

Frequently Asked Questions for MRANTI Impact Challenge Accelerator (MICA)

A) General on MICA

Question	Answer
What is the MRANTI Impact Challenge Accelerator?	MRANTI Impact Challenge Accelerator (“ MICA ”) is a customised accelerator programme that provides high potential innovators access to capacity refinement, funding and network opportunities in scaling their impact-driven solutions to tackle a series of identified social and/or environmental challenges. To find out more visit www.mranti.my/mica
How will MICA be executed?	<p>MICA adopts an end-to-end approach to increase the effectiveness in market adoption of high potential solutions for scalable impact. MICA will be conducted in the three (3) main phases as follows:</p> <ol style="list-style-type: none"><li data-bbox="772 784 1906 954">1. Phase 1 Impact Challenge The Impact Challenge features unique problem statements sponsored by MRANTI’s Impact Challenge Sponsor, and will be open for application. Each problem statement calls out for applications to crowdsource high potential solutions and subsequently accelerate them for growth opportunities.<li data-bbox="772 995 1906 1206">2. Phase 2 Impact Accelerator Selected winners from Phase 1 Impact Challenge will be enrolled into a customised Impact Accelerator with curated development content to further refine and shape impact models for growth potential. Upon completion, participants will pitch during Demo Day to the Impact Challenge Sponsor as well as a panel of investors and invitees. The Impact Accelerator will take place over a duration of 3 months.<li data-bbox="772 1247 1906 1356">3. Phase 3 Post Accelerator Support High potential participants will stand to receive committed and curated interventions as well as support from MRANTI and the Impact Challenge Sponsor to enhance the market

	<p>adoption of their solutions. The 6 months' post support will cover access to funding, capacity building, market access as well as network opportunities.</p>
<p>Why should I join the programme?</p>	<p>MICA focuses on accelerating innovative solutions that tackle real problems faced by our Impact Challenge Sponsor. It aims to match your relevant, practical and promising solutions to identified social and/or environmental challenges for direct adoption, incubation and/or support from the Impact Challenge Sponsor to subsequently enhance its viability and scalability for long-term and sustainable impact creation.</p> <p>Selected winners from Impact Challenges will earn exclusive access to the Impact Accelerator and stand to obtain direct post accelerator support from our problem statement sponsors which will allow your solution to be adopted or scaled at a faster pace.</p>
<p>How can I participate in MICA?</p>	<p>All applicants will go through the 3 phases as follows:</p> <ul style="list-style-type: none"> <p>● Phase 1 Impact Challenge</p> <p>You can choose to apply for one or more problem statements in this phase which your organisation can tackle or address with your existing market-fit solution. If the application is successful, your organisation will be invited to the Impact Challenge Pitch Day to present your ideas/solution to a panel of experts. Upon winning, you are entitled to the challenge prize as prescribed to the respective Impact Challenge. Please browse the MICA webpage for more details.</p> <p>● Phase 2 Impact Accelerator</p> <p>Upon winning an Impact Challenge, your organisation or identified team members will gain access to join the Impact Accelerator. Your commitment to participate will be obtained and attendance will be tracked. At Demo Day, your organisation will be invited for a final pitch of your enhanced or refined solution to a panel of experts.</p> <p>● Phase 3 Post Accelerator Support</p> <p>Depending on your performance during Demo Day, your organisation may be selected by the Impact Challenge Sponsor for post accelerator support consisting of funding, capacity building, market access as well as network opportunities and additional support curated by MRANTI (T&C applies). Browse the MICA webpage for more details.</p>

