

# Idea Submission Guidelines

## Guidelines to Submitting Your Ideas

It's all in the details!

The more you'd be able to share, the more helpful that would be for us to understand what your idea is about, the social challenges that you are trying to address, who you are solving this for and how your solution will contribute to the big mission of SEEd.Lab.

## What to Consider when Submitting Your Ideas

- **Measurable Positive Impact:** Your ideas should also aim to create visible, meaningful, long-lasting impact by enhancing the lives of the community economically and socially.  
*Tip: Think about "Who am I helping? How many lives will I be able to touch 5-years down the road? What are the positive outcomes created (i.e. number of jobs created, significant positive impact on quality of life)?"*
- **Scalability of Idea:** We encourage you to dream big. Beyond SEEd.Lab, the goal is to be able to continue creating a positive impact for the nation and the world!  
*Tip: Think about "How will I be able to grow, replicate and scale my solution at minimal costs? How big is the market for this? How will I be able to leverage technology to accelerate its growth?"*
- **Sustainable Business Model:** Ensuring you have a strong business model is essential in enabling profitable business in your pursuit of creating long term sustainable positive impact.  
*Tip: Think about "How do I potentially generate income? What sets me apart from other players in the same area?"*

## Good-to-have

If you have conducted any initial works on your idea, we'd like to hear about that too! This will allow us to gauge how far along you are in the ideation stage of your solutions. Share with us:

- Details of tests and findings, pilot project or a minimum viable product (MVP) that you have done, if any.
- Any supporting documents are encouraged, to provide additional information about your ideas or solutions.

## Appendix I

### Sample of Idea Submission

#### **Section A. Personal details:**

1. Name:

John Doe

2. Phone number:

+60 198874374

3. Email address:

johndoe@gmail.com

#### **Section B. Idea Submission**

##### **1. What issue are you solving? And how big is the problem? (Less than 500 words)**

*Briefly explain the pain point you are trying to address and describe the size of the problem related to the pain point. You may include statistics from verified sources.*

By 2045, Malaysia is projected to become an ageing nation with about 15% of the Malaysian population (5.7 million people) aged 65 years old and above. With evolving lifestyles of the older and younger generation, evolving family structure and various socio-economic factors, close to 10% of the Malaysian senior community may live on their own and some may be unable to afford the necessary care to help them age with dignity.

Some of the pain points are:

- Often, senior citizens face difficulty in managing their daily tasks, such as daily chores, attending medical appointments or to simply enjoy their free time. It is likely that they will need to depend on their children and relatives to help them in accompanying them for such activities. However, not everyone is able to accompany them.
- Their children, especially working adults, are constrained by their busy lifestyle and various commitments. They often find it challenging to juggle all aspects, including allocating time for the parents to tend to their immediate needs.
- Today, many elderlies prefer to live on their own. This is a cause for concerns on their safety and well-being.

There is a need to enhance and improve services that assist the ageing community to age-in-place as well as obtain access to affordable care and support wherever they are.

## 2. Proposed Idea / Solution (Explain in detail how it addresses the problem)

*How will your idea / solution solve the pain point mentioned above? Describe in detail how your solution will work. Does your solution use any kind of technology?*

The idea is to utilise technology to connect with reliable care companions who are able to help them perform their day to day activities. The services provide care companions who are trained in basic caregiving and emergency assistance. Customers can book services via the app or on the website.

If the children of the elderly are constrained by time, they can now book a trustworthy care companion who can help cater to their needs, ranging from daily dialysis treatment to other activities such as grocery shopping.

With safety in mind, the solution will incorporate safety features that will allow children to get regular updates on the status of their parents.

## 3. Who are you solving the problem for?

*Who are the people who will be benefitting from your solution?*

- Elderly who need assistance to perform varied activities such as daily chores, attend hospital appointments or to simply enjoy their free time.
- Children who do not live with their parents and are often busy juggling multiple commitments.

### **Section C. Optional information:**

#### **1. Have you done any Minimum Viable Product (MVP) or pilot project for your idea?**

*Briefly explain the MVP that you have conducted / are currently working on. How does your MVP validate your problem and solution?*

We started by approaching the elderly care homes to accompany the elderly for hospital appointments. We expanded services in nearby areas (for example, Taman Ehsan, Kepong, Selangor etc.) using WhatsApp to book the services. The services are priced at par with the industry standards and a major portion of it goes to the care companion.

To date, we have also registered five candidates who are undergoing training to become care companions. We have provided over 30 successful services within two months and received positive feedback from customers. We use social media platform to market our services through posts, articles, and videos.

There are significant interests in our services, and we have continued to receive inquiries about our service to be extended to other cities/areas around Malaysia.

**2. How long have you been working on this idea?**

- Less than 3 months                       Less than 6 months  
 Less than 12 months                       More than 12 months

**Section D. Acknowledgement:**

By submitting this application and the attached documents, I, John Doe hereby agree to indemnify PETRONAS & TCS for all losses, claims and damages suffered in the event the idea and/or accompanying documents submitted infringe any third party intellectual property or rights.

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Read [Data Privacy Statement](#).

- Yes, I have read the data privacy statement and I accept it.

Sign by inserting your full name:

*John Doe*

**Notes:**

Kindly save the filename using your full name and date, prior to submission.  
(E.g.  **johndoe\_01072021.docx**)

You may save the completed form into **.pdf, .doc or .docx** format.