



APPLICATION OF CIP SPARK

AskSupra Apps for iOS & Android
HR Genie Venture

PROJECT DESCRIPTION

In Malaysia, businesses — especially SMEs — struggle to understand and comply with complex labour laws, HR regulations, and workplace policies. Traditional HR software mainly focuses on administrative functions like payroll, attendance, and leave, but does not address the bigger challenge of compliance, policy drafting, and fair employee management.

As a result:

- Employers risk legal disputes, penalties, and non-compliance due to lack of proper HR/legal expertise.
- Employees often face unclear workplace policies, unfair practices, and inequality because managers lack reliable guidance.
- SMEs cannot afford in-house HR specialists or legal consultants, leaving a critical knowledge and compliance gap.

This gap creates inefficiencies, disputes, and financial risks that slow down business growth and workforce productivity.



PROJECT DESCRIPTION

AskSupra is an AI-powered HR compliance assistant designed specifically for Malaysia. Unlike traditional HR systems that only manage payroll or leave, AskSupra directly addresses the knowledge and compliance gap faced by businesses and employees.

With AskSupra, users can:

- **Ask questions in plain language** and receive instant, AI-driven answers on Malaysian labour laws, HR policies, and compliance matters.
- **Draft and refine HR policies** aligned with local regulations without hiring expensive consultants.
- **Gain real-time compliance guidance**, reducing the risk of disputes, penalties, and unfair practices.
- **Empower SMEs** by providing affordable access to HR and legal expertise, which previously only larger corporations could afford.
- By acting as a 24/7 HR & legal knowledge assistant, AskSupra helps businesses save costs, reduce legal risks, and create fair, transparent, and compliant workplaces — ultimately driving better workforce productivity and sustainable economic growth.



PROJECT DESCRIPTION

Anticipated Outcomes

- Launch of a fully commercialized version of AskSupra across iOS, Android, and Web platforms.
- Deployment of advanced modules including policy drafting, compliance alerts, analytics dashboard, and multi-language support.
- Transition from TRL 6 (beta) to TRL 8 (complete and qualified product), ready for widespread adoption.
- Acquisition of initial 1,000+ SME users and HR professionals within Malaysia in the first year post-launch.
- Establishment of partnerships with HR consultants, legal advisory firms, and SME associations to accelerate adoption.



PROJECT DESCRIPTION

Potential Impacts

For Businesses (especially SMEs)

- Affordable access to HR and compliance expertise, reducing reliance on costly consultants.
- Lower risks of labour disputes, penalties, and non-compliance, improving business sustainability.
- Increased productivity and efficiency by simplifying HR decision-making.

