

**The Exchange 106**  
453.6m | 1,488ft

**Petronas Tower**  
451.9m | 1,483ft

**Merdeka 118**  
678.9m | 2,227ft

**KL Tower**  
421m | 1,381ft

# **GREATER** **KUALA LUMPUR** **LIVE LAB**

G K L L I V E L A B



# About InvestKL

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InvestKL is the investment promotion agency for Greater Kuala Lumpur (Greater KL).

Guided by the New Industrial Master Plan (NIMP 2030) and the MADANI Economy framework, InvestKL attracts and facilitates the establishment of global services hubs by the world's leading companies.

As a holistic partner, InvestKL is involved in every stage of the investment process, from a partner in early project implementation to post-investment services. InvestKL supports Malaysia's ambition to become a technology-driven green nation through quality investments, transfer of knowledge, and the creation of high-skilled executive jobs for Malaysians.

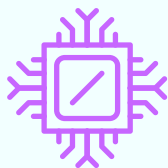
# About GKL Live Lab

Introduced in 2021, GKL Live Lab is a city concept utilising Greater KL as a testbed where foreign companies engaged in knowledge-intensive and innovative activities, bring their ideas to life while collaborating with local players. The programme aims to create high-value, future-ready jobs and enhance the local innovation ecosystem through more sophisticated and complex activities.

Strategically positioned, Malaysia presents a unique opportunity to access high-growth markets in Southeast Asia and the Middle East. Its diverse cultural background, which mirrors these regions, creates an ideal natural testing environment.

Over the years, GKL Live Lab has made significant strides in establishing the city’s appeal as an ideation hub, securing high-impact projects across various tech verticals. These efforts distinguishes Greater KL among regional competitors and its potential to develop and commercialise innovative technology-driven solutions for the global markets.

## TARGET ACTIVITIES



**Technology  
Solution  
Services**



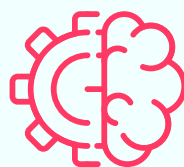
**Pharmaceutical,  
Medical Testing  
and Clinical Trials**



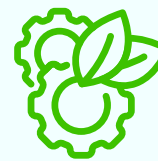
**Technology,  
Tech Products and  
Services**



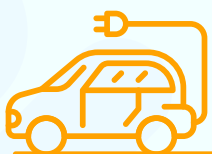
**Medical  
Technology**



**Research & Development  
/ Design & Development**



**Environment, Social,  
and Governance (ESG)  
related projects**



**Autonomous  
Vehicle and  
Mobility**



**Deep Tech  
and Emerging  
Tech**



**Other impactful,  
significant, and  
sustainable activities**

# Our Success Stories

The GKL Live Lab has catalysed remarkable innovation and growth among companies in Greater KL region, fostering a fertile environment for cutting-edge technological advancements and business excellence.

This initiative, designed to support dynamic foreign enterprises in their pursuit of groundbreaking projects, has resulted in numerous success stories that showcase the transformative impact of strategic funding and support.

By enabling companies, SMEs and academia to push the boundaries of their industries, the GKL Live Lab grant has not only elevated the participating businesses but also significantly contributed to the region's reputation as a thriving hub for innovation and economic development.

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# Allm Selects Greater KL as its Southeast Asia Base

HEALTHCARE 

Allm Inc., a Japan-based digital healthcare service provider, launched 'Join' in 2021 to enhance the healthcare industry in Southeast Asia.

'Join' is a secure, medically certified mobile application developed in consultation with leading medical professionals. The app aims to reduce communication delays and errors in time-sensitive, critical emergencies, thereby enhancing real-time clinical decision-making and improving patient outcomes. The platform leverages mobile devices and cloud technology to achieve these goals.

To date, Allm has collaborated with various universities, including Hospital Canselor Tuanku Muhriz UKM, Hospital UiTM, and Universiti Putra Malaysia Teaching Hospital for its Telestroke research projects. More potential collaborations are in the pipeline with other medical institutions to integrate Allm's solutions with products from the healthcare industry.

**Join enables secure communication for quick diagnosis discussions, medical information sharing, and treatment decisions within the hospital or for inter-hospital collaboration.**



Overall, these collaborations aim to evaluate the use of 'Join' to improve end-to-end stroke care management in the country. Additionally, Allm has conducted clinical trials with two Health Ministry hospitals to gather multi-centre data on the clinical benefits of using 'Join' as a telemedicine tool in acute stroke management.



