Chance for students to take part in R&D

By Nur Aida Mustaffa

STUDENTS at Sunway College now have the chance to put their ideas and thoughts into work and mould them into exciting products. This opportunity is provided to them by G-Lab Sdn Bhd, a private incubation centre for technology and dotcom start-ups.

The college has entered into a partnership with G-Lab to enable its students to use G-Lab incubation centre or launchpad for the purposes of internships, employment and incubation of potential dotcom business ideas.

According to G-Lab chief operating officer Christine Lim, the agreement is a natural extension of G-Lab’s outreach programme which aims to build a mutually beneficial relationship with schools and institutes which offers information technology courses such as degrees in journalism, marketing, mass communication and business administration.

“Our internships are designed to give students hands-on marketing experience in a launchpad like G-Lab. They will work on real business which prepares them better for post-graduation employment,” Lim says after the signing ceremony between G-Lab Sdn Bhd and

Lee: To develop product and get real-life exposure.

Sunway College in Sunway last week. Also present at the event were the college’s principal Elizabeth Lee and director Lee Weng Keng, and iCapital (M) Sdn Bhd’s partner Nethan Pillai.

“We hope to get a few business plans from the students for evaluation and possible incubation,” Lim says.

Based on the agreement, G-Lab will be the principal incubator partner for Sunway College for the next 12 months.

Within this period, the company is said to invest in business ideas and potential successful plans produced by the students, especially in the areas of Internet, electronic commerce or technology applications.

“Some of the brightest dotcom ideas in the past have come from young people. We understand the complexities of helping the uninitiated develop their ideas into commercially viable business plans,” Lim says, adding that unlike most venture capitalist that look only at first or second round funding, G-Lab evaluates potential businesses at the ideas stage.

In explaining about the company activities, Lim says that G-Lab has the capacity to handle up to 11 residents at one time for over a period of six months. To date, G-Lab has about six start-ups dealing with various Internet applications.

During the six-month period, all development cost are borne by G-Lab to a value of up to RM5 million per residents.

This value includes support in terms of technology and computing infrastructure, advertising and brand communications development; human resource management; professional and legal services and in-house core management expertise.

Elizabeth Lee says the collaboration has created an avenue for students who have bright ideas to work on them and at the same time, get the real-life exposure in starting a new business.