inbosz Technology's CandyShare, which empowers individuals to monetise their social media presence while developing essential digital marketing skills, creating significant income opportunities for users across the country.

As the digital landscape continues to evolve, platforms that facilitate flexible income opportunities are becoming increasingly essential. Inbosz Technology, through its innovative platform CandyShare, has emerged as a key player in Malaysia's gig economy, providing individuals with the means to become digital freelancers on social media.

Founded in 2016, Inbosz has quickly gained traction, amassing over 50,000 registered users from across Malaysia. With its headquarters located in Ampang, Selangor, the platform has positioned itself as a solution to pressing economic challenges faced by some Malaysians.

**About CandyShare**

CandyShare is a high income gig platform since 2016, focused on distributing meaningful content effectively through Micro-Influencers / Online Marketers on social media.

Our platform gives an effective solution for marketers to promote their media content and engage with audiences on social media whilst giving values to the community.

- 1 **Viral Strength**  
Over 40,000 Micro Influencers/ Online Marketers registered with us.
- 2 **Strategic Partnership**  
Creating trust for our brand. We have been partnered with MDEC since 2017.
- 3 **Organic & Genuine Sharing**  
Our Micro Influencers/ Online Marketers will viral your campaign organically on social media.
- 4 **New Marketing Approach**  
It's a unique way to market new products or drumming up business for your company

**Panelists (4)** **Attend...s (200)**

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Kk okey  
nurul faezah jublie to Everyone 2:03 PM  
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Rozalyn janimun to Everyone 2:03 PM  
Rj ok sir  
Ani aqila KYDM0007 to Host and Panelists 2:03 PM  
Aa ok

Who can see your messages? Recording On

To: Host and Panelists

Type message here...

Figure 2.13 Sharing session via zoom about Inbosz platform with their registered users.



Figure 2.14 Mr. Shawn Zain, CEO of Inbosz (second from left), with Mr. Ashran Dato Ghazi, CEO Dattel Asia (third from left) collaborating as a strategic partner for the Digital Marketing Programme under Khazanah.

## Addressing Unemployment and Economic Challenges

The Malaysian job market is not without its hurdles. Unemployment rates have risen and many individuals find themselves in need of alternative income sources. Further, the rapid pace of digital transformation has left many without the necessary digital marketing skills to navigate this new landscape.

In response to these challenges, Inbosz developed a platform that creates income opportunities and equips users with essential skills. The CandyShare platform allows users to monetise their social media accounts by completing various tasks, all the while providing comprehensive training in digital marketing.



Figure 2.15 Closing event involving SMEs that utilised the Inbosz platform as a gig-based solution for business promotion, under an SME Corporation Malaysia.

## Providing Innovative Solutions for Growth

The core of CandyShare's mission is two-fold. The first is to empower individuals to earn income through digital tasks and the second is to assist businesses to enhance their brand visibility on social media. By bridging the gap between users and companies, Inbosz nurtures a symbiotic relationship that benefits all parties involved.

CandyShare offers a wide range of activities, from social media promotions and content creation to market research and survey participation. Users can select tasks that align with their interests and availability, creating a flexible work environment that accommodates various lifestyles.

The platform also provides structured training programmes designed to boost users' digital marketing skills, covering topics such as social media strategy, content creation and audience engagement. This helps users to succeed in their current tasks while preparing them for future opportunities in the digital marketplace.

## Impacting Positively on Lives

As of today, Inbosz has transformed the lives of thousands by providing accessible income generation activities. Users have gained financial benefits while also developing valuable skills that can enhance their employability in the digital age. The impact extends beyond just income by fostering a sense of community and resilience among users.

Notably, individuals from the B40 community have found significant success on the platform, with many reporting earnings exceeding RM10,000 through CandyShare's activities. These success stories are a testament to the platform's ability to uplift marginalised communities by providing them with the tools and opportunities necessary for economic improvement.



