

EXECUTION
BEYOND
QUALITY

INDUSTRY 4.0

SIMPLICITY

SOCIETY 5.0

SERVICES

UNITY 6.0

SHARING

CONTENT

- 4 Company Background
- 5 Vision & Mission
- 5 Company Information
- 8 Organisation Chart
- 9 Our Services
- 11 Our Partners & Affiliates
- 12 Project References
- 13 Project List
- 14 Registrations

COMPANY BACKGROUND

Sustainable Industrial Revolution and Innovation Sdn Bhd (SIRI) was officially incorporated in July 2018 with an aspiration to be a recognised and preferred services partner's to the industry. SIRI humble beginning started as early as 2000 at Universiti Teknologi Malaysia (UTM) with the main intention to focus in the adoption of hybrid field - Management of Technology.

SIRI plays a crucial roles in developing a platform towards meeting both industrial needs and demands. Being part of UTM eco-system (a spin-off company), SIRI was able to promote the latest research in technology to the industry hence making the industry stay relevant and retain its competitiveness both locally and internationally.

As a decision making specialist, SIRI is dedicated in guaranteeing their clients acquire accurate diagnostic and analysis by incorporating various technologies landscape not limited to insight, hindsight and foresight methodologies. With its' tagline "Execution Beyond Quality", SIRI help its clients to realize their true performance thus enhanced the potential towards enterprise growth and sustainability.

VISION

To be recognised as a Strategic Decision making Centre of Excellence for technology due diligence and high impact execution within Asia Pacific region.

MISSION

Strive to maintain the highest standards of ethics and business conducts while building long term customers relationship based on mutual trust and respect.

Incorporating the best technological know-how for the benefits of mankind

Refine customers unique requirements and collaborate effectively to create tailored solutions

Inclusivity in problem solving approach within Quintuple Helix spectrum - Government, Academia, Industry, Society, & Environment.

COMPANY INFORMATION

Name	Sustainable Industrial Revolution & Innovation Sdn Bhd
Company Registration No.	1289535-P
Corporate Status	Private Limited Company
Date of Incorporation	30 July 2018
Registered Address	No 11-1A Lorong Pandan Pertama 7, Pandan Utama 2, Ampang, 68000 Selangor Malaysia
Company Secretary	Azlan bin Karim
Company Auditor	Zamzuri & Co.
Business Address	i1, i-cube Incubator, Aras 2, Blok J3, Universiti Teknologi Malaysia Kuala Lumpur, Jalan Sultan Yahya Petra, 54100 Kuala Lumpur, WP, Malaysia.
Phone	+6019 248 2044 / +603 2203 1530
Facsimile	+603 2203 1266
Website	http://www.siri.my
Email	info@siri.my
Bankers	AmBank (M) Berhad Taman Connaught Branch



SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA
(Agensi di bawah KPDNKK)



COMPANIES ACT 2016

[Section 17]

(ACT 777)

**CERTIFICATE OF INCORPORATION
OF PRIVATE COMPANY**

This is to certify that

**SUSTAINABLE INDUSTRIAL REVOLUTION AND
INNOVATION SDN. BHD.
(1289535-P)**

is, on and from the 31st day of July 2018, incorporated under the Companies Act 2016, and that the company is a company limited by shares and that the company is a private company.

Dated at **KUALA LUMPUR** this 31st day of July 2018.

DATO' ZAHRAH ABD WAHAB FENNER
REGISTRAR OF COMPANIES
MALAYSIA



ORGANISATION CHART

SUSTAINABLE INDUSTRIAL REVOLUTION & INNOVATION SDN BHD (1289535-P)



Prof. Dr. Nooh Abu Bakar
Executive Chairman



**Dr. Muhamad Roslan
Muhamad Yusoff**
Chief Execution Strategist
(CES)



Dr. Zulhasni Abd Rahim
Chief Executive Officer
(CEO)



**Wan Md Syukri
Wan Mohamad Ali**
Chief Technology Officer
(CTO)



**Mohamed Harun
Abdul Jabbar**
Transformation Director



Dr. Zulkeflee Mohammad
Product Development Director



Dr. Mohd Roshdi Hassan
TRIZ Expert

OUR SERVICES

PATENT ASSESSMENT

We are offering the conduct of initial patent portfolio review and additional professional services and assistance to support the review process and increase the probability of commercialization of the existing patents.

Assistance in evaluating the portfolio of patent families including the application of specific tools or methodologies, prioritisation / ranking of patents in accordance to its quality based on identified critical value / criteria as well the recommendation on the potential go-to-market strategy related to the patents.

