

IE Insight

FOREWORD

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Assoc. Prof. Dr Ayub Sadiq

The second half of 2018 has been a productive period for UBD's Innovation and Enterprise office with eight patents screened and processed for filing, and five patents from previous years have also been granted. As of 31 December 2018, UBD has filed a total of 53 inventions for patent protection locally and internationally.

FPT-UBD Innovation Lab had thirty students during August 2018 semester, our highest number so far. The participants, divided into six groups, successfully completed six industrial projects ranging from mobile applications to management systems. Entrepreneurship Village has trained 286 incubates within the university since August 2014, out of which close to 20% have progressed into registered businesses and startups.

Towards the end of 2018, reviewing the strategic initiatives of Innovation and Enterprise, five emphases were put forward: gearing-up industry-engagement and redefining "industry" (which includes SMEs and NGOs), setting up an innovative digital platform for effective communication between industries and the university's academics, promoting innovation and enterprise culture in UBD through effective education and information dissemination for the university's academics, reaching out regional and international markets through networking, and establishing UBD Technology and Innovation Support Centre (UBD-TISC) within the framework of World Intellectual Property Organisation, a United Nations agency.

With these emphases and stronger commitment, we look forward to a new chapter of UBD Innovation and Enterprise in the future years.

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MANAGEMENT CHANGE



Current and past members of OAVCIE during a farewell lunch for Prof David Koh and Dk Dr Nurol

The second half of 2018 saw a change in the management of the office. Professor David Koh left the office in June 2018 and Dr Mohd Ayub Sadiq @ Lin Naing took over as Assistant Vice Chancellor. We also said our farewells to Pg Dr Iskandar bin Pg Petra and Dk Dr Nurolaini binti Pg Hj Muhammad Kifli, Director and Acting Director of OAVCIE respectively, who had served the office in 2017 and 2018. The office welcomed Dr Ong Wee Hong as Coordinator for FPT Innovation Lab in August. We also welcomed back Innovation Officer, Frankie Ong, in December 2018.



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OFFICE OF ASSISTANT VICE CHANCELLOR (INNOVATION AND ENTERPRISE)

The Office of Assistant Vice Chancellor (Innovation and Enterprise) was formed in 2017 to assist in UBD's transformation into a university of innovation and enterprise.

The office functions include Education on Intellectual Property (IP), Entrepreneurship, Patents Application, Marketing and Licensing, Business development and assistance with Start-ups and Industry Outreach. The office also oversees the Innovation Wharf and Prototype Development Unit, is responsible for research consultancies and serves as the UBD focal point of contact with industry.

UBD AND SMART COATING TECHNOLOGIES (B) SDN BHD SIGN PATENT LICENSING AGREEMENT

Universiti Brunei Darussalam (UBD) and Smart Coating Technologies (B) Sdn Bhd (SCT) signed a Licensing Agreement on 8th May 2018 for the technology related to Anti-Bacterial and Anti-Fungal Photocatalytic Smart Coating. SCT is a home grown spin-off company, the result of the successful collaboration with Pixela Corporation from Japan, the Brunei Economic Development Board (BEDB) and UBD under the funding of the Brunei Research Incentive Scheme (BRISc). This is the first licensing agreement of one of UBD's patents, specifically for an Anti-Bacterial and Anti-Fungal Photocatalytic Smart Coating.



From left: Professor David Koh (UBD), Dk Dr Nurolaini Pg Mohammad Kifli (UBD), Datin Dr Anita B Z Abdul Aziz (UBD), Nur Fajrini Matjalina (SCT) and Okouchi Hiroshi (SCT).

The technology can be used in the application of specialized coatings on buildings, which effectively protect surfaces from bacteria and mold - a common problem in Brunei Darussalam. The product will be able to significantly reduce annual maintenance costs and has the potential to be exported to other locations with a similar climate.

The technology has been featured in the Made-in-Brunei Market Fair and the China-ASEAN Expo which drew considerable interests from both government and private companies. SCT already has international sales agents based in Japan and Thailand.

"Smart Coating Technologies look forward to adding further value to Brunei Darussalam's economy, bringing us one step closer to achieving the nation's aspirations of Wawasan 2035," remarked Haji Mohammad Redza Bin Haji Hussin, Director of Marketing of SCT.

