

Shell LiveWIRE Brunei Alumni Profiles E-Book

Shell
liveWIRE
BRUNEI 



20
YEARS
2001 - 2021

Social Investment Flagship of:


BRUNEI



“

Welcome!

This E-Book is a compilation of Shell LiveWIRE Brunei programmes and events, milestones, and selected alumni profiles throughout its operation as a social investment flagship of Brunei Shell Petroleum.

It was previously known as The Profiles and had existed in the form of a physical copy that was distributed as alumni merchandise.

To commemorate Shell LiveWIRE Brunei's 20th Anniversary, starting in 2021 - it is now in a form of a digital copy that is readily available on the local website as an eBook.

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www.livewirebrunei.com



Congratulations to Shell LiveWIRE Brunei for achieving its 20th anniversary, a testament to Brunei Shell long term commitment to entrepreneurship and community development in the country.

I'm glad to hear Shell LiveWIRE Brunei has grown from strength to strength delivering a total of 12 programmes to address the needs of diverse groups of customers: the education institutions, the community, and the local entrepreneurs. I'm also proud to say that 15 of the LiveWIRE Brunei alumni have secured contracts with BSP for the last 5 years.

LiveWIRE Brunei continues to evolve throughout the years to stay relevant to the changing customer needs. Covid-19 pandemic has accelerated the digitalization agenda. Since April 2020, LiveWIRE Brunei has started providing training programmes online. The Go Digital Masterclass series was offered in collaboration with ASEAN Go Digital MSME's Brunei series. This year the digital masterclass has increased its programme covering 22 topics with more than 500 participants. The iCashflow.bn which has been launched at the 14th Shell LiveWIRE Brunei Business award is an app for an easy and convenient way for local SMEs to manage their cashflow.

The 20th anniversary e-book is a compilation of success stories from the businesses and communities supported by Shell LiveWIRE Brunei. These stories need to be shared for us to learn what is possible when people put their passion into something which they believe. I'm truly inspired by their dedication, and I look forward to seeing more of these stories in the future.

To conclude, I would like to extend my deep appreciation to all the stakeholders, the Government ministries and agencies, the educational institutions, the communities, and entrepreneurs who have made significant contributions to our progress.

Agnete Johnsgaard – Lewis

**Managing Director and Shell Country Chair,
Brunei Shell Petroleum Sdn Bhd**



Bismillahirrahmanirrahim.

Syukur Alhamdulillah, Shell LiveWIRE Brunei has reached a significant milestone with its 20th anniversary this year. For the last 20 years, Shell LiveWIRE Brunei has continuously made efforts to contribute to the economic activities in Brunei with entrepreneurship development programmes for local SMEs.

The partnerships with higher education institutions have given access for the students to participate in programmes for start-up companies including the Shell

LiveWIRE Brunei Business Award Bootcamp. The Brunei Entrepreneurship Education Scheme (BEES) was launched in 2013 and has been successfully implemented for 5 years, and currently sits with the Ministry of Education as one of its core programmes. Meanwhile, the LiveWIRE AgroBIZ project started in 2019, in collaboration with IBTE Agrotechnology Campus Wasan to develop skilled agropreneurs in padi production.

In recent years, due to an increase in demand for community development programmes Shell LiveWIRE Brunei has partnered with the Ministry of Culture, Youth and Sports and Yayasan Sultan Haji Hassanal Bolkiah in 2020. Programmes were focused on entrepreneurship and capability development, especially for vulnerable groups. The AgroBIZ Plus is a 1-year programme offered to participants from Pusat Pembangunan Belia to develop skills in commercial padi and cash crop farming. LiveWIRE has worked together with the Maraburong Prison and Al-Islah on entrepreneurship skills programme to prepare participants for sustainable economic activities.

LiveWIRE Brunei Business network has reached out to about 400 companies and business owners. LiveWIRE Brunei has established MoU with Dewan Perniagaan dan Perusahaan Melayu Brunei to spearhead the development of local entrepreneurs and the business ecosystem in Brunei.

I hope Shell LiveWIRE Brunei will continue to innovate and inspire more entrepreneurs to create business opportunities in new supply chain areas. The Shell LiveWIRE Brunei Business award is geared to meet these objectives with its focus on 5 core business areas covering digitalization, smart manufacturing, energy transition, waste management and agrotechnology. For the last 2 years, participation of start-up companies in these 5 areas has been encouraging. The establishment of the Brunei Innovation Lab in 2022 is expected to accelerate the development of techpreneurs in the relevant technical fields.

Finally, I would like to extend my sincerest appreciation and thanks to the Shell LiveWIRE Brunei team for the 20th Anniversary e-book. And to all our strategic partners who contributed to the success of LiveWIRE Brunei. We look forward to strengthening the collaboration with all our partners for the years to come, insyaAllah.

Hajah Rosita Haji Hassan

**In Country Value Manager,
Brunei Shell Petroleum Sdn Bhd**

**Chairperson,
Shell LiveWIRE Brunei**



Assalamualaikum Warahmatullah
Hi Wabawarakatuh.

20 years have been a long journey for Shell LiveWIRE Brunei and today with great pleasure, I would like to announce that Shell LiveWIRE Brunei will be producing "The e-Book" which portrays some of our Alumni and their successful journey in their drive to fulfillment towards being creative, innovative and successful.

It is indeed an honour to have witnessed their successful business journey along the way and it is duly noted that individual success is accompanied by struggles and sacrifices. On behalf of Shell LiveWIRE Brunei, I would like to congratulate those individuals who have accepted the tough challenges to be wherever they are right now.

Although we have only selected 20 out of the total alumni to be profiled in "The e-Book" and there are still more aspiring and talented entrepreneurs that we wish to nurture and we look forward to profile them in the future.

On that note, I wish all the best to all our participants. Your creativity, resourcefulness and perseverance indeed deserve our admiration.

Unlock your potential even further to become a vehicle for you to progress even higher.

Haji Abdul Yusrin bin DSLJ Haji Md Salleh

**Programme Director,
Shell LiveWIRE Brunei**

About Us

Shell LiveWIRE Brunei is a Social Investment Flagship of Brunei Shell Petroleum Sdn Bhd. We value contribution to Brunei economy by creating sustainable business. The objective is to stimulate the local economy through entrepreneurship, innovation and meaningful employment.

Our workshops and programmes are specifically open to citizens and permanent residents of Negara Brunei Darussalam.

History

Shell LiveWIRE Brunei was established on 1st May 2001 in response to the call of Brunei Darussalam Economic Council (BDEC) to support infrastructure for enterprise development as a long-term sustainable economic development.

Our 5 Core Areas



AgroTechnology

Application of technology in agriculture and aquaculture with innovative methods for efficient production, yield and productivity.



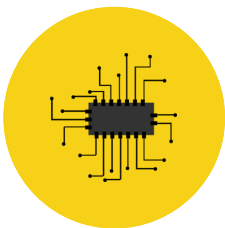
Energy Transition

Application of alternative energy to reduce carbon emissions such as solar power, wind, etc.



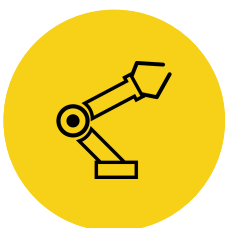
Waste Management

Application of recycling technology, waste to energy and repurposing of waste services.



Digitalisation

The use digitalisation technology to improve process efficiency which includes automation services, etc.



Smart Manufacturing

Locally produced products with IR 4.0 technology applications.