Figure 2.16 K-Youth programme participants registered under Dattel Asia, comprising 500 youths below the age of 30 from across Malaysia.

## Prioritising Community Engagement and Support

Inbosz emphasises community engagement, actively seeking feedback from its users to continually refine and enhance the platform. Regular webinars and workshops are conducted to share insights and best practices, ensuring users feel supported in their digital freelancing journey.

Further, the platform encourages collaboration with local businesses to create mutually beneficial partnerships. By promoting small and medium enterprises (SMEs) through its user base, CandyShare helps to strengthen the local economy while giving users additional earning opportunities.

## Moving Forward

Inbosz is committed to empowering the B40 community by enhancing livelihoods through education, skills development and income generation. By leveraging the sharing economy, the platform offers businesses an effective way to promote their media content while simultaneously providing Malaysians with the option to earn additional income from the comfort of their homes.

As Inbosz continues to grow, it remains focused on expanding its reach and enhancing its offerings. The journey of Inbosz exemplifies the transformative power of technology in addressing unemployment and fostering economic resilience in Malaysia.

With plans to introduce new features and explore partnerships both locally and internationally, Inbosz is set to make an even greater impact in the gig economy landscape.



# Go Coach

**Connecting Players  
with Coaches in Sports**



Bringing Sports Enthusiasts Together

> **120,000 COACHING HOURS**

> **10,000 PLAYERS**

> **4,000 COACHES**



**OUR TOP 5 SPORTS**



ARCHERY



BADMINTON



FUTSAL



SWIMMING



TENNIS

**Sports activity leaders in Malaysia face significant challenges in securing reliable and affordable coaching services, often struggling to find coaches whose expertise aligns with the specific training needs of players.**

**Recognising these gaps, Go Coach was established to streamline the process, effectively connecting players with suitable coaches and enhancing the overall coaching experience.**

Go Coach has emerged as a one-stop self-service match-maker platform that connects players and sports enthusiasts with affordable, high-quality sports coaching services. The platform was developed based on the assessment of sports activities in Malaysia.

Early on, Go Coach found that sports organisers and players struggled to find reliable sports coaches who are punctual and consistent while also dealing with the high costs associated with coaching services.

In addition, there is often a disconnect between the quality of coaching and the

specific needs of players, leaving many seeking a better fit for their training.

Since its inception, Go Coach has facilitated communication and engagement via WhatsApp, successfully enrolling over 2,000 coaches and 10,000 players. The platform's top five sports include archery, badminton, futsal, swimming and tennis.

Its focus over the past six years, Phase 1 (2018–2024) of its journey, has been on facilitating access to sports coaches for international schools in Malaysia.



(PHASE 1 2018-2024) targetting international schools.



Figure 2.17 The Apprentice Coach Program equips aspiring and practicing coaches with added value through enhanced knowledge in psychology, therapy, sports science, and technical competencies.

# Simplifying the Coaching Process

Go Coach simplifies the sports coaching experience through a three-step process:



**Set Up Profile  
at GoCoach.my**

Users begin by creating a profile on the platform.



## Select Sports, Coach and Time

Players can choose from various sports, selecting their preferred type of coach, be it a peer, semi-professional or professional, along with specific training times on an annual or monthly basis.



## Place Your Order

After selecting a coach, users receive a detailed quotation, including the coach's profile, lesson plans and access to the Go Coach learning management system, complete with auto-notification reminders for upcoming classes.

## Promoting a Healthy Lifestyle

Go Coach is committed to contributing to human sustainability through healthy lifestyle choices. By supporting sports coaching as a viable career path, it empowers coaches to act as social agents who help players build self-confidence and a positive mindset irrespective of their initial skills levels.

The platform's vision extends to nurturing future sports coaches from within the player community, ensuring a sustainable cycle of growth and development.

## Future Innovations for Further Growth

Go Coach is set to enter Phase 2 (2024-2026) of its developmental journey, which will focus on the digitalisation of sports coaching services specifically for corporate environments. By enhancing employee productivity through healthy lifestyle initiatives, Go Coach targets sectors such as oil & gas and banking, utilising the successful approach it has implemented in international schools.