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UBD SIGNS WITH PANASONIC CORPORATION

Panasonic Corporation signed a Statement of Intent on Cooperation (SOI) with Universiti Brunei Darussalam (UBD) on 6th December 2018. The signing was held at the Embassy of Japan in Brunei Darussalam. Signing on behalf of UBD was Assistant Vice Chancellor (Academic Affairs) Pengiran Dr Mohammad Iskandar bin Pengiran Haji Petra, and Yoshiaki Tokuda on behalf of Intellectual Property Center of Panasonic Corporation. Present to witness the signing ceremony were Japanese Ambassador to Brunei Darussalam His Excellency Motohiko Kato, UBD Vice Chancellor Datin Dr Hajah Anita Binurul Zahrina Pehin Orang Kaya Laila Wijaya Dato Seri Setia Haji Awang Abdul Aziz, representatives from BRUIPO and Darussalam Enterprise (DARE), and officers from UBD. The aim of this SOI is to explore the possibilities to develop prototypes in collaboration with potential or existing startups with Intellectual Property and technical support from Panasonic Corporation.

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Pg Dr Iskandar signing on behalf of UBD and Yoshiaki Tokuda of IP Center of Panasonic Corporation

‘PROBLEMS ARE A GOOD THING’ TALK



Dr. Chris Buntel presenting at UBD

like Pepsi, Honda, Fujitsu to define the problem and present RFI to the Innovation network. The innovators can submit the solutions to Xinova, and the submitted solutions will be presented to customers. The submitted solution is selected by Xinova and further selected by customer. He also shared that the solutions evaluation process is based on three factors that includes Technical Feasibility, Business Practicability, and Protectability.

A number of representatives from other government departments and agencies also attended the seminar.

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A seminar titled “Problems are a Good Thing” was organized by Dr. Chris Buntel on Nov 1, 2018. Dr. Chris is the head of Xinova’s Singapore office, and Vice President of Innovation in the Innovation Services Group. He earned a law degree (J.D.) from University of Houston and a Ph.D. in chemistry from Stanford University. Dr. Chris is a US lawyer and licensed to practice before the US Patent and Trademark Office (USPTO).

The objective of the seminar was to introduce the opportunities that Xinova brings to the faculty members helping UBD community get connected globally, both to industries and to other universities globally. The seminar was attended by almost 100 participants from UBD and the public. The seminar was conducted in two sessions: a session with UBD inventors to seek assistance for already-filed patent applications and an open session to provide opportunities and information to connect with Xinova by accessing Xinova’s Request for Invention (RFI). RFI is a key tool for seeking solutions. Xinova works with clients

FPT-UBD INNOVATION LAB SHOWCASE

On 28 November, the FPT-UBD Innovation Lab showcased the projects from the third batch of the programme that were developed during its 16 weeks software development training program. The event was attended by over a hundred people from UBD and from the public.

There were thirty participants and they were divided into six groups to complete six projects. These projects were undertaken by the requests of private and government agencies in Brunei such as Track and Roll and JASTRE, Brunei. The projects include the UBD Discovery Year Response App for UBD, Asset Management System for Ministry of Defence, Brunei Air Quality App for JASTRE, Startup portal for Think-Axis, Human Resource Management Software System for Track & Roll and ‘Particle Jump’ mobile game app,

The next batch of the lab training will be from 7 January to 27 April 2019.

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Proud FPT-UBD Innovation Lab third batch graduates

IP RIGHTS TALK BY BRUIPO	BREAK THE PATTERN	BRUNEI HACKS 2018 UBD ROADSHOW
<p>On August 8th 2018, Madam Shahrinah Yusof Khan, head of the Brunei Darussalam Intellectual Property Office (BruIPO) of the Ministry of Energy and Industry presented a talk on Intellectual Property Rights (IPR) Protection - Patenting Inventions. The talk provided audience with an insight on the patent system as an important innovation policy tool and how to utilise it to protect technological innovation. In her talk, Madam Shahrinah explained the functions of BruIPO, as well as the processes on how inventors can protect their designs and inventions.</p> <p>E-mail of contact person: nagender.aneja@ubd.edu.bn</p> <div data-bbox="186 856 548 1029">  <p>INTELLECTUAL PROPERTY OFFICE BRUNEI DARUSSALAM</p> <p>Source: www.bruipo.gov.bn</p> </div>	<p>Break the Pattern is a talk on transformational value creation presented by Professor Ahmad Songip. According to Professor Ahmad, transformational value creation could only happen if one breaks the old pattern of doing things. Otherwise, the status quo prevails to do more of the same and getting more or less the same outcomes. Since maintaining the status quo is the easiest option, the leadership of the organization must play a leading role towards transformational value creation.</p> <p>Prof. Ahmad is a Professor of Innovation Management at the Management of Technology Department, Malaysia-Japan International Institute of Technology, Universiti Teknologi Malaysia (UTM), Kuala Lumpur. He is also an Author, Speaker, Trainer and Consultant in Break the Pattern at UTM Holdings Sdn. Bhd., the commercialization arm of UTM.</p> <p>E-mail of contact person: adna.rahman@ubd.edu.bn</p> <div data-bbox="670 835 933 1060">  </div> <p>Professor Ahmad Songip during his presentation</p>	<p>Aiman Minorhadi of GroMinda Group came to UBD to promote 'Brunei Hacks,' a 36-hour hackathon that was being held on 7 – 9 December 2018. 'Brunei Hacks 2018' is an event organized by GroMinda Group and Glints. It is a platform to encourage collaboration between students to come up with a solution within a restrictive time period to a given problem in the areas of tourism, FinTech (Financial Technology) and Logistics. Team members are randomly selected and at the end, each team will pitch their ideas to a panel of judges made up of international and local industry experts.</p> <p>E-mail of contact person: rahmah.ali@ubd.edu.bn</p> <div data-bbox="1128 835 1323 1102">  </div> <p>Brunei Hacks 2018 information poster</p>

