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Additional Info

<https://www.mymagic.my/sica>

Implementing Agency

[Malaysian Global Innovation
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General on SICA



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What is Social Impact Challenge Accelerator (SICA)?

Social Impact Challenge Accelerator (“**SICA**”) is a customised accelerator programme that provides high potential innovators access to capacity refinement, funding and network opportunities in scaling their impact-driven solutions to tackle a series of identified social and/or environmental challenges. To find out more visit the [SICA webpage](#).

How will SICA be executed?

SICA adopts an end-to-end approach to increase the effectiveness in market adoption of high potential solutions for scalable impact. SICA will be conducted in the three (3) main phases as follows:

Phase 1 Impact Challenge

A series of Impact Challenges, each featuring a unique problem statement sponsored by MaGIC’s Partners, will be open for application. Each Impact Challenge calls out for applications to crowdsource high potential solutions in addressing the identified problem statement and subsequently accelerate them for growth opportunities.

Phase 2 Impact Accelerator

Selected winners from each Impact Challenge will be enrolled into a customised Impact Accelerator with curated development content to further refine and shape impact models for growth potential. Upon completion, participants will pitch during Demo Day to the problem statement sponsors as well as a panel of investors and invitees.

Phase 3 Post Accelerator Support

High potential participants will stand to receive committed and curated interventions as well as support from MaGIC and the problem statement sponsors of the respective Impact Challenge to enhance the market adoption of their solutions. The curated support will cover access to funding, market as well as network opportunities.



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How can I participate in SICA?

All applicants will go through the 3 phases as follows:

- **Phase 1 Impact Challenge**

You will choose an Impact Challenge with the problem statement that your organisation can tackle or address with your existing market-fit solution. Upon identifying that, submit your application for your preferred Impact Challenge. If the application is successful, your organisation will be invited to the Impact Challenge Pitch Day to present your ideas/solution to a panel of experts, including the problem statement sponsor. Upon winning, you are entitled to the challenge prize as prescribed to the respective Impact Challenge. Please browse the [SICA webpage](#) for more details.

- **Phase 2 Impact Accelerator**

Upon winning an Impact Challenge, your organisation or identified team members will be invited by MaGIC to join the Impact Accelerator. Your commitment to participate will be obtained and attendance will be tracked. At Demo Day, your organisation will be invited for a final pitch of your enhanced or refined solution to a crowd of investors, problem statement sponsors and other invitees.

- **Phase 3 Post Accelerator Support**

Depending on your performance during Demo Day, your organisation may be selected by the problem statement sponsors of your Impact Challenge for post accelerator support which may include investment, grant, adoption and/or in-kind support. Browse the [SICA webpage](#) for more details. Upon fulfilling predetermined criteria, your organisation may also be entitled to additional support curated by MaGIC and/or its Partners for capacity building, market and network opportunities.



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Who can participate in SICA?

Phase 1 Impact Challenge

You are eligible if your organisation fulfils the criteria as stipulated in your preferred Impact Challenge. In general, eligibility criteria are as follows:

- A legally registered organisation with solutions/ideas creating impact in Malaysia and relevant to the identified problem statement
- Required to have a commercially-driven business model, non-profit organisations (NPOs) are not eligible
- With Minimum Viable Product or market-tested/proven prototype ready to be launched
- At least 12 months track record, either financial or commercial
- A strong team with diverse skill sets and at least 3 participating team members including 1 founder and 2 other instrumental roles
- With solid evidence of potential to scale your impact

Further eligibility criteria may be applied for each Impact Challenge. Please browse through the respective Impact Challenge webpages for the full criteria stipulated by the problem statement sponsors.

Phase 2 Impact Accelerator

You are eligible to join the Impact Accelerator in the event your organisation:

- Is selected as a winner in Phase 1 Impact Challenge and is recommended by problem statement sponsor for Phase 2; or
- Obtained an exclusive invite by MaGIC to join as part of any collaborative arrangements with MaGIC's Partners.

Phase 3 Post Accelerator Support

No prescribed eligibility at this phase as it depends on your performance during Demo Day.



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Who are the problem statement sponsors?

A problem statement sponsor is a partner who will be collaborating with MaGIC to co-organise an Impact Challenge featuring specific social and/or environmental problems, challenges or issues faced by that partner's organisation. Eligible participants who win an Impact Challenge and subsequently complete the Impact Accelerator will stand to obtain direct incubation, adoption and/or support from the problem statement sponsor post-Demo Day.

