

MEDIA RELEASE

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'SUPERB' OPENING FOR ENTREPRENEURS

SUPERB programme advancing to its third series with more exciting business ideas

15th August 2014 - Skim Usahawan Permulaan Bumiputera (SUPERB) is now in its third series, determined to help making Bumiputera entrepreneurs' dream a reality by assisting promising Bumiputera individuals or start-up companies to receive a possible grant up to RM500,000 through their innovative and creative business ideas. This latest TERAJU's initiative was launched at the Majlis Ekonomi Bumiputera (MEB) on 27th January 2014 by the Prime Minister, YAB Datuk Seri Najib Tun Razak.

The government allocated a RM100 million fund under SUPERB for three years to help creative and innovative young Bumiputera entrepreneurs find their footing to start or elevate their dream business. RM30 million has been put aside for the first year alone.

The SUPERB programme had selected 13 winners as grant recipients in Series 1 with a total grant of RM 6.5 million and 15 winners for Series 2 with a total grant of RM 7.5 million. Since its commencement earlier this year, SUPERB has garnered almost 3,000 applications of quality and highly innovative ideas submitted from young, aspiring entrepreneurs all over the country.

"SUPERB Series 3 will give participants a valuable experience to pitch in front of knowledgeable and experienced panelists starting with BizPitch Road Tour. This stage is crucial for us to select the semifinalists, following the tremendous applications received via online earlier this month," said En. Husni Salleh, Chief Executive Officer of TERAJU.

"SUPERB is a business challenge based on merit. Every Bumiputera is given a chance to shine through their business ideas but they must meet the innovative and creative standard set by TERAJU and our strategic partners. Seeing the high standard established during Series 1 and Series 2, we expect the benchmark to be higher to guarantee that only the best and most deserving business ideas move on to the Semi-Final stage," added Husni.

With the additional of MaGIC into its previous list of ten strategic government agencies, this series' BizPitch Road Tour will see SUPERB touring at five selected locations, through TERAJU @Korridor, to further promote the programme, ensure on-ground reach to the public and shortlist participants. The Road Tour which kicked off at @Iskandar Malaysia, Johor will move on to SDC, Sabah, followed by Kota Bharu, Kelantan, Sungai Petani, Kedah and set to conclude in Cyberjaya.

BizPitch Road Tour provides an additional platform for the programme to further fine tune the selection process consequently ensuring only the best and unique business ideas go through to the next phase. This added stage will require applicants from respective or neighbouring states to pitch their business ideas to a list of panelists before advancing to the Semi-Final stage.

These selected semi-finalists will then go through a three-day boot camp of coaching and mentoring to further enhance their business ideas' proposals and pitching skills for Semi Finals and possible advancement to the Finals.

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ABOUT TERAJU

The setting up of TERAJU was announced by the Prime Minister YAB Datuk Seri Najib Tun Razak on February 2011, to **lead, coordinate and drive** Bumiputera economic participation through existing and new initiatives and to propose institutional reform, to increase effectiveness. TERAJU will undertake **strategic alignment of the resources** of the government and its agencies. It has been introduced as a "**Game Changer**" to strengthen and empower the Bumiputera Development Agenda. TERAJU also acts as the Secretariat for the Majlis Ekonomi Bumiputera (MEB).

ABOUT SUPERB

Skim Usahawan Permulaan Bumiputera (SUPERB) launched on 27th January 2014, is TERAJU's latest initiative, to help eligible Bumiputera individuals or start-up companies to bring their innovative and creative ideas with a grant up to RM 500, 000.00. The government allocated a RM 100 million under SUPERB for three years with RM 30 million allocated for this year alone.

SUPERB is open to all aspiring entrepreneurs aged 18 to 40 years, also new Bumiputera firms or those that have been operating for less than three years. There are four application windows in a year; February, May, July and November.

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