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**1. Track Title:**

Generative AI for Malaysian Industries with JamAI Base

**2. Industry Context (2–3 sentences):**

Malaysia is pushing hard on digitalisation under the MyDIGITAL blueprint, with the digital economy already contributing over 22% to GDP and expected to grow further. Key sectors include services, SMEs, agriculture, tourism, finance, healthcare, and public services, but many smaller organisations still rely on manual processes, WhatsApp, and spreadsheets.

**3. Problem Statement (Malaysia-Focused):**

Many Malaysian SMEs, education institutions, clinics, tourism operators, and local authorities want to modernise but **don't have the budget or talent** to build complex software or AI systems. They struggle with things like handling FAQs, managing bookings, explaining government or financial procedures, supporting multilingual customers (BM, English, + others), and finding information buried in PDFs, forms, and policies. Students can help by building **simple, AI-powered tools** that solve one concrete problem for a Malaysian organisation or community, using JamAI Base as the backend.

**4. Your Challenge (What participants should build):**

Use **Generative AI + JamAI Base** to build a small but realistic prototype for a **Malaysian use case of your choice**. For example (participants can choose others):

- SME assistant – answer product/price FAQs, draft marketing posts, or help manage orders/invoices
- Tourism or campus guide – answer questions about a town, university, or event in BM & English
- Service/helpdesk bot – for a tuition centre, clinic, hostel, or local council (e.g., “How to pay this bill?”, “What documents do I need?”)
- Document assistant – summarise and answer questions over policies, contracts, or SOPs for a business

The prototype should:

- Use **JamAI Base tables** (e.g., Action, Knowledge, Chat, Generative) to handle RAG/logic

- Provide a simple interface (web/mobile/chat UI) that a real Malaysian user could understand

## 5. AI Opportunity (How AI & JamAI Base fit in):

- Use LLMs to **generate** replies, summaries, plans, or messages in BM and English
- Use **Knowledge tables** to store and embed local documents (FAQs, SOPs, PDFs, websites) and do retrieval-augmented generation (RAG)
- Use **Action/Generative tables** to chain steps like: understand request → fetch or retrieve data → draft answer → refine
- Optionally log user queries and model responses in JamAI Base to improve prompts or evaluate quality

## 6. Optional Resources:

- **JamAI Base Cloud / Self-hosted** (spreadsheet-like UI + REST API, built-in LLM, vector embeddings, rerankers)
- JamAI Base SDKs (jamaibase on PyPI / npm) for easy integration
- Public/open data relevant to Malaysia (tourism info, government portals, FAQs, or any PDFs/web pages your team can responsibly scrape or upload)
- Any LLM provider (OpenAI, Claude, etc.) supported by JamAI Base

## 7. Judging Criteria:

- **Local Impact & Problem Fit (25%)**
  - Is the problem clearly tied to a Malaysian context (SME, campus, local authority, tourism, etc.)?
  - Would this actually help a real user here?
- **Use of JamAI Base & AI (25%)**
  - Does the project meaningfully use JamAI Base tables and orchestration, not just a single API call?
  - Is generative AI used thoughtfully (RAG, prompt design, multi-step logic, multilingual support)?
- **Creativity & Relevance (20%)**

- Is the idea fresh or a smart adaptation for the Malaysian context?
  - **User Experience (15%)**
    - Is the interface simple and understandable for non-technical Malaysian users?
  - **Technical Execution (15%)**
    - Does the demo work end-to-end using JamAI Base, even if the UI is simple?
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