Why should I join SICA?

SICA focuses on accelerating innovative solutions that tackle real problems faced by our problem statement sponsors. It aims to match your relevant, practical and promising solutions to identified social and/or environmental challenges for direct adoption, incubation and/or support from problem statement sponsors to subsequently enhance its viability and scalability for long-term and sustainable impact creation.

Selected winners from Impact Challenges will earn exclusive access to the Impact Accelerator and stand to obtain direct post accelerator support from our problem statement sponsors which will allow your solution to be adopted or scaled at a faster pace.

How does the SICA Programme measure success?

Our focus is to increase the market adoption of high potential solutions for impact scalability while building a pipeline of talent to create resilient and purpose-driven businesses. Our key measure of success will be the number of solutions adopted or supported by our problem statement sponsors.



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I'm at a very early stage of building my product and business, should I join SICA?

SICA might be too early for you. Why not join our Bootcamps to solidify your business plan and strategy?

Where do I go if I have more questions about SICA?

Thank you for your interest. Kindly email socialimpact@mymagic.my and our team will get back to you within 3 working days.

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Phase 1 Impact Challenge



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What is an Impact Challenge

An Impact Challenge, a part of the SICA programme, is an open competition that invites applications from impact-driven organisations that have market-ready solutions that tackle the problem statement featured. The winning applications will be entitled to challenge prizes as prescribed for the Impact Challenge and earn exclusive access to the Impact Accelerator.

Who is behind the Impact Challenges?

Each Impact Challenge is unique and features different themes or issues sponsored by a particular problem statement sponsors. The Impact Challenge is organised by the problem statement sponsors, in partnership with MaGIC, to identify high potential winners for capacity building opportunities via Impact Accelerator in Phase 2 and direct post accelerator support in Phase 3.

Where can I get the list of Impact Challenges?

Please refer to the [SICA webpage](#) for details and their respective application timeline.



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How can I participate in an Impact Challenge?

You will choose an Impact Challenge based on the problem statement that your organisation can tackle or address with your existing market-fit solution. Upon identifying that, submit your application for your preferred Impact Challenge. If the application is successful, your organisation will be invited to the Impact Challenge Pitch Day to present your ideas/solution to a panel of experts, including the problem statement sponsors. Upon winning, you are entitled to the challenge prizes as prescribed by the respective Impact Challenge. Please browse the [SICA webpage](#) for more details and the application form link.

You are eligible if your organisation fulfils the criteria as stipulated in your preferred Impact Challenge. In general, eligibility criteria are as follows:

- A legally registered organisation with solutions/ideas creating impact in Malaysia and relevant to the identified problem statement
- Required to have a commercially-driven business model, non-profit organisations (NPOs) are not eligible
- With Minimum Viable Product or market-tested/proven prototype ready to be launched
- At least 12 months track record, either financial or commercial
- A strong team with diverse skill sets and at least 3 participating team members including 1 founder and 2 other instrumental roles
- With solid evidence of potential to scale your impact

Further eligibility criteria may be applied for each Impact Challenge. Please browse through the respective Impact Challenge webpages for the full criteria stipulated by the problem statement sponsors.

There is no cost to participate. Please review the Terms & Conditions before submitting your application and you will be required to declare that you have read and understood the document.



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How will my application be shortlisted for the Impact Challenge?

Once submissions are closed, the problem statement sponsors, together with a team of subject experts will evaluate all applications to shortlist at least the top ten entries who will advance to the Impact Challenge Pitch Day. In general, applications are shortlisted based on the following, but not limited to:

- Quality of application;
- Relevance of the innovation (product or services);
- Track record on proof of concept or financials; and
- Feasibility of solution/application to Malaysians;

Shortlisted applicants will be notified and are required to accept the invitation to the Impact Challenge Pitch Day within 3 working days. In the event they fail to do so, their spot will be given to the next best project.

All applications submitted must fit the challenge theme. Projects that do not meet requirements will be declined.



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How will my pitch be evaluated during the Impact Challenge Pitch Day?

