

Mobile Apps Showcase and Idea Pitching for Grill or Chill at MaGIC Sarawak by Design Technology Program Students

A Mobile Apps showcase and pitch session was organized on the 8th January by the coordinator course of GKR3014 Interactive Multimedia which involved 112 third year students enrolled for the course from Design Technology Program. There are 36 groups participated for the showcase and 16 groups have been selected from their final assessment to pitch their mobile apps idea for MaGIC Grill or Chill. The Grillers for the GoC session is Syafie Mustafa, Ecosystem Research Analyst, MaGIC and Amirin Arsyhan, Procurement Manager, Sarawak Media Group (SMG).

Pitching Projects

1. Craftvelling | Founder : Teo Wei Yi
2. Fresh One | Founder : Hazel Voon Lee Ling
3. Dummy FiX.It | Founder: Loh Kah Wai
4. Kuching Art Beat | Founder: Choo Yii Ching
5. Parko | Founder : Muhammad Izzatullah Bin Benny Suparman
6. Saramaps | Founder: Chan Sook Mun
7. Foody | Founder : Nur Khairina Khairuddin
8. Roda Kamek | Founder: Ammirul Hafizi Bin Mohd Nizam
9. StePoint | Founder: Leong Wooi Woon
10. Juh Doodle | Founder : Dk Hannan Nabilah Pg Hj Halidi
11. Flo-radise | Founder: Teoh Eng Seng
12. The Help! | Founder : Andy Tan Jit Meng
13. Grocers | Founder: Lilian Oong
14. Dreambuilder | Founder : Chong Pey Chyi
15. Foodie.Trace | Founder: Nur Eliayani Shaari
16. Running Bro | Founder : Mohamad Syahron Najmi Bin Mohd Fauzi

At the end of the session, the Grillers announced top 3 groups that have potential and market ready mobile apps project. The top 3 groups are **Parko** (Muhammad Izzatullah Bin Benny Suparman, Muhammad Asnawi Bin Zazali and Wan Muhammad Syazwan Bin Wan Embong), **Fresh One** (Hazel Voon Lee Ling and

Amri Ahmad Darulehsan Bin Dahlan) and **Dreambuilder** (Chong Pey Chyi and Chua Li Huang).

This is the first collaboration between Faculty of Applied and Creative Arts with MaGIC. This initiative is to build up students' confidence by pitching their idea to the industry experts and to expose them to the startup ecosystem. Apart from that, it is to encourage learning beyond the classroom by incorporating available events as part of teaching learning activities to provide students with experiential learning.

The coordinator of this course is Miss Noorhaslina Senin who previously participated in MaGIC 2017 Pre Accelerator Program and Dr.Salmiah Abdul Hamid, instructor of the course from Faculty of Applied and Creative Arts, UNIMAS. Both are looking forward for any future collaboration with the industry experts in order to improve teaching and learning activities.