<p>Who can join MICA?</p>	<p>Phase 1 Impact Challenge You are eligible if your organisation fulfils the criteria as stipulated in your preferred Impact Challenge. In general, eligibility criteria are as follows:</p> <ul style="list-style-type: none"> ● A legally registered organisation with solutions/ideas creating impact in Malaysia and relevant to the identified problem statement ● Required to have a commercially-driven business model, non-profit organisations (NPOs) are not eligible ● Products which have existing users and/or customers or at a minimum, a market tested/proven prototype ready to be launched or available to be customised for the challenge ● Possess track record of users/ customers to demonstrate product market fit ● At least 1 year audited accounts ● A strong team with diverse skill sets and at least 3 participating team members including 1 founder and 2 other instrumental roles ● Demonstrate a clear plan to scale your impact <p>Phase 2 Impact Accelerator You are eligible to join the Impact Accelerator in the event your organisation is selected as a winner in Phase 1 Impact Challenge and is recommended by impact challenge sponsor for Phase 2</p> <p>Phase 3 Post Accelerator Support No prescribed eligibility at this phase as it depends on your performance during Demo Day.</p>
<p>How does the MICA Programme measure success?</p>	<p>Our focus is to increase the market adoption of high potential solutions for impact scalability while building a pipeline of talent to create resilient and purpose-driven businesses. Our key measure of success will be the number of solutions adopted or supported by our Impact Challenge Sponsors.</p>
<p>Who is the Impact Challenge Sponsor?</p>	<p>An Impact Challenge Sponsor is a partner who will be collaborating with MRANTI to co-organise an Impact Challenge featuring specific social and/or environmental problems, challenges or issues faced by that partner’s organisation.</p> <p>This year, UNICEF is MICA’s Impact Challenge Sponsor Eligible participants who win the Impact Challenge and subsequently complete the Impact</p>

	Accelerator will stand to obtain direct incubation, adoption and/or support from UNICEF post-Demo Day.
I'm at a very early stage of building my product and business, should I join MICA?	MICA might be too early for you. Why not join our Bootcamps to solidify your business plan and strategy?
Where do I go if I have more questions about MICA?	Thank you for your interest. Kindly email socialimpact@mymagic.my and our team will get back to you within 3 working days.

B) Phase 1 - Impact Challenge

Question	Answer
What is an Impact Challenge?	An Impact Challenge, a part of the MICA programme, is an open competition that invites applications from organisations that have market-ready solutions that tackle the problem statements featured. The winning applications will be entitled to challenge prizes and earn exclusive access to the Impact Accelerator.
How can I participate in an Impact Challenge?	<p>You can choose to apply for one or more problem statements in this phase which your organisation can tackle or address with your existing market-fit solution. If the application is successful, your organisation will be invited to the Impact Challenge Pitch Day to present your ideas/solution to a panel of experts. Upon winning, you are entitled to the challenge prize as prescribed to the respective Impact Challenge. Please browse the MICA webpage for more details and the application form link.</p> <p>You are eligible if your organisation fulfils the criteria as stipulated in your preferred Impact Challenge. In general, eligibility criteria are as follows:</p> <ul style="list-style-type: none"> ● A legally registered organisation with solutions/ideas creating impact in Malaysia and relevant to the identified problem statement ● Required to have a commercially-driven business model, non-profit organisations (NPOs) are not eligible

	<ul style="list-style-type: none"> ● Products which have existing users and/or customers or at a minimum, a market tested/proven prototype ready to be launched or available to be customised for the challenge ● Possess track record of users/ customers to demonstrate product market fit ● At least 1 year audited account ● A strong team with diverse skill sets and at least 3 participating team members including 1 founder and 2 other instrumental roles ● Demonstrate a clear plan to scale your impact <p>There is no cost to participate. Please review the Terms & Conditions before submitting your application and you will be required to declare that you have read and understood the document.</p>
<p>How will my application be shortlisted for the Impact Challenge?</p>	<p>Once submissions are closed, the Impact Challenge Sponsor, together with a team of subject experts will evaluate all applications to shortlist at least the top ten entries who will advance to the Impact Challenge Pitch Day. In general, applications are shortlisted based on the following, but not limited to:</p> <ul style="list-style-type: none"> ● Quality of application; ● Relevance of the innovation (product or services); ● Track record of Product-Market Fit - evidenced by users, sales and/or impact metrics achieved; and ● Feasibility of solution/application to Malaysians; <p>Shortlisted applicants will be notified and are required to accept the invitation to the Impact Challenge Pitch Day, which is stipulated in the key timeline found at MICA webpage. In the event they fail to do so, their spot will be given to the next best project.</p> <p>All applications submitted must fit the challenge theme. Projects that do not meet requirements will be declined.</p>
<p>How will my pitch be evaluated during the Impact Challenge Pitch Day?</p>	<p>Shortlisted applicants invited to the Impact Challenge Pitch Day will be evaluated based on the following judging criteria but not limited to:</p> <ol style="list-style-type: none"> 1. Impact <ul style="list-style-type: none"> ○ The solution addresses the theme/problem outlined in Impact Challenge