1. For Employees & Society

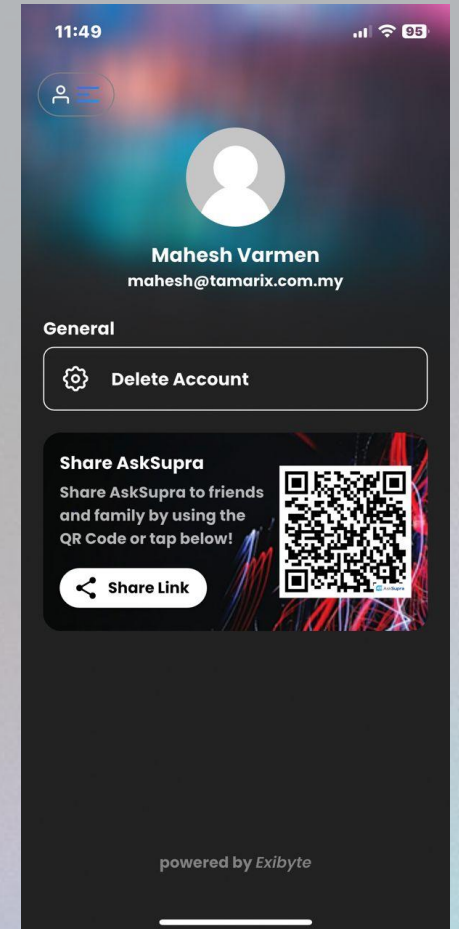
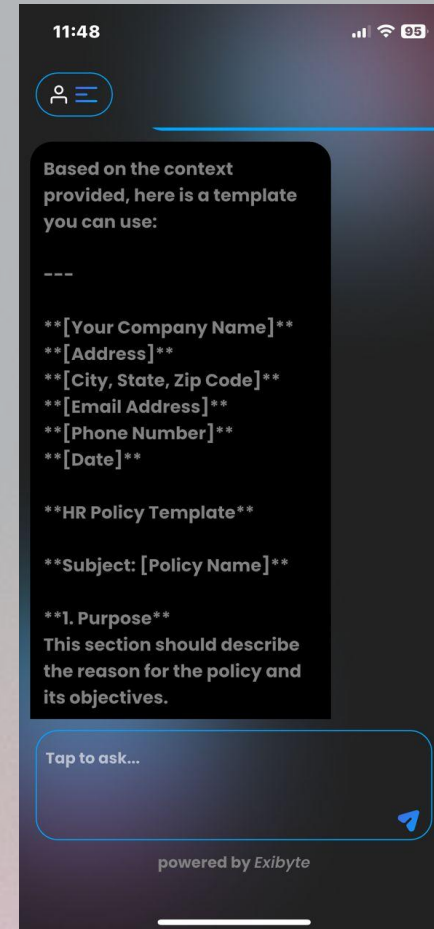
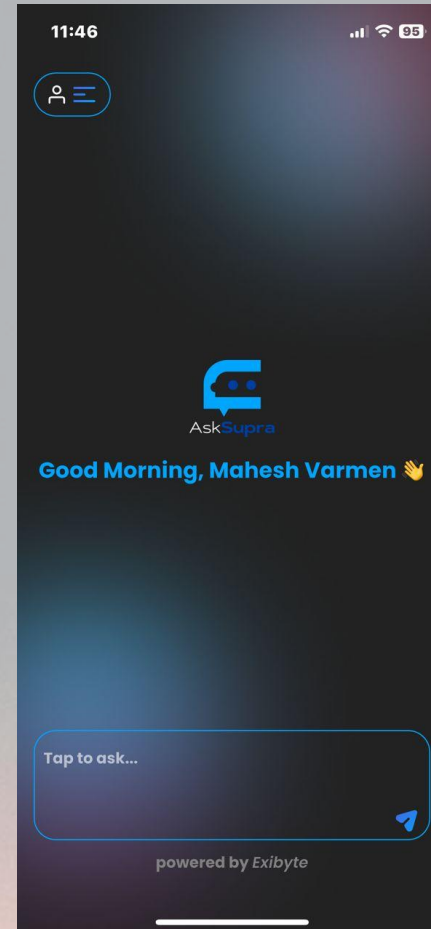
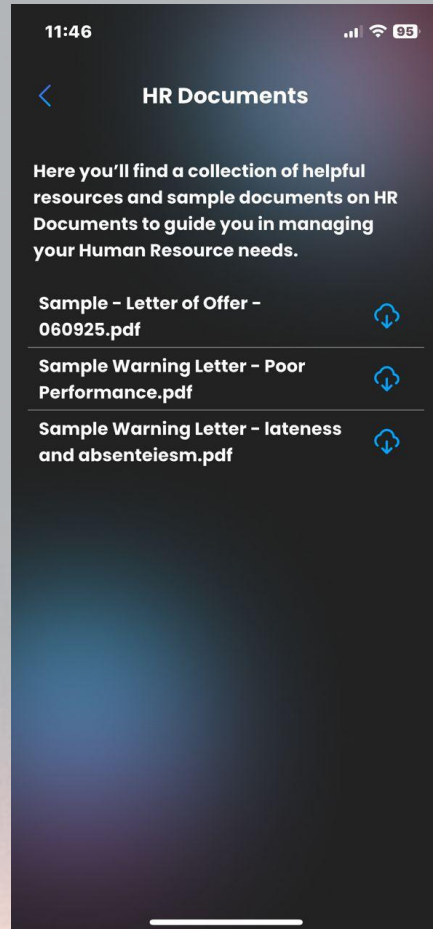
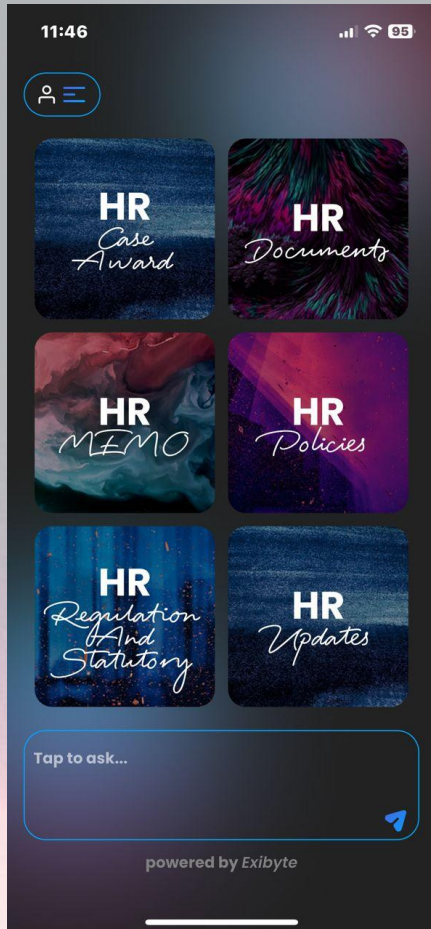
- Promotion of fair and transparent workplace practices.
- Reduction of workplace inequalities by ensuring rights and policies are properly enforced.
- Support for decent work and economic growth (SDG 8) in Malaysia.

