

BioMedETC 2015 Symposium



BioMedKL

Think Beyond the Lab & Share Ideas

FOOTSTAMP GRADUATE BIOTECHNOLOGY KUALA LUMPUR DAN SELANGOR
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INSIGHTS YOU SHOULD KNOW FROM DIVERSE EXPERTS

BioMedETC invites science journalists, science communicators, academic entrepreneurs, commercialisation consultants, technology accelerators, grant brokers, policy makers and / or other key stakeholders in biomedical science industry - to share the most relevant insights and dismiss any doubts by scientists.

We aim to bring the private sector, governmental bodies and researchers to work together, to break down boundaries and to connect the dots between often-isolated research groups.

Plenary Forum - Science in Solving Pressing Issues Around the World

Panellists : MIGHT, AETAS & The Petri Dish
Moderator : BioMedKL



BUSINESS IDEATION VIA DESIGN THINKING

In BioMedETC, we make sure your ideas are heard and we encourage mutual learning from other scientists via empathy interviews and synergic brainstorming / ideation process. We collaborate with Genovasi in developing concise design thinking modules, customised to the needs of scientists.

We love to have people of biomedical expertise to discuss future prospect of biomedical sciences in Malaysia. So, what are you waiting for? Join us!

Design Thinking Modules and Business Pitch Exercise

Module courtesy of Genovasi
More info at <http://www.genovasi.my/>



YOU CAN TEACH A NERDY, OLD SCIENTIST NEW TRICKS!

Prepare for a burst of fun and laughters - because in BioMedETC, we have undergraduates and professors alike joining our group discussions and having fun together.

There's no dull moment in our symposium.





Group photo of design thinking facilitators with Mike Cannon from Genovasi (fourth from right).

WHY BIOMEDETC?

1. **Participant-centric symposium content** - we make sure you have a say about your needs and expectations for the symposium;
2. **Design thinking module for scientists** - we are introducing a special module to think differently using materials from Genovasi;
3. **Driven by practical solutions** - we will answer the big question in every scientist's mind on how to commercialise innovation;
4. **50-50 ratio of knowledge input and knowledge synthesis** - this means your thoughts and ideas in group discussion are just as important as the speakers', so get ready with your thinking cap(s);
5. **Top notch speakers, world class event hall** - we bring the best speakers in a different atmosphere in the *Hall of Awesomeness*, *Mindvalley HQ* to facilitate laid back, open discussions.

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Participants hearing constructive feedback from experts after their 3-minute business pitch.



REDESIGNING SCIENCE SYMPOSIUM

START YOUR OWN BUSINESS



DR. MICHAEL J. RATHBONE

A scientist who ventured into business - Dr. Rathbone is a success story of an entrepreneurial academician. During his career, he has innovated many novel drug delivery systems, several of which have been commercialised. He is a renowned controlled release drug delivery scientist, the co-inventor of numerous patents, and co-editor of many modified release drug delivery books.

Speaking from experience, he enlightened participants about entrepreneurial academician, how the research-industry relationship has evolved in Malaysia over the past decade, and how academic entrepreneurial activities can culminate in commercialisation with the current Malaysian academic environment.

Dr. Rathbone is currently Director of his own company called ULTI Pharmaceuticals which is dedicated to the innovation of animal health products.

DR. WONG TIN WUI

Dr. Wong is an aspiring Malaysian researcher who made breakthroughs in local technology commercialisation. He is advisory board member / outstanding scientist jury for several international conferences and working committee for National Nanotechnology Directorate, Ministry of Science, Technology and Innovation Malaysia.

In BioMedETC, he shared one of his upcoming commercialisation project for microwave as an alternative skin permeation enhancer for transdermal drug delivery. His project is expected to impact current pharmaceutical, nutraceutical & cosmeceutical technology industry.

Dr. Wong Tin Wui is lecturer and scientist at Non-Destructive Biomedical and Pharmaceutical Research Centre, iPROMISE UiTM.

CHANGING PERCEPTION ON MICROWAVES



PROF. DR. HO CHEE CHEONG

With more than 40 years' experience as a research scientist, Prof. Ho is a renowned researcher in materials science; rubber latex chemistry and technology; pollution and environmental protection and education. He was appointed for many leadership roles including Head of Department of Chemistry, University of Malaya; R&D Director of a glove factory; Professor and Dean of Faculty of Applied Sciences, University AMIST; and Adjunct Professor, University Tunku Abdul Rahman.