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The ultimate objective is to establish a stroke network across Malaysia utilising our secured telemedicine tool, 'Join'. Our goal is to leverage the GKL Live Lab resources and support, to facilitate our collaboration projects with universities or the Ministry's hospitals. We aim to examine the effectiveness of 'Join' as a cloud-based telemedicine tool and communication application among medical professionals. This initiative is intended to improve the quality of stroke care, enabling thrombolysis to be administered earlier and more safely in Malaysia's hospitals.

**Teppei Sakano**

Allm Inc. Chief Executive Officer and Representative Director

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# Behn Meyer: A Pioneering Force in Agriculture Innovation

AGRICULTURE 

Behn Meyer, offers an extensive range of products and services designed to enhance agricultural productivity and sustainability. With roots tracing back in 1700s, the company has solidified its leadership across various sectors, including chemicals, ingredients, and polymers, with Behn Meyer Agricare leading the advancements in agricultural practices.

With a steadfast commitment to sustainability and a focus on innovation, Behn Meyer is driving transformation through the integration of drone technology for precision farming and the introduction of specialised apps for its Agricare business.

**In 2022, the Agricare mobile app marked a significant milestone – a comprehensive urban gardening platform aligned with various Sustainable Development Goals (UN SDGs). It serves as a catalyst for both SMEs development and the digitalisation of non-tech enterprises. The app aims to provide a one-stop solutions for farmers, growers, dealers and urban dwellers. With the GKL Live Lab grant, Behn Meyer ables to address the challenge of integration and fragmentation. The app promises a seamless user experience while promoting sustainable agricultural practices and community engagement.**



**Agricare App**  
Comprehensive urban gardening platform that aligns with various SDG



**4500**  
Active users in Malaysia & Vietnam

The app empowers users with features such as crop analysis, crop solution sharing, and fertigation management. Additionally, users can easily request agricultural analyses such as soil testing, water quality assessment, and crop health diagnostics through the app's Lab Analysis Portal.

Since its launch, the app has garnered over 4,500 active users, reflecting the success of Phase 1 in Malaysia and Vietnam. Behn Meyer plans to expand its reach in the next phase, targeting neighbouring countries such as Indonesia and Thailand.



# DHL's Drone Technology Taking Off from Greater KL

DRONETECH 

The concept of unmanned aerial vehicles (UAVs), commonly known as drones, has matured within the logistics sector.

DHL Express, the world's leading logistics company, has been working towards using UAVs for maritime deliveries (shore to ship to shore) to meet the growing demands for last-mile delivery services. This initiative is a collaboration with Pen Aviation, a provider of unmanned automated solutions (UAS).



**The company continue to invest in Malaysia by expanding and modernising its ground and air infrastructure. Through GKL Live Lab, the company introduced and innovated drone technology in Greater KL, allowing for seamless operations and improved service quality.**

Globally, DHL Express has deployed UAVs to deliver documents, parcels and medical products over limited distances in Germany, Tanzania and China. This effort of advancing drone operations at scale has also taken shape in Malaysia.

In 2020, the company partnered with Aerodyne Group towards the development of smart logistics solutions for the life sciences industry, targeting underserved communities in remote areas of Malaysia. The same year, DHL Express Malaysia supported the establishment of the Drone and Robotics Zone in Iskandar, Johor.

As a multinational company with a strong global presence across 220 countries and a firm commitment to grow our footprint in Malaysia, we were drawn to the GKL Live Lab's value proposition. Our drone technology allows leaner operations and improved service quality and we are delighted to introduce such innovations to Greater KL with the support of InvestKL.

**Julian Neo**  
Former Managing Director, Malaysia & Brunei



# TOY EIGHT Develops Early Childhood Development Assessment Tool

EDUTECH 

Japanese artificial intelligence (AI)-backed edutech startup, Toybox Creations and Technology (TOY EIGHT) joins the GKL Live Lab programme with their AI-based system that democratises developmental assessment for preschoolers via a smartphone.

Designed by an ex-Nintendo game designer, it analyses children at play to understand their characteristics and strengths. This is part of TOY EIGHT's collaboration with Sunway University, which aims to address socio-educational issues in Southeast Asia by making developmental assessment affordable and accessible whilst rapidly improving the understanding of child developmental levels in different communities and areas.