1. Patent Landscape Assessment (PLA)

- i. Technology trend related to a particular field in relation to the identified patent
- ii. Key players /patent applicants
- iii. Investment trend by the key players / patent applicant
- iv. Patent jurisdiction
- v. Legal status of the identified portfolio
- vi. Litigation activity
- vii. IPC
- viii. Evolution potential for the identified patent
- ix. Patent forward citation
- x. Recommendation on patent landscape assessment

2. Patent Prioritization and Opportunity Assessment (PPOA)

- i. Technical feasibility in relation to identified patents – how much more technical work needed to mature the technology
- ii. Listing and ranking of patents in accordance with its quality based on identified critical value/criteria
- iii. Conclusion/recommendation/proposed strategy in relation to each of the patent.

3. Patent Deep Dive (PDD)

- i. Assessment on the Potential Market Landscape
 - a. Outlook on the potential market
 - b. Assessment on the technology/business value chain
 - c. Recommendation on the value proposition
- ii. Assessment on the Potential Partners
 - a. Identification of potential partners for collaboration / commercialisation
 - b. Study on the company's background, business, investment trend.
- iii. Proposal on Business Plan / Model
- iv. Details on the Implementation Plan
 - a. A detail go-to-market plan for the identified technology



OUR SERVICES

TRAINING & CONSULTANCY SERVICES

SIRI specialises in customising solutions / courses to ensure a competitive edge for our client's business by first reviewing the organisation's current level and then determining their business needs. Whilst their current businesses manage solid processes, the benefits of these systems will increase exponentially through staff development. Technology by itself does not sell products and

serve customers – PEOPLE DO!. And technology is only as effective as the people who use it.

The aims of this professional consultancy / training is to provide premium quality human capital development through specialized training and facilitation. This will enhanced the participants knowledge and ability to adapt to the ever changing business requirements. SIRI fully accountable and aspire to provide unique, practical and leading-edge consultancy / training services which helps clients increase their productivity, motivate / promote innovation & creativity and by large speed up organization's Return On Investment (ROI).

SOLUTION ARCHITECT

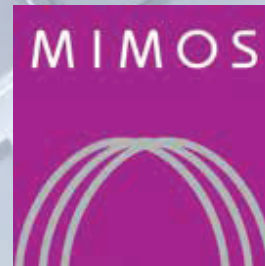
As a *Neutral Trusted Entity* in keeping the best interest of its clients, SIRI has won several international project based on their merit. SIRI also proud to be the preferred solution achitecture provider beyond boundaries and dependencies to certain brand in formulating their unique customizable / configurable solution to its clientele.

Post Covid-19 the needs for independent and reliable solution architect becomes even prominent to suit the new ways of work. SIRI expertise in mapping business requirements to systems / technical requirements prove to be one of key area to be utilised accordingly. We are eager to stamp our mark for years to come!

OUR
PARTNERS &
AFFILIATES



UTM
UNIVERSITI TEKNOLOGI MALAYSIA



UNIVERSITI SAINS MALAYSIA



UNIVERSITI
MALAYSIA
PERLIS



The
Center of
Applied
Data Science



BUSINESS PARTNER



PROJECT REFERENCES



MINISTRY OF INT. TRADES AND INDUSTRY (MITI)

Industry4WRD Policy for Manufacturing & Manufacturing Related Services (MRS) for SME



MALAYSIAN PRODUCTIVITY CORPORATION (MPC)

Managing Industry4WRD Readiness Assessment, Training Module for Industry4WRD Assessor



PETRONAS

PETRONAS RESEARCH SDN BHD

Technology Roadmap, Patent Accruement and Patent Deep Dive Analytic



COMPOSITES TECHNOLOGY RESEARCH MALAYSIA SDN BHD (CTRM)

Industry 4.0 Readiness Assessment & Intervention Program



PROTON HOLDINGS BERHAD

Industry 4.0 Readiness Assessement, Theory of Innovation Problem Solving (TRIZ) Program