Our Journey

2001 - 2021

LiveWIRE Brunei

Established in response to BDEC to support infrastructure for enterprise development and launched entrepreneurship course



2001

2006



Leadership Camp

A program to instill self confidence amongst young entrepreneurs

8 SME's secured contract with BSJV

2013

2015

2008



BEES

Brunei Entrepreneurship Education Scheme was launched

2014

LiveWIRE reached 10,000 participants



BusinessNetwork
A LIVEWIRE BRUNEI BUSINESS COMMUNITY

LiveWIRE Business Network

Open to all LiveWIRE alumni



EBA
LiveWIRE Energy Programme launched

AgroBIZ

Rice Production Ecosystem development in partnership with IBTE AgroTech



BASFS
5 SMEs secured start up funding from LiveWIRE

2017

2019

2016

2018

2020

2021

LiveWIRE Brunei Refreshed

Align to Shell LiveWIRE 2.0



LiveWIRE Energy Solution

Collaboration with University of Technology Brunei

Delivery With Impact to Business And Community

2021 Highlights

Memorandum of Understanding

January



Politeknik Brunei

February

Ministry of Culture, Youth and Sports



April

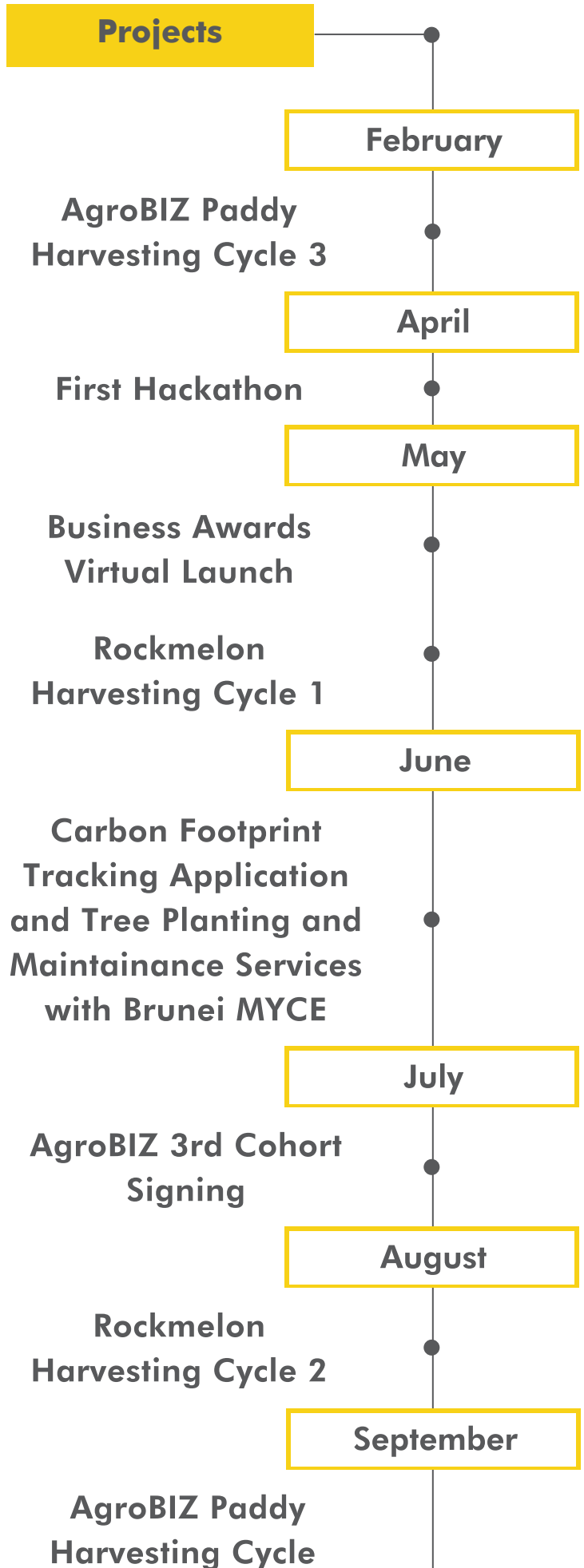
Progresif Sdn Bhd



June

Universiti Brunei Darussalam





Our Programs



An introductory 2-day course on Business and Entrepreneurship in Brunei. It includes the basics of business ideas, project planning, legal processes and basic financial management.



Focuses on supporting entrepreneurs to develop an opportunity to learn, network, collaborate and produce results. Designed specifically for participants wishing to progress further with building their business ideas into an actual business.



A 2 full day or 4 half day workshop, where participants will learn about Business Planning and create a draft of their business plan at the end of the workshop.



LiveWIRE Masterclass is a fundamental level 2-hour workshop that comprises of applied theories and practical activities to equip entrepreneurs with the fundamentals of business skills from various industries.



Objective is to instill leadership qualities and building up future community leaders. A three day weekend getaway focusing on revitalizing energy, enthusiasm and refine directions.



The Higher Institution Entrepreneurship Programme (HIEP) aims to equip students of Higher Institutions with entrepreneurial knowledge and skills by providing LiveWIRE workshops and recommending them to join the Business Awards to kickstart their business idea.



BusinessNetwork
A LIVEWIRE BRUNEI BUSINESS COMMUNITY

LiveWIRE Business Network is a platform for interactions between LiveWIRE Participants and other Business Communities.



VISIONING WORKSHOP
A LiveWIRE Business Programme

The mission of the visioning workshop is to establish all committed individuals in the organization to share equal fundamental vision that drive the organization in realising and accomplishing their vision.



Designed to stimulate the entrepreneurial capacity of the youth to work together and develop suitable solutions from a broader perspective focusing on 5 core areas.



LiveWIRE Brunei Business Awards is designed to reward and recognize outstanding young entrepreneurs in Brunei Darussalam who produce high quality business planning and conduct impressive business operations.

Our Projects



A collaboration project between Shell LiveWIRE Brunei and IBTE Agrotechnology Campus that was formed in 2019. We focus on creating Agropreneurs that focus mainly on rice industry, and cash crop.



LiveWIRE Brunei Business Awards Start-up Funding Scheme will only be offered to the LiveWIRE Brunei Business Awards winners and participants from Business Plan Series.



iCASHFLOW.BN

iCASHFLOW.BN is an application for cashflow management for SMEs. Simple and Efficient with Data Visualisation Dashboard for Cashflow Projection, Planning and Reporting, available on both Google Play and App Stores.

**TOPTEN
INNOVATORS**

The Shell LiveWIRE Top 10 innovators award programmed offers young entrepreneurs who have shown success through innovation to build their business ventures, the opportunity to received further investment.

Alumni Profiling

2021 EDITION

Volco Venture Co.

Volco Venture is a home-based food production business founded in 2018 and run by Mohammed Volinuski and his daughter, Nadiatul Kamsiah. They produce original hot sauce products where one of their famous product is the Lanun Hotsauce that consists of 2 flavors: Pineapple Sunrise and Tom-Tom Lemongrass.

The idea to start the business began way back in the 1990s when Mohammed Volinuski did his career training in the United Kingdom where he first encountered the use of hot sauce in restaurants. Intrigued by this discovery, he made the leap to learn about hot sauce by visiting one of the hot sauce plantations and studied on how it was being processed. From then, he applied this knowledge to make his own hot sauce recipe and introduced it to his family and friends which resulted in positive responses until he made a profit, and this marked the beginning of his entrepreneurship journey.

Since the pandemic started in 2020, they had difficulty in the procurement of raw supplies as the importation of these supplies was delayed. Raw supplies of Pineapples, Lemongrass, and Chilis were obtained from various reputable sources in east Asian countries. Although despite this setback, they were able to make profits from their small size clientele who were familiar with their hot sauce.

To expand Volco Venture, Mohammed Volinuski believes there is a need for local farmers that would be able to supply the raw materials as it will be more cost-effective to procure in Brunei compared to abroad. In addition, this will help to promote both Volco Venture and the farmers which results in a higher brand reputation and increase the interest for locals to make a living in the agricultural industry. Mohammed Volinuski also stated that he wants Volco Venture to be able to penetrate the regional market. One of his visions is to promote the hot sauces as tourist souvenirs as he believes in the potential of their hot sauce can bring added value to the plethora of Brunei local food products.

He also mentioned that this would entail mass production of the hot sauce. He looks forward to gathering a good team, better facilities, and smart manufacturing machines.

At present, they are in contact with interested distributors in Japan to promote their hot sauces and are producing new hot sauce flavors. Mohammed Volinuski expresses his appreciation to Shell LiveWIRE Brunei for helping him and his daughter to develop their interest in getting into business when they just started Volco Venture.

He finds these courses as both motivational and reliable sources of knowledge where he advised young entrepreneurs, "Young people must realize that it is easy to get motivated, but it is not easy to do it practically. Do not get demotivated easily when running a business as it is normal to face challenges along the way."



Instagram: [volcoventure_bn](#)
Email: volcoventureco@gmail.com
Contact No.: +673 8180299 or 8168299

MAN Food Enterprise

MAN Food enterprise started in 1996 from the ground up by Pengiran Haji Mohammad Isman Hisham bin Pengiran Haji Othman where at that time – he was a dynamic young Bruneian in his early 20's who just completed his education. Now 2021, under the banner of ISMAN GROUP OF COMPANIES includes F&B, transportation, money changer, spas, real estate, oil and gas, and more.

