

## UCSI students wins first runner-up at national competition

UCSI University students recently bagged the first runner-up placing at the MSC Malaysia - Institution of Higher Learning (IHL) Business Plan Competition. The competition is a yearly affair that seeks to nurture a new generation of technology entrepreneurs.

The 'Big Passion Team' – comprising of students Lim Wai Hing, Chew Pei Xin, and Jasmine Lum Chi Man – competed in the 'Business Idea' category and triumphed over 35 competitors from other IHLs, walking away with RM5,000 in cash.

Under the supervision of team advisor Ms. Eva Lim – a lecturer with the university's Faculty of

Business and Information Science (FoBIS), 'Big Passion' developed a keychain locator device that helps users locate their keys up to 50 meters away.

The team came up with the idea because each member had problems locating their own car keys or house keys when rushing for time. "We wanted to create a device where we could locate our keys simply by emitting a signal from our phone," Lum explained on behalf of the team.

As first runner-up in the national competition, the team may receive further assistance from MSC Malaysia to commercialise their idea and validate their business model.