	<ul style="list-style-type: none"> ○ Originality and innovativeness of the solution ○ Plans to measure and monitor the impact <p>2. Feasibility</p> <ul style="list-style-type: none"> ○ The solution is applicable in both urban and rural settings in Malaysia ○ The technology proposed is up to date with existing infrastructure ○ The solutions can be adopted or scaled easily <p>3. Commercial Viability</p> <ul style="list-style-type: none"> ○ The solution meets the demand and needs of the specific target market ○ There's a clear unique selling point to separate them from competitors ○ A comprehensive financial plan to sustain the company <p>4. Team</p> <ul style="list-style-type: none"> ○ The team has the necessary experience and/or capabilities to be successful ○ They demonstrate relevant knowledge of the market, as well as passion, creativity, innovativeness and resourcefulness. <p>5. Presentation</p> <ul style="list-style-type: none"> ○ The presentation is articulate and convincing ○ The team captures the attention of the audience, has a strong mastery of the material, and handles questions effectively.
Who are the judges during the Impact Challenge Pitch Day?	Judges will be selected representations from the Impact Challenge Sponsor and a panel of judges invited exclusively for the Pitch Day.
What can I expect during the Impact Challenge Pitch Day?	<p>The Impact Challenge Pitch Day will be held virtually via an identified platform. It is a by-invite only event open to shortlisted applicants, judges and partners. Shortlisted applicants will be notified of the platform of choice and be provided with the necessary details.</p> <p>During the Impact Challenge Pitch Day, shortlisted applicants will pitch LIVE via Zoom/GMeet, followed by a Q&A session by the judges. Generally, the pitch will be 5 minutes long followed by 10 minutes of Q&As. Please note, the format and duration of the pitch and Q&A can vary depending on the respective Impact Challenge.</p>
What are the awards of the Impact Challenge?	Please browse the MICA webpage for more details.

<p>What are the key dates for the Impact Challenge?</p>	<p>Please browse the MICA webpage for more details on the timeline</p>
<p>What are my obligations as an applicant?</p>	<p>Upon the submission of an application, an applicant agrees to commit to the following:</p> <ul style="list-style-type: none"> ● Be available for clarification calls during the evaluation of applications to be shortlisted for the Impact Challenge Pitch Day ● Upon selection and notification, attend the designated Impact Challenge Pitch Day on a predetermined date to participate in its agenda ● Accept all terms and conditions attached to your participation in your selected Impact Challenge
<p>Is there recourse to the Impact Challenge?</p>	<p>MRANTI and/or the Impact Challenge Sponsor, hold the right to disqualify and revoke any submitted and/or approved applications, at any point of time, in the event that the information and evidence are available to confirm the following:</p> <ul style="list-style-type: none"> ● Wilful misrepresentation of information during application; ● Involvement of fraud or money laundering activities; and/or ● Massive drift or significant changes from the intended objectives and outcome as represented during application.
<p>Is my information confidential?</p>	<p>The information you provide on your application will only be available to the following parties:</p> <ul style="list-style-type: none"> ● MRANTI, the Impact Challenge Sponsor and our partners ● The panel of experts and judges invited exclusively for the Impact Challenge <p>Upon submission of an application including personal data information, applicants are deemed to agree with the MRANTI's and the impact challenge sponsor's data privacy policy and declare all information provided is true and correct. Any willful misrepresentation shall render disqualification of this application. All applications and submission will be treated in strict confidence and processed for the Impact Challenge purposes only.</p>
<p>Are there any other resources available?</p>	<p>Join our webinars where you can ask us questions and go through the application process for each Impact Challenge. For more details please visit http://www.mranti.my/mica</p>