MAN Foods Enterprise became the largest and most active business to date and it is still growing. The success of the business is attributed to the vast network built over the years on top of military-like discipline, dedication, diligence, and hard work which he believes are the pillars of success.

During COVID-19, his business was put on the edge which pushed him to think creatively, even up to the point of working out a delivery service to help provide households with groceries and charging them a service charge.



Pengiran Isman expressed there is a lack of alternative options and platforms when it comes to getting ISO certifications, as there are only a few governing bodies in Brunei to get accredited for the products and services that his businesses are offering. He feels it's best that his businesses can have options and such options were explored by attending courses from LiveWIRE Brunei. Also, he believes more courses in agriculture will enable their local workforce to learn how to use the tools and machinery needed to work on farms.

He added he would like to give his whole thanks and appreciation for the various workshops and training programmes that LiveWIRE conducted throughout the years as he is still actively participating. The immense knowledge and tools provided by LiveWIRE have given his business a boost from networking to sharing business tips and countless more.

MAN Foods Enterprise has now been operating for 25 years and still plans to expand and progress forward with bigger goals than ever culminating all the experience and business knowledge that is invaluable. The next step towards expansion will be the Kulai Chili Farm Project.

His proudest moment over the years is when his company MAN Foods Enterprise was awarded the Most Sustainable Enterprising Company by LiveWIRE Brunei in 2013 for being proactive in the business industry for more than 20 years. Additionally, he was part of the Brunei delegates who went to Mexico in 2002 for the APEC Young Leader and Entrepreneur Forum and attended the ASEAN Small and Medium Enterprise Managers and Officials training program in Korea of the same year.

MAN Foods Enterprise aims to be a leader in the F&B industry in Brunei to create local employment opportunities which in turn creates sustainable income.

"Starting up will not be all smooth sailing. However, if you're determined, you can succeed. Entrepreneurs must have dedication, hard work ethics as well as grit and resilience to perform well in any business they do."

Instagram: [manfoodsenterprise](#)
Website: [ismangroupofcompanies.com](#)
Email: marketing.ismangroup@gmail.com
Contact No.: +673 8300803 or 2651079

Reflection by the Jayys

Awangku Amirul Azizi bin Jeffry is the founder of Reflection by the Jayys and RFJ Studio. Since 2015, both brands provide professional automotive detailing for private-owned cars and corporate fleets. In the present, Reflection by the Jayys is also providing sanitization and cleaning services for both individual homes and corporates.

Amirul Azizi has experience working with a number of startup companies where he had the opportunity to communicate with their networks. From his liaison, he gathered business opportunities that were lacking in



Brunei, and he questioned himself about what he can gain from these opportunities. He thought of an idea to start a car detailing business as it aligns with his interest in cars. At the time, the market for automotive detailing was not as saturated. Henceforth, he kickstarted the business at his home and since then expanded the business by renting a space in Kampung Bunut. This space has been in operation for 6 years and a trusted team of 26 locals are currently employed.

In the first wave of the pandemic, Reflection by the Jayys had to pivot towards sanitization and cleaning services for cars. However, they had to pivot again in the second wave of the pandemic where they offer sanitization and cleaning for individual homes and corporate offices as their clients are working from homes and most businesses are affected as most went into hibernation resulting in dwindling profits for his business.

However, Amirul Azizi expected that the business would also resume its automotive detailing service once the pandemic subsided soon.

He commented that there is a lack of awareness amongst the public regarding automotive detailing resulting in only a handful number of locals that are attracted to work in his business. In addition, there are only a handful of businesses in the same field in Brunei, and this lowers the opportunities for automotive detailing businesses to network. Although being a Shell LiveWIRE Brunei alumni, Amirul Azizi is provided with a platform for expanding his business network.



Among the milestones attained by Reflection by the Jayys includes having a RUPES automotive detailing certification that enables the business to provide training for new staff and the public that are interested to learn about automotive detailing. In addition, Amirul Azizi shared that when he first started the business, he and his team joined regional auto shows and garnered "The Most Detailed Car" award for a consecutive 16 times.

He shared when he first started his business, he had an idea but had no proper items to start. Although his perseverance helped him in his success which he reflected on with his advice to young entrepreneurs, "Great idea, great planning, and great strategy but bad execution do not guarantee a great business. Do not give up if you encounter challenges or if there are no customers, you must stay being brave and opportunities would open up to you!"



Instagram: [reflectionbythejayys](https://www.instagram.com/reflectionbythejayys)
Contact No.: +673 8316267

Grominda Sdn Bhd

Grominda Sdn Bhd is a human capital development company – that primarily works on consumer market research to help alleviate unemployment. Recently, Grominda offers businesses to generate newer incomes and opportunities by understanding their target consumers in the market through various research methods from social experimentation to focus groups.

Anthony Sigar - the Co-Founder and Business Developer of Grominda, expressed they started their business in 2016 to tackle unemployment in Brunei Darussalam. This was firstly through a recruitment service focusing on internship placements and started a platform called www.plus-exp.com to connect prospective companies with talents seeking professional experiences.

However, Grominda was heavily affected in the first wave of COVID-19 where their recruitment service has dropped in the number of recruitments. Since then, the business has pivoted to their second focus - consumer research to identify target markets for businesses.

Every business has its caveats. Anthony pointed out that the inferiority in the consumer research industry in Brunei is that there is a lack of trust from the public. As the business is still young and manpower consists mostly of new graduates, the public is reluctant to do market research or recruitment through its platform as companies expect good traction of past successes in the industry.

Among the achievements garnered by Grominda is obtaining an honorable mention while participating in



the 2020 LiveWIRE Business Awards. Through the LiveWIRE Business Awards Bootcamp, Grominda refined the requirements in its business plan. Moreover, Grominda's milestone includes introducing Brunei HACKS and Plus EXP where in the early stage of the platform - Grominda connected 100 internship placements and a number of the interns have gotten permanent employment from their internship.

Recently, Grominda latest milestone is the INITIATE 2021 – Human Capital Summit, a human resource conference where they gather over 200 participants including human resource professionals, training providers, and previous interns of the Plus EXP which was attended by the guest of honors by YB Dato Seri Setia Dr Awang Haji Mohd Amin Liew Abdullah, the Minister at the Prime Minister's Office and Minister of Finance and Economy II.

Anthony expresses that his team learned to utilize the value proposition canvas by attending the Lean Canvas course in LiveWIRE Business Awards Bootcamp which enables them to identify areas of opportunities. Moreover, he further uses the value proposition canvas to get a resounding agreement from the rest of his business partners to agree on pivoting Grominda to their second focus in consumer research of target market for businesses.

Anthony's advice to aspiring entrepreneurs – "Don't fall in love with your business plan or your business idea. Just like when you fall in love, if it doesn't work out, you keep pining on it and when they do you wrong it is very hard for you to move on. Fail fast, learn faster get up and on to the next problem."



Instagram: [grominda.group](https://www.instagram.com/grominda.group)
LinkedIn: [Grominda Sdn Bhd](https://www.linkedin.com/company/grominda-sdn-bhd)
Website: grominda-group.com
Email: ask@grominda-group.com
Contact No.: +673 8297027

Al-Huffaz Management

A

I-Huffaz Management is known for one of the largest local platforms for Al-Quran classes and a hub for Islamic events such as Majlis Pindah Rumah, Tahlil, leading Tarawikh prayers during Ramadhan for individual

homes and hosting the Khatam 30 Juz. Managed and co-founded by Haji Mohd Loqman Al-Hakim Bin Haji Hamdan, or famously known as "Loqy". Recently, Al-Huffaz offers Al-Quran classes through video conferencing such as Zoom to adhere to the control movement guideline placed by the government in the pandemic.

The idea to start Al-Huffaz resulted from a conversation in a café between Loqy and his friends. All were recent graduates and they were exploring the idea to open a part-time venture to teach Al-Quran recitations to locals who wants to enhance their recitations.

Before the pandemic, Al-Huffaz rented a space in Sungai Akar however, since the pandemic, Al-Huffaz had to close the space for several months and this negatively affected the business. Loqy and his team did not give up as this challenge encouraged them to pivot in conducting classes online instead. In addition, this also marked the first experience in Al-Huffaz history for the tutors to upskill themselves by learning the Turkish language and graphic designing.



Loqy believes conversations over coffee would enable him to network and gain potential partnerships or investors. In addition, Loqy would like to have more market research in terms of purchasing power in Brunei and opportunities for graduates to be sent working abroad to gain the necessary exposure and experiences.