2. For the Economy

- Strengthening Malaysia's SME ecosystem by enabling businesses to grow without being constrained by HR/legal risks.
- Contributing to the digital economy through adoption of AI-driven business solutions.
- Laying the foundation for regional scalability across ASEAN, increasing Malaysia's footprint in HR tech innovation.



PROJECT DESCRIPTION



TECHNOLOGY BENCHMARKING

Uniqueness of Technology

AskSupra is an **AI-powered HR compliance assistant** built to address the **real knowledge and compliance gap** faced by businesses in Malaysia.

Key differentiators include:

- **Localized AI Engine** – Specially trained on **Malaysian labour laws and HR regulations**, offering accurate and context-specific answers.
- **Natural Language Interaction** – Users can simply “ask a question” in plain English and receive instant guidance, unlike existing HRMS systems that only store data.
- **Policy Drafting & Compliance Alerts** – Unique ability to **generate HR policies** and **notify businesses of regulatory changes**, helping them stay compliant at all times.
- **SME-Centric Design** – Affordable, user-friendly, and tailored for SMEs that cannot afford in-house legal or HR specialists.
- **Scalable Framework** – Technology architecture allows for rapid adaptation to other ASEAN labour law frameworks, giving it strong regional potential.



TECHNOLOGY BENCHMARKING

Why It Matters

- **For Businesses:** Reduces the high cost and complexity of compliance, lowers legal risks, and frees up resources to focus on growth.
- **For Employees:** Encourages fair workplace practices and ensures their rights are protected.
- **For the Economy:** Strengthens Malaysia's SME ecosystem, drives productivity, and contributes to the country's digital transformation goals.

By transforming HR compliance from a **reactive, consultant-driven process** into a **proactive, AI-driven solution**, AskSupra directly addresses one of the most pressing pain points for SMEs — making compliance **simple, affordable, and accessible**.



TECHNOLOGY BENCHMARKING

Threat of Competitors

The HR tech space in Malaysia is populated mainly by **traditional HRMS solutions** such as payroll, e-leave, and attendance platforms. These competitors focus on administrative automation but do not solve the **compliance and legal guidance problem**.

- **Global HR platforms** (e.g., SAP SuccessFactors, Workday) may eventually add compliance features, but they are too costly and complex for SMEs.
- **Local HRMS providers** (e.g., Swingvy, Kakitangan) serve SMEs well in payroll/leave management but lack the **AI-driven compliance and labour law advisory** capabilities that AskSupra offers.
- **Legal & HR consultancy firms** remain expensive and slow compared to AskSupra's instant, on-demand guidance.

Thus, while competition exists, none directly address **AI-powered, localized HR compliance support** in the Malaysian context.



