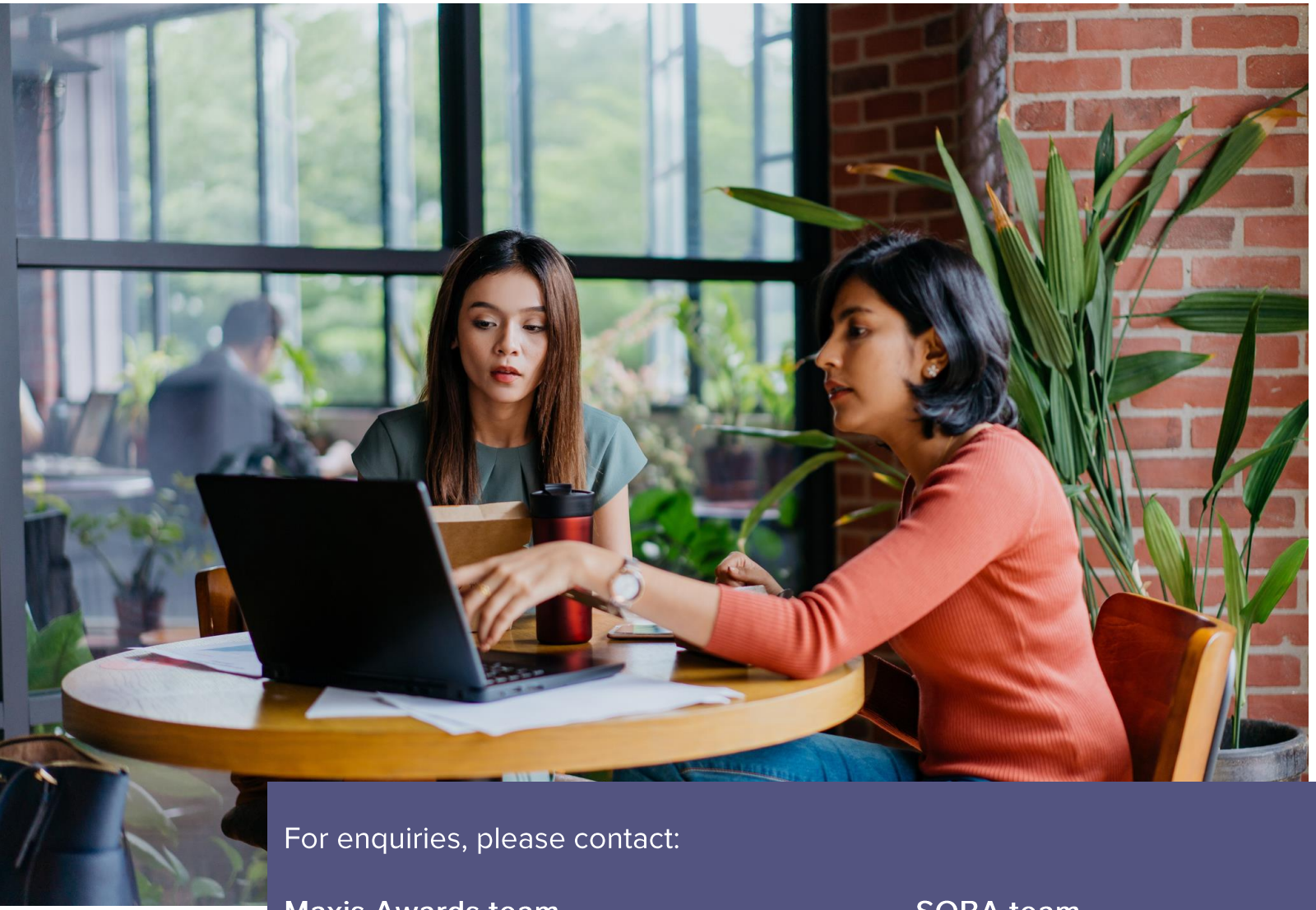
FIBRE &
5G
READY
maxis
Star
SOBA 2021
STAR OUTSTANDING BUSINESS AWARDS
#MaxisAwards
Pitch Briefing



Important links

1. Download the Answer Sheet
2. Submit your idea

For enquiries, please contact:

Maxis Awards team
maxisawards@maxis.com.my

SOBA team
soba@thestar.com.my

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1. What are the Maxis Awards?
2. What ideas are we looking for?
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4. What a winning idea should have
5. Meet the Maxis Awards winners
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7. Frequently asked questions

What are the Maxis Awards?

Introduction to Maxis

Malaysia's leading converged solutions provider; 25 years at the forefront of Malaysia's connectivity and digitalisation agenda.

- Largest mobile operator in Malaysia by market share (c.25%)
- Top 20 largest company listed on Bursa Malaysia (c.RM35b market cap)
- Annual revenue of ~RM9b supported by strong EBITDA margins and cash flow, ensuring sustainable financial flexibility
- Since we embarked on our convergence journey 3 years ago we have:
  - Doubled our fibre customers; and
  - Grown our capability in delivering connectivity and ICT services for our Enterprise clients; whilst
  - Maintaining our market position in the mobile market

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Consumer

- Largest fixed and mobile access footprint for Converged Services in Malaysia
- No. 1 in postpaid subscribers
- Fibre access available to serve 4.2m homes
- Expanding broadband access in line with JENDELA & MyDigital to support national aspirations

maxis business

Enterprise

- Leading Telco ICT Solutions provider in Malaysia
- Strong global partnerships (AWS, Microsoft, CISCO)
- Growing ICT capability (in e-Commerce, Cloud, Managed Unified Comms, Managed Services) to provide best-in-class solutions and offerings

hotlink

Hotlink

- No.1 in prepaid subscribers
- Leader in unlimited internet and first time postpaid

Always be ahead

At Maxis, we exist to bring together the best of technology to help people, businesses, and the nation to always be ahead in a changing world.

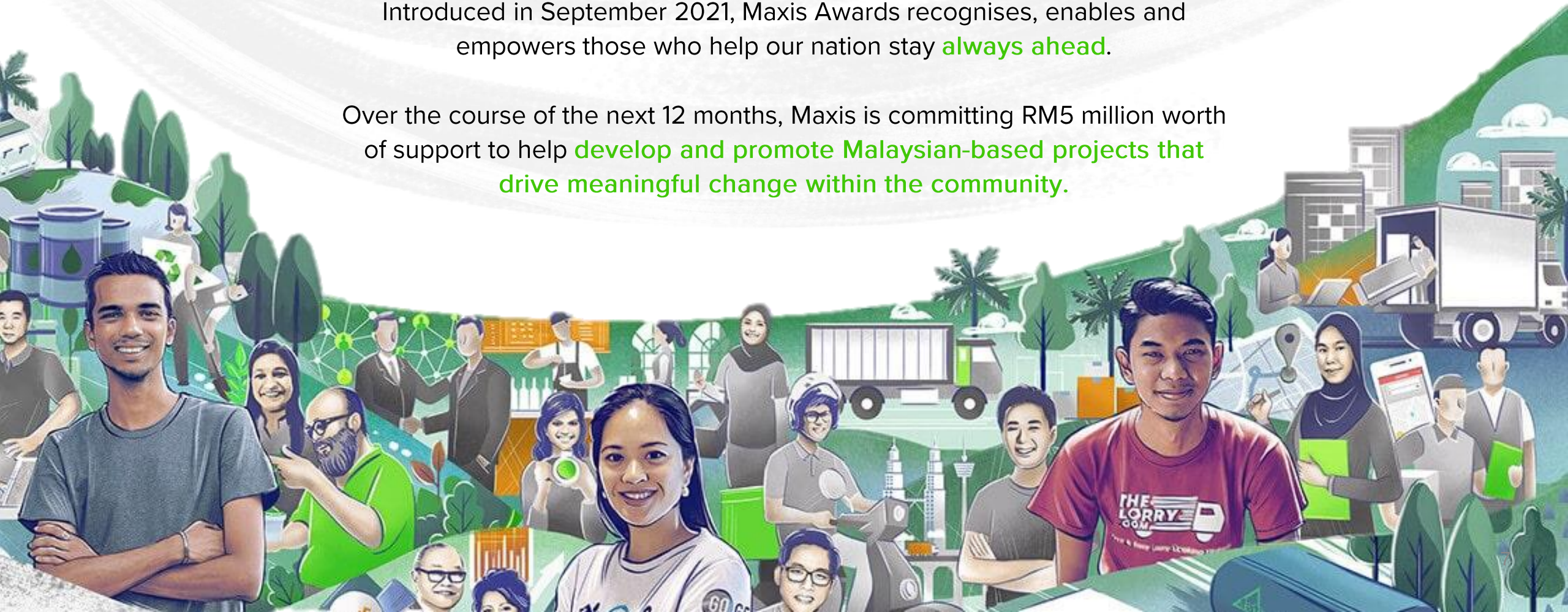
And we believe by placing this technology into the hands of organisations with a dream to advance their respective industries and impact communities; together we can help our nation stay ahead.