THE 1ST AUN-UIE MEETING

A meeting for AUN University Innovation and Enterprise (AUN-UIE) was held on the 17th December 2018 at CU Innovation Hub, Chulalongkorn University, Bangkok, Thailand. The meeting was attended by Dr Mohd Ayub Sadiq and Adna Shatirremie Rahman from UBD. The meeting covered on 3 sessions: a sharing discussion AUN members' experience on development of innovation and entrepreneurship; a discussion of AUN-UIE's direction, strategy and activities; and a panel discussion on how researcher innovate and create a startup. The AUN members were also brought to a site visit to CU's Innovation Hub at Siam Innovation District and Enginex, Faculty of Engineering.

The mission of AUN-UIE will be aligned with the 2030 vision on Uniting to Deliver Technology for the Global Goals and the missions of AUN Member Universities on innovation and research development as formulated by the AUN Rectors' Meeting and other AUN relevant meetings.

In order to tackle complex challenges of the Industry 4.0, AUN-UIE focuses on collaboration in the three areas:

- **Entrepreneurship Education:** Train the new generation of students to develop necessary business skills including project initiation and research development.
- **University-Industry Cooperation:** Produce researches to effectively accommodate the demand of industrial sector and the current ecosystem.
- **Community Development:** Promote cross-disciplinary studies between STEM and SSH to create an advanced and ethical society as well as knowledge sharing on Innovation and Enterprise among AUN Member Universities.

AUN UIE is co-developed by Chulalongkorn University Innovation Hub and AUN Secretariat, in which the purpose is to act as a platform for AUN Member Universities to cooperate in the information age.. AUN UIE can offer a common space for research, academic cooperation and a network-connection to higher learning institutions, government agencies, industry sectors, and business enterprises.

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CAFFEINNOVATION – DISCOVERY YEAR INCUBATION



CaffeInnovation Information Poster

CaffeInnovation is one of the many unique efforts led by multi-disciplinary student-incubatees during their discovery year program in promoting the university's innovative and enterprising approach on the platform of education. The main objectives are to create a platform where students can learn and guide one another in materializing the university's goal to become more innovative and entrepreneurial in their approach to sustainable learning. Topics range from 'Simple steps to make ideation work' and 'Can students become Innovators?' to 'How students can assist the university to achieve a better world ranking.' The students organized this workshop under their own initiatives with guidance from Entrepreneurship Village (EV). Many of the audience members comprise of student entrepreneurs, academics, university staff members and other students from higher learning institutions.

Apart from developing their own startups, the incubatees were also trained and supervised by EV in building up their entrepreneurial development skills by joining ideation workshops, market validation, prototype development and market entry strategies. EV aims to build an entrepreneurial mindset generation where students can continue to use their entrepreneurial knowledge to become more sustainable. CaffeInnovation is one of the many training provided to the incubatees to exercise their knowledge and skills that they have learnt. It also acts as a platform to enable the incubatees to further grow their mindset and business acumen.

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BEES 2.0

Brunei Entrepreneurship Education Scheme (BEES) Second Chapter Programme is first introduced in 2016, where a Memorandum of Understanding was signed between The Ministry of Education, Brunei Shell Petroleum Company Sdn. Bhd. and Universiti Brunei Darussalam.

BEES Second Chapter is coordinated by the Core Education (CE) team of Entrepreneurship Village (EV), Universiti Brunei Darussalam and in collaboration with the Curriculum Development Department, Ministry of Education. EV is the entrepreneurship platform under Universiti Brunei Darussalam that spearheads the National Entrepreneurship Agenda (NEA), which was established in February 2014 initiated by the Ministry of Education.