TECHNOLOGY BENCHMARKING

Barriers to Entry for New Competitors

1. **Localization of Labour Laws** – Requires in-depth integration of Malaysian employment laws and continuous updates, which is resource-heavy.
2. **AI Knowledge Training** – Building and training an AI model to accurately interpret legal frameworks is costly and time-consuming.
3. **Trust & Accuracy** – HR and compliance advice must be precise; new entrants face high credibility and validation challenges.
4. **Market Positioning** – Most existing players are seen as “administrative tools,” not compliance advisors, giving AskSupra a unique positioning.
5. **First-Mover Advantage** – As the first AI HR compliance assistant tailored to Malaysia, AskSupra gains early adoption, user data, and credibility that make replication harder.



TECHNOLOGY BENCHMARKING

Threat of Alternatives / Substitutes

The main alternatives to AskSupra are not direct competitors but **substitute solutions** that businesses currently rely on:

1. **HR Consultants / Legal Advisors** – Provide tailored compliance advice but are expensive, time-consuming, and not scalable for SMEs.
2. **Government Portals & Labour Law Documents** – Information is available but fragmented, complex, and difficult for non-experts to interpret.
3. **Do-It-Yourself (DIY) HR Practices** – Many SMEs rely on guesswork or outdated templates, exposing them to compliance risks and disputes.

These substitutes are either **costly, slow, or inaccurate**, leaving SMEs without an affordable and reliable solution.



TECHNOLOGY BENCHMARKING

Product Competitive Advantage

AskSupra stands out because it offers:

- **Instant & Affordable Expertise** – 24/7 AI-powered answers at a fraction of the cost of consultants.
- **Localized Compliance Knowledge** – Specifically trained on **Malaysian labour laws**, unlike generic HR software.
- **Proactive Policy Support** – Not just Q&A, but also **policy drafting, compliance alerts, and regulatory updates**.
- **User-Friendly Access** – Simple mobile and web interface that SMEs and HR managers can adopt without technical expertise.
- **Scalability & Regional Expansion** – Framework adaptable to other ASEAN labour laws, giving long-term growth potential.

By combining **AI intelligence with local legal knowledge**, AskSupra transforms HR compliance from a **reactive and costly process** into a **proactive, affordable, and accessible service**, creating a competitive moat against substitutes.



TARGET MARKET

Target Addressable Market

Malaysia has over **1.2 million registered businesses**, of which **98.5% are SMEs** (SME Corp Malaysia). SMEs employ around **7.6 million workers**, making HR compliance a nationwide concern.

Pricing Model (Annual):

- **Individual Plan:** RM99.90 per user/year
- **Business Plan:** RM999.90 per company/year

Adoption Potential (20%)

- **Businesses:** $\sim 240,000 \text{ SMEs} \times \text{RM}999.90/\text{year} \approx \text{RM}240 \text{ million annually}$
- **Individuals:** If 20% of SME employees ($\approx 1.5 \text{ million}$) subscribe individually $\times \text{RM}99.90/\text{year} \approx \text{RM}150 \text{ million annually}$

Total Addressable Market (Malaysia only):

$\approx \text{RM}390 \text{ million annually}$

Looking beyond Malaysia, the **ASEAN region** has **70+ million SMEs** and **300+ million workers**, meaning the potential addressable market expands into the **multi-billion ringgit range** with regional rollout.



TARGET MARKET

Go-to-Market Strategy

AskSupra will be commercialized through a **phased strategy** that focuses on adoption, trust-building, and scalability:

1. Initial Focus – Malaysia SMEs & HR Professionals

- Target SMEs across key sectors (retail, services, manufacturing) where HR compliance is a major challenge.
- Position AskSupra as an **affordable compliance assistant** rather than a traditional HRMS, differentiating from payroll/leave apps.
- Offer a **trial/freemium model** to reduce adoption barriers and showcase value before conversion to annual paid plans.

2. Strategic Partnerships

- Collaborate with **SME associations, chambers of commerce, HR consultants, and professional bodies** to reach businesses at scale.
- Build **integration partnerships** with payroll and HR software providers, allowing AskSupra to be offered as a compliance “add-on.”