UMW TRAINING CENTRE SDN BHD

Readiness Assessment & Intervention Program



MINISTRY OF HEALTH MALAYSIA

Theory of Innovation Problem Solving (TRIZ) Program



SIRIM BERHAD

Guidelines Development for Industry4WRD Readiness Assessment



MIMOS BERHAD

TRIZ Innovation, Industry 4.0 and Artificial Intelligence



DEPARTMENT OF OCCUPATIONAL SAFETY & HEALTH

Webinar : Lesson Learnt from Accident

PROJECT LIST

- ☆ JUNE '18 - Industry 4.0 Program for CTRM
- ☆ JULY '18 - Industry4WRD Manufacturing Policy Workshop for MPC
- ☆ DEC. '18 - Mac '19 - 11 Pilot Company Readiness Assessment for MITI
- ☆ FEB. '19 - Certified TRIZ Practitioner level 1 for UMW
- ☆ FEB. '19 - Certified TRIZ Practitioner level 2 for UMW
- ☆ MAR. '19 - Certified TRIZ Practitioner level 3 for UMW
- ☆ MAR. '19 - Managing Industry4WRD Workshop for MPC
- ☆ MAR '19 - TRIZ Innovation Workshop for Ministry of Health
- ☆ MAC '19 - Industry 4.0 Strategic Roadmap for NIOSH
- ☆ APR. '19 - Industry 4.0 Healthcare for KPJ
- ☆ JUN '19 - Industry 4.0 in Health & Safety for Proton Holdings Berhad
- ☆ JULY '19 - Selangor Pharmacies Innovation Project
- ☆ SEPT. '19 - Industry4WRD Mfg. Related Services (MRS) Workshop for MITI
- ☆ FEB. '20 - Innovation 8 Training for SIRIM
- ☆ JUNE '20 - Industry 4.0 ONLINE Regional Conference for MPC EEPN
- ☆ JULY '20 - Strategic Planning Workshop for JABATAN KIMIA MALAYSIA
- ☆ JULY '20 - Innovation 8 Training for SIRIM
- ☆ AUG. '20 - Webinar : Lesson Learnt From Accident for BKF- DOSH

REGISTRATIONS

Malaysian Productivity
Corporation (MPC)

PETRONAS

PROTON Holdings
Berhad

UMW Training
Sdn Bhd

Sime Darby

Akademi Sains
Malaysia (ASM)

SIRIM BERHAD

MARII

CREST

UTM

Malaysian International
Trades & Industry

Ministry of Health

Ministry of Finance

Centre for Instructor and
Advanced Skill Training
CIAST

National Occupational Skills
Standard (NOSS)

Jabatan Agama Islam
Selangor (JAIS)

Majlis Amanah Rakyat (MARA)

Maybank

KPJ Healthcare Berhad

Jabatan Kemajuan Islam
Malaysia (JAKIM)



KEMENTERIAN KEWANGAN MALAYSIA

SIJIL AKUAN PENDAFTARAN SYARIKAT

N O . SIJIL : K10139831362310266
N O . RUJUKAN PENDAFTARAN : 357-0002308647
TEMPOH SAH LAKU : 17/07/2019 - 16/07/2022

Bahawa dengan ini diperakui syarikat :

SUSTAINABLE INDUSTRIAL REVOLUTION AND INNOVATION SDN BHD (1289535-P)
10-26-01 LEVEL 10 MJIT BUILDING,
UTM, JALAN SULTAN YAHYA PETRA,
KUALA LUMPUR
W.P. KUALA LUMPUR
54100 KUALA LUMPUR
WILAYAH PERSEKUTUAN KUALA LUMPUR, MALAYSIA

Telah berdaftar dengan Kementerian Kewangan Malaysia dalam bidang bekalan/perkhidmatan di bawah sektor, bidang dan sub-bidang seperti di Lampiran A. Kelulusan ini adalah tertakluk kepada syarat-syarat seperti yang dinyatakan di Lampiran B. Individu yang diberi kuasa oleh syarikat bagi urusan perolehan Kerajaan adalah seperti berikut :

MUHAMAD ROSLAN BIN MUHAMAD YUSOFF	710910106135	CHIEF EXECUTION STRATEGIST
WAN MD SYUKRI BIN WAN MOHAMAD ALI	760902115045	CTO / CFO
ZULHASNI BIN ABDUL RAHIM	801003145185	CHIEF EXECUTIVE OFFICER
WAN ABDUL HALIM BIN WAN MOHAMAD ALI	821115115245	ENGINEER

t.t

DATO' ZAMZURI BIN ABDUL AZIZ

Perbendaharaan Malaysia Semenanjung

b.p. Ketua Setiausaha Perbendaharaan

Kementerian Kewangan Malaysia

Tarikh Berdaftar Dengan Kementerian Kewangan Malaysia : 17/07/2019

(Sijil ini adalah cetakan komputer dan tidak memerlukan tandatangan)

