



® GLOBAL SUMMIT
OF WOMEN



WOMEN INVENTORS & INVENTIONS:

Bringing an Idea to the Marketplace

Ms. Ooi Suan Kim,
Chairman
Builders Biomass, Malaysia

A BRIEF INTRODUCTION TO:-



AN INNOVATIVE 69% WOMAN OWNED ISO 9001 & ISO 14001 ORGANIZATION

RECIPIENT OF SME INNOVATION AWARD IN GREEN TECHNOLOGY

RECIPIENT OF MALAYSIA HONORARY GREENTECH AWARD

FOR INNOVATIVE GREEN TECHNOLOGY SKILLS &

**RECIPIENT OF MINISTRY OF ENERGY, GREEN TECHNOLOGY & WATER's
GREEN TECH INDUSTRY AWARD 2013**

**PATENT OWNER OF "INNOVATIVE MANUFACTURING, PROCESS, DESIGN
& SYSTEMS INTEGRATION" PATENT NO.: PI2011002500 and
REGISTERED TRADEMARKS HOLDER NO.: 2010007996 & 2010007995**

BUILDERS BIOMASS IS A BIOENERGY SOLUTIONS PROVIDER WITH A COMPLETE RANGE OF PRODUCTS AND SERVICES

Manufactured Products:

BiOEn Solid Biofuel Palm Pellets

BiOEn Solid Biofuel Mixed Tropical Wood Pellets

BiOZzz Animal Bedding

BiOFaT Organic Fertilizers

Cleaned Processed Biomass Fuel (Clean & Processed EFB & PKS)

Unprocessed Biomass Fuel (EFB, PKS, Wood Chips, All forms of other biomass fuel)

Services:

Engineering, Procurement, Construction & Commissioning of Pellet Facilities

Operations, Management & Maintenance of Pellet Facilities

Technology Licensing for Solid Biofuel Pellets Manufacturing Facilities

Provision of steam to Industries

Joint Ventures; Mergers & Acquisitions of Pellet Businesses

Biomass Advisory & Consultancy

The Role of Women Inventors in Business, to Society, & for Sustainable Development & Beyond...

Women Inventors play a significant Role in the Realm of Innovation

Inventions by Women in Traditional Male Dominated Industries

Inventions successfully developed with right technology, tested & commissioned at pre-commercialization stage

Next Stage: The Bigger Challenge:- Bringing the technological breakthrough products & services to the domestic and global markets for market acceptance.

Right Balance between intellect and entrepreneurial spirit

All pieces are to fit in the puzzle: intellect, R&D, market analysis, marketing, positioning & branding strategies, revenue, profit margins, balancing triple bottom line considerations

PALM BIOMASS

Definition of Biomass: Biomass is biological plant-based material derived from living, or recently living organisms.



WOODY BIOMASS



Other AGRICULTURAL BIOMASS



RICE STRAW



RICE HUSKS



BAGASSE

Other AGRICULTURAL BIOMASS – COCONUT FIBRE



AWARD WINNING
POWER PLANTS AND INDUSTRIAL BOILERS



SOLID BIOFUEL FOR



DIFFERENT FORMS OF BIOMASS PELLETS BY BUILDERS BIOMASS

WITH DIFFERENT PROPERTIES FOR VARIOUS USAGE



1. Mixed Agro Pellets



2. Bio Fertilizer



3. Animal Bedding



4. Mixed Palm Pellets



5. Mixed Agro & Coconut Fibre Pellets



6. Blended Agro Pellets

GENERATION OF EXPORT REVENUE CONTRIBUTION TO GDP GROWTH



Marketing, Positioning & Branding Strategies of Builders Biomass

- Innovative strategies devised to ensure competitiveness and cost-efficiency in business to compete globally
- Protection of Intellectual Property; Monetising Intellectual Property
- Register trademarks for different product range for exclusive identity
- Global market drivers identified; carbon emission mandates identified
- Top down approach taken; innovation commensurate with identification of specific requirements of potential users; intensive market study; detailed analysis of market movement vis-à-vis impact of regulatory measures & incentives on biomass industry in terms of production and usage
- Analysis of market dynamics of supply and demand is continuously ongoing. Builders Biomass equips itself with the latest relevant updates in the biomass and bioenergy industry
- Pricing :- Very important; It can make or break the business.
 - ~ Price mechanisms; price structures
 - ~ Competition Law
 - ~ Data protection Law

Competitive Advantage of Builders Biomass

Smart Partnerships

- Collaboration with Global Fortune 500 conglomerates and international corporations for sale and delivery to users in their home countries
- Combining hardware + software: Collaboration with boiler manufacturers to market a complete total solutions energy solutions provider
- Collaboration with biomass power plant developers to generate electricity
- Working closely with Power Utility Companies on various options for their mandatory compliance of carbon reduction by co-firing with biomass pellets
- Working closely with end users in further understanding their varied fuel needs; Engage with clients, listen & sincerely understand their requirements & concerns; Create value in their lives

Think Global; Act Local

Be Vocal; Be Focal

Constantly promote your brand and its promise... Live up to it.

Benchmark against international competitors, global standards & cost-effective nations

Incorporate sustainable development in

BUILDERS BIOMASS FULLY EMBRACES SUSTAINABLE DEVELOPMENT IN ITS MARKETING STRATEGIES

SUSTAINABLE DEVELOPMENT IS TO BE AT THE FOREFRONT OF EVERY ORGANIZATION & EVERY BUSINESS OF WHATEVER SIZE, FOR SUSTAINED ECONOMIC PROSPERITY FOR ALL

THIS IS CRUCIAL ESPECIALLY IF WE ARE TO MEET THE NEEDS OF THE PRESENT WITHOUT COMPROMISING THE ABILITY OF FUTURE GENERATIONS TO MEET THEIR OWN NEEDS

Environmental, economic and social well-being of mankind for the present and the future.

To succeed in a changing and increasingly competitive global marketplace, 3 Key Tenets are required:

**ENTREPRENEURSHIP
INNOVATION
SUSTAINABILITY**

Thank You!