Maxis Awards

Our RM5 million commitment to empowering Malaysians.

Introduced in September 2021, Maxis Awards recognises, enables and empowers those who help our nation stay always ahead.

Over the course of the next 12 months, Maxis is committing RM5 million worth of support to help develop and promote Malaysian-based projects that drive meaningful change within the community.



Does your business have an idea that benefits your business and your community?

We're here to help make it happen. Pitch us a project that has the following elements:

Value to community

Helps solve an existing challenge/ creates measurable benefits that leads to a lasting positive impact on community.

New and better

Demonstrates a new and improved way of solving a problem.

Tech-enabled

Driven by digital technologies such as e-commerce, cloud, networking, AI, data & analytics.

What ideas are we looking for?

Example #1: Better fit, better sales, better health

An undergarment retailer is enjoying increased online due to the pandemic – but has also noticed the high rate of returns due to mismatched sizing. Unfortunately, online shopping does not enable physical try-on nor accurate measurements, thereby limiting customer understanding of how a garment will feel on them. This high returns rate is not only affecting the business' bottom-line but also their customers' health as up to 80% of women wear the wrong sizing, leading to potential health issues.

The Idea:
Develop a mobile-friendly, AI-powered virtual fitting room coupled with an AR body scan measurement feature to help customers compare and choose the most accurate size.

Value to community
- Accurate fit helps prevent long term health issues of women in the community

New and better
- AI virtual fitting rooms have been used in the fashion industry but not specifically for undergarments.

Tech-enabled
- AR renders to allow 'virtual wearing', and AI deep learning to refine algorithms to identify the user's size, contours and spatial position.

Example #2: Taking seafood to the Cloud

A seafood product manufacturer noticed that villagers near the commercial port where he gets his supplies from are losing their main livelihoods as fishermen since their equipment and distribution networks cannot compete with commercial fishing vessels.

The Idea:
Build an easy-to-use, cloud-based system that automatically matches the villages' catch-of-the-day with restauranteurs and home-cooks.

Value to community
- Villagers get to preserve their livelihood.
- Fulfill seafood demand in a more sustainable manner.

New and better
- No such prior application

Tech-enabled
- Leverages on cloud databases for real-time data matching.

Example #3: Balancing equity and efficiency with data

A local clinic identifies that there are underserved segments with limited mobility or access had low recovery rates from treatable illnesses. To help this community, they rely on handwritten reports collected manually by social welfare workers which sometimes take weeks to reach them.

The Idea:
Find a more efficient way of data collection from home visits in partnership with community health care workers and use predictive analytics to determine which patients require further attention, medication resupply or diagnostic tests faster and cheaper.

Value to community
- Dramatically reduces the threat of treatable diseases in an underserved segment.

New and better
- New way of collecting and analysing information

Tech-enabled
- Driven by data and analytics

KEY TIPS

Does my project qualify?

1

Some examples of business areas that your idea can address:

- Operational/Management Insight
- Customer experience management
- E-commerce
- IT/Production efficiency
- Driving growth with predictive analytics
- Process automation to lower operational costs
- Disaster recovery and business continuity

2

Does it check all the 3 boxes below?

- ☑ Does it give a sustainable benefit to either my society, environment or suppliers/distributors?
- ☑ Is this a new idea in Malaysia/industry, or is this a new way of solving an existing problem?
- ☑ Does the idea involve the use of technology in some way?

How to submit your idea

Submission process and key dates

Submissions open:
29 Oct 2021

Deadline:
28 Nov 2021

Finalists announced:
By 9 Dec 2021

Online pitch
10-16 Jan 2022

Round 1
Idea proposal

1

Download Answer Sheet here:
https://clips.thestar.com.my/Soba/MaxisAwardsxSOBA_Answer_Sheet.pptx

It contains a PowerPoint submission template which you will need to use to define your project idea, which includes:

1. Organisation introduction
2. Project idea, mechanics and feasibility
3. Project goals
4. Impact to community

Answers can be written in English or Bahasa Melayu.

Round 1
3-minute video

2

We want to get to know the people who will be involved in this project.

In your video:

1. Introduce yourself and your team
2. Give us a background on the community segment your project will impact, their challenges and the value you hope to provide.
3. You don't need to present what has already been written in your Answer Sheet.

3

Submit the Answer Sheet and video by filling up the Application Form here:
https://www.soba.com.my/MaxisApplicationForm.aspx

Application form must be completed and submitted on or before 28 November 2021.

Round 2
Virtual pitch session for finalists

4

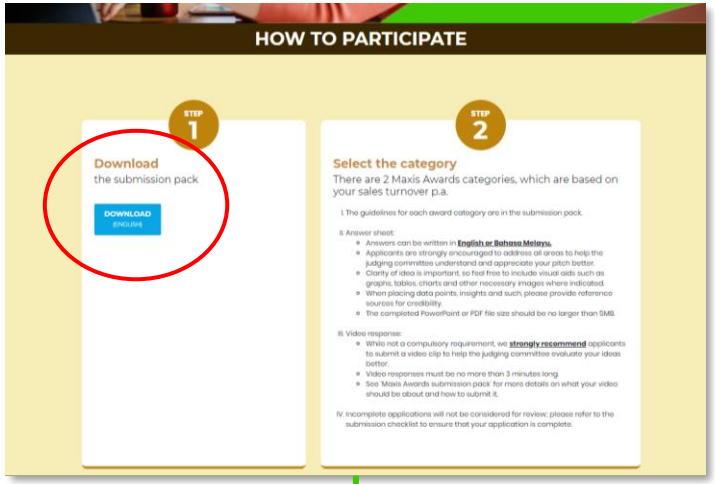
Finalists will be invited to present their idea to panel of judges.

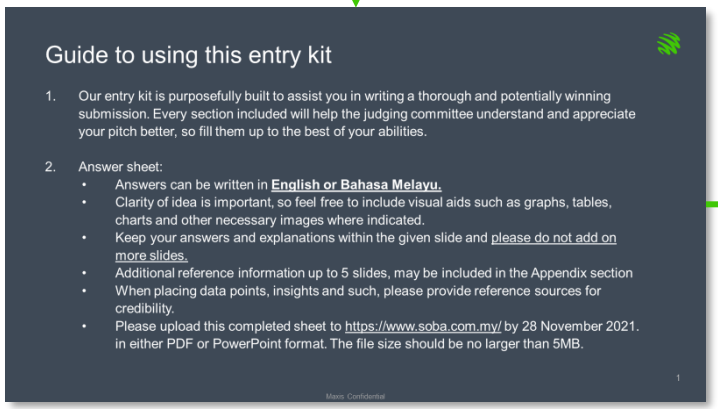
Your presentation should last no more than 15 minutes and will be followed by a 15 minute Q&A session.

