



PRESS RELEASE

MINISTRY OF SCIENCE, TECHNOLOGY AND INNOVATION

CRADLE INNOVATION ADVISORY LAUNCHED TO CATALYSE MALAYSIA'S NEXT WAVE OF CORPORATE INNOVATION

KUALA LUMPUR, 18 July 2025 – Cradle Fund Sdn Bhd (Cradle), the focal agency under the Ministry of Science, Technology and Innovation (MOSTI), today announced the launch of Cradle Innovation Advisory, a strategic partnership initiative to accelerate technological transformation among corporates, and small and medium-sized enterprises (SMEs) in Malaysia.

The initiative aims to address structural limitations within the national innovation ecosystem, including inadequate post-grant support, weak commercialisation pathways, fragmented linkages between industry and startups, and limited SME engagement in research and development (R&D) activities.

“Innovation cannot thrive in silos. With Cradle Innovation Advisory, we enable SMEs, Malaysia’s economic backbone, to access the expertise, tools, and partnerships they need to innovate, scale, and compete globally.

“This marks a shift from support to empowerment. By activating partnerships with universities, corporates, and global startup communities, we can create fertile grounds where great ideas are not only developed, but launched into the market, transforming entire sectors,” said **YB Dato’ Haji Mohammad Yusof Bin Apdal, Deputy Minister of Science, Technology and Innovation**.

Norman Matthieu Vanhaecke, Group Chief Executive Officer of Cradle, said, “Our initiative is not merely about introducing new frameworks, it is about creating a space for startups to work hand-in-hand with key corporate players, strengthening SMEs, the very backbone of our economy. In this proof-of-concept phase, we will refine and optimise our approach before scaling it nationally for deeper, long-term impact,” he added.

Central to the initiative is the Corporate Innovation Lab Programme (CILP), a structured platform offering modular workshops tailored to the developmental maturity of participating organisations.

In addition to the workshops, the initiative will provide bespoke advisory services, including innovation audits, innovation roadmap formulation, and R&D commercialisation support. Cradle will also offer access to strategic services such as legal advisory and human capital planning.

Aligned with national frameworks such as Ekonomi MADANI and the Malaysia Startup Ecosystem Roadmap (SUPER) 2021–2030, the Cradle Innovation Advisory seeks to strengthen Malaysia's innovation capacity and advance its position as a globally competitive startup and SME ecosystem.

Organisations interested in participating or collaborating with Cradle for this initiative are encouraged to contact the Cradle team at enquiries@cradle.com.my.

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Published by:

**MINISTRY OF SCIENCE, TECHNOLOGY AND INNOVATION
18 JULY 2025**

For more information, please contact:

Elmy Fairuz Azmi
Group Communications
Cradle Fund Sdn Bhd (Cradle)
elmy@cradle.com.my
+6012 – 271 3457

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