**Through the GKL Live Lab, Sunway iLabs (iLabs Foundry) connected TOY EIGHT to two psychology researchers from Sunway University's School of Medical and Life Sciences, Dr Woo Pei Jun and Dr Wo Su Woan who worked closely with TOY EIGHT's technical team for 12 weeks.**



This collaboration resulted in a localised AI system that focuses on early childhood development including motor skills, fine motor, cognitive, receptive language, and expressive language.

The AI system aims to assist young parents in Malaysia by recognizing their children's natural strengths and unlocking their talents through personalised learning content. It also identifies areas of concerns, enabling parents to seek early professionals' assistance.

Through a strategic collaboration with iLabs Foundry, TOY EIGHT was able to connect with local communities, facilitates the startup's access to new talents from Sunway University and conducts pilot trials with Sunway Business Units, including using Sunway City as a testbed for TOY EIGHT's innovations.

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GKL Live Lab resources were instrumental in developing and implementing an AI-based assessment system aligned with Malaysia's practices, following the guidelines of the Ministry of Health and Ministry of Education of Malaysia. We received all the support needed to address educational challenges in Southeast Asia by leveraging innovative technologies and precedent cases.

**Masaki Ishibashi**  
Founder and CEO of TOY EIGHT

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# uPledge Expand Opportunities for Impact Startups

FINTECH 

**Dutch social fintech startup uPledge aims to use Greater KL as a hub to expand opportunities for impact startups seeking to change the world through its Islamic based crowdfunding platform.**

The company envisioned revolutionising the industry by assisting investors in improving their financial wellness and creating a lasting impact through sustainable investing.

With subsidiaries in Malaysia and Kenya, uPledge uses artificial intelligence to screen and filter sustainable startups and organisation, connecting them with investors through a single app.

The company developed its product primarily with retail investors in mind, ensuring they were able to build wealth while investing in impact startups in a safe and controlled manner. The app is designed to be simple and intuitive for users, incorporating gamification design principles.

Taking advantage of Malaysia's stature as an Islamic financial hub in the region, uPledge seized the opportunity presented in Malaysia's blended finance and Islamic finance sectors. This provides a perfect stepping stone for the company to set its footprint before expanding to other countries in the region.

In terms of market and industry collaborations, they are working with regulators and technology enablers such as Malaysia Digital Economy Corporation (MDEC) and academic institutions.

Engagement with the Greater KL Live Lab programme made it possible for uPledge to establish a presence in Kuala Lumpur much sooner than intended. We were able to allocate manpower in the city, which was crucial for the company for establishing our regional presence. Without the grant from Greater KL Live Lab, we would not be here so soon. The funding allows us to scale up on manpower and accelerate our growth.

**Andrew Chong**  
Co-founder and Chief Executive Officer





Use Greater KL as the gateway to regional markets by establishing Centre of Excellence (COE), Innovation Lab, Experiential Centre, etc



Develop and test bed innovative solutions enabled by technology



Enhance the innovation ecosystem and help Malaysia move up the value chain



Create high-value, high-skilled, high-tech jobs of the future

## TALK TO US ABOUT YOUR INNOVATIVE IDEAS

if you are a foreign company exploring opportunities and aspire to:



Develop future-ready talent to meet industry needs



Align with national agendas and improve inclusivity e.g. low-income and marginalised communities, Sustainable Development Goal (SDG), education, infrastructure

## SCOPE OF FUNDING

The mutually exclusive fund supports the following project cost items:



**Development Cost**  
Procurement of hardware, software, equipment, technology, licensing, etc.



**University collaboration**  
Researchers cost and study, etc.



**Salary support**



**Commercialisation**



**Talent development for local fresh graduates**



**Branding, advertising and promotion**  
(digital advertisement, market collaterals), market research and market validation, purchase of market data, participation in local and global trade fairs, exhibition, technology conventions, certification, legal advisory, travels, etc.



**SME collaboration**

## HOW TO APPLY

Register your interest by contacting us at [info@investkl.gov.my](mailto:info@investkl.gov.my)

**Invest KL Corporation**

16th Floor, Menara SSM@Sentral, No. 7, Jalan Stesen Sentral 5, Kuala Lumpur Sentral, 50623 Kuala Lumpur, Malaysia.

T: +603 2260 2270 F: +603 2260 2292 E: [info@investkl.gov.my](mailto:info@investkl.gov.my) W: [www.investkl.gov.my](http://www.investkl.gov.my)