

# KERATAN AKHBAR

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## Mixing science with entertainment

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**A** NEW reality show has captured the interest of at least four artistes on the wonders of science. Actresses Nur Fazura Sharifuddin and Datin Lisa Surihani, television host Datuk Aznil Nawawi and actor Awal Ashaari are reading and watching more science-related magazines and television shows thanks to *Innovathon*.

**EIGHT EPISODES**  
*Innovathon* is a production of Astro in partnership with the Economy Ministry and Science, Technology and Innovation Ministry. The eight-episode show, based on science, technology and innovation, showcases the creative ideas of Malaysians from the ages of 7 to 73. It has received 1,033 submissions, and only 56 are chosen for the show.

**PLATFORM FOR IDEAS**  
*Innovathon* captures the contestants' journeys as they strive to win the hearts of the jury and viewers. It also seeks to discover creative and innovative ideas to resolve everyday-life issues and provide the inventors with a platform to develop them.

**TWO MINISTERS**  
*Innovathon* has two WIP jury members:

Economy Minister Rafizi Ramli and Science, Technology and Innovation Minister Chang Lih Kang. Fazura is the sole artiste in the jury while Aznil is the contestants' mentor. Lisa and Awal, who co-hosted dance reality show *Mari Menari* 15 years ago, are the show's co-hosts.

**COMEDY JUDGE**  
Fazura said: "This is my first science television show, but not my first jury role as I have been in *Raja Lawak*. The contestants speak in easy-to-follow language and that has got me interested in their work." She said this at the recent launch of *Innovathon* at the Royale Chulan Kuala Lumpur Hotel.

**SURF THE NET**  
Aznil said he was not knowledgeable in science, but the contestants' explanations had made him watch more science shows and surf the Internet for science topics. "It is a two-way process. I guide them in presenting their works and they guide me in learning about their inventions."

**UNFORTUNATE EVENT**  
He added that one of the contestants came up with an invention after being robbed.



Aznil Nawawi

"This shows that inspiration can come from anywhere, even an unfortunate event."

**NEVER TOO BIG**  
Awal said: "*Innovathon* has made me realise that anyone can be an inventor." Lisa said: "The participants think outside the box. Science can be interesting when it is merged with entertainment."



Awal Ashaari and Lisa Surihani

**MILLION RINGGIT**  
Astro vice-president for Malay entertainment content and development strategy Raqim Ahmad Ramli said each episode featured eight contestants, and one or two would advance to the final. With the goal of winning investments worth up to RM1,000,000, contestants present their ideas in front of 100 potential consumers in each episode.

**THREE STAGES**  
Raqim added that contestants will be put through three stages, known as the Background Introduction, Guidance and The 100 Pitch. "Background Introduction sees ideas being evaluated based on their potential for development."

**BUSINESS ICONS**  
Through the Guidance segment, contestants receive advice from personalities who have achieved success in their industries. These personalities include investors and business icons.

**POOL OF EXPERTS**  
The 100 Pitch segment will see

the contestants present their ideas to 100 potential users, whose votes comprise 70 per cent of the evaluation. Three to five judges will be selected each week from a pool of experts and their evaluation makes up the remaining 30 per cent.

**FIVE WINNERS**  
The contestant with the best invention will take home the main prize of RM100,000. The second- and third-place winners will receive RM80,000 and RM50,000, respectively, followed by RM10,000 for the fourth-place winner and RM5,000 for the fifth-place winner. All winners will receive business development support worth up to RM1,000,000.

**SATURDAY SHOW**  
*Innovathon* premiered on July 15. It airs every Saturday at 9pm on Astro Ria (104), as well as Astro Showcase, Astro Vinmeen and Astro AEC. Its theme song of the same name is composed by Datuk Acis and performed by Vince Chong.

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Fazura (second left), Aznil (third left), Raqim (fourth left), Rafizi (fourth right), Chang (third right), Awal (second right) and Lisa (right) at the launch of *Innovathon*. In the middle is Agnes Rozario, Astro's director of content. INSTPI/ASWADI ALIASI