In addition, Go Coach hopes to collaborate with government agencies to organise regular sports coaching programmes through the Go Coach platform, further promoting the benefits of an active lifestyle across Malaysia.

Phase 2 of Go Coach 2024 - 2026





Figure 2.18 Motivational programme with PETRONAS staff at MLNG Bintulu, featuring Go Coach and former national runner Watson Nyambek, together with other former national athletes.



Figure 2.19 Strategic Collaboration with The Faculty of Sports Science and Coaching (UPSI) discusses prospective collaboration on internship programmes and the implementation of joint sports activities

### SOM



SOM (Serviceable Obtainable Market): Targeting 50 Malaysian companies.

### SAM & TAM



SAM = Serviceable available market,  
TAM = Total addressable market



Figure 2.20 The passionate team behind GoCoach, working together across various activities.



#### EVERYONE DESERVES A COACH

Go Coach is one-stop self-service 'match-maker platform' connecting players and coaches with affordable and competitive sports coaching services

#### PRODUCT



##### Group User

- Learning institutions
- Corporate
- Community



##### Individual User

- Private



##### 3 types of sports coach:-

- Peer Coach (District level)
- Semi Professional (State)
- Professional Coach (National & International)

#### TEAM

**M Rashid**

Co-founder & CEO and Tennis Coach. 18 yrs experience in sports coaching industry, Master of Business Administration, UNIRAZAK

**Rafique**

Co-founder. Former Aikido athlete. 18 years experience in Business Development. University of Minnesota, Twin Cities, USA

**Akmal**

CTO and Co-founder. 15 years experience in Software development, Master in IT Rensselaer Polytechnic Institute in New York, USA

**Farhan**

CTO Assistant & IT Expert. More than 8 years experience in software development, Degree in Science Computer Universiti Malaysia Terengganu.

#### SHARED VALUE



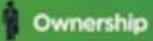
Sports for life is a campaign for sports coaches to believe that **sport coach** is a profession for their life. For players, they will gain confident, discipline and positive attributes via sports coaching activities for their life.



##### Synergy & Cohesiveness



##### Continues Improvement



##### Ownership



##### Reliable



##### Energetic



We are also supporting SDG under pillar number three "Good Health a Well being"

