

Strategy to nurture, incubate inventions

THE core of InventQjaya Sdn Bhd is the *InventQbation* business model, a unique strategy developed and honed by Reveo Inc which emphasises nurturing and incubating inventions towards financial independence.

Prime Minister Datuk Seri Dr Mahathir Mohamad, during his visit to Reveo's lab in Elmsford, New York, was so impressed with the *InventQbation*, that he invited Reveo to establish operations in Cyberjaya. The model complemented the nation's *Vision 2020*.

Dr Sadeg Mustafa Faris, the chairman and chief executive officer of InventQjaya as well as Reveo, said he was often asked why he accepted the offer. Sadeg, who founded Reveo in 1991, is a prolific inventor himself with more than 200 issued patents and more than 200 additional patents pending.

"Everyone, including my wife, asked me why Malaysia? I've met many leaders but none which such charisma and sincerity as Dr Mahathir. He truly cares about the development of the country. Why Malaysia? I do it for Dr Mahathir," Sadeg said.

Sadeg was drawn to the idea of building a world-class laboratory in Malaysia, a developing nation that has such forward-looking vision, he said.

Under his leadership, Reveo is fully committed to develop InventQjaya.

Sadeg himself had in the past 21 months spent an average of two weeks each month in Malaysia.

He said Reveo's and InventQjaya's mission "to invent, develop and market 'Reveolutionary' frontier technology to commercialise products that solve the problems of humanity" bring in lots of wealth - wealth in the broader sense that included not just the monetary value but also in friendship, peace of mind and satisfaction.

"And it has been a rewarding experience (since setting up InventQjaya). I love it here - the culture, the people, the many friends I've made. I'm already rich!" he said.

"Reveo's patent per capita per year exceeds the combined patents per capita of technology labs such as Bell Labs and IBM. InventQjaya would replicate the successes of Reveo. We can make InventQjaya beat Reveo even," Sadeg said.

He said the key to *InventQbation's* success was its careful selection of the technologies to work on.

"We only take on projects that solve problems, or enhance the welfare of humanity.

"Thus our approach is market driven, rather than working on new technologies for the sake of technology itself and then don't know what to do with them," Sadeg said.

Sadeg said that due to the careful

selection on the onset and careful nurturing that followed, each project was destined to be successful. He compared a new project to that of raising a child.

"When we face challenges in raising a child, we don't pull the plug and kill the child (scrap the project). Each child has a mission and we must nurture it towards that mission.

The *InventQbation* model has spawned several children; it's like a nursery. Each child is unique and a different mission. Once a child has matured, i.e. profitable, it will in turn help its siblings," Sadeg said.

Since 1991, Reveo has "InventQbated" (Sadeg disliked the term "spun off") seven companies. Another 12 companies are in the "nursery" stage.

InventQjaya targets to "InventQbate" five to 10 companies in the next five years.

"If just three of the projects becoming very successful, InventQjaya would have made multi-million dollars. But the pride of building up the locals to be inventors... one just can't put a value to that," Sadeg added.

The US\$150mil investment by the Government alone would be enough to keep InventQjaya running for the next five years.

The company looks like it would be self-sufficient way before that.