



# UNIVERSITY ENTREPRENEURSHIP CHALLENGE 2022



NO	FACT SHEET	
1	EVENT TITLE	UNIVERSITY ENTREPRENEURSHIP CHALLENGE 2022
2	EVENT DURATION	APRIL – JULY 2022
3	EVENT DATE	SOFT LAUNCH: 5 APRIL 2022, TUESDAY WINNER ANNOUNCEMENT: 19 JULY 2022, TUESDAY
4	TIME	LAUNCH: 2.00PM TO 3.00PM WINNER ANNOUNCEMENT: 10.00AM TO 12.00PM
5	VENUE	ZOOM/ONLINE/SME CORP
6	MAIN ORGANIZER	U LEARN MONEY ADD: 38-1, Jalan Metro Pudu 2, Fraser Business Park, 55200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia TEL: 03-9223 3777
7	CO-ORGANIZERS	MAX CAPITAL MANAGEMENT, EDM GROUP, HAKIM ACADEMY & GOALMAP
8	SUPPORTING MEDIA	MONEY COMPASS MEDIA, BERNAMA, ASTRO, BFM, THE STAR & RTM
9	SUPPORTING ASSOCIATION/ORGANIZATION	SME CORP, MDEC, PERKESO
10	SUPPORTING MINISTRY	Ministry Of Entrepreneur Development and Cooperative of Malaysia, Ministry of Higher Education & Ministry of Youth and Sports
11	THEME	Navigating and Unleashing the Potentials of Young, Aspiring Entrepreneurs
12	OBJECTIVE	The main objective of the competition is to expose undergraduates in real entrepreneurship journey and guide them in developing their entrepreneurial skills and experience.
13	MECHANISM	Coaching Webinar Series, Business Plan, Online and Offline Competition & Awards Ceremony
14	CLOUD ADDRESS	<a href="https://smefair.com.my/UNIEC-2022">https://smefair.com.my/UNIEC-2022</a>
15	TARGET AUDIENCE	40 University students from Entrepreneurship, Business, Marketing & Digital Marketing Department or Related Faculties & Private Sectors
16	ORGANIZING CHAIRMAN	AMY SEOK FOUNDER & CEO OF MONEY COMPASS MEDIA 6012-3005633 / amy.seok70@moneycompass.com.my
16	EVENT PIC CONTACTS	<u>COMPETITION &amp; EVENTS</u> MANDY – 0124630231 / <a href="mailto:mandy@moneycompass.com.my">mandy@moneycompass.com.my</a> MATHI – 01111492682 / <a href="mailto:mathi@moneycompass.com.my">mathi@moneycompass.com.my</a>  <u>MARKETING</u> Hashima 014 219 9216 <a href="mailto:hashima@moneycompass.com.my">hashima@moneycompass.com.my</a> Hawa 014 659 7856 <a href="mailto:hawa@moneycompass.com.my">hawa@moneycompass.com.my</a>