#### TRACTION



#### CLIENTS



#### MARKET SIZE



#### COMPETITOR



#### CALL TO ACTION



#### AWARDS

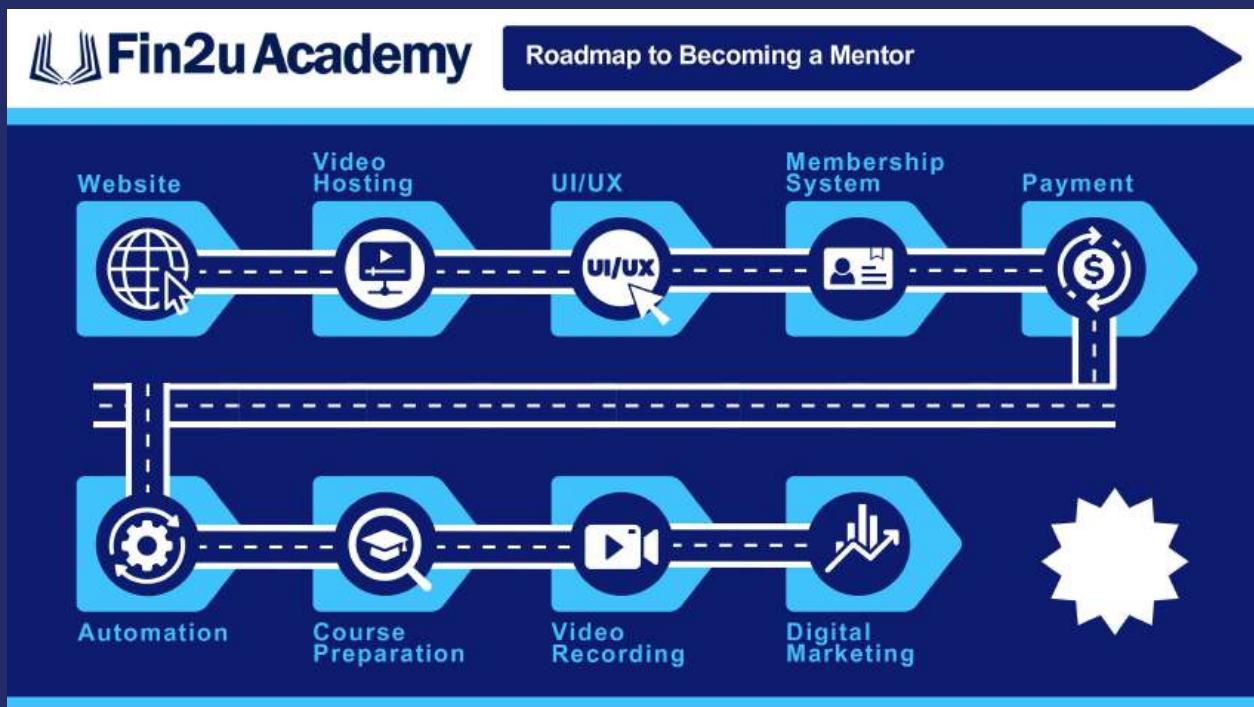


- **ICYEN 2017 Pitching Competition**- Champion USD 2500
- **Samsung Accelerator Program (2018)**- Champion USD 3000
- **Swiss Innovation Award (2022) - 2nd Place USD 2500**
- **Anugerah Inovasi Teknologi Sukan Kebangsaan (Tempatan) (2023) - Champion**



# Fin2u Academy

**Revolutionising Education  
for Malaysians**



**Continuous learning is paramount in an evolving job market, where rapid shifts in industry demands require talent to acquire new skillsets on a regular basis. However, despite the wealth of online courses available globally, many Malaysians struggle to access educational resources that are not only relevant, but also tailored to local context.**

**Recognising this challenge, Fin2u Academy was established as a social learning platform to cater the distinct educational needs of Malaysians.**

In a rapidly changing world, continuous learning has become vital for adapting to new job market demands. However, accessible and relevant educational resources can often be hard to find.

Alex Yeoh, an engineer turned financial planner, experienced this challenge firsthand when he sought to digitise his content but lacked the necessary technical skills.

"It was difficult to find localised online courses that could guide me effectively," he said, adding that the challenge prompted him to co-found Fin2u Academy with partners who shared his vision and offered complementary skills.

With a passion for financial education, Alex and his team dedicated nine months during the Covid-19 lockdown to create a platform that connects learners with mentors and peers following feedback that indicated many people were willing to invest in structured courses for the reliable guidance they provide.

The result was Fin2u Academy, a groundbreaking social learning platform designed for the unique educational needs of Malaysians. By providing localised, multilingual, and structured video courses, the platform fosters a vibrant community-driven learning environment that encourages peer interaction.

# Learn, Connect, and Grow with Fin2u Academy: Your Malaysian E-Learning Hub!



Figure 2.21 Mr. Alex Yeoh, CEO and Co-Founder of Fin2U Academy, receiving HRD Corp's National Training Week (NTW) 2023 certificate in recognition as the Top Course Provider.

Further, the learning platform empowers anyone to become a course mentor, offering the essential infrastructure and marketing support necessary for success.

Since its launch in October 2020, Fin2u Academy has registered more than 1,600 users and 50 course creators, driving the country towards a knowledge-based economy by making quality education both accessible and relevant.

In partnership with the Human Resources Development Corporation (HRDC), the academy promotes a culture of lifelong learning in Malaysia and was recognised as a top course provider at National Training Week 2023.

