MYStartup Partners with airasia academy, Enabling Community to Learn and Upskill in the Malaysian Startup Ecosystem

KUALA LUMPUR, XX December 2022 – MYStartup embarks on a new partnership with **airasia academy** to make knowledge and education fundamentals more accessible to its startup community. As part of MYStartup's efforts in building up and strengthening the Malaysian startup ecosystem, major corporations have been identified as strategic partners to ensure the ecosystem's holistic growth. This latest partnership with **airasia academy** reaffirms MYStartup's vision through a specific initiative of helping entrepreneurs and startups alike accelerate their upskilling efforts through accessible guided learning content.

Education and knowledge have always been at the forefront of any company culture that demands innovation and enhanced growth. Especially more so now, with today's rapid technological advancements in the world, learning has become even more crucial for startups to keep up with the latest knowledge and trends in their respective industries. MYStartup has recognised that by helping provide entrepreneurs and startups with a tool they can use to upskill themselves, they will be able to solidify their foundation, adapt through changing environments, solve current gaps, and constantly stay ahead of their competition.

airasia academy is a one-stop tech, leadership and innovation academy aimed at supercharging the digital economy within the ASEAN region. **airasia academy**, along with MYStartup, prides itself in being the key player to bridge the gap between tertiary education and advanced industries for Malaysians in the startup scene, aiding those looking for additional courses and certifications that may not be offered in the public education system.

MYStartup and **airasia academy** are working together to offer courses ranging from coding to digital marketing, cybersecurity, and software engineering, covering many essential skills and aspects of a startup journey. The one-stop learning hub for anyone to complete their startup needs will be curated and led by industry experts and top universities around the world and will not only allow the startup community, but also those who are exploring starting up their own company to equally benefit from this new course. Users will not only have access to a wide range of skills and courses, but upon completion of each course, they will be awarded an **airasia academy** certification that is supported by Google Cloud and recognised by HRD Corp, MOSTI and the Malaysian Academic Consortium.

"Through the provision of these courses on **airasia academy**, we at MYStartup, hope to empower the local startup community as we strive to become one of the best startup ecosystems regionally and globally. It is through our continuous efforts we hope to ensure that the startups within our network are fully equipped and have the added advantage to take on real-world challenges that might face them ahead. Be it to increase productivity, profitability, or to improve employee engagement and retention, they will be provided with the best learning platform to upskill and reskill in their journey to becoming leaders in their fields", said **Ahmad Kashfi Alwi, Senior Vice President of Ecosystem Development, Cradle.**

"They will have access to new knowledge and the ability to reach new heights under the guidance of top experts in the industry. We hope that through this initiative, our local startups will be able to build a strong foundation for themselves as they take their businesses to the next level", Kashfi added.

Dr Ram Gopal Raj, Director of Strategy and Innovation of airasia academy said: "In our endeavour to facilitate the local startup community keep up with the digital age and help them grow our nation's economy, it is essential that we support the startups and the dynamism that they bring. **airasia academy** is proud to furnish the educational needs of the startups by forming part of the talent and knowledge hub that will help them and the Malaysian startup ecosystem in general, prosper.

"However, everybody can benefit from this wealth of knowledge and I welcome all users regardless of their backgrounds to check out **airasia academy** and the vast reskill/upskill courses that we offer.

Join the MYStartup community and gain access to a valuable range of resources – from mentors to collaborators and investors. To register, simply log on to www.mystartup.gov.my and www.airasiaacademy.com.

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ABOUT MYSTARTUP

MYStartup Strategy is a national initiative by the Ministry of Science, Technology and Innovation (MOSTI) and powered by Cradle Fund Sdn Bhd. (Cradle). It consists of several programmes which aim to strengthen the startup ecosystem and community in Malaysia. Among them are; *MYStartup Roadshow*, *MYHackathon, MYStartup Pre-Accelerator, MYStartup Accelerator, MYStartup Internship and MYStartup Mentorship.*

The programmes aim to ensure startups are thoroughly guided starting from the ideation stage, trained, supported and opportunity to highlight their company profile to attract foreign investors.

The MYStartup Programme is part of the Malaysian Startup Ecosystem Roadmap (SUPER), while Cradle as the focal point agency for the startup ecosystem which has been mandated to ensure that this strategy benefits the startup ecosystem as a whole.

This effort is also in tandem with MOSTI's target of creating 5,000 start-ups and producing five (5) unicorn status companies by 2025.

For more information on MYStartup, please visit www.mystartup.gov.my fair

ABOUT CRADLE FUND SDN. BHD.

Cradle Fund Sdn. Bhd. (Cradle) is Malaysia's early-stage startup influencer, incorporated in 2003 with a mandate to fund potential and high-calibre tech startups through its Cradle Investment Programme (CIP). Cradle is presently administered by Ministry of Science, Technology and Innovation (MOSTI).

Following the announcement of the Malaysian Startup Ecosystem Roadmap (SUPER) in 2021, Cradle has been appointed as the focal point agency for Malaysia's start-up ecosystem and mandated to ensure the successful running of a holistic ecosystem to enable and encourage growth among startups.

Cradle has helped fund over 1000 Malaysian tech startups and holds the highest commercialisation rate amongst government grants in the country. Currently allocated under the 12-Malaysia Plan, two new grants are made available to the startup ecosystem - CIP SPARK and CIP SPRINT

Cradle's product offerings are not only restricted to monetary aid, but also include commercialisation support, coaching and various value-added services to cater today's entrepreneurs' diversified needs.

For more information on Cradle, please visit www.cradle.com.my

ABOUT AIRASIA ACADEMY

airasia academy is a one-stop tech, leadership and innovation academy aimed at supercharging the digital economy within the ASEAN region. The academy is disrupting the region's conventional education space by bridging the gap between Tertiary Education and Advanced Industries.

Launched in October 2020, **airasia academy** fills in the tech talent gap that has existed in the past decades by upskilling and reskilling the nation's workforce with what's relevant in the industry today, making our students highly employable and well equipped with vital skill sets required for the modern era. Our most popular courses include digital marketing, data analytics, software engineering, cloud infrastructure and cybersecurity.

The **airasia academy** on-demand learning (ODL) is available for subscription from as low as RM28/month. Subscribers can get access to more than 16,000 videos featuring various content on technology, education, lifestyle and more. For more information, kindly visit airasiaacademy.com

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