Step 1: Idea proposal

Download Answer Sheet here: https://clips.thestar.com.my/Soba/MaxisAwardsxSOBA_Answer_Sheet.pptx

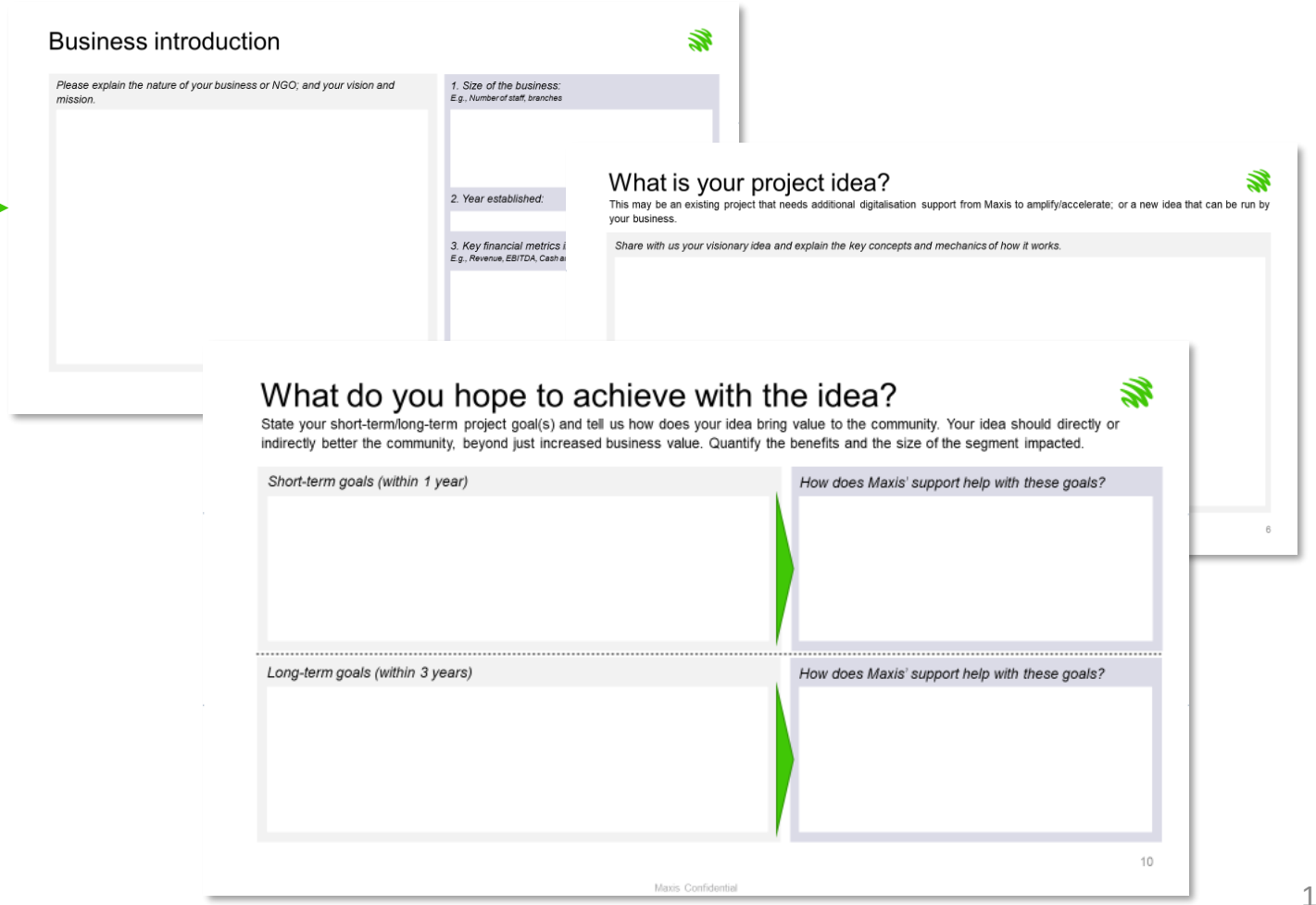
Download the answer sheet.





Additional guide included.

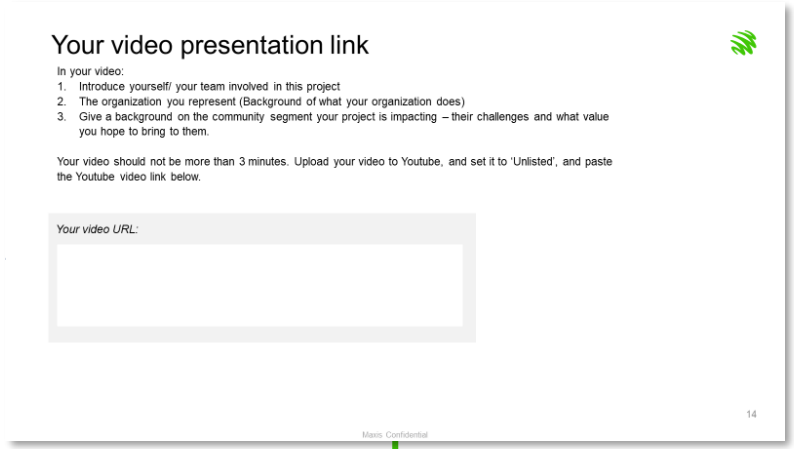
Fill in your answers according to the questions/prompts:



Step 2: Video

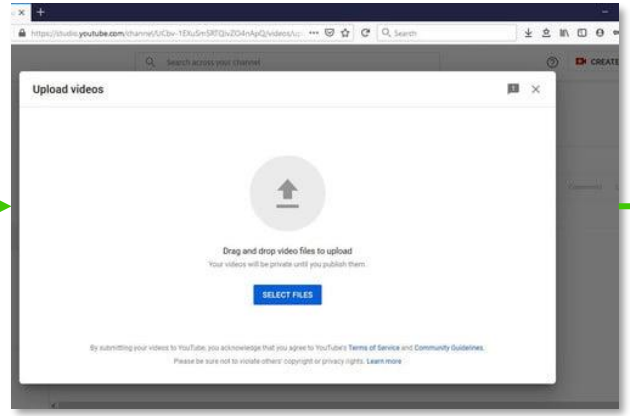
Record, upload and include the link for your video.