With a diverse range of subjects offered, from psychology to engineering, Fin2u Academy aims to propel Malaysia toward a knowledge-driven economy and welcomes strategic partnerships to expand its offerings.

## Adapting Learning for Today's Needs

Fin2u Academy distinguishes itself through its localised content tailored specifically to the Malaysian context and its multilingual options that cater to diverse linguistic needs. The structured video courses provide organised learning experiences accessible anytime, while peer-to-peer learning groups foster a supportive community.

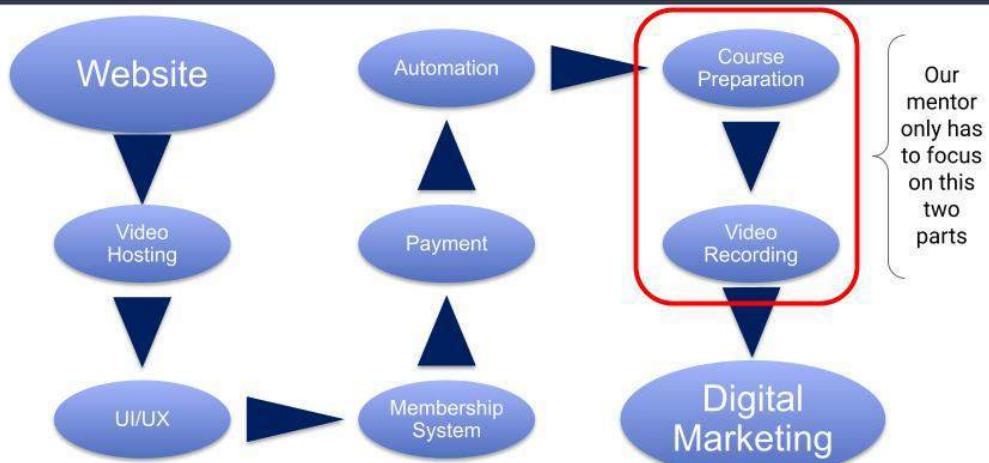


Figure 2.22 Overview of the Fin2u Academy online learning and course delivery framework.

As Alex emphasises: "It's essential for our courses to be relatable and applicable. Being able to apply what you learn is the most important aspect."

Among the many benefits and features of the social learning platform are:

► **Fostering a collaborative learning environment**

Beyond individual learning, the platform promotes a collaborative atmosphere where users can create public or private groups for discussions, enriching their learning experiences and keeping them connected with like-minded individuals.

► **Empowering mentorship opportunities**

Fin2u Academy democratises education by allowing anyone with expertise to become a course mentor. The platform provides the necessary tools and infrastructure, enabling mentors to focus on content creation while handling marketing and subscriber engagement. Recently, Fin2u Academy launched a virtual studio to facilitate easier course recording for mentors.

► **A new model for the sharing economy**

Fin2u Academy exemplifies the sharing economy by providing a platform where knowledge is freely exchanged and communities are built. By addressing the unique educational needs of Malaysians with accessible content, it is transforming the traditional learning landscape.

More than just an educational platform, Fin2u Academy represents a movement towards a more inclusive, collaborative and knowledge-centric society.

The platform operates on a revenue-sharing model, ensuring that it earns a percentage only after successfully connecting a paid subscriber to a course, benefiting both mentors and learners.

## Looking Ahead

Fin2u Academy plans to collaborate with universities and digital job portals to broaden its course offerings, including professional certification programmes, thereby feeding the job market with well-trained candidates.