C) Phase 2 - Impact Accelerator

Question	Answer
What is the Impact Accelerator?	The Impact Accelerator, a part of the MICA programme, is a curated capacity building programme with intention to scale impact-driven solutions and further amplify their market adoption rate. Its content and curriculum are customised to ensure learning outcomes are centred around refinement of impact delivery model, technology adoption for impact scalability as well as increased financial viability. Winners from Impact Challenges will be invited to join the Impact Accelerator.
How long does the Impact Accelerator last?	It will be approximately 3 months, starting from end of July and expected to end early November last?
What are the key modules of the Impact Accelerator?	<p>The key modules are:</p> <ul style="list-style-type: none"> ● <u>Scaling Sales and Impact</u> - Strengthen and realign your company's existing Business Model to include sustainability practices and scale your impact ● <u>Impact measurement</u> - Align and incorporate your organisation's metrics to include impact measurements ● <u>Investment Readiness</u> - Focus on innovation and commercialisation to drive pilot project and fund raising
How can I participate in the Impact Accelerator?	<p>Upon winning an Impact Challenge, your organisation or identified team members will be invited by MRANTI to participate in the Impact Accelerator. Your commitment to participate will be obtained and attendance will be tracked. At Demo Day, your organisation will be invited for a final pitch of your enhanced or refined solution to a crowd of investors, problem statement sponsors and other invitees.</p> <p>You are eligible to join the Impact Accelerator in the event your organisation is selected as a winner in Phase 1 Impact Challenge.</p>
What are my commitments for the Impact Accelerator?	All participants for the Impact Accelerator are required to commit to the following but not limited to:

	<ul style="list-style-type: none"> ● At least 3 team members or representatives to participate in the Impact Accelerator, where it is mandatory that at least 1 founder or co-founder participates; ● Complete an online programme curated by MRANTI for the consecutive 3 months; ● Record at least 80% attendance rate for each participating organisation; ● Attend classes and workshops as stipulated by MRANTI, including the orientation week; and ● Complete all allocated Coaching hours as stipulated by MRANTI <p>Participants will be provided with a participation agreement, agreed, signed and emailed back to MRANTI before enrollment in the Impact Accelerator.</p>
Will there be a Demo Day?	Yes, the Impact Accelerator will wrap up with a Demo Day where you will pitch to Impact Challenge Sponsor and a panel of experts via a platform identified by MRANTI.
May I have the agenda for the Impact Accelerator?	The agenda is not available publicly but you will receive it during orientation.
Can I make changes (add/replace) to my team members, even after being accepted into the Impact Accelerator programme?	If you notify us before the deadline, you will be able to fill up the request form to add/replace the team members. Once that has been submitted to us, we will review it and will notify you once the decision is made.
Are there benefits in joining the Impact Accelerator?	<p>Apart from having access to custom content and development curriculums, you can benefit from the following:</p> <ul style="list-style-type: none"> ● Be connected to sector experts and/or mentors locally and from the region ● Each participating organisation receives a monthly stipend and care pack to facilitate participation in the accelerator. ● Obtain opportunities for Post Accelerator Support subject to Demo Day performance

D) Phase 3 - Post Accelerator Support

Question	Answer
<p>What is Post Accelerator Support?</p>	<p>Depending on your performance during Demo Day, your organisation may be selected by the Impact Challenge Sponsor for post accelerator support which may include investment, grant, adoption and/or in-kind support such as mentorships, business services support, etc. (T&C applies). Browse the MICA webpage for more details.</p> <p>No prescribed eligibility at this phase as it depends on your performance during Demo Day.</p>
<p>What other support can I get post-Impact Accelerator?</p>	<p>Your organisation may also be entitled to additional support curated by MRANTI and its Partners for capacity building, market and network opportunities:</p> <ul style="list-style-type: none"> ● Direct assistance to participate in Program Perolehan Impak Sosial Kerajaan (PPISK) to tap on government procurement opportunities. More details on criteria will be available at https://www.mymagic.my/ppisk/en ● Opportunity to be funnelled to National Technology & Innovation Sandbox (NTIS) to further commercialise your technology. More details on criteria will be available at https://sandbox.gov.my/ ● Opportunity to be funnelled to Global Market Fit Programme (GMP) for regional expansion opportunities. More details on criteria will be available at https://www.mymagic.my/gmp ● Access to MRANTI's Digital Business Academy at https://www.mymagic.my/online-academy/dba ● Izwan & Partners legal advice and market validation initiatives: <ul style="list-style-type: none"> ○ Up to 5 hours of technical assistance or mentorship with legal experts from Izwan & Partners ○ Exclusive access to one to one legal advice ○ Potential networking opportunities with investors and clients within Izwan & Partners ecosystem ○ Potential opportunities for market validation initiatives via rapid feedback from legal experts