

UNIVERSITI Putra Malaysia (UPM) was selected to host the local edition of the Hult Prize, the world's largest student competition for the creation of new social businesses.

Campus director for the Hult Prize at UPM, Rijve Arefin announced that UPM had been selected to host a local edition of the student competition.

The annual Hult Prize awards US\$1mil (RM3.95mil) in start-up funding to the team of students that develops the most radical and breakthrough idea to solve one of the world's toughest social challenges.

In partnership with the United Nations, the Hult Prize is hosting college and university events around the world in search of the next game-changing start-up.

Rijve was confident that his peers on campus have as good a chance as anyone to go all the way and win the Hult Prize.

"I believe social enterprises have the power to change the world, and UPM students have the potential to be the change-makers," said Rijve.

The local edition of the Hult Prize at the

UPM hosts local edition of Hult Prize



Prof Aini (fifth from left, second row) with the 14 teams who competed and shared their ideas at the local edition of the Hult Prize held in UPM.

UPM campus took place last December.

A total of 14 teams competed and shared their amazing ideas. The judges were overwhelmed by their pitches.

UPM vice-chancellor Prof Datin Paduka Dr Aini Ideris who attended the event, said UPM was always eager to host such internationally recognised events.

Before the final was held, there were briefings about the Hult Prize, pitching and many more to prepare the teams for the on-campus round.

The winner of the intra-campus event will advance to compete in one of 15 regional finals happening around the world next March.

Three teams from UPM will be competing at the regionals in Kuala Lumpur, Singapore and Cairo.

One winning team from each host city will then move onto a summer business incubator, where participants will receive mentorship, advisory and strategic planning as they create prototypes and set-up to launch their new social business.

A final round of competition will be hosted in September, where the winning team will be awarded the US\$1mil (RM3.95mil) prize.

The annual initiative is the world's largest student competition and crowd-sourcing platform for social good, and has been funded by the Hult family since its inception in 2009.