Al-Huffaz currently plans to expand to the regional market such as Singapore to conduct Quran classes to the Muslim community. He is also interested to open a branch somewhere in Africa with the long-term vision to educate and disseminate the values of Al-Quran recitation to the global Muslim communities.

Among the achievements garnered by Al-Huffaz includes winning the Best Youth Project in 2017 awarded by His Majesty, being selected as a finalist in Asean Rice Bowl Startup Awards in Malaysia, selected as one of the companies to receive a grant from Shell LiveWIRE Brunei Business Awards Startup Funding Scheme (BASFS), getting runner-up and progressive award in Shell LiveWIRE Brunei Business Award, invited to South Korea Startup Weekend ASEAN, pitched about Al-Huffaz in-front of 2000 audiences in the Echelon Asean Summit Top 100 Startup in Singapore, selected as one of the top 3 companies of DARE Accelerate Programme, and winning the country star of the year in Asean Business Awards 2020.

Loqy credited Shell LiveWIRE Brunei as the first stepping stone for him to begin his entrepreneurship journey to gain business knowledge. His advice to the youths, "To all young entrepreneurs, please fail forward all the time. Because the more you fail, the more you learn. In life, you either win or learn. You never lose, you will always learn. Learning is always there for us to make us grow mature in the future. So, always fail forward."

EnEvo Sdn Bhd

EnEvo is a 100% locally owned waste management company, set up in 2016 with the aim to provide solutions to Brunei's environmental sustainability challenges. EnEvo is currently providing a sustainable solution for wastepaper through closed-looped recycling, where they collect, process, and convert it into reusable products such as toilet tissue paper.



EnEvo operates a recycling centre in Brunei with the capability to produce toilet tissue paper using 100% recycled materials recovered from within the country. They also provide waste paper collection for both private households and corporate offices. EnEvo started with one of its-cofounder, Syidah Kariya who has experience in managing ISO 14001: Environmental Management System and she found that consumers have difficulty committing to recycling. Having found similar issues regarding consumers' recycling habits her partners - Tan Thiam Kui, Tan Kheng Tong and Frederick Wong, the four co-founders founded EnEvo in 2015 as a partnership.

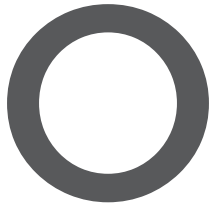
In 2016, EnEvo registered as a private company where they got support from DARE to procure a recycling site. In 2017, they were awarded the site, and construction of the recycling centre began in 2018 which took a year to finish. As a result, they had their first recycling operation in 2020. In the same year, the pandemic reached its first wave in Brunei where EnEvo had to postpone their opening launch. In the second wave, they had to adapt to the control regulations that were in-placed resulting in impeding procurement of items needed for production.

Despite EnEvo being in operation for only 2 years, the business is lauded for being the first recycling wastepaper centre by local entrepreneurs in Brunei and, the first local recycled tissue brand in the country. Their milestones extend to achieving ISO 9001 certification for excellent quality in tissue production and garnered as one of the top 3 clean companies in the service industry in Brunei in 2021. EnEvo envisions to diversify their product beyond tissues, where their current goal is to reach optimal business sustainability that aligned with their mission and hopes, once this goal is obtained – it will allow them to provide a better conducive environment for their workforce to work resulting in bridging gaps enabling production beyond recycling waste papers.

The co-founders believe EnEvo is a testament to helping Brunei become greener. Their advice to fellow entrepreneurs captures the essence of their business, "Entrepreneurship is not an easy road, make sure you don't get demotivated along the way. When you keep failing, you just must find the solutions. In addition, people should think properly before they jump into the business, they should think whether the business can sustain or they realize that they just like the idea of having a business that is not a proper plan".



Instagram: [EnEvo_bn](#)
Facebook: [EnEvo Sdn Bhd](#)
Website: [enevobrunei.com](#)
Contact No.: +673 4220838 or 7367370



ONZ, is a pickup and delivery service brand that forms part of Rotuku Group of Companies (RGOC) Sdn. Bhd. founded and managed by Azri Jumat. This brand is synonymous with providing logistics and digital

solutions for faster and smoother fulfillment services. ONZ enables businesses to gain ease of growth and sustainability for any individuals in need of items to be delivered to their doorstep. In addition, ONZ Delivery also offers eCommerce integration for businesses that wants a platform for direct consumer purchases.

RGOC started in 2017 with the idea of fulfilling people's request for a forwarding service to handle deliveries across borders and this forwarding service is called Rotuku Express. However, there was a greater demand for domestic delivery services within Brunei which made Azri pivot the business to concentrate on nationwide deliveries instead. This marked the change to ONZ Delivery.

ONZ has continued to gain success even amid the pandemic where initially, the business had to do a lot of marketing campaigns to expose ONZ to the local market. Through this effort, ONZ has achieved a total of 1000 deliveries in a day and the pandemic provided a befitting time for ONZ to flourish due to cater to the influx of deliveries needed.

Azri expresses that for ONZ to continue growing, they encourage the locals to continue to support local brands in Brunei. In addition, they believe there should be a grant awarding platform that can be opened to SME businesses to apply in the hopes to get support in terms of market validation and funding. With these growth providers, ONZ will get one step closer to reach its vision to which is to expand its service towards the regional market.

ONZ has since garnered accolades such as winning second place in BICTA 2018, was selected as one of the finalists for a pitch in Singapore to raise investment for their business through DARE Accelerate Startup Programme where they got nominated in several

categories in ASEAN RiceBowl Award. Azri added that LiveWIRE provided the business knowledge to develop the foundation of RGOC and ONZ as he started taking LiveWIRE courses back in 2002. Become a Successful Owner Manager (BSOM) course was the first course he took, and this enabled him to get the proper network to further develop his business idea for RGOC.

Azri's advice to entrepreneurs is, "Identify your demand first, then fail fast but get up faster."



Instagram: [onz.brunei](#)

Facebook: [ONZ Brunei](#)

Website: [onz.app](#)

Email: enquiry@onz.app

Contact No.: +673 8205518 or 8165518 or 8275518

Mavensdotlive and Maven's Hive

Goh Chai Li is the founder of Mavens' Hive and Mavensdotlive. Both are social learning spaces where the former is a coworking space that has been in operation since 2019 and the latter is an online-based training and short courses platform that was launched in June 2021 and it is popular with job seekers looking to stay relevant with the constant irregularities that beckon in today's employment market.

In the pandemic, Mavensdotlive earmarked a positive change for Chai Li and her team as they realized earlier on that people want to shift their learning from on-site spaces such as Mavens' Hive to online classes. Having operated a social media page where they market incoming classes, this marketing outlet receives positive responses from their target audience as more becoming increasingly aware that they can attain the classes that were previously conducted in Maven's Hive through Mavensdotlive. When the first wave subsided, they resumed their physical classes in Mavens' Hive and at the same time, they also conducted online classes via Mavensdotlive. However, when the second wave hits, Mavensdotlive had to pivot entirely again. Having experienced similar challenges in the first wave, Chai Li commented that this allows them to cut unnecessary rental space expenses.

For Chai Li and her team to expand the business, they are currently researching the best payment method to receive online payments from abroad as they are looking to expand Mavensdotlive beyond the local market. Currently, they are searching for a way to be able to pay fees or salaries of their foreign instructors to conduct the online classes. They are also working on the contents of the courses and determining the instructors that would be suitable to teach those courses to improve user experience in Mavensdotlive. Chai Li also added that it was a challenge to find the right UI/UX designer to design the website interface of Mavensdotlive according to her vision.

The biggest accolade attained by Mavens' Hive and Mavensdotlive is winning the Shell LiveWIRE Brunei Business Awards 2020. One of Chai Li's long-term goals is to win more entrepreneurship and business awards in Brunei. She wishes to expand further beyond Mavens' Hive and Mavensdotlive in the future.

Chai Li credited Shell LiveWire Brunei as a supportive platform where her business network can grow and her advice to aspiring entrepreneurs is, "Instead of just waiting - why not just step out into entrepreneurship?"



Website: mavens.live
Email: hello@mavens.live
Contact No.: +673 8319918

Fadhlina Bakar or Leen is the founder of Agribiz group of companies which comprises of four different companies that covers food and beverages (F&B), and food management services including human resources, graphic design, clothes tailoring, and agriculture. Agribiz aims to be innovative, engaging, nurturing, and motivating for those who seek to challenge themselves in the local business industry. Her business started with her passion for cooking, baking, and graphic designing. Leen credited her family for their entrepreneurship ventures where she helped in the kitchen to cook and bake seasonal delights for celebrations such as Hari Raya Aidilfitri.