TARGET MARKET

Go-to-Market Strategy

3. Digital Marketing & Awareness

- Run **social media campaigns, LinkedIn promotions, and SME-focused webinars** to build awareness and trust.
- Use **content-driven marketing** (compliance guides, HR tips, case studies) to position AskSupra as a thought leader in HR compliance.

4. Early Adopter Incentives

- Launch with **introductory pricing** for the first 1,000 SMEs.
- Provide **referral rewards** for HR professionals and businesses who introduce new users.

5. Regional Expansion (Post-Validation in Malaysia)

- Once traction is achieved locally, expand into **ASEAN markets** by localizing AskSupra for regional labour laws.
- Position the platform as the **first AI-powered HR compliance assistant for ASEAN SMEs**, unlocking a multi-billion market potential.



PRODUCT ROADMAP

The product is currently at **TRL 6 (Demonstration in Real Environment)**, with a beta version already launched on **iOS and Android** for initial user testing. CIP Spark funding will be used to advance the solution towards **TRL 8–9**, achieving full product readiness and commercialization.



PRODUCT ROADMAP

Project Development Plan & Timeline (18 Months)

Phase 1: Product Enhancement (Month 1 – 6)

- Refine mobile apps (iOS & Android) based on beta feedback.
- Improve AI Compliance Engine (labour law accuracy, NLP tuning).
- Develop Policy Drafting & Compliance Alert Module.
- Add Multi-Language Support (English & Malay).
- Conduct closed pilot testing with 20–50 SMEs.



PRODUCT ROADMAP

Project Development Plan & Timeline (18 Months)

Phase 2: Commercial Readiness (Month 7 – 12)

- Build Admin & SME Dashboard.
- Implement secure Payment & Subscription System.
- Strengthen Security & Data Protection (PDPA compliance).
- Launch targeted digital marketing campaigns.
- Form partnerships with SME associations & HR consultants.
- Target milestone: 500 paid users onboarded.



PRODUCT ROADMAP

Project Development Plan & Timeline (18 Months)

Phase 3: Market Expansion (Month 13 – 18)

- Deploy Integration APIs with payroll/HRMS providers.
- Launch Analytics & Insights Module for SMEs.
- Optimize Scalability Infrastructure for larger user base.
- Full commercial rollout in Malaysia.
- Begin localization for 1 ASEAN country (e.g., Singapore or Indonesia).
- Target milestone: 2,000+ active paid users; TRL 9 (proven product).



COST STRUCTURE/FUNDING UTILIZATION

- Technology Development & Enhancement (AI engine, web platform, policy drafting module, security): RM70,000
- Mobile & Web Application Refinement (UI/UX, Android/iOS/Web sync, testing): RM30,000
- Compliance, Data Protection & Cybersecurity: RM15,000
- Go-to-Market & Commercialization (marketing, partnerships, outreach): RM25,000
- Operations & Project Management: RM10,000



MANAGEMENT TEAM

Collective Experience of the Co-Founders / Management Team

AskSupra is founded and driven by Mr. Arvind Gananathan Sandrasekaran, who brings over 12 years of experience across multiple industries, including business development, client management, and most recently technology and digital transformation. His leadership provides the strategic vision, commercialization drive, and industry networks needed to ensure the success of AskSupra.

The product development and knowledge backbone are further supported by two expert partners:

- i-HR Consulting Sdn. Bhd. (Mr. Supra & Ms. Stephanie)
Industry leaders in human resources, labour law, and compliance, ensuring the AskSupra platform provides accurate, practical, and legally sound HR guidance.
- Exitando Sdn. Bhd. (Mr. Naresh & Ms. Kanammal)
Specialists in software engineering, AI, and SaaS development, providing the technical expertise to design, build, and scale the AskSupra mobile application.



MANAGEMENT TEAM

Collective Experience of the Co-Founders / Management Team

Looking ahead, once HR Genie Venture Sdn. Bhd. is formally established as the operating company for AskSupra, both i-HR Consulting and Exitando are planned to hold 20% equity stakes each, ensuring their long-term commitment as strategic partners.

Together, this collective team combines founder leadership, HR domain expertise, and advanced technology development—a powerful foundation to successfully develop, commercialize, and scale AskSupra across Malaysia and the ASEAN region.