Refer to Answer Sheet slide 14

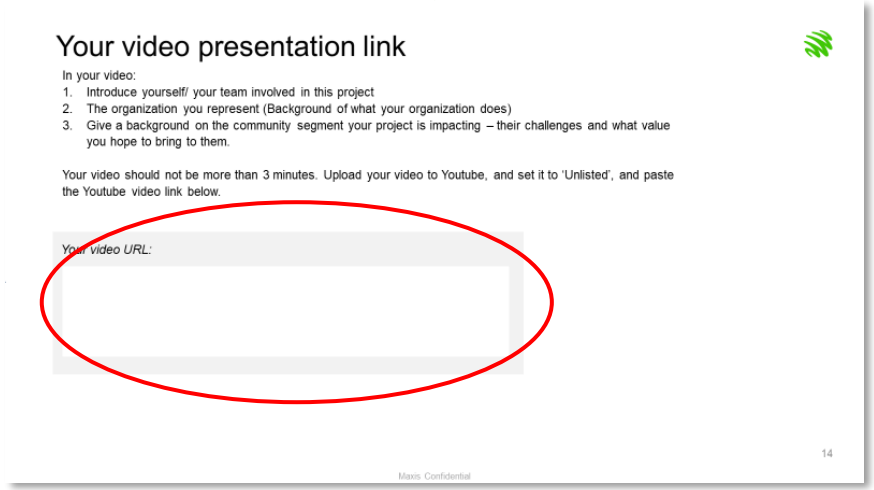


Record a 3-min video introducing yourself and your team

Upload your video as 'Unlisted' on Youtube
See guide on how to do this here: https://www.youtube.com/watch?v=JOr7JluzEOM



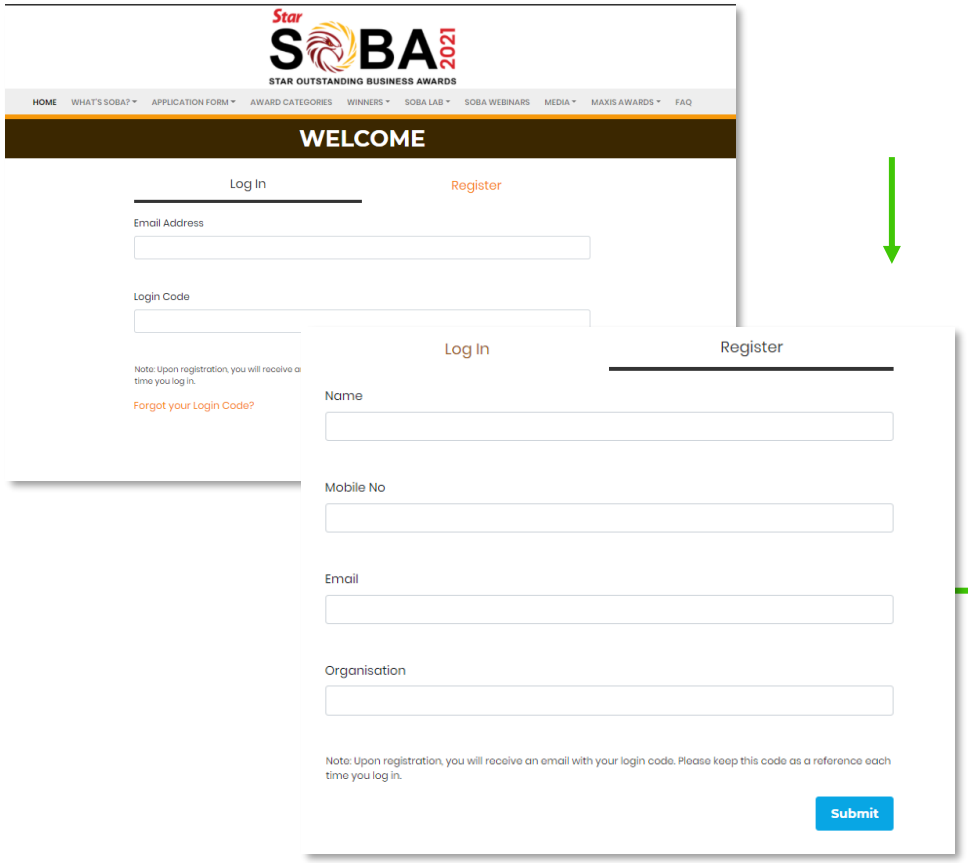
Include the link to your video in Answer Sheet slide 14

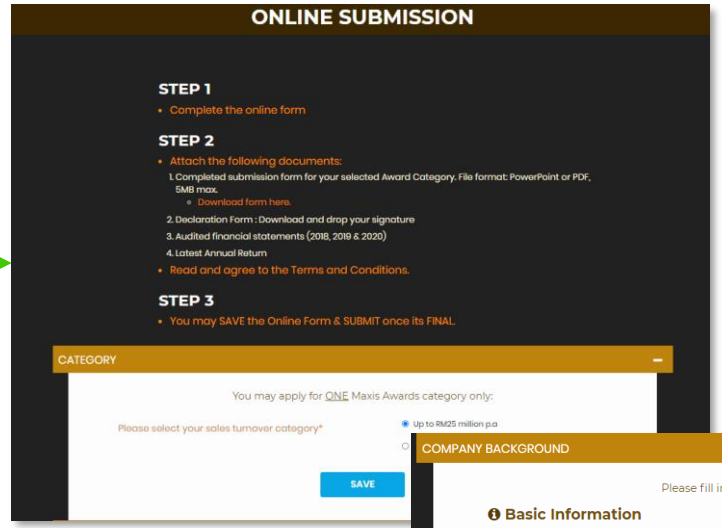


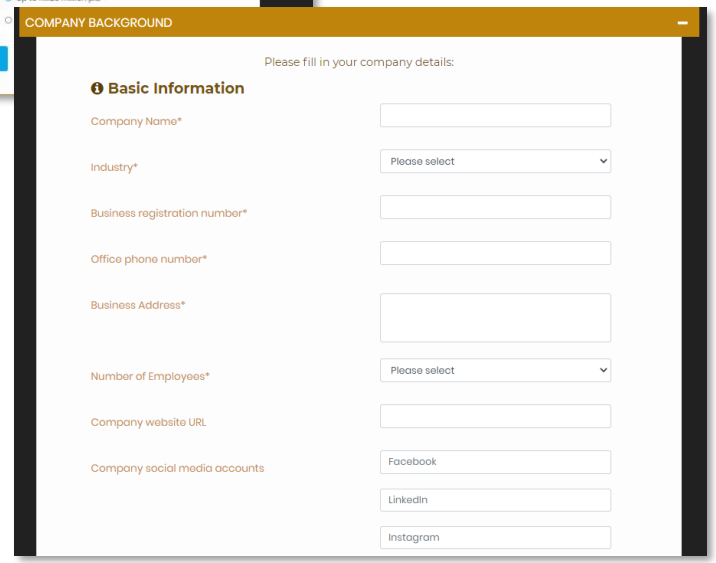
Step 3: Submit your Answer Sheet via Application Form

Application form: https://www.soba.com.my/LoginRegister.aspx?ReturnUrl=%2fMaxisApplicationForm.aspx

Log in to your account. If you do not have one, please click 'Register' to create one.
Note: Your account password will be sent to the email address provided.







Fill in the 'Category', 'Company Background' and 'Business Ownership' sections.