# ESG AND SUSTAINABILITY





# Bateriku

**Keeping Car Owners  
on The Road**

**With up to 12 million cars (out of an estimated 18 million) that are more than 10 years old and still on the road in Malaysia, demand for roadside assistance in response to vehicular breakdowns has increased progressively over the past decade.**

NST: [36.3 million vehicles in Malaysia](#)  
Read more at [MAA Statistic](#)

**As an online platform for vehicular services, Bateriku.com has capitalised on this trend to grow its business since its incorporation in 2014, upgrades and roadside assistance services.**

**On average, car batteries last about two years before their cells are depleted and require replacement. Hence the Malaysian car owners often push batteries to their limits, replacing them only when they are unable to start their vehicles, whether at home, at work, or frequently, on the road.**

Read more on [Car Battery Lifespan](#)

Recognising this typical scenario, Azarol Faizi launched Bateriku.com in March 2014 to provide on-demand battery replacement services specifically for beleaguered car owners and drivers stranded by the roadside.

In his dual role as the Founder and Chief Executive Officer (CEO), Azarol has since grown and developed bateriku.com into an ecosystem connecting road users to mobile assistance, service centres, workshops, the marketplace for autoparts as well as ancillary services.

Today, this ecosystem has evolved to encompass 1.5 million car owners, 2,000 workshops referred to as BBuddy, 1,000 mobile technicians or BHero, 200 Pitstops or car battery outlets, BGarage or service centres and almost 100 BPreneur, which are micro, small and medium enterprises that form part of its expanding network.

Bateriku.com has rapidly extended its footprint across the entire country including the eastern Malaysian states of Sarawak and Sabah by leveraging on the sharing economy business model and tapping digital technologies such as big data analytics.

Recently, the company established its first pitstop in Jakarta, Indonesia as an opening gambit to spread its presence throughout the Southeast Asian region.



To equip and facilitate its expanding network, bateriku.com has a training institute, Akademi Bateriku, endorsed by the Department of Skills Development (DSD) under the National Dual Training System (NDTS) developed by the Ministry of Human Resources (MoHR).

Listing reasons on the success of Bateriku.com, Azarol said: "We always prioritise our users' experience, from the way they see our brand to the positioning of our programmes, products and services."

"Further, we are aggressive in ensuring customers can reach us 24/7/365 via our multiple touchpoints. We also organise various activation campaigns at events with partners such as SETEL Rebate campaign and TnG as well as through social media advocacy."