The core education team members are trained by head of EV, Mr Adna Rahman in his capacity as the Project Executive Director for NEA with mentorship from Prof Steven Kenneth Gold as the former national consultant from Babson College, USA. The objective of this initiative is to primarily expose secondary students on the entrepreneurship education and how entrepreneurship skills can provide more sustainability to the students at an early stage. The three themes used for the three year programs are pitching, innovation and sustainability. The skills adapted within the program are in line with vision 2035 in ensuring a better economic diversification for the country.

The BEES program is financially supported by Brunei Shell Petroleum Company Sdn. Bhd in its objectives to develop the youth's nation (through the platform of education) with an entrepreneurial mindset that are ready to support Brunei's economic development through their entrepreneurial, self-sufficient and independent nature and capabilities from an early age.

Present as the guest of honour to grace the final event for the year 2018 was Yang Mulia Dr Shamsiah Zuraini Kanchanawati binti Haji Tajuddin, Permanent Secretary of Core Education, Ministry of Education.

A total number of 41 secondary schools participated in the three-year BEES Chapter 2.0 event (2016 – 2018) comprising of year 9 and year 10 students from both government and private sector. Participating schools at the end of the program are given seed money to allow them to develop new ideas or improve their existing business operations. Continuity of this program in terms of training are provided by Entrepreneurship Village in its efforts to support the country's National Entrepreneurship Agenda and in its objective to develop and build the entrepreneurial ecosystem through the education platform.

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BEES Participants focused on a presentation

A PERSONAL EXPERIENCE : ATTENDING TECHINNOVATION 2018 & INNOVFEST UNBOUND 2018 (ZULFIKRI ZULKIFLY OF BRUMEQ ENTERPRISE)

BruMeq Enterprise is a company that aims to provide innovative solutions to healthcare problems. One of our products is 'V3PO,' a portable self-cleaning toilet mechanism that caters for those with limited accessibility to a washroom. To promote and create awareness for our product, UBD provided us with an opportunity to showcase V3PO at two technology events, TechInnovation and InnovFest Unbound 2018. For TechInnovation, my aims during the convention were to search for other companies that might have the same product as ours and to seek out parties who are interested in our product.



UBD team at TechInnovation 2018. From left (front): Hj Mohd Redza Hussin(SCT), Fajrini Matjalina (SCT), Nurul Ain Jaafar (UBD) and Asmah Husaini (UBD). Form left (back): Zulfikri Zulkifly (BruMeq), Ak Baharudin Pg Razak (UBD).

During the event, we managed to find some companies that have similar product to BruMeq's. On top of that, there were a few companies that took interest and approached us with proposals to collaborate on innovating healthcare with us.

We were also looking for ideas on the engineering perspective of our product to add further value to it and to see its market validity in Asian countries.

Overall, this event opened up many opportunities for our product and for our company in terms of innovation and it also opened up more market areas for our company to venture into.

TechInnovation is attended by companies, institutes and manufacturers from different countries all over the world. It creates a platform for entrepreneurs like myself to find collaborations, funding and also investors. They also provide online platforms to allow ease of communication for people to connect with industries and share ideas.

For InnovFest Unbound 2018, I participated in the event as a delegate from UBD. The event was held at Marina Bay Sands Convention Centre in Singapore. Our main aim for the event was to discuss ways to improve innovation and collaboration between ASEAN countries through their universities and entrepreneurs.

During the event, the participants discussed the problems that each country face in terms of innovation. Some common issues that were brought up were the lack of interest in entrepreneurship, lack of funding and lack of interest in setting up a business in their own country.

During the event, there was an exhibition that was being held in which some ASEAN universities and major companies participated to showcase and promote their organizations and products. There were also a few projects from UBD that was being showcased at the exhibition.

On the last day of the event, National University of Singapore (NUS) invited us to have a look at their entrepreneurship ecosystem at NUS Enterprise. NUS heavily encouraged their students to create and manage their own companies.

I believe I have benefitted from this experience greatly as it had taught me how to be a better entrepreneur. We were shown ways to establish a proper environment to set up a company where entrepreneurs like us could thrive in an ever competitive market.

Innovfest Unbound 2018 is a platform where companies from all over especially from ASEAN can showcase their ideas and find people who are interested to collaborate and to help each other.



Zulfikri Zulkifly with Innovfest Participants



REFRESHING AND REMAPPING STRATEGIES WORKSHOP FOR OAVCIE



Participants of the workshop focused during a presentation by Pg Dr Emeroylariffion

On 18th August 2018, a workshop to refresh and remap was conducted for all members of OAVCIE and invited faculty members. The workshop was conducted to re-strategize prospective direction the office of Innovation and Enterprise might take.

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53

PATENTS FILED



23

PATENTS GRANTED



34

US PATENTS FILED



15

US PATENTS GRANTED