Step 3: Submit your Answer Sheet via Application Form

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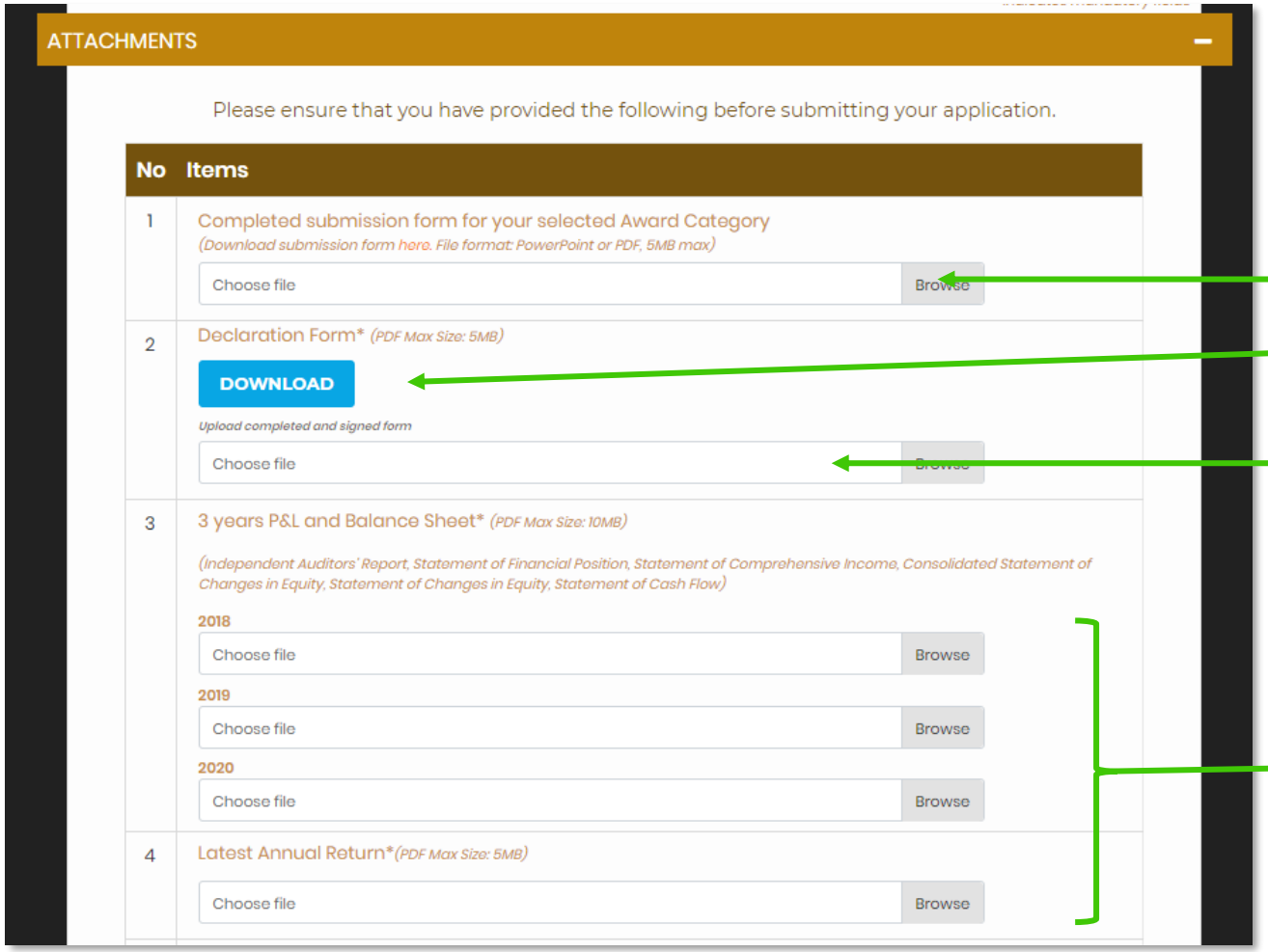


Upload your completed Answer Sheet here.

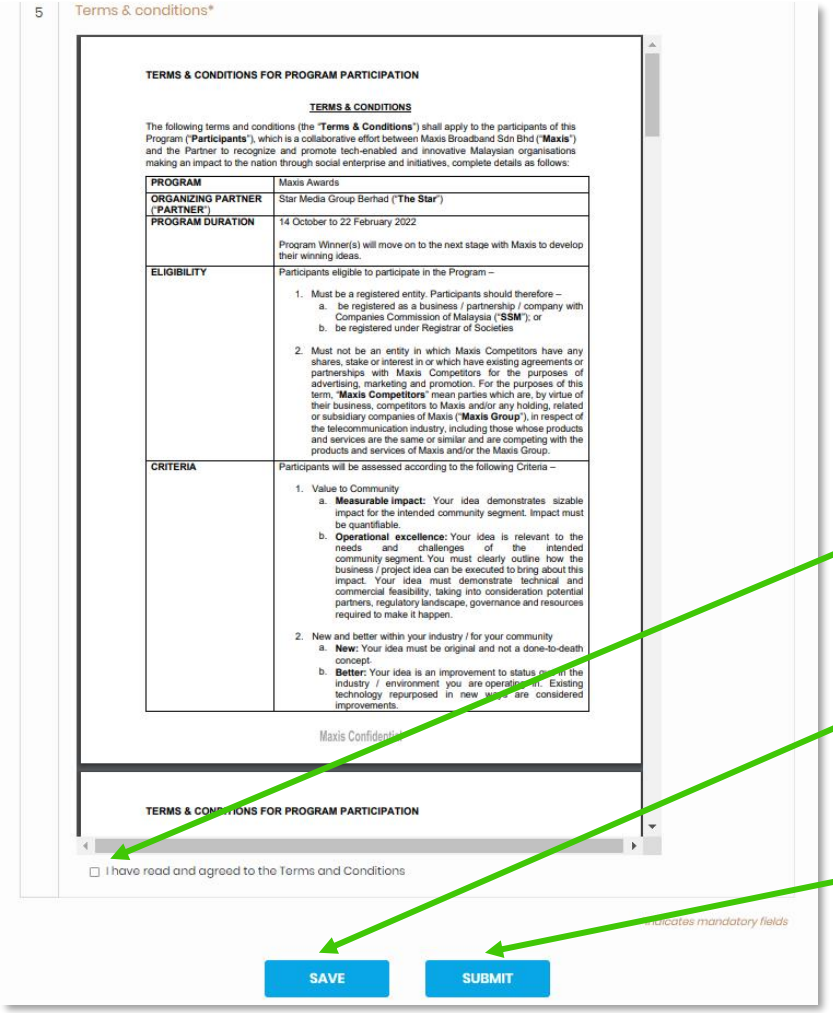
Download 'Declaration Form' to sign.

Upload signed 'Declaration Form'.

Upload P&L, Balance Sheet, and Annual Return

Step 3: Submit your Answer Sheet via Application Form

Application form: https://www.soba.com.my/LoginRegister.aspx?ReturnUrl=%2fMaxisApplicationForm.aspx



Read and agree to the Terms and Conditions

Click ‘Save’ if you want to save your current application form progress and return later.

When your Application Form is completed, click ‘Submit’ to send.

Step 4: Virtual pitch session for finalists

Finalists who will proceed to Round 2 will be notified by 9 Dec via email.

Nominate a representative who will present the proposal to the judging committee via a virtual teleconference.

Finalists will be assigned a specific time slot for the virtual pitch session.

Each presenter will be given the following time allocation:

- 15 mins – Submission presentation
- 15 mins – Judges' Q&A and feedback

KEY TIPS

1. The focus of your idea should be on how it can bring long-term benefits on the community.
2. Video is not mandatory, but strongly recommended as it would help the judging committee evaluate your ideas better.
3. If you would like more information regarding Maxis Business solutions, please visit our website at https://business.maxis.com.my/en/SME/.
4. At any time before submissions close on 28 November 2021, please feel free to reach out to the Maxis Awards team via email at maxisawards@maxis.com.my if you need further clarifications regarding the Answer Sheet.

What a winning idea should have

Evaluation criteria

Your submission will be evaluated on three factors

Criteria	What we are looking for	Weightage
Value to community	• **Measurable impact**: Your idea demonstrates and quantifies sizable impact to the community. • **Operational excellence :** The idea is relevant to the needs and challenges of the segment. Clearly outlines how the business / project idea can be executed to bring about this impact & is technically feasible. Take into consideration Partners, policies, governance and resources it needs to make it happen.	80%
New and better	• **New**: Idea is novel, rarely-to-never done in this manner, undeniably innovative • **Better:** Idea has breakthrough improvement potential to status quo, challenge or landscape (can be existing tech but applied in new ways)	20%
Tech-enabled	• **Tech role:** Has **purposeful use of Maxis technology** to support the idea. Not a generic "I need more data, SMS or internet" • Your project idea relies on network connectivity / digital solutions to enable the idea. Be bold, be ambitious and be future-forward	

Meet the Maxis Awards winners

Maxis Awards

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ERTH

Blue Bee Technologies Sdn Bhd

1181695-X

Mohamed Tarek El-Fatatry

mo@erth.app

http://erth.app

http://facebook.com/erthHQ
http://Instagram.com/erthHQ

Average person: 200 devices during lifetime
i.e. 1 ton of e-waste

Problem: 75% of discarded electronics end up in landfills ☹

- World's fastest growing waste stream.
- Toxic pollution for centuries.
- Billions of $ lost forever.