NO SIJIL : K10139831362310266
 NO RUJUKAN PENDAFTARAN : 357-0002308647
 TEMPOH SAH LAKU : 17/07/2019 - 16/07/2022

BIL	TARIKH DAFTAR BIDANG	KOD BIDANG	KETERANGAN	STATUS
1	17/07/2019	010102	PENERBITAN DAN PENYIARAN/ PENERBITAN/ BAHAN BACAAN	Aktif
2	17/07/2019	010302	PENERBITAN DAN PENYIARAN/ PERALATAN PENERBITAN/PERCETAKAN/ PERALATAN SISTEM BUNYI, PEMBESAR SUARA DAN PROJEKTOR	Aktif
3	17/07/2019	010601	PENERBITAN DAN PENYIARAN/ PERALATAN PENDIDIKAN DAN LATIHAN/ KIT PENDIDIKAN	Aktif
4	17/07/2019	010602	PENERBITAN DAN PENYIARAN/ PERALATAN PENDIDIKAN DAN LATIHAN/ BAHAN PENDIDIKAN	Aktif
5	17/07/2019	210201	ICT (INFORMATION COMMUNICATION TECHNOLOGY)/ PERALATAN DAN KELENGKAPAN TELEKOMUNIKASI/ ALAT PERHUBUNGAN	Aktif
6	17/07/2019	210202	ICT (INFORMATION COMMUNICATION TECHNOLOGY)/ PERALATAN DAN KELENGKAPAN TELEKOMUNIKASI/ SISTEM PERHUBUNGAN/TELEKOMUNIKASI	Aktif
7	17/07/2019	210203	ICT (INFORMATION COMMUNICATION TECHNOLOGY)/ PERALATAN DAN KELENGKAPAN TELEKOMUNIKASI/ AKSESORI PENGHUBUNG DAN TELEKOMUNIKASI	Aktif
8	17/07/2019	221110	PERKHIDMATAN/ GUNA TENAGA/ KHIDMAT LATIHAN,TENAGA PENGAJAR DAN MODERATOR/NEGOTIATOR	Aktif
9	17/07/2019	221615	PERKHIDMATAN/ PERCETAKAN (DIKHAS KEPADA SYARIKAT 100% BUMIPUTERA)/ REKABENTUK PERCETAKAN (PRINTING DESIGN)	Aktif
10	17/07/2019	222008	PERKHIDMATAN/ EDITORIAL, REKABENTUK GRAFIK, SENI HALUS DAN HARTA INTELEK/ HAK HARTA INTELEK(PATENT)	Aktif
11	18/10/2019	220501	PERKHIDMATAN/ PENYELENGGARAAN/PEMBAIKAN KEJURUTERAAN DAN KOMUNIKASI/ ALAT SEMBOYAN PERHUBUNGAN/PENYIARAN	Aktif
12	18/10/2019	221302	PERKHIDMATAN/ KESENIAN, HIBURAN DAN PELANCONGAN/ RAKAMAN	Aktif
13	18/10/2019	221303	PERKHIDMATAN/ KESENIAN, HIBURAN DAN PELANCONGAN/ FOTOGRAFI	Aktif
14	18/10/2019	221304	PERKHIDMATAN/ KESENIAN, HIBURAN DAN PELANCONGAN/ AUDIO VISUAL	Aktif
15	18/10/2019	221305	PERKHIDMATAN/ KESENIAN, HIBURAN DAN PELANCONGAN/ PENYEDIAAN PENTAS/PAMERAN PERTUNJUKAN,TAMAN HIBURAN DAN KARNIVAL/PESTARIA	Aktif
16	18/10/2019	221308	PERKHIDMATAN/ KESENIAN, HIBURAN DAN PELANCONGAN/ DOKUMENTASI DAN PANDUARAH	Aktif
17	18/10/2019	222001	PERKHIDMATAN/ EDITORIAL, REKABENTUK GRAFIK, SENI HALUS DAN HARTA INTELEK/ MEDIA ELEKTRONIK (TIDAK TERMASUK KERJA PERCETAKAN)	Aktif
18	18/10/2019	222701	PERKHIDMATAN/ PERKHIDMATAN LAIN-LAIN/ PENGURUSAN TELEKOMUNIKASI	Aktif
19	18/10/2019	222704	PERKHIDMATAN/ PERKHIDMATAN LAIN-LAIN/ PENSIJILAN DAN PENGIKTIRAFAN	Aktif