As an expert in rubber latex chemistry, he shared interesting facts about rubber glove manufacturing and how innovation in science has changed this industry.

Prof. Ho is a Senior Fellow of the Academy Sciences of Malaysia (ASM).

INNOVATION IN LATEX GLOVES



MOHAN KRISHNA

Mohan Krishna started his career as a design engineer specializing in design and fabrication of CMOS fiber optic chipsets. Then, he went on to establish ColdFusion Engineering as the Chief Technology Officer. In the course of his career in ColdFusion, he has raised RM20 million thru investment and a further 6 Million thru government grants in the process of developing ColdFusion. After exited ColdFusion, he is now the CEO of AETAS Intellectual Property Solutions.

He spoke about the reality of intellectual property and dismissed misconceptions surrounding this topic.

Mohan Krishna has extensive experience in start-up companies, fund raising, technology, commercialization in addition to his electronic engineering background.



PATENTS: ASSET OR LIABILITY?

DR. NORMI MOHD YAHAYA

Dr. Normi believes in promoting science to general public via grass root intervention. As a former Executive Committee member of Young Scientists Network-Academy of Sciences Malaysia (YSN-ASM), she led the Science Journalism Flagship program which heavily promotes effective communication of science and its issues in a creative and layman manner among youths and researchers.

During BioMedETC, she shared insights on the challenges of science communication and current YSN-ASM efforts to address these challenges.

Dr. Normi is a senior lecturer at Department of Cell and Molecular Biology, Universiti Putra Malaysia.



**SCIENCE COMMUNICATION
HERE & NOW**

SURIYA LIEW WAI YOON

Suriya spends most of her time helping people cope with stress from relationship and work. As a certified trainer, lecturer and counselor herself, she shares her techniques in managing expectations, developing inner peace and finding true happiness through fulfilling relationship in life.

She was no doubt the perfect speaker to end our symposium. She introduced relaxation and breathing exercises to cope with stress. Furthermore, she helped participants to share their stressful problem in pairs, hence discovering their cause of stress.

She is now a part time lecturer in Open Universiti Malaysia (OUM) and a student counsellor at Malaysian Institute of Arts.



**FIND TRUE
HAPPINESS**



It is the most creative, interactive & casual event for scientific community.

Muhamad Hatib A. Rahaman
University Malaysia Terengganu



WHAT PEOPLE SAY ABOUT BIOMEDETC



This seminar was truly an eye opener - it has taught me: to look beyond the laboratories and (see) the importance of reaching out to the public and investors.

Boon Jing
International Medical University

Truly hilarious and eccentric event! BioMedETC has sparked my interest to think about scientific outreach and entrepreneurship as an integral element in research community. Thanks BioMedKL!

See Tian Hong
Universiti Putra Malaysia



I find the personality test very intriguing. It helped me to find out the progression of my character in different situations (when one is relaxed and stressed), thus I am now more aware of my weaknesses when I am anxious! My first experience of planning a business pitch with a group of new friends was thought-provoking, and I strongly believe that it prepared me to be more creative in science innovation.

Tey Pei Yee
University College London

There was a teaser module in the conference that has made a breakthrough in me. It taught me to be spontaneous, creative, and make quick decision. And sometimes in life, you just have to realize that great work comes from radical ideas. Obey to the rule of thumb doesn't necessarily bring you to where you want to be.

Yew Mei Yeng
Monash University Malaysia



BioMedETC – Biomedical Science in Entrepreneurship, Technology and Commercialisation is BioMedKL's flagship event. Aiming to offer beyond "conventional scientific event", BioMedETC offers training on critical communication & collaboration skills, new thought process for problem solving and know-how in commercialisation for science discoveries. BioMedKL believes these are skills and learning opportunities that do not fall under normal academic syllabus. Hence, this event is dubbed the acronym ETC which also means "et cetera" or "and other things" biomedical science researchers should know. We have and will continue to gather experts in communication, ideation and commercialisation to come forth and speak to biomedical scientist who are keen in learning new skills, networking with other scientist and wanting to make a science breakthrough.

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