BUSINESS MODEL

1,000+ Heroes 30+ tons/month Avg. Buying: rm5/kg Avg. Selling: rm10/kg

TOTAL IMPACT TO DATE

RM1,000,000 Revenue in 2021

RM4,000,000 Revenue in 2022
*Projected

Collected 400,000+ kgs of electronic waste devices
offsetting 4M kgs of GHG with 50% market share in Klang Valley

Donated 200+ devices to B40 students, Repaired 2000+ devices

We are officially recognized as a Sustainable Development Goals Innovation
By the United Nations

We are an accredited Social Enterprise & Authorized Collection Center by the Jabatan Alam Sekitar

Future plans

E-wallet & App integration

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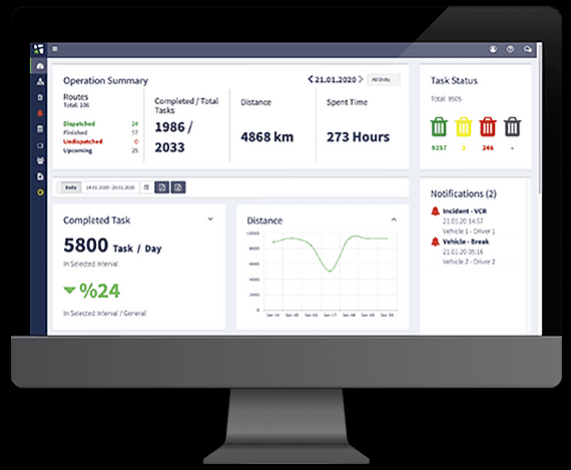
Touch 'n GO eWallet

Nationwide B40 Laptop Donation Program

Expanding to all Malaysian States (Peninsular)

End-to-End Technology Platform (ERP)



Franchise Opportunity for local Entrepreneurs

Past achievements

A quick highlight of your organisation's accomplishments

- Entrepreneurship World Cup – Malaysia National Champion (Top 25 Globally from 200,000 companies)
- International Youth Innovation Award – United Nations, Officially listed on the United Nations Science & Technology Innovation Portal
- Alipay-NUS Top 3 Social Innovation Award – Malaysia (Top 9 SEA)
- MiGHT Newton Ungku Omar Fund Challenger Winner
- MaGIC SIM Grant for Accredited Social Enterprises
- Winner 10x1000 Tech for Inclusion Hackathon (Hangzhou, China)
- Winner IF Social Impact Prize (Germany)

VOLVO

VOLVO
"I think it seems stupid."
VOLVO
GREEN BOX
RECYCLE E-WASTE HERE
ERTH
S60

Shell campaign

ERTH DHL EXTENDED PARTNERSHIP

HONGLEONG LAPTOP DONATION

UN SDG Innovation

TECHNOLOGY FACILITATION MECHANISM | SUSTAINABLE DEVELOPMENT GOALS

ABOUT | 2020 WINNERS | PAST FORUM WINNERS | LOGIN | SIGN UP

Updated Jun 12, 2020

ERTH (E-waste Recycling Through Heroes)

http://erth.app

Nahed Eletribi

Send Message

ERTH is a digital platform that provides a free/on-demand electronic waste recycling service to individuals and businesses, and pays them in cash.

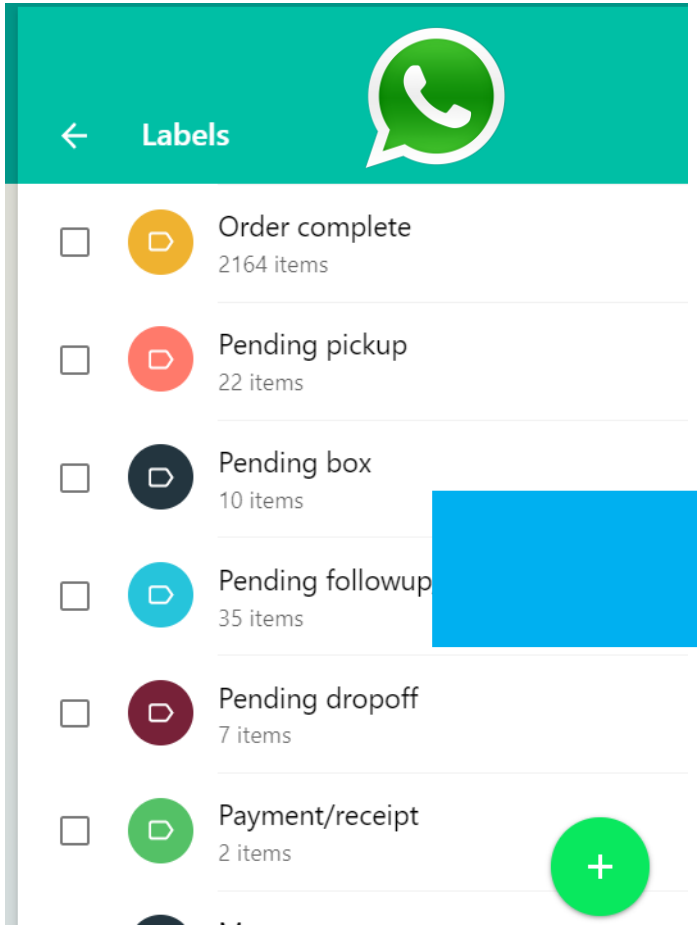
BlueBee Technologies Sdn Bhd develops ERTH. Our solution provides an easy 1,2,3 step process to recycling electronic waste and receiving a portion of the recycling revenue as a cash reward. By having thousands of heroes in our coverage region, we can optimize pickup routes to minimize the amount of fuel consumed for each pickup. Once the e-waste owner books a pickup request, the hero arrives at... SEE ALL

1. Explain to us what the purpose of the Maxis Business commercial solutions needed (Proposal mentions Geo-tracking of Heroes and stock count needs Maxis solutions), how are you currently tracking them? Why is this important?

Utilizing technology such as Maxis mWorkforce would enable fast scalability and increase productivity by eliminating manual work.

Currently, the Hero dispatch is done manually and communication with Heroes happens through a custom Whatsapp for Business account.

As Malaysia's e-waste recycling rate is growing rapidly, we need to lay the groundwork for nationwide adoption of our service and this can only happen by means of a proper technology stack. Maxis mWorkforce would allow us to hit the ground running.



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2. What impact do you aim to deliver within this 12 month project?

Our target is our message to reach 10% of Maxis customers and convert at least 10% of them to active e-waste recyclers i.e. 100,000 e-waste recycling orders in the next 12 months. We currently have the capacity to handle 500-1000 orders per day but we are peaking at only 100 orders.