In the pandemic, Agribiz was negatively affected where their co-sharing community kitchen located in Pusat Belia called The Shared Kitchen had difficulty in keeping their current tenants as most had to stop their rentals due to a decline in sales. In addition, they had to put a halt to their popular baking and cooking group activities that were usually open on the weekends. Moreover, they had to close down one of their business premises. Leen shared that these challenges have fueled them to do proper planning to diversify their business to explore opportunities that would benefit their clients working from home such as introducing their new sambal brand called 6rencah and plans to introduce online cooking classes. In addition, more funding is required to sustain their current operations and resources as well to recover from their losses in this pandemic



Milestones Agribiz obtained includes getting 2 tenders in a year for The Shared Kitchen from Darussalam Enterprise and an i-Usahawan tender from Brunei Shell Petroleum. Additionally, they were able to attract a total of 61 tenants to rent the space at The Shared Kitchen, introduced a new sambal brand that has sold for more than 100 bottles when it was first introduced, and provided business consultancy services for new local establishments.

Leen shared that Shell LiveWIRE Brunei has helped Agribiz to align their strategic focus in the creation of the business and building her confidence and business knowledge. In addition, being an alumnus enabled her to connect with other SME companies. Leen's advice to future entrepreneurs is, "To all aspiring entrepreneurs out there do not ever give up in being business without trying to diversify and learn more about how to sustain your business. It is not an easy journey in business but if you have more research and attend more business courses. You will find solutions for your business problems. Quitting is not an option but take a rest once a while. Restart and rebuild!"



Khais Corner

A home-based cook, Md Khairul Akhma bin Hj Abdullah has 10 years of experience working in the hospitality industry where part of his experience was cooking in Kuala Lumpur. Before embarking on Khai's Corner, he was a full-time cabin crew serving delectable dishes for passengers boarding Royal Brunei Airlines flights for 7 years. Similar experiences on flights can be ordered through Khai's Corner where he sells marinated and cooked barbequed lambs and chickens. Soon in their upcoming menu, lamb wraps, chicken wraps, and nasi katok kambing will be available.

His business started in early 2021, where it functioned primarily as a food catering business for events. When Khai's Corner was just gaining traction and support from its customers, the second wave of the pandemic hit, which proved a big challenge for Khai's Corner. This caused Khai's Corner to pivot to small food orders for private homes and individuals. Ever since venturing into small food orders, he has been experimenting with promotions in social media to grow his business to a wider audience. As a result, he now receives a newer market opportunity with support from his families, customers, and friends.

Khairul expressed that for his business and the F&B industry to grow further in Brunei, there should be more live cooks popping around the country to gain exposure. He also envisions adding western food in the future in his menu, so that his customers can have a wider choice of menu that captures tastes from around the globe.

Since joining LiveWIRE as an alumnus, he has had the opportunity to network with a café that has helped him to provide a foothold to start his business. Md Khairul Akhma advised the future entrepreneurs, "Just do what you want to do, find your passion and ignore what others have to say".



Instagram: [khais_corner](https://www.instagram.com/khais_corner)
Contact No.: +673 8268850

AE Jaya Enterprise

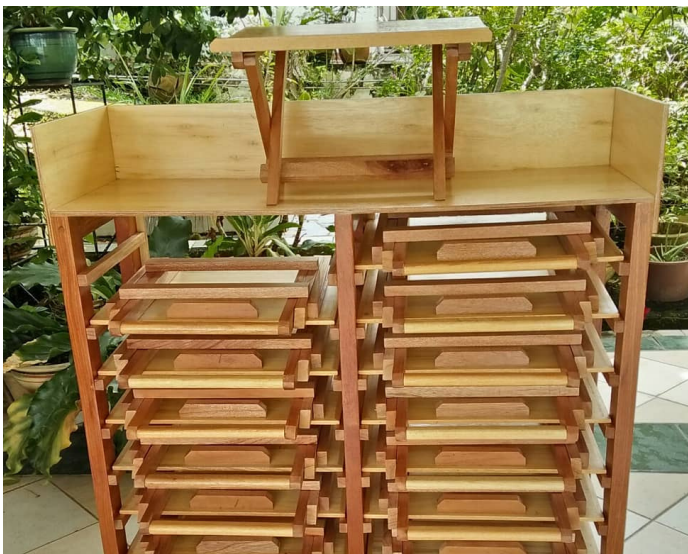
A

jis bin Awang Dollah founder and manager of AE Jaya Enterprise, a home-based wooden furniture maker started with tables, chairs, and storage shelving units. Although in 2013, small items such as sticks and daggers

were also offered. In which their humbled beginnings started with only 2 workers back in 2012.

Ajis commented that AE Jaya was not negatively affected by the pandemic. This was because customers would message him via his mobile phone or social media to book or ask for bespoke pieces which have always been the way AE Jaya has been operating. He would like to expand his business further by procuring tools or machinery that would automate his work process. He has also expressed the need for Brunei to grow its entrepreneurship ecosystem further. More funding from financial institutions should be provided and entrepreneurs who have recovered from their debatable past should be encouraged.

Ajis added that he envisions AE Jaya to be locally recognized and more people be familiar with his products. He added that he got invited as a motivational speaker in a recent Islamic conference and obtained 2 years in a row for The Best Entrepreneur Award in 2018 and 2019 from the Ministry of Home Affairs. These milestones have helped him to increase his brand reputation in Brunei Darussalam.



Ajis credited Shell LiveWIRE Brunei as a provider for business knowledge where the counselors have provided adequate mentorship for older people to easily understand and grasp technical terms when running a business.

His advice to entrepreneurs is "Do not give up and manage your work wholeheartedly. The most important thing is to develop yourself with knowledge. For businesses that want to venture more, the important thing is to not be afraid to try anything new."



Instagram: [AEJaya_Tukang](#)
Email: erna143@gmail.com
Contact No.: +673 7261795

Teachmeguru

Teachmeguru is a tuition business founded and managed by Awangku Abdul Azim bin Pengiran Yusuf. An avid educator, he began in 2011 with the opening of a small tuition centre at his own house as a hobby.

He started Teachmeguru officially in 2015 where he taught different subjects for 3 different exams: PSR, SPE and GCE O Levels. In addition to Teachmeguru, they are also operating as a daycare centre and blended learning platform via video conferencing.

Azim has had previous experience working in the oil and gas industry. However, he felt that he was more suited in another direction and decided to open Teachmeguru with the idea of recruiting tutors who are sent to students' houses. The business gained traction and positive responses from the students' parents where he opened a tuition centre that implements three clusters of tutoring: a one-on-one tutoring service, a group tutoring service, and a blended learning platform.



Azim expressed that when the pandemic struck, all tuition centres had to halt their on-site operations. This challenge enabled him to pivot the business into online learning as he learned that in neighboring countries such as Singapore or Malaysia, the tuition centres are equipped with an online learning system to conduct virtual classes. To his surprise, Teachmeguru made double the gross profit. Virtual classes also enabled them to tutor more than 40 students at one time,

compared to a maximum of 10 students. Azim envisions to have a learning management system in the future. He finds it challenging to design classes that would fit the local market and at present, his team is sourcing for talents that would share Teachmeguru vision to ease the teaching and learning process by developing the system. Azim added that for any aspiring tutors wanting to be part of Teachmeguru, they should individually be able to handle many students at one time. In addition, he is looking to expand the business to neighboring countries such as Malaysia.

Among the achievements garnered by Teachmeguru include winning Business Awards 2017 and the Most Promising Young Entrepreneur Award from Shell LiveWIRE Brunei and getting the Promising Young Entrepreneurs Award in BICTA 2017. Azim is also conferred two awards by His Majesty at the Youth Awards held in conjunction with National Youth Day: Youth Leader Award and Outstanding Youth Project Award.



Azim credited that being an alumnus of Shell LiveWIRE Brunei, he can refer to the network of entrepreneurs to get advice and tips to run Teachmeguru. Lastly, Azim's advice to young entrepreneurs is, "Be Consistent and motivated! Try to find both a good advisor and mentor because an advisor will give good advice to help expand your business and a good mentor will help you become better faster in running your business.