Shortlisted applicants invited to the Impact Challenge Pitch Day will be evaluated based on the following judging criteria but not limited to:

1. Impact
 - The solution addresses the theme/problem outlined in Impact Challenge
 - Originality and innovativeness of the solution
 - Plans to measure and monitor the impact
2. Feasibility
 - The solution is applicable in both urban and rural settings in Malaysia
 - The technology proposed is up to date with existing infrastructure
 - The solutions can be adopted or scaled easily
3. Commercial Viability
 - The solution meets the demand and needs of the specific target market
 - There's a clear unique selling point to separate them from competitors
 - A comprehensive financial plan to sustain the company
4. Team
 - The team has the necessary experience and/or capabilities to be successful
 - They demonstrate relevant knowledge of the market, as well as passion, creativity, innovativeness and resourcefulness.
5. Presentation
 - The presentation is articulate and convincing
 - The team captures the attention of the audience, has a strong mastery of the material, and handles questions effectively.

Additional judging criteria may be applied based on the respective Impact Challenge joined. Please browse through the respective Impact Challenge webpages for more details:



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Who are the judges during the Impact Challenge Pitch Day?

Judges will be selected representations from the problem statement sponsors and a panel of judges invited exclusively for the Pitch Day.

What can I expect during the Impact Challenge Pitch Day?

The Impact Challenge Pitch Day will be held virtually via an identified platform. It is a by-invite only event open to shortlisted applicants, judges and partners. Shortlisted applicants will be notified of the platform of choice and be provided with the necessary details.

During the Impact Challenge Pitch Day, shortlisted applicants will either pitch live or prepare a pre-recorded pitch, followed by a Q&A session by the judges. Generally, the pitch will be 3 minutes long followed by 5 minutes of Q&As. Please note, the format and duration of the pitch and Q&A can vary depending on the respective Impact Challenge. We advise checking the respective Impact Challenge webpage for more details.

In the event of a physical event, the venue will adhere to COVID Standards of Procedure (SOPs) to ensure safe distancing. In this event, shortlisted applicants will pitch live in front of the judges.

What are the awards of the Impact Challenge?

Each Impact Challenge features a unique theme and challenge prizes. Please browse the [SICA webpage](#) for more details.



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What are the key dates for the Impact Challenge?

Please browse the [SICA webpage](#) for more details on the timeline for each Impact Challenge. In general, Phase 1 Impact Challenge will be completed latest by 31 July 2021.

What are my obligations as an applicant?

Upon the submission of an application, an applicant agrees to commit to the following:

- Be available for clarification calls during the evaluation of applications to be shortlisted for the Impact Challenge Pitch Day
- Shortlisted applicants to participate in a 1-day networking event, if any, where applicants will get to know experts in the industry and receive advice prior to the Pitch Day
- Upon selection and notification, attend the designated Impact Challenge Pitch Day on a predetermined date to participate in its agenda
- Accept all terms and conditions attached to your participation in your selected Impact Challenge

Is there recourse to the Impact Challenge?

MaGIC and/or the problem statement sponsors hold the right to disqualify and revoke any submitted and/or approved applications, at any point of time, in the event that the information and evidence are available to confirm the following:

- Wilful misrepresentation of information during application;
- Involvement of fraud or money laundering activities; and/or
- Massive drift or significant changes from the intended objectives and outcome as represented during application.



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Is my information confidential?

The information you provide on your application will only be available to the following parties:

- MaGIC, the problem statement sponsors and our partners
- The panel of experts and judges invited exclusively for the Impact Challenge

Upon submission of an application including personal data information, applicants are deemed to agree with the MaGIC's and the problem statement sponsors' data privacy policy and declare all information provided is true and correct. Any willful misrepresentation shall render disqualification of this application. All applications and submission will be treated in strict confidence and processed for the Impact Challenge purposes only.

Are there any other resources available?

Join our webinars where you can ask us questions and go through the application process for each Impact Challenge. For more details please visit the [SICA webpage](#).

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Phase 2 Impact Accelerator



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What is the Impact Accelerator?

The Impact Accelerator, a part of the SICA programme, is a curated capacity building programme with intention to scale impact-driven solutions and further amplify their market adoption rate. Its content and curriculum are customised to ensure learning outcomes are centred around refinement of impact delivery model, technology adoption for impact scalability as well as increased financial viability. Winners from Impact Challenges will be invited to join the Impact Accelerator.

How long does the Impact Accelerator last?

It will be approximately three (3) months, starting from August and expected to end in October.

What are the key modules of the Impact Accelerator?

The key modules are:

- Impact scale-up
- Impact management and measurement
- Impact investment readiness
- Technology readiness

May I have the agenda for the Impact Accelerator?

