



TAR UMT and Cloud4Sea Empower Revolutionary Young Entrepreneurs



Tunku Abdul Rahman University of Management and Technology (TAR UMT) continues its unwavering commitment to fostering a culture of entrepreneurship among its students, providing them with unparalleled opportunities to transform their ideas into successful commercial ventures.

In yet another milestone collaboration, TAR UMT has proudly joined forces with Cloud4Sea Sdn Bhd with the support and coordination from the Centre for Business Incubation & Entrepreneurial Ventures (CBIEV), culminating in the launch of the revolutionary AI Coolbinet platform. Designed as a catalyst for entrepreneurial activities, the AI Coolbinet was officially unveiled on 18 July 2023. With the AI Coolbinet vending machines, students from the Faculty of Applied Sciences (FOAS) and the Faculty of Social Science and Humanities (FSSH) now have a tech-driven and smart platform to commercialise their innovative food creations under the TAR UMT x DESIGNER FOOD programme where designer food, food products with special properties in addition to their traditional nutritional value and functional food, a category of products with special health functions, are created.

In addition to this, students will also be exposed to important operations and entrepreneurship activities such as stock management, pricing strategies, marketing and customer interaction. This hands-on experience provides them with invaluable insights into day-to-day workings of a business which includes essential digital and business operations skills. They will also learn how to identify market opportunities, innovate and refine their food creations based on customer feedback, and effectively manage resources to maximise profits. With the AI technology of the Coolbinet vending machines, students will learn what aspects of business operations can be digitised such as checking inventories, stock replenishment, instant transactions and product recognition. Using facial recognition and card reader sensors, Coolbinet also provides a “cool” and convenient purchasing experience for students on campus.