



INNOVATHON 2023  
The **SU**  **US** Story

# Our Journey and Team

## The Right Mix of PASSION and EXPERIENCE

### BUSINESS

Navaneetha Krishna Chandran

*B.Eng (Hons) Aero, M.Sc. [UPM]*



- Developed an **Autonomous Control System for Aircraft Damage Inspection using PALF Drone**
- Previously managed a chocolate manufacturing company (**DAREO**)
- **Great dancer**

### OPERATIONS & MARKETING

Yavinaash Naidu Saravanakumar

*B.Eng (Hons) Aero, M.Sc. [UPM]*

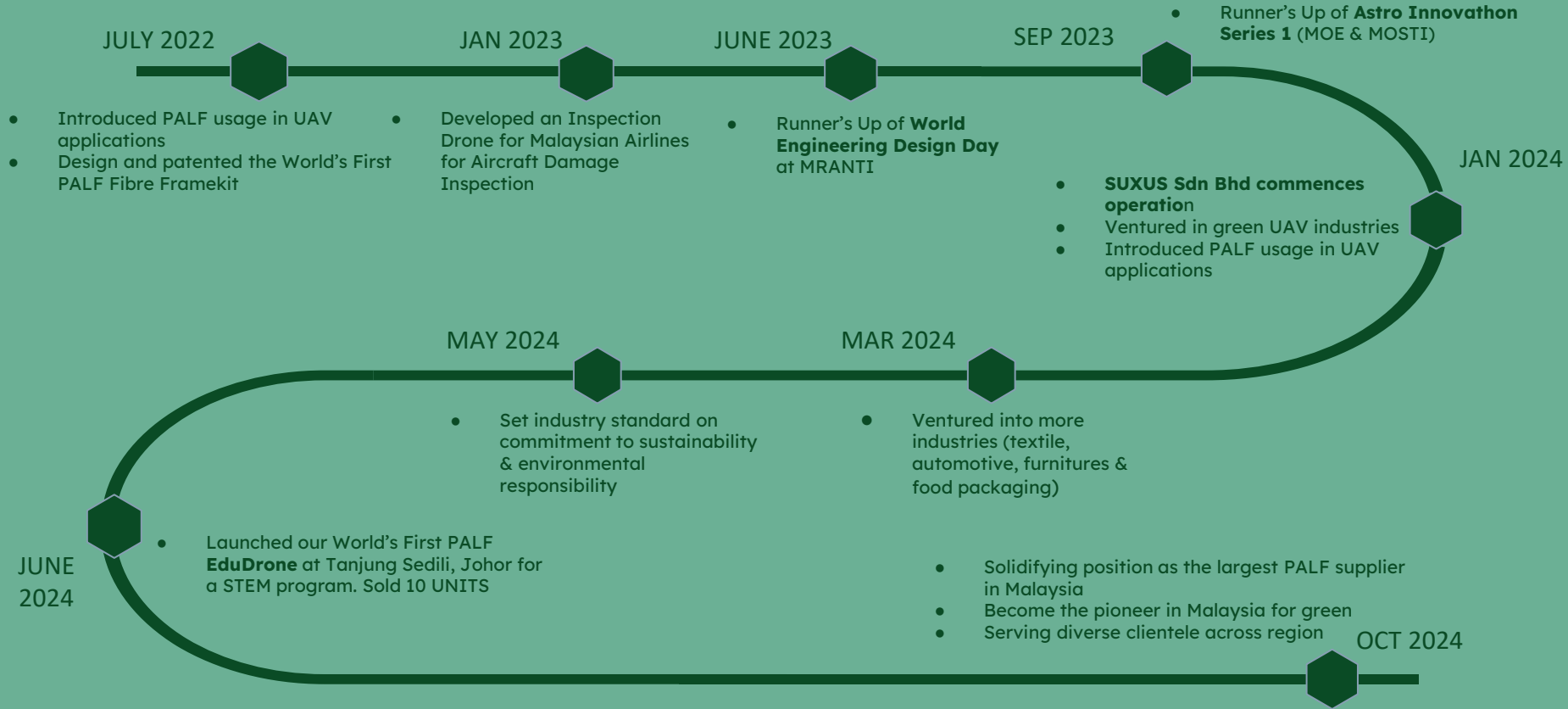


- Designed an **Autonomous Wireless Charging System for PALF Drones**
- **Managing a NGO of 40 players** to develop squash talents in Selangor
- **Sweet talker with a sweet tooth**



# Our Journey and Team

## From Our Beginnings



# From Plant to Product

Transforming Pineapple Leaves into Fiber Products With Positive Impact



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## Raw Fiber

Suitable for textile manufacturing, automotive industries and composite materials.