The agenda is not available publicly but you will receive it during orientation.



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How can I participate in the Impact Accelerator?

Upon winning an Impact Challenge, your organisation or identified team members will be invited by MaGIC to participate in the Impact Accelerator. Your commitment to participate will be obtained and attendance will be tracked. At Demo Day, your organisation will be invited for a final pitch of your enhanced or refined solution to a crowd of investors, problem statement sponsors and other invitees.

You are eligible to join the Impact Accelerator in the event your organisation:

- Is selected as a winner in Phase 1 Impact Challenge and is recommended by problem statement sponsors for Phase 2; or
- Obtained an exclusive invite by MaGIC to join as part of any collaborative arrangements with MaGIC's Partners.

What are my commitments for the Impact Accelerator?

All participants for the Impact Accelerator are required to commit to the following but not limited to:

- At least 3 team members or representatives to participate in the Impact Accelerator, including 1 founder or co-founder;
- Complete an online programme curated by MaGIC on a full-time basis for the consecutive 3 months;
- Record at least 80% attendance rate for each participating organisation;
- Attend classes and workshops as stipulated by MaGIC, including the orientation week; and
- Complete allocated mentorship hours as stipulated by MaGIC

Participants will be provided with a participation agreement with full details before enrollment in the Impact Accelerator.



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Will there be a Demo Day?

Yes, the Impact Accelerator will wrap up with a Demo Day where you will pitch to the problem statement sponsors, investors and other invitees via a platform identified by MaGIC.

Can I make changes (add/replace) to my team members, even after being accepted into the Impact Accelerator programme?

If you notify us before the deadline, you will be able to fill up the request form to add/replace the team members. Once that has been submitted to us, we will review it and will notify you once the decision is made.

Are there benefits in joining the Impact Accelerator?

Apart from having access to custom content and development curriculums, you can benefit from the following:

- Be connected to sector experts and/or mentors locally and from the region
- Each participating organisation to receive a monthly stipend worth RM1,000
- Each participant to receive a support and care pack worth up to RM500 to facilitate participation in the accelerator.
- Obtain opportunities for Post Accelerator Support subject to Demo Day performance

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Phase 3 Post Accelerator Support



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What is Post Accelerator Support?

Upon completing the Impact Accelerator, participants will be invited to pitch your enhanced or refined solution to a crowd of investors, problem statement sponsors and other invitees.

The Post Accelerator Support are discretionary commitments from problem statement sponsors to further support high potential participants who performed well during Demo Day via:

- Development grant;
- Investment opportunities;
- Corporate adoption for direct incubation, coaching and/or access to network; and/or
- In-kind support sponsored such as mentorships, business services support, etc.

Such support can also be obtained from other investors or invitees who attend the Demo Day subject to participants' performance.

To further incentivise the problem statement sponsors and other investors to adopt or incubate high potential solutions, MaGIC will be providing matching grants to successful participants who secured any post accelerator support. The matching grant ratio will be 1:1, and approval will be subject to criteria as stipulated by MaGIC. However, the overall matching grant fund available is limited and will be disbursed on a first come first serve basis. More information will be upon completion of Impact Accelerator.



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How can I participate in the Post Accelerator Support?

Depending on your performance during Demo Day, your organisation may be selected by the problem statement sponsors of your Impact Challenge for post accelerator support which may include investment, grant, adoption and/or in-kind support. Browse the [SICA webpage](#) for more details.

No prescribed eligibility at this phase as it depends on your performance during Demo Day.

What other support can I get post Impact Accelerator?

Upon fulfilling predetermined criteria, your organisation may also be entitled to additional support curated by MaGIC and its Partners for capacity building, market and network opportunities:

- Direct assistance to participate in Program Perolehan Impak Sosial Kerajaan (PPISK) to tap on government procurement opportunities. More details on criteria will be available at <https://www.mymagic.my/ppisk/en>
- Opportunity to be funnelled to National Technology & Innovation Sandbox (NTIS) to further commercialise your technology. More details on criteria will be available at <https://sandbox.gov.my/>
- Opportunity to be funnelled to Global Market Fit Programme (GMP) for regional expansion opportunities. More details on criteria will be available at <https://www.mymagic.my/gmp>
- Access to MaGIC's Digital Business Academy at <https://www.mymagic.my/online-academy/dba>