



A product-development program, developed by students for students

Problem Statement

- Some of us are not building enough products, we are not trying enough. **[Experience/Confidence issues]**
- University will not teach us art and the design side. **[Lack of UI/UX understanding]**
- University & industry seem to have different standards, and different definitions of *good & bad*.

Goal:

To organize a 6-week Android development training in March 2017, followed by 3 weeks of hands-on practice for UM students, leading to hackathon in September 2017 where the students will ideate and build products that will be judged by lecturers and industry experts.

Qualified products will be marketed to local VCs and startup scene, as well as on ProductHunt, to grow.

How it works

We have spent too much time thinking about ideas, while many of us are not capable of *great* execution of those ideas (especially UI/UX wise).

Therefore it is time to temporarily stop asking *why*, and focus on *how*.

By **isolating** these thinking stages, we plan to push ourselves to get our hands dirty with building things **until** we have the **confidence** and the **capability** to ask *why*.

Learn

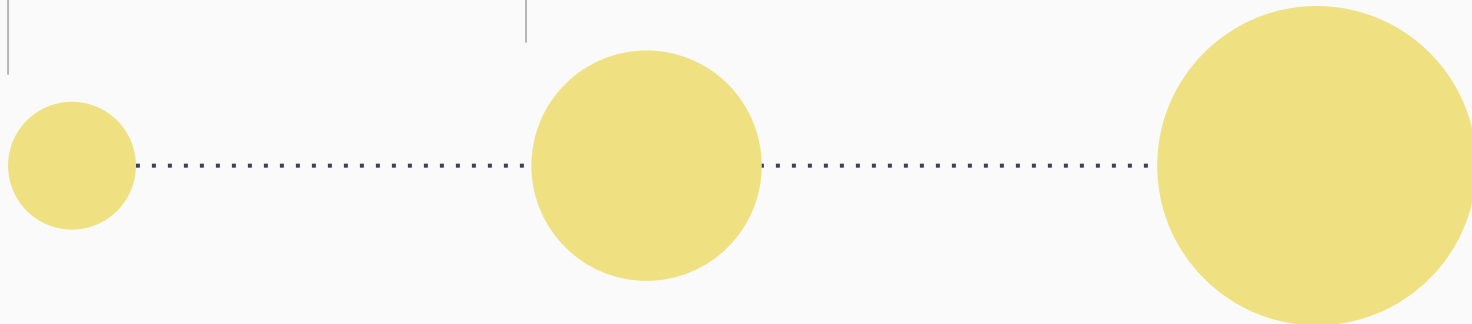
Learning to ask **how**
and not why, or what.

Build

Focusing on **what** to
build.

Disrupt

Asking **why**, to create
great products that
solve real world
problems.



A close-up photograph of a person's hands working on a circuit board. The person is using a soldering iron to solder components. The background is blurred, showing some electronic components and a workbench.

Solution recap

Phase 1: Learn

- 6-week intensive android course
- 3-week hands-on practice

Phase 2: Build

- Inter-varsity Hackathon

Phase 3: Disrupt

- Build startups
- Marketing students' products

2017 Timeline

March – May 2017

- **6-week** intensive Android course followed by **3 weeks** of building products

September 2017

- Hackathon. Ideate and create innovative product.

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

- **Keynotes** by industry experts, lecturers/researchers, students, and/or App Club committee members

December 2017

- The App Club will have become a trend in UM community, with our apps being used by UM students

Keynotes

Inspired by Apple Keynotes, we will conduct occasional talks in lecture halls throughout each academic semester, such as:

- Talks/panels with industry experts or lecturers
- Students presenting their work and reporting progress to lecturers and other students

Outcome: Students will get the chance to present their ideas, work and progress to lecturers, staff, experts as well as other students:

- Improved presentation skills
- Confidence booster
- The lecturers and staff will know more about each student's actual progress

The team

20 UM students from 3
faculties:

Computer Science & IT
Engineering
Business & Accountancy

THE APP CLUB



Ishrak Md Atahar



Wai Kheng



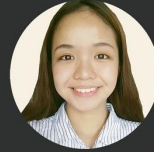
Khoo Bao Xuan



Seow Chia Yi



Foo Hung Ngiap



Daniela Ivy Ganis



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Sina Meraji



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Expected Outcome

Phase 1 - Train

- By the end of first 6 weeks, participants know how to develop an android project from scratch and deliver a marketable product, with UI/UX in mind.

Phase 2 - Build

- The hackathon will have been successfully organised, one or several high-potential products will be identified.
- The App Club will have become a trend in UM.
- The students with high-potential products will be connected to Venture Capitalists & tech experts.

Phase 3 - Disrupt

- At least one app from The App Club community will be used by the society

The *Student Object*

Right now the one single data point **defining** each student is: CGPA.

We look forward to adding at least 5 more data points to that definition, because every student is a human and there is more to us than just our CGPA.

*We wanted a learning platform like this,
but there wasn't one; so we thought we'd make one.*