Instagram: [teachmeguru](#)
Facebook: [teachmeguru](#)
Website: [teachmeguru.com](#)
Contact No.: +673 7233690

Pro Active 88

An economics major studying in Universiti Brunei Darussalam with experience in hospitality and management, Nur Khafidah Alwa runs a triad business that covers event management, food and beverages and education in a single enterprise called Proactive 88. Her business has 3 divisions: Décor Brunei , Bake At Heart and Dream Score Tuition - tuition classes for 3 years old and 5 years old students to learn about Mathematics and English. Her business has also extended towards kindergarten to Year 11 and A-Levels in Geography.

Khafidah Alwa had her entrepreneurship journey begin since she helped with her parents' school canteen while she was young where she learned how to run an F&B business. Her first business venture was renting a cube to resell items that she brought from abroad. This business was successful but in 2020, she discovers that a growing trend of eating healthy foods provides her the opportunity to open Bake At Heart where she offers 3 flavors of fried chicken: Home, Strips, and City, and also dim sum. However, she learned that running an F&B business puts a strain on her commitment to juggle between her undergraduate studies and doing her business, thereby she pivots to Décor Brunei. This event management business showed much more profitability, and it enabled her to reuse items from various different items to produce her signature Hot Air Balloon resulting in being cost-effective and less time-consuming to do.

Using skillsets she obtained from her internship placement in Indonesia for teaching native and underprivileged students, she recently opened a business called is Dream Score Tuition.

During the pandemic, Khafidah Alwa had to close her cube shop as traveling abroad was restricted. Although she had full tuition bookings since the early of 2021, where Dream Score Tuition contributes to Proactive 88 fixed income. However, Décor Brunei has had only recurring clients at the beginning of the second wave of the pandemic where this triggers her creativity to employ the use of local digital influencers to campaign



about the Hot Air Balloon including creating contests in social media has helped to generate sales, as well as newer customers, become acquainted of the business.

Khafidah Alwa commented 4 things that would help Proactive 88 scale-up long-term: networking, knowledge, risks, and funding. She hopes by practicing these, would also make Proactive 88 a job-providing platform for unemployed graduates.

Milestones attained by Proactive 88 include placing as the runner-up in Shell LiveWIRE Brunei Business Awards 2020, an article published in Pelita Brunei where it narrated her entrepreneurship story, employing her sisters to work in the business and positive feedbacks from her customers. Khafidah Alwa regards Shell LiveWIRE as a motivational platform that helps her provide a suitable label for her event management business under Proactive 88. She also expressed by joining Leadership Camp, she was able to overcome her fear of heights resulting in making her much braver as an entrepreneur.

Khafidah Alwa advises aspiring entrepreneurs to, "Take risks and be responsible – execute the necessary action or things will not move. Always have a backup plan and fulfill your responsibilities as a business owner especially the requests of your customers. Hence, Allah will fulfill your request."

MAED Trainings and Consultancy

Irwati Abdul Ghafur or "Ira" founder and managing director of MAED, a first-aid training provider and Health, Safety and Environment (HSE) consultation company.

In 2019, she joined Shell LiveWIRE Brunei's Business Plan Series where her friend and business partner talked about their passion in educating safety to the community. This safety translates into first aid training and kickstarted the business as MAED Training and Consultancy.

There were a handful of competitors in the first-aid training and HSE consultation, however, Ira found that a lot of people are interested in first aid but they were lost in finding the suitable first aid courses offered. During the pandemic, MAED was negatively affected and the business hibernated for 3 months. At that time, they had to restructure the business framework. When the second wave of the pandemic came, they pivot to first-aid online training.

Ira expressed that for MAED to scale further, there should be a local platform that could provide or create

a nurturing environment for entrepreneurs to grow sustainably. Ira also commented that the world is constantly changing and the pandemic allowed MAED to be more creative when exploring opportunities in the challenges that they faced. In addition, MAED's long-term goal is to expand their business to different parts of Brunei. Their biggest achievement since operating for 2 years was successfully completing training for 300 participants that garnered them features in Borneo Bulletin and on local television.

Ira credited LiveWIRE Brunei for instilling business knowledge and motivated her to run MAED as a business-owner-manager. She shared that LiveWIRE has this family concept where she feels comfortable communicating and networking with other LiveWIRE Business Network (LWBN) alumni. In addition, MAED was able to grow by the support that they get when sharing ideas and suggestions with the rest of the LWBN community. Ira's advice to young entrepreneurs is, "You need to have an action plan to achieve that the keyword here is perseverance. Do not be reluctant to approach big names, businessmen, and women and create the mentor and mentee relationship."



S & R Aquafarm

Syazwan bin Hj Suni, the co-founder of S & R Aquafarm engaged in the Agricultural business and they produce herbs as well as lettuces and other greens, which started in 2011. The ideation process was they were previously engaged in an Aquaculture setup which was the Recirculating Aquaculture System (RAS) and produced fish. Recirculating Aquaculture System is whereby you rear the fish in fresh water and the water is circulated into the system through biofilter also other filtration processes.

Back in 2010, during that process, they experienced a lot of challenges. To keep the fish safe, they had to maintain a certain water parameter in the system. The whole process was inconvenient and not sustainable. Although this made them venture into Aquaponics by reusing the water to pump itself into a Hydroponics setup whereby the nutrients from the water are being used for plants growth.

During COVID movement restrictions, there was a drop in their sales for the café market. Due to the partial lockdown, people were working from home and were exploring homemade recipes. This caused sales to fall. But currently, they are working with cafés to create products that are user-friendly and can be used at homes to create meals. One of their products introduced in August 2021 was their Low Carb Basil Pesto, a collaboration between S&R Aquafarm and Ollie's Café. They have sold more than 60 to 70 jars in their first month. Another collaboration with different café they have is to create frozen meals that are ready to bring home.

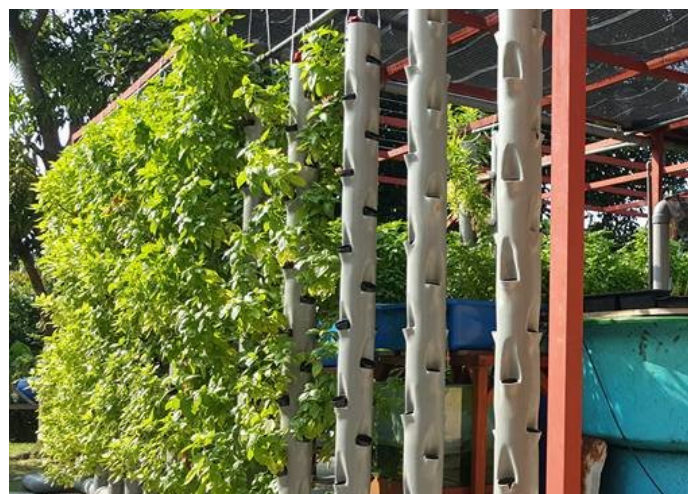


“Currently the restriction is funding,” says Syazwan Suni when asked how he can scale up his business. Modern techniques such as aquaponics require a substantial amount of capital to start off. With early high investment costs, they have limited the amount of produce they want to grow. They are now looking into a cheaper way of farming, that is organic and sustainable. As of the writing of this e-Book, they have yet to approach financial institutions for funding, which is a potential method of expansion.

Some of their achievements were being Runner-up in the Shell LiveWIRE Global, Top Ten Innovators Awards, Runner-up in the Shell LiveWIRE Brunei Business Awards 2019, Most Innovative Enterprise 2019 Shell LiveWIRE Brunei 2019, and Petani Muda for vertical Aquaponics 2018 – Department of Agriculture.

Syazwan Suni said that LiveWIRE has helped him through training and mentorship. These made him more confident in the business that he is doing now. By being the first Brunei Company to be nominated for the Runner-up position in Top Ten Innovators Awards, they became more recognized locally in the Aquaponics farming method community.

“Get started, find what you are passionate about. And look whether there is a market opportunity to make a decent living out of it”, “Get a mentor” & “Seize the opportunities. Opportunities come once, seize them when you can and see challenges as an opportunity.”, they advised the young entrepreneurs out there.



Instagram: [sraquafarm](#)
Facebook: [S & R AquaFarm](#)
Contact No.: +673 7105187

Spicecries Agrofarm

Spicecries Agrofarm is located on a plot of land at Kawasan Kemajuan Pertanian (KKP) Lempaki in Kampung Mulaut, founded and managed by Muhammad Jasni bin Haji Imran. This agricultural farm produces vegetable crops and fruits that are endemic in Brunei such as radish, yam, chili, eggplant, spinach etc. that are sold to the local food market.

