

RESEARCH → PRODUCT → MARKET → IMPACT

Empowering Local Science, Creating Global Impact.

Kuala Lumpur · 3.1390° N, 101.6869° E

WHO WE ARE

We turn Malaysian scientists into job creators.

Trinovate Lab Group is a Kuala Lumpur company that takes research out of university labs and into the market. We commercialize research, build science-backed products, and tell the stories of the scientists behind them, so young Malaysians can see there is a future in STEM.

THE PROBLEM

70%

of Malaysians refused to further their study after school. Many would rather become TikTokers and influencers, because they don't see a future in STEM.

THE HIDDEN TALENT

Malaysia already has STEM minds trained at the world's top universities. We don't appreciate them enough.



Dr. Suraya
Imperial College London



Dr. Azri
Imperial College London



Dr. Rosnani
Dongguk University

VISION

To become the leading platform in Southeast Asia that connects research, innovation and the market, empowering scientists and researchers to create meaningful real-world impact.

MISSION

To elevate Malaysia's STEM ecosystem by transforming research into real-world products, building influential scientific voices, and connecting innovation with the public.

WHAT WE DO

Seven elements. One reaction.

01 **Rc**

Research Commercialization

We work with professors and researchers to turn scientific discoveries into market-ready products and brands.

02 **Pd**

Product Development

Formulation, packaging and launch planning, taking a lab result to a product people can buy.

03 **Ec**

E-Commerce & Digital Sales

Online stores and social commerce that turn attention into orders.

04 **Mb**

Marketing & Brand Strategy

Positioning and campaigns built on the science behind each product.

05 **Pb**

Personal Branding for STEM Figures

We help scientists become trusted public voices, telling their work in their own words.

06 **Cc**

Content Creation

Short-form video about Malaysian scientists. Single stories have passed 674K views.

07 **Ev**

Events & STEM Community

Talks, meetups and community programmes that connect researchers, innovators, entrepreneurs and the public.

STEP 1	STEP 2	STEP 3	STEP 4
Research	**Product**	**Market**	**Impact**
A proven finding from a university lab	Developed with the scientist behind it	Sold online with the scientist's story	Revenue for researchers, role models for students

TRACK RECORD

The experiments worked.

40,000+
units sold of our own products, developed with university researchers

RM1 mil
in sales within 3 months for Dr Azri's Perfume

674.2K
views on a single story about a Malaysian scientist

EXP. 01
Qarbotech · Harvast

0 → 20K
TikTok followers in 40 days

RM20K
sales within the first month

EXP. 02
Dr Azri's Perfume

1K → 55K
followers in 6 months

RM1 mil
sales within 3 months

RM39K
revenue within 8 hours on 31 Jan 2025

EXP. 03
Project T-Lab · Dr Rosnani

40,000+
hair tonic units sold

4.6 ★
store rating

UTM
developed with Dr Rosnani's lab

Figures as reported by each brand's store and social accounts.

569.8K
VIEWS

674.2K
VIEWS

"I showed this video to my child. They're sitting SPM now and are interested in chemistry. They loved watching it."

Dr. Hazrul DHHK · TikTok comment, translated from Malay

VENTURES

Science people can buy.

CONSUMER SCIENCE · OUR OWN BRAND

T·Lab Haircare × UTM

Launched with Universiti Teknologi Malaysia on 13 July 2026, with a hair tonic developed alongside Dr Rosnani's lab.

40,000+
Hair Tonic bottles sold

5,500+
positive reviews

3
step routine



IN THE LAB NEXT

Three more universities. Three more scientists to celebrate.



UTHM · LAUNCHING SOON

ProNature Botanical Soothing Cream

A UTHM spin-off for itchy, sensitive skin: 4 ingredients, steroid-free, from Siam weed extract. Gold medal at ITEX 2023; featured on Astro AWANI.



UiTM · IN DEVELOPMENT

T·LAB X SPI Protein

Whey protein isolate with 30g protein and 5.5g BCAAs per serving.



UKM · FORMULATING

T·LAB Pudding Sunscreen

SPF 50+ PA++++ broad spectrum, with a light pudding texture. With UKM researchers.

UNIVERSITY PARTNERS

UTM
Universiti Teknologi Malaysia

UTHM
Universiti Tun Hussein Onn Malaysia

UiTM
Universiti Teknologi MARA

UKM
Universiti Kebangsaan Malaysia

LEADERSHIP

The people behind the movement.



CEO

Matt Kamil

Founder of Trinovate Lab Group. Over 10 years in marketing, 5 years leading deep-tech startup Aphelia, and has scaled several research-based companies to seven-figure ARR. Maskulin's Man of the Moment 2024.



CBDO

Zaharah Khalir

Civil Engineering, University of Minnesota. 6 years in data analytics and civil engineering at corporates and GLCs, and 2 years as director of a precast construction firm across Southeast Asia.



COO

Ikhwan Ariff

Diploma in Mechanical Engineering, UiTM. 10 years of property sales and 2 years running an F&B business.



MARKETING DIRECTOR

Arif Ridzuan

Degree in Business Management (Entrepreneurship). 6 years managing and scaling international e-commerce brands to eight-figure annual revenue.



COMMUNITY

We bring great STEM minds together.

Talks, meetups and community initiatives that connect researchers, innovators, entrepreneurs and the public.

Let’s glorify our STEM talents.

Have research that should reach the market, or a product that needs a scientist’s story? Talk to us.

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Job creators, not seekers.