



Application Info Guide

Innovation Pitching Competition



GREENVERSE



ABOUT THE INNOVATION PITCHING

Innovation Pitching is a specialised platform at Industry-University-Community (IUC) Summit designed for research project pitching. Innovative and creative research ideas to solve industry-linked problems will be presented. Best idea(s) will be rewarded with a monetary award (RM2,000) co-funded by Swinburne Sarawak and external partners.

INDUSTRY-LINKED PROBLEM

The details of the industry-linked problem can be found in the Appendix. In case there are more than one (1) problems provided, each applicant (or group of applicants) can only select one of them. Candidate(s) can pitch their solution/idea that aims to solve the problem/challenge. Note that the guiding questions are provided to provide some potential direction, though it is not necessarily to address all of them.

ELIGIBILITY & APPLICATION

- The scheme is open to all academicians, higher degree by research (HDR) students and **final year** undergraduate (UG) students at Swinburne Sarawak.
- Individual and group registration (**maximum** 3 members) are both accepted. In case UG student(s) are involved, a Swinburne Sarawak academician must be appointed as “supervisor” and will take up one (1) of the available member slots
- Candidate must complete the application by 31st July 2026 (11:59pm GMT+8)
- The registration link can be found here:

It includes:

- ✓ Details of the applicants (Name, Swinburne Email)
- ✓ Selected industry-linked problem
- ✓ Abstract regarding their pitching idea (300 words)
- Incomplete submission will not be entertained
- A confirmation email will be sent to inform applicants if their application has been successful.

OTHER DETAILS AND INSTRUCTIONS

- Successful applicants will compete in the pitching competition held **physically** on 12 August 2026. Detailed time and venue (within Swinburne Sarawak Campus) to be announced closer to the event
- Each pitching slot has 15 minutes, which encompasses 8-minute slide presentations followed by 7 minutes of Q&A
- Slide should be prepared in PowerPoint format, while the PowerPoint should be shared to Dr. Shatha Suliman Atieh Abu Mahfouz (smahfouz@swinburne.edu.my) and cc IUC Summit secretary (iuc@swinburne.edu.my) **at least one day** before the competition.

EVALUATION

- The panel judge consists of academicians and industry professionals
- The evaluations are made based on the criteria listed in the rubric (see next page)
- Panel judges' decisions are **FINAL** and **NOT** subjected to appeal

PRIZES

- One winner (or winning group) will be identified (with highest score) for each industry-linked problem
- Winner(s) will receive a monetary prize of RM2,000.00 and e-certificate(s)
- All participants will receive an e-certificate of participation

RESULT ANNOUNCEMENT

- The winner (or winning group) will be announced at the closing ceremony at the same day
- Each group must have at least one member attend the closing ceremony

Criteria	1 Point	2 Point	3 Point	4 Point	5 Point
1. Problem Comprehension & Alignment	The pitch addresses the industry topic very broadly with minimal relevance and shows a very limited understanding of the sponsor's operational, technical, or strategic bottleneck	The pitch addresses the topic broadly but shows a surface-level grasp of the sponsor's specific operational, technical, or strategic bottleneck	Clearly identifies and addresses the sponsor's core problem statement, with the solution aligning with stated constraints and guiding questions	Demonstrates a strong understanding of the sponsor's pain points, including operational and technical considerations, with good alignment to the problem context	Demonstrates deep understanding of the sponsor's pain points, addressing both immediate technical challenges and underlying operational/strategic context
2. Feasibility	The proposed solution is highly conceptual or speculative, with no clear technical, engineering, or operational framework	The solution shows limited feasibility with unclear methodology or a weak supporting framework	The solution is technically sound, logical, and viable, using realistic methodologies or existing frameworks	The solution is well-developed with a clear technical or operational structure and demonstrates practical implementation potential	Offers a highly robust, well-engineered, or data-backed framework with clear integration into existing industrial systems (e.g., workflows, technical systems)
3. Impact, Scalability & ROI	The economic, environmental, or operational benefits are unclear or not articulated	Benefits are mentioned but remain vague and largely qualitative (e.g., general claims like	Quantifies key performance metrics (e.g., efficiency gains, carbon reduction, or cost indication)	Demonstrates strong impact with scalability considerations and preliminary cost-benefit justification	Provides a clear business case with strong scalability, realistic resource allocation, risk considerations, and a clear