## Treated Fiber

Ideal for use in outdoor fabrics, home furnishings, and industrial applications where durability



## Woven Mat

Perfect for fashion accessories, home décor, and upholstery



## Non Woven Mat

Perfect for automotive application, and leather production

## PALF's Positive Impact

### Environment Impact

- **Reduced Plastic Waste:** Replace thousand of tons of non-biodegradable plastics annually
- **Biodegradable Alternative:** Decomposes within 6 months to 2 years, reducing landfill waste

### Manufacturing Impact

- **Lower Costs:** 30% more cost-efficient than synthetic materials
- **Energy Efficiency:** Uses 40% less energy in production

### Social Impact

- **Job Creation:** Over 1,000 new jobs created
- **Income Growth:** Farmers' income increased by up to 50%



# Proven Result and Demand

Positive MVP Results and Increasing Demand Drive Rapid Business Scaling

Q1 2024

✓ Drone MVP Validated

## WED Design Challenge - Special Prize Winner

MRANTI Park, Kuala Lumpur



## INNOVATHON 2023 - 1st Runner Up

Malaysia



Q2 2024

## DSA NATSEC ASIA 2024

Malaysia International Trade and Exhibition Centre



## ITEX Exhibition 2024 - Gold Medal

Kuala Lumpur Convention Center



# How far have we come?

Positive Results and Increasing Demand Drive Rapid Product Scaling

## SUXUS - PALF Edu Drone

10 Edu Drones @SMK Tan Sri Jaafar Albar, Tanjung Sedili, Kota Tinggi



## SUXUS - PALF Eagle Inspection Drone

1 Unit Drone Frame Kit @Robotics88, Rhodes Island, USA



## Apparel, Automotive & Leather

3 Committed Industrial Players



FIBERSTRONG



KEMENTERIAN KESIHATAN MALAYSIA



# The Right Framework



# How the Government & Industry Players Can Help Young Innovators Go Further

Support Area	Details	Current Initiatives	Further Development
<b>Funding &amp; Grants</b>	Provide financial support through grants, subsidies, and innovation funds.	MOSTI's Technofund, Cradle Fund, MAGIC's Social Impact Challenge	Increase funding opportunities with streamlined application processes.
<b>Mentorship &amp; Training</b>	Offer guidance through experienced professionals and skill development programs.	MAGIC Accelerator, eUsahawan by MDEC	Expand industry-specific mentorship programs nationwide.
<b>Innovation Hubs &amp; Incubators</b>	Establish hubs that provide resources like tools, facilities, and collaboration spaces.	Co-working spaces like Common Ground, Co-labs Coworking	Set up more regional hubs in smaller cities or rural areas.
<b>Partnerships with Academia</b>	Foster collaboration between government, industry, and academic institutions.	Collaborative programs between universities, MAGIC, and private companies	Encourage more university-industry partnerships for research commercialization.
<b>Regulatory &amp; IP Protection</b>	Simplify regulatory processes and protect intellectual property rights.	MyIPO, Malaysia Productivity Corporation (MPC)	Faster IP registration and more comprehensive support for startups.
<b>Market Access &amp; Testing Opportunities</b>	Provide platforms for testing and scaling innovative ideas into the market.	Malaysia Digital Economy Corporation (MDEC) programs	Develop industry-specific platforms for product testing and commercialization.

# Hopes For Malaysia – as an Innovator



Economic Growth  
through Innovation



Government and  
Industry Support

Sustainable  
Development

Leveraging  
Diversity

Empowering the  
Next Generation

*“There’s a way to do it better. Find it.”*

Thomas Edison (1847 – 1931), Inventor

SUXUS



Navaneetha Krishna Chandran (CEO)

nava@suxustech.com

+6 012-476 8310



Yavinaash Naidu Saravanakumar (COMO)

yavin@suxustech.com

+6 012-774 1399

