



KEDAI
START UP HUB

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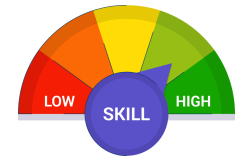


THE LIVING LAB FOR PRIDE – SHAPE

KEDAI @ MAHSA is more than a marketplace – it is a **student innovation hub where ideas, skills, and entrepreneurship come to life.**

Through KEDAI, MAIC students gain **hands-on experience in business creation, product development, and community engagement**, while activating the **PRIDE - SHAPE student development frameworks.**





PRACTICE REAL -WORLD SKILLS

Students apply the **PRIDE-SHAPE Skills framework** through real market experiences.

Examples of PRIDE-SHAPE activities at KEDAI:

- Product design and branding projects
- Student-led pop-up businesses
- Creative media and digital marketing campaigns
- Live product demonstrations and exhibitions
- Customer engagement and sales experience

Students learn how to **transform classroom knowledge into real market value.**





LAUNCH ENTREPRENEURIAL PROJECTS

KEDAI acts as a **launch pad for student innovation under the LEAP programme.**

Students can:

- Prototype and launch new products
- Test business ideas through campus pop-up markets
- Organise student entrepreneurship events
- Collaborate with industry mentors and entrepreneurs
- Develop start-up concepts and micro-business ventures

This gives students the opportunity to **build real entrepreneurial experience before graduation.**





BUILD EMPLOYABILITY & CAREER READINESS

Through PRIDE-SHAPE, students develop professional competencies in a real-world environment.

At KEDAI, students gain experience in:

- Business operations and retail management
- Event management and marketplace coordination
- Marketing strategy and customer insights
- Team collaboration and leadership
- Entrepreneurial mind-set development

These experiences strengthen **student portfolios and employability outcomes.**



THE KEDAI LEARNING EXPERIENCE

At KEDAI, students can:

- **Build** – Develop ideas, products, and creative concepts
- **Launch** – Showcase products through pop-ups and live bazaars
- **Sell** – Experience real customer engagement and business operations

This transforms KEDAI into a **living classroom for innovation and entrepreneurship.**





EXPLORE KEDAI

Visit the **KEDAI Start-Up Hub** to experience the creative energy of MAHSA students and discover how ideas turn into real ventures.

Students participating in PRIDE - SHAPE programmes will regularly activate projects, exhibitions, and student-led markets at KEDAI.