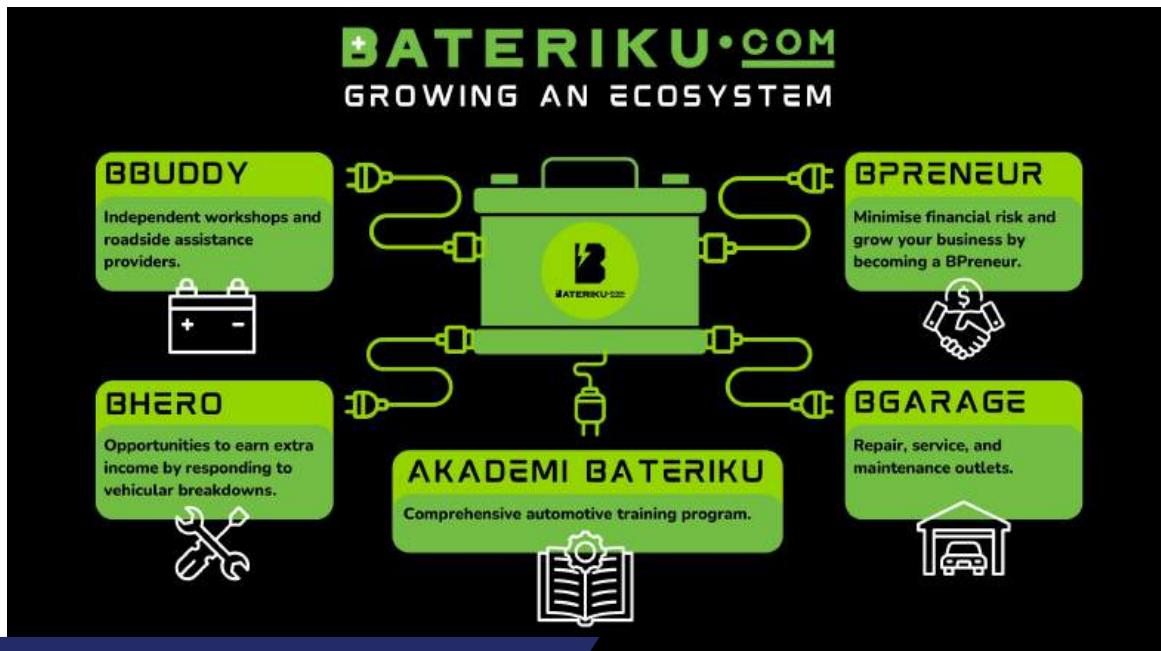


Figure 3.1 Overview of the Bateriku platform and ecosystem.

## Growing an Ecosystem for Vehicle Assistance and Services

Bateriku.com's ecosystem comprises Pitstops, BBuddy, BHero, BGarage and Akademi Bateriku, as detailed below:

### ► BBuddy

These are independent workshops and roadside assistance providers that supply bateriku.com's product and service offerings to car owners and drivers via the company's 24-hour contact centre. Through this programme, bateriku.com has guided and facilitated the emergence of more than 3,000 roadside BBuddies nationwide.

### ► BHero

This programme offers individuals the opportunity to earn extra income by responding to vehicular breakdowns requiring battery replacements or other onsite assistance. BHeros stand to earn as much as RM4,000 monthly while enjoying the flexibility of working according to their own schedules. The BHero initiative is a stepping stone to becoming a BPreneur.



## NATIONWIDE PITSTOP



UPDATED: 31 JULY 2024

## BATERIKU.COM



Figure 3.2 More than 1,500 BHero Gig Mobile Technician has been trained by Akademi Bateriku.

### ► BPreneur

These are entrepreneurs that carry the brand's business and corporate identity. The programme is designed to minimise financial risk and investment for prospective BPreneurs to grow their business. It enables easier access to financing by bateriku.com's strategic banking partners such as SME Bank and industry associates including Petronas AutoExpert and Emerald Brembo.

### ► BGarage

These are repair, service and maintenance outlets for light vehicles including passenger and commercial vehicles. BGarage also provides specialised repair and maintenance works for hybrid and electric vehicles covering engine as well as air-conditioning diagnostics and troubleshooting.

# BATTERY RECONDITIONING



## ► Akademi Bateriku

The academy provides a comprehensive automotive training programme endorsed by the DSD as part of the MoHR's dual training system. It comes with classrooms and physical garages, enabling trainees to pick up vital skills using advanced tools and technologies while guided by industry experts. The academy has trained more than 1,000 BHeroes, 100 BPreneurs and BBuddy. In addition, it has joint programmes with government agencies including PUNB Autopro, MARA Pembangunan Usahawan and Petronas AutoExpert.

## Integrating ESG Sustainability Across its Operations

Apart from its business aspirations, bateriku.com subscribes to the sustainability principles of ESG (Environmental, Social and Governance) on the premise that its operations and activities should benefit the welfare and wellbeing of internal and external stakeholders.

As part of efforts to conserve resources and reduce waste, the company recycles used car batteries by reconditioning and repurposing them as temporary batteries, thereby extending their lifespan. Further, bateriku.com has a policy to dispose of batteries that cannot be rehabilitated to the smelter licensed by the Department of Environment (DOE).

The company also practices diversity, equity and inclusivity (DEI) by providing opportunities to individuals who are disabled or disenfranchised to join its BHero programme, and subsequently, to become BPreneurs.

# The Malaysia Digital Economy Corporation (MDEC)

was established in 1996 to lead Malaysia's digital economy growth. MDEC launched Malaysia Digital (MD), a national strategic initiative designed to address key challenges in the evolving digital landscape, fostering a resilient and dynamic digital economy.

As an agency under the Ministry of Digital, MDEC drives the nation's digital economy through industry development, trade facilitation, and policy advocacy.

For more information, please visit [mdec.my](http://mdec.my)



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