Muhammad Jasni has always been an avid farmer. His passion for farming began when he was young where he learned from his parents who tend to the allotment on the site of his family home. He pursued farming as a profession by tending to his home-based farm that is located in Kampung Junjongan since 2010.

He felt he lacked the knowledge to run a business, therefore he attended Shell LiveWIRE Brunei courses in 2019 where he gained the ability to create his own business plan. This business plan was submitted to the Department of Agriculture to apply for a permit to farm resulting in obtaining a 2-year rental on the presently



leased land in KKP. Spicecries Agrofarm had a soft opening in August 2020, and groundwork on the plot started in December 2020 and ended in January 2021.

Muhammad Jasni explained that he tends the farm alone, and the use of crop rotation has helped him to decrease the interaction required between him and the plants throughout the growth of the crops.

The pandemic was a blessing in disguise for Spicecries Agrofarm as local farmers were encouraged to sell their produces. Despite the high demand for domestic consumption of locally sourced produces, Muhammad Jasni found it difficult to increase production as he works alone. Henceforth, to expand his business, he believes he would need to enquire more capital to build facilities around the farm such as a greenhouse.

In the future, Muhammad Jasni also hopes to hire a workforce where he would have a field team to tend the farm, experimenting with different crops that would grow in a greenhouse by employing an improved farming technology.

Having a humble background of only finishing his studies in O'Levels, Muhammad Jasni expresses his appreciation to Shell LiveWIRE Brunei for teaching him how to create a business plan through attending Bright Ideas workshop and other programmes such as Leadership Camp where he feels he developed himself as a leader in his business. In addition, he was able to compete and get the runner-up in the Business Award 2020.

Muhammad Jasni advises aspiring entrepreneurs to, "Entrepreneurs are defined by their hard work. Whichever fields of business that you are venturing into, you must be resilient. Most importantly, find the education on how to improve our skillset, and hopefully, lifelong learning will allow you to be the best in your business."

Auji Design Company

A brand design specialist, Pengiran Muhammad Fakhrollah bin Pengiran Hamdillah serves as the Chief Executive Officer of Auji Design. A branding design consultancy business, Auji Design offers businesses graphic designing, videography, and photography. Comprised of 8 well-trained who collaborate with other professional consultants for training businesses on how to conduct proper customer services.

Pg Muhammad Fakhrollah's inner passion for graphic design, came about back in 2015 to start a business with his-then girlfriend turned wife, Auji – who serves as the director and namesake of the company, combining both graphic design and videography services for SME business owners. He expressed there were concerns from clients in doing projects when they heard that he used to study to be a religious teacher and his prior experience with graphic designing was from modules in his university. But his unbreakable bond with designing motivated him to pursue it full-time where he started going for webinars, online courses, and certifications.

He joined Darussalam Enterprise Bootcamp in March 2016 and encountered LiveWIRE – where he learned about registering Auji Design as a business and develop the foundation of the company through joining LiveWIRE programmes. Opportunities arise where both clients and businesses came to know about Auji design, this provided a foothold for projects and collaborations.

Starting with small projects, he saw the important alignment towards branding where this became the mission of Auji Design where he embarked to Singapore to join a masterclass in branding by Dr. Darren Coleman. Through this programme, Auji Design greatly improved and organize its services. Furthermore, he and his wife were able to open their present-day design studio and have been in operation for 3 years.

When the pandemic started in 2020, a lot of businesses opted for alternatives in doing business, and a rise in online business owners consulted with Auji Design to do branding. However, in 2021, the resurgence of the pandemic brought with it less clients due to the halting of contracting branding projects. Taking a leap of faith in online businesses – Auji Design innovated with social media marketing services.

He hopes to collaborate with more businesses soon to help boost local known brands to appear in the top 100 brands listed on the internet. Currently, he feels content with being able to develop 100 local brands that have seen a double in revenues and an increase in social traffic – and he also plans to start a new venture that deals with brand architecture.

Fakhrollah advises aspiring entrepreneurs to, “Take risks – small or calculated risks because once an entrepreneur is running their business, then they will gain the profits that they need.”



InnovAero Sdn Bhd

InnovAero is a Brunei-based Drone Solutions Provider that provides end-to-end drone solutions services that include data collection, analyzing data, and inspection. They help businesses to keep track of their

projects and to identify any areas of improvement in their business processes.



In 2017, Ian Ong – the founder and CEO of InnovAero Sdn Bhd realized that there is an opportunity to offer to local companies drone services. Through his contacts - he was advised to join DARE and LiveWIRE Brunei's workshops. Before rebranding to Innovaero, the business started as 'Megabytes' back in 2018. Towards 2019, a current partner took interest and invested in the business leading to the introduction of InnovAero, which cumulatively has been in operation for 3 years.

During the first wave of COVID-19, Innovaero was able to maintain its normal operations and as such, the company thwarted the challenges of the pandemic leading to considering it as a "COVID baby" business. In addition, Innovaero was able to secure projects with key players in the agricultural industry. Moreover, in the second wave, the business continues to grow as they do campaign to educate the public on the importance of data and the positive impacts of newer technologies such as drone imagery that bring value to businesses.

The use of drones in Brunei is quite new and this leads to the demand for knowledge on digitalization and financial assistance for drone-based companies such as Innovaero to further expand their business and

constantly upgrade their equipment. In addition, Ian also expressed that there is a lack of awareness in the value drones can provide for businesses as drones are widely known for their use in the filmography industry to take aerial photography or videography. As such, to extend people's knowledge on drones - Ian added that consistent marketing through campaigns and reaching relevant government agencies are required.

Ian envisions Innovaero will be able to develop local experts to be trained to use drones through a planned drone academy and through this academy, he hopes to make Brunei a hub for drones. Ian added Innovaero is looking to increase the number of its manpower to 20 or 30 trained staff to attract locals for a career in drones' imagery.

Among the achievements mentioned by Ian is Innovaero where in its early stage of operations - the business was able to identify and do future predictions of pest and disease attacks in Agricultural projects. This results in farmers being given an early warning to be better equipped and strategically create mitigation plans.



Furthermore, Innovaero succeed in providing a solar panel inspection with its current drones equipment where each panel is analyzed and images captured showing the surface anatomy of each cell to help to calculate the efficiency of the solar panels.

Ian thanks LiveWIRE Brunei for being one of the first clients of Innovaero for the use of its supplied drones to the fields in IBTE AgroTech Campus that is co-managed under LiveWIRE's agropreneurship programme, AgroBIZ. Additionally, through LiveWIRE Business Networks - Innovaero has explored new revenue streams and has identified gaps in the local market that can be filled by drones.



InnovAero

Instagram: [InnovAero](#)
Facebook: [InnovAero](#)
Website: [innovaero.com](#)
Email: hello@innovaero.com
Contact No.: +673 8755151

Gentleman Stitch

Muhammad Hazwan bin Suhaini the founder and tailor of Gentleman Stitch is a 27-year-old graduate of Universiti Brunei Darussalam (UBD) in Environmental Studies who has turned into tailoring. Every process

of making menswear products such as shirts, trousers, waistcoats, suits, and rental ready-to-wear and accessories such as handkerchieves pocket chief, ties, bowties, and cufflinks are both sourced and crafted by an individual tailor to keep the standard and quality as part of its brand ethos. He believes these are essential for men to look sharp and smart, and each product embodies the gentleman lifestyle where the slogan for the brand is: gentleman tailored needs.

Muhammad Hazwan's idea to start the business came about in his third year of Environmental Studies where he was researching for a contingency plan to pursue after graduation. His interest in tailoring sparked when he was watching fashion videos on YouTube. Having zero knowledge in business, he decided to attend a youth business talk in 2017 which allowed him to expand his business idea, and at the insistence of his parents, he joins a fashion design course in Pusat Pembangunan Belia (PPB) where he received mentorship from 5 mentors. The tutelage under these mentors enabled him to learn about business operations, branding, marketing even into understanding the different details of a suit including attractiveness according to the size of buttonholes, lapels, and fabrics, tailoring of suits. They also have introduced him to do accounting for small businesses.

After receiving mentorship, he polished his business idea into a tailoring business. He applied for a grant through a program called Program Belia Berdikari and he started the business with tailored MIB shirts which he calls The Heritage Style. His mentors advised him to shift his focus to making suits, where this marks the rebrand of his business into Gentleman Stitch. The official launch of the business was on 29th September 2019 and has been operating an atelier at a lease space in the stadium in Berakas since 3rd October 2020.