		"improves efficiency")	with reasonable clarity		implementation timeline
4. Pitch Delivery	The pitch lacks structure, clarity, and engagement, with ineffective visuals and poor time management	The presentation has a basic structure but lacks clarity, flow, or effective audience engagement; visuals may be text-heavy	The presentation is professional, structured, and delivered within time, with a clear narrative and understandable visuals	The presentation is engaging, well-paced, and demonstrates strong narrative flow with effective visual support	Highly engaging and compelling storytelling, with strong team cohesion, high-impact visuals, and excellent command of audience attention
5. Q&A	Responses are unclear, hesitant, or unable to address panel questions meaningfully	Responses are basic and rely on repeating presented content with limited understanding	Answers questions clearly and accurately, demonstrating solid baseline domain knowledge and awareness of limitations	Provides strong, confident responses with good justification and logical explanation	Handles complex technical and commercial questions with confidence, supporting answers with data, logical reasoning, and relevant examples

CONTACT DETAILS

- Dr. Shatha Suliman Atieh Abu Mahfouz (smahfouz@swinburne.edu.my)
- IUC Summit Secretary (iuc@swinburne.edu.my)

TIMELINE

Date	Activity
8 th Jun 2026	Announcement and call for application
31 st Jul 2026	Application close
5 th Aug 2026	Confirmation email received
12 th Aug 2026	Innovation Pitching

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Appendix

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Problem Statement #1

Challenge Title

Circular Economy and Carbon Credit Opportunities in Hazardous Waste Management

Company Context & Background

Greenverse Holding Sdn. Bhd. is an integrated hazardous waste management company involved in scheduled waste recovery, recycling, treatment, and industrial waste solutions in Malaysia.

With increasing focus on ESG, sustainability, and carbon reduction, industries are seeking better ways to reduce environmental impact while improving resource recovery and operational efficiency.

Greenverse is currently exploring how hazardous waste recovery activities can support Circular Economy implementation and contribute toward carbon reduction and potential carbon credit generation.

The Core Problem

Hazardous waste treatment is commonly viewed as a disposal activity with environmental impact. However, certain recovery and recycling activities may reduce carbon emissions by:

1. reducing landfill disposal,
2. recovering reusable materials,
3. producing alternative fuels,
4. reducing dependency on virgin resources.

The challenge is to identify practical and innovative ways to:

1. enhance circular economy practices in hazardous waste management,
2. quantify environmental and carbon reduction benefits,
3. explore the potential for carbon credit generation from waste recovery activities

Guiding Questions

1. How can companies estimate or measure carbon reduction from hazardous waste recovery processes?
2. What future opportunities exist for carbon credit generation within hazardous waste management?

Expected Outcome

The proposed ideas should help:

1. improve resource recovery,
2. reduce environmental impact,
3. support ESG and sustainability goals,
4. explore future carbon credit opportunities in hazardous waste management

The challenge encourages innovative, practical, and scalable ideas from researchers and students across engineering, sustainability, environmental science, and business disciplines

Problem Statement #2

Challenge Title

Predictive Energy Optimisation for SOCOE Facilities & Operations

Company Context & Background

Energy is one of the largest operating costs and a major source of emissions across SOCOE's sites and operations. As regional energy prices and sustainability expectations continue to rise, improving how we forecast and manage consumption has become a strategic priority — both to reduce cost and to support our emissions-reduction commitments. Today, energy use is largely tracked through meters and reviewed after the fact, which limits our ability to act before inefficiencies and demand spikes occur.

The Core Problem

Consumption is monitored retrospectively, so there is currently no reliable way to forecast demand or pre-empt costly demand spikes and wasteful inefficiencies before they happen. This reactive posture leads to higher tariff exposure during peak periods and missed opportunities to shift or curtail non-critical loads.

Guiding Questions

1. How can sensor and meter data be modelled to forecast energy demand and flag waste before it occurs, rather than after?
2. What control logic could dynamically shift non-critical loads to off-peak periods to reduce peak-demand charges and emissions?
3. How can such a solution be integrated into existing facilities and monitoring systems without requiring a full hardware overhaul?

Data Availability

Applicants can demonstrate the effectiveness using illustrative examples/sample sets