We deliver impact on multiple fronts:

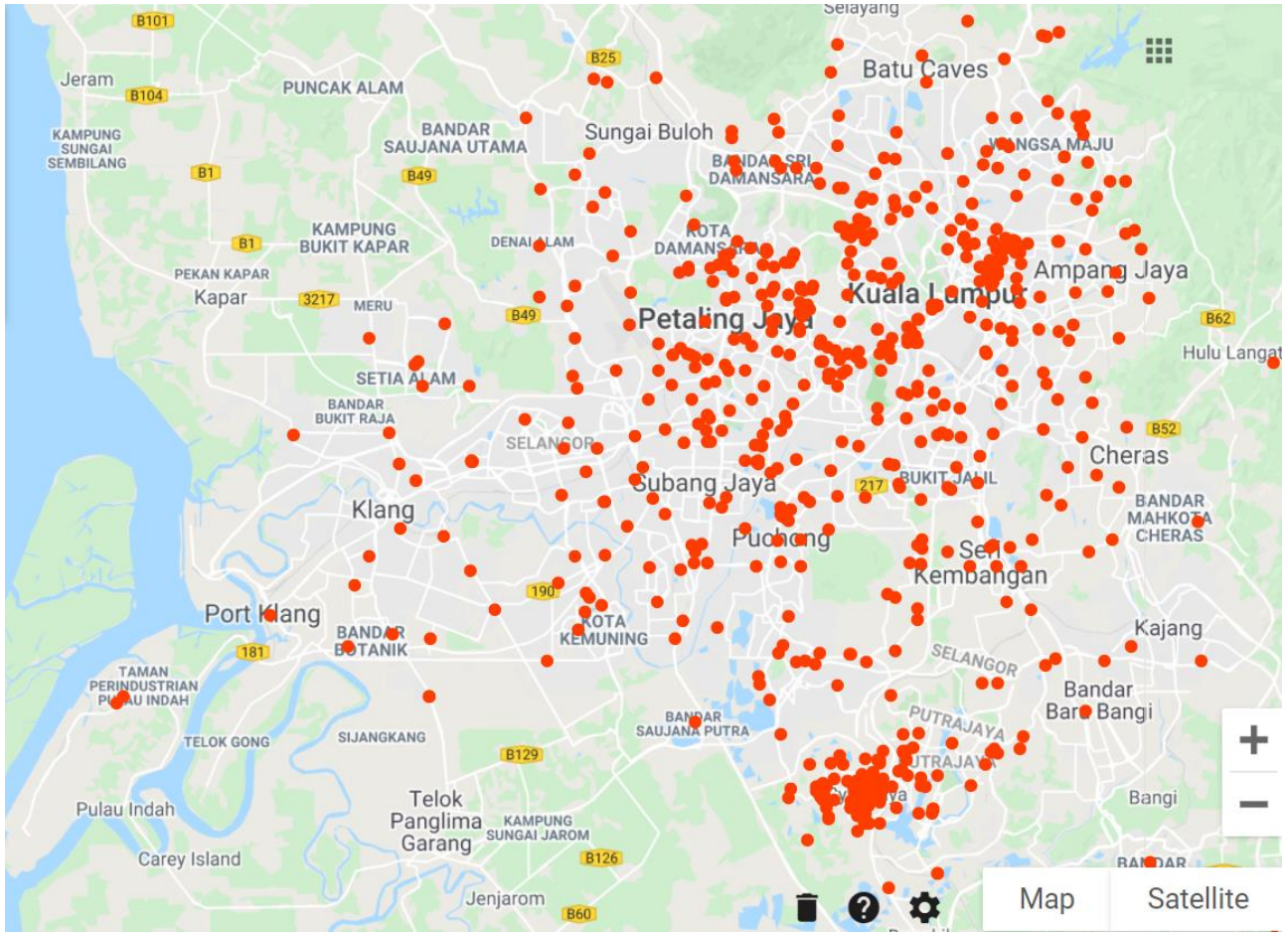
E-waste Owner: Gets a convenient, rewarding, free pickup service with attractive rewards

Heroes (gig-economy freelancer): Earn an income by saving the planet

Economy: Maximize the value of electronic items by reusing, repairing or recycling (ecommerce, refurbishment, material recovery)

Environment: Diverting the world's fastest growing waste stream from landfills

Maxis: Achieve better ESG rating by supporting a cause that has multiple environmental, social & governance benefits.



Global E-waste Monitor, 2020

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3. How do you currently reward the people who are recycling with you?

We currently reward recycling customers with cash rewards settled by our Heroes in cash, or e-wallet/bank transfer.

We are able to cover the cost of doing business by means of repairing and reselling a portion of the collected material.

The non-repairable devices are then sent to a licensed processing facility to recover the metals from them and treat the toxic residual waste.

Our cash rewards are among the highest in the industry. We have also partnered with Shell to reward people with free fuel and HelloGold app to reward people with gold i.e. turning their least valuable to the most valuable.

Old/Non-Working/Scrap	RM
Server	15
All-In-One Computer	10
CPU	10
Laptop	10
Projector	5
Flatscreen Monitor	5
Flatscreen TV (up to 50 inch)	5
Tablet	5
Smart Phone	5
Inkjet Cartridge (HP/Canon)	5
Mobile Phone	2
Printer	2
Other (Cable/Wire)	1/kg
Other (Mix)	0.5/kg

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4. What would be a sustainable competitive advantage?

Preparing for a 5G world…

A sustainable competitive advantage would be to completely digitize booking, hero dispatch & inventory management as it is now done manually. We have seen that another company, FatHopes Energy, managed to transform their operations using Maxis technology to improve efficiency, productivity and accountability.

ERTH is the first on-demand electronic recycling solution in ASEAN. We would like to finalize our tech stack and launch the service in other countries. A strong technological partner would enable us to do so.

Furthermore, Maxis is able to reduce our CAC significantly by tapping into its existing customer base. This will strengthen our efforts and allow us to widen our service coverage.

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Tips for Submission, Q&A

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Creating a Win-Win situation

between Maxis and the Winners

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Up to 3 Winners

Get up to RM150,000 respectively in digital solutions, technical support, and financial grant

Digital solutions

Any digital or connectivity solution from Maxis Business, including:

- Cloud solutions
- eCommerce – Web Build, Digital Marketing
- IoT – mWorkforce, mDrive

Technical expertise

Access our certified consultants to solve a technical issue or find the right solution for your project.

Plus, get advice on bringing your idea to life or to market.

Financial grant (cap at maximum RM100k)

For organisations needing cash assistance for project development.

Subject to agreement from Maxis and claim process.

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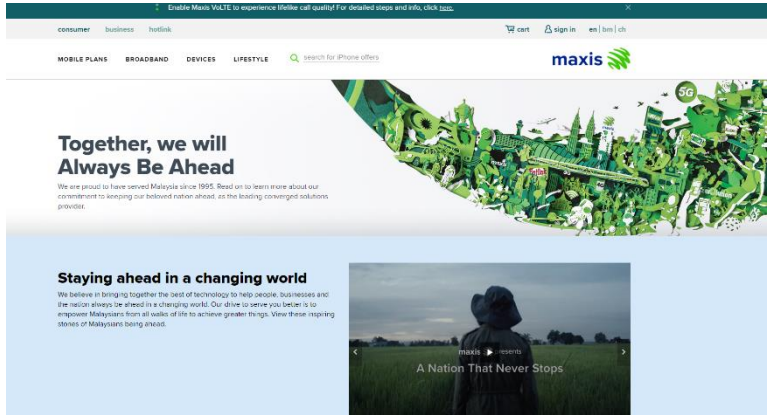
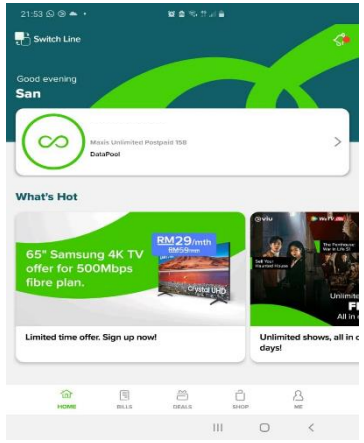
Publicity for your project and organization