During the pandemic, several tailoring projects were halted as the control movement restricts public events and most people are working from home resulting in a lower walk-in into his atelier. To overcome the stale sale, the business pivot to small products such as face masks and scrubs before resuming the tailoring business once the pandemic subsided.

Sourcing of materials especially suits fabrics are expensive and harder to locate in Brunei. Muhammad Hazwan expressed that there is a need for local wholesalers of suits fabrics and materials that cater to gentleman's lifestyle that would enable him to expand his business such as offering bespoke shoes by collaborating with a shoemaker. In the future, he aims to further his technical knowledge on fashion by attending Saville Row Academy to pursue a fashion course in suits craftsmanship.

Among the milestones of Gentleman Stitch include designing and tailoring suits for local celebrities to wear at local events. In addition, he was able to showcase his tailored suits at a fashion competition for male models in Malaysia called Bachelor's Malaysia where the pieces were seen among the likes of reputable tailored brands such as Bon Zainal.

He is grateful to Shell LiveWIRE Brunei for assisting him in creating a business plan, pitching, and branding, and starting Gentleman Stitch. His advice to future graduates that are looking to run a business is, "Just do what you love to do. If it is a hobby, try to turn it into a business. Do your best and Allah will do the rest."



GENTLEMAN STITCH

by Hazwan Suhaini

Instagram: [gentlemanstitch.bn](https://www.instagram.com/gentlemanstitch.bn)
Facebook: [gentlemanstitchbrunei](https://www.facebook.com/gentlemanstitchbrunei)
Contact No.: +673 7147965

Paning Free

Mr Paning Free or Muhammad Syafiq Syukri is the founder and owner of Paning Free. His business caters to the wellness needs of its clients, specializing in delivering safe and effective health solutions by way of

cupping and massages. True to its slogan, 'Wellness deserved', Paning Free is on a mission to provide a variety of health solutions that convey awareness to educate society about the benefits of maintaining a good and healthy lifestyle. Paning Free provides cupping or massage either on-site at Mr. Paning Free mini health studio or customers may book trained masseurs for door-to-door services that are open nationwide.

The beginning of Paning Free started with Muhammad Syafiq completing his undergraduate studies and had a talk with his cousin regarding his future where his cousin encourages him to try to become an entrepreneur. Similar support towards entrepreneurship was in 2017, when he was working part-time barista at Do It Good Records, a café nook located inside Chaps & Rebels, a local barbershop – where the owner approached him to do massage on his head. Realizing there is an opportunity to do a massage business, he further developed his business idea into cupping and massages after attending Shell LiveWIRE Brunei and Darussalam Enterprise courses. Paning Free officially opened on 3rd March 2020.



Demonstrasi bekam Paning Free bersama sukarelawan

Oleh : Nooraini Haji Abbas
Foto : Ak. Mohd. Aminol Adl Azraie Pg. Haji Nikman

LAMBAK KIRI, Sabtu, 26 Disember. - Bekam dalam bahasa Arab 'Hijama' merupakan salah satu amalan pengobatan yang dipraktikkan sejak beribu-ribu tahun dalam sejarah peradaban umat manusia. Sehingga hari ini, amalan tersebut dipraktikkan di seluruh dunia, malah menjadi sebagai salah satu tradisi dalam kalangan masyarakat-negara Timur dan Barat.

Di Negara Brunei Darussalam, bekam dijadikan sebagai salah satu amalan dalam perubatan atau rawatan alternatif, bukan sahaja dalam kalangan masyarakat Melayu, bahkan masyarakat lainnya.

Sehubungan itu, Paning Free mengadakan 'Tahkimat Bekam', bertempat di Skua Tunah Kurma Rakyat Jati Lambak Kiri, di sini.

Semua tiga sukarelawan lelaki mengotot 'Tahkimat Bekam' tersebut, disampaikan oleh Ketua Pegawai Eksekutif Paning Free, Awang Muhammad Syafiq Syukri bin Awang Arifin.

Dalam taklimatnya, amalan ini merupakan objektif utama Paning Free ialah untuk mempromosikan amalan Sunnah Baginda Nabi Muhammad Sallallahu Alaihi Wasallam sebagai sebuah amalan yang penuh keberkatan juga bermanfaat.

Bekam, iaitu mengeluarkan angin atau darah daripada badan seseorang dengan cara menyedut pada tarahan atau syatan atau tusukan dengan menggunakan pisau atau jarum pada bahagian badan seseorang.

Ia juga menggunakan bekas (tanduk atau gelas kaca atau baldi) yang menggunakan perapi tempai yang ditancup atau disayat atau ditusuk tersebut.

Vai Paning Free adalah untuk mewujudkan sebuah model dan prosedur bekam yang komprehensif, efektif dan selamat kepada masyarakat.

Pada taklimat ini, turut disertai dengan demonstrasi bekam Paning Free bersama para sukarelawan berkenaan.

Beliau juga memisahkan kepada mereka yang berminat untuk bekam untuk tidak makan makanan yang berat sekurang-kurangnya dua jam sebelum bekam kerana dikhuatiri akan mengakibatkan pening atau loya semasa menjalani terapi bekam (kesongkolan perut dua jam sebelum bekam).

Katanya lagi, mereka turut diarahkan untuk mandi terlebih dahulu untuk menyegarkan tubuh badan, bukan pada waktu haid, mengelak daripada melakukan perkara-pekerja yang memeningkan, mengelak bekam di saat teras terlalu lapar, lemah atau tidak sihat badan dan benar-benar mahu bekam, bukan atas paksaan sesiapa.

Beliau berharap Paning Free menandatangani perisian tidak sahaja, mindaya sajak ketika bekam (bagi mereka yang pertama kali bekam) atau masalah di pejabat.

Kita hendaklah makan satu hingga dua jam selepas bekam bagi memudahkan pengaliran darah lancar dan mengelakkan awak keletihan, mudi selepas dua jam bagi proses pemulihan dan tidak minum minuman beris juga memperbanyakkan minum air putih atau saam untuk proses penyengkilan toksik secara optimum.

Ohh yang demikian, orang ramai yang berhajat atau berkeinginan untuk bekam atau mengetahui tentang bekam, bolehlah

KETUA Pegawai Eksekutif Paning Free, Awang Muhammad Syafiq Syukri bin Awang Arifin ketika menyampaikan Tahkimat Bekam berkenaan.

ALAT yang digunakan untuk bekam.

Salamatkan Usus Awd. Labuhan Permeriksaan Kataraktal.

Untuk mengetahui lebih lanjut mengenai Labuhan Permeriksaan Kataraktal, hubungi: 089-6666666 atau hubungi: 089-6666666. Anda juga boleh hubungi: 089-6666666.

To expand his business, he hopes to offer chiropractic health services to his clients, but this would require proper certifications and training before it can be inducted into Paning Free. He is also preparing to conduct training courses in cupping and massage after the pandemic subsides.

Milestones garnered by Paning Free includes having an official marketing video and soundtrack, getting Training-of-Trainers (ToT) certification from Seameo Voctech, operating a mini health studio in Lambak Kiri since early 2021, managing to assemble an experienced team of 6 masseurs and therapists, successfully helping a clients to recover from gout and Paning Free was able to accumulate a total of 10 thousand dollars in annual sales.

Muhammad Syafiq expresses his appreciation to Shell LiveWIRE Brunei for helping him to be braver and equipping him with business knowledge through courses such as Business Plan Series and Leadership Camp which helped him to structure his business effectively. He advised to future entrepreneurs, "For future leaders in entrepreneurship – first, find your passion, you do not necessarily have to listen to others what to do, build your own success because in the end of the day, you're the one who's gonna take care of yourself and no other people will, be responsible and accountable for your own action because what you do now will reflect what your future will be."

Instagram: paningfree
Facebook: paningfree
Email: paningfree@gmail.com
Contact No.: +6737277526

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ADDRESS

Unit 1,2 & 4, Block A & B (Progresif HQ)
Spg 137 – 65 Kg Kiarong, Jalan Pasar Baharu Gadong,
Bandar Seri Begawan
Brunei Darussalam, BE 1318

OFFICE NO.

235-3094 | 833-8669

WEBSITE

livewirebrunei.com

EMAIL

enquire@livewirebrunei.com

SOCIAL MEDIA

[livewirebrunei](#) | [shell.lwbn](#) | [agrobizbrunei](#)