More than RM500,000 worth of marketing coverage from Maxis

Maxis assets		Value / Reach
PR	Amplification	Media launch and press coverage
Web	Featured story about winner on campaign webpage	300,000+ average monthly visitors
User base	Maxis app push	More than 10 million users
	EDM banner	1.4 million EDM recipients
Social	Facebook	1.28 million followers
	Maxis YouTube	80,000+ subscribers
	Maxis & MB Linked In	130,000+ followers
Paid Advertising	Paid marketing campaign – video, social	Estimated 200k+ views

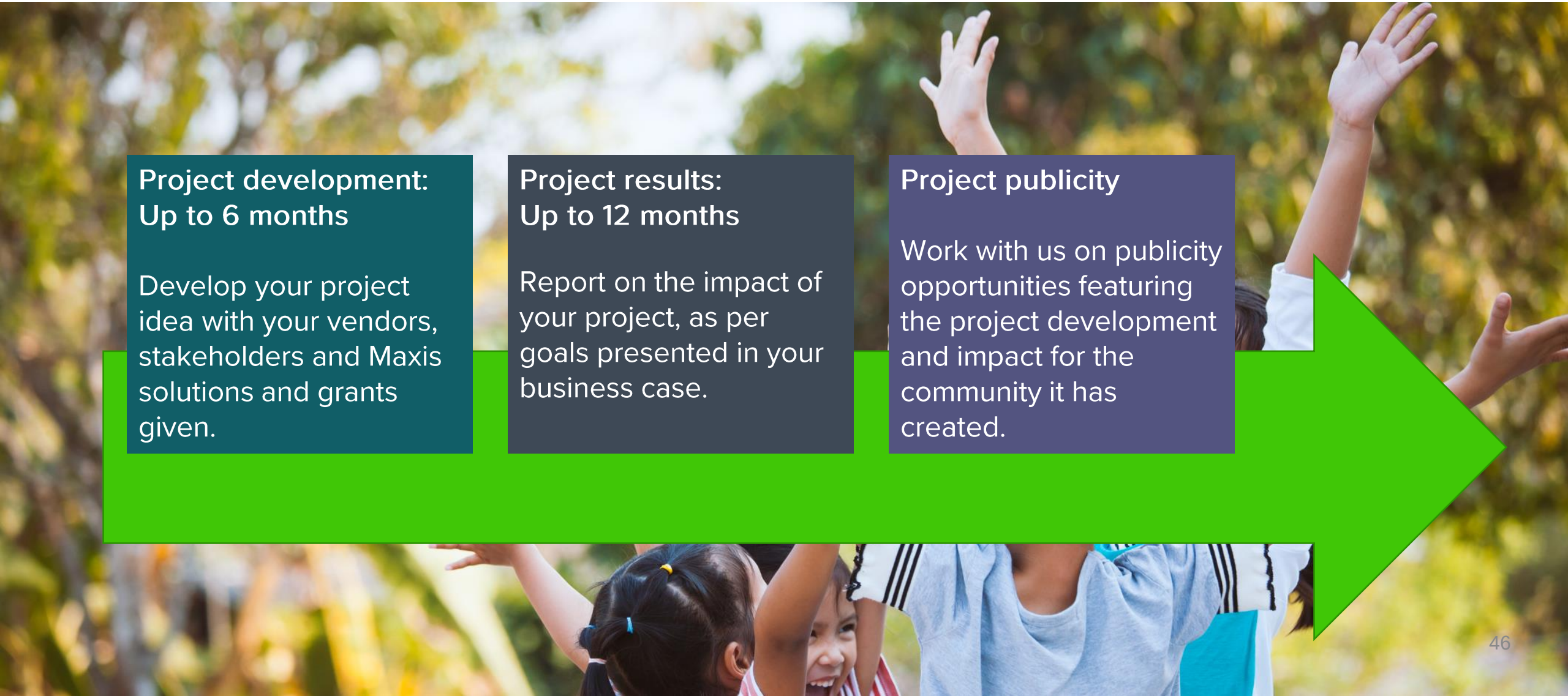




*All publicity channels and total value subject to best effort basis

Bringing your idea to life

Winners will be expected to embark on a collaboration with Maxis for 6-12 months after the Awards



Project development:
Up to 6 months

Develop your project idea with your vendors, stakeholders and Maxis solutions and grants given.

Project results:
Up to 12 months

Report on the impact of your project, as per goals presented in your business case.

Project publicity

Work with us on publicity opportunities featuring the project development and impact for the community it has created.

FAQ

Frequently Asked Questions

General

1. **Why is Maxis doing this?**

   Since our founding, we've been at the forefront of driving progress in Malaysia through technology. With this programme, we'll be able to directly support organisations that share our purpose to drive our vision of helping Malaysia Always be Ahead.

2. **I would like to submit as an individual. Is this possible?**

   Unfortunately, that is not possible. Individuals will need to represent an organisation.

3. **Our organisation is currently working with another telecommmunications service provider. Can we participate?**

   If the competing telecommunications company has invested or sponsored your organisation, your organisation will be ineligible for this award.

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Frequently Asked Questions

Proposal and execution

1. **What kind of community benefits are you looking for?**

   The possibilities are endless, just be sure to quantify the impact for the targeted segment.

   Some examples include:

   - Providing quality jobs to the community
   - Improving quality of life through tech
   - Increasing environmental sustainability
   - Upskilling underprivileged communities to improve their livelihoods

2. **May I pitch for support on an existing project, or must it be a new project?**

   Both new and existing projects are allowed, as long as it fulfills the three criteria of being tech-enabled, being new and better, and adds value to the community.

3. **How can I get a better understanding of Maxis solutions?**

   Start by browsing our website for an overview of our solutions.

   For more specific questions, do email us at maxisawards@maxis.com.my , with the email subject: Question regarding Maxis Awards.

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Frequently Asked Questions

Proposal and execution

4. **How do I know if the Maxis solutions will work for my idea?**

   For the proposal, focus on the overall project idea purpose and value to communities. While we do expect a high level understanding of the Maxis solutions you are requesting for; do not worry about how the Maxis solution will be implemented (that's what our expertise is for).

   Visit https://business.maxis.com.my/en/Corporate/ to understand our products, and for more specific questions on how our products and solutions work, reach out to us at maxisawards@maxis.com.my

5. **I would like to submit a proposal as an individual, is that possible?**

   Unfortunately, we are only accepting submissions from organisations registered with the Companies Commission of Malaysia (SSM) or Registrar of Societies

6. **How many people may participate in the presentation?**

   There are no restrictions. You may do it solo or as a team. However, only individuals with a role to play in the presentation or Q&A session will be invited.

7. **How many submissions may I submit?**

   Each organization is allowed only one submission.

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Frequently Asked Questions

Winner commitments

1. **What are my commitments after winning the award?**
   - Develop the project idea within six months
   - Provide Maxis with regular updates on your progress, at least once a month
   - Continue to share project results up to a year from the project commencement
   - Have spokespersons and project access available for publicity campaigns
2. **Will Maxis be mentoring or helping me develop my idea?**

   We'll be able to provide technical expertise related to technologies related to Maxis solutions we are implementing such as cloud, IoT, networking and more. Any other expertise needed would be the responsibility of the award winner.
3. **Everything sounds good. What else do I need to know?**

   Organizations selected will be subjected to the following compliance checks:
   - Due diligence questions (DDQ)
   - Integrity pledge
   - CTOS and CCRIS check
   - MACC ESTK check

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Thank you

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