



Entrepreneurship, design thinking and AI innovation programmes

Company profile and programme catalogue



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2026 · A division of Atreus Ventures Sdn Bhd



EXECUTIVE SUMMARY

Alpha Dynamo closes the gap between ideas and results through three hands-on programmes, rated 9.0 to 9.7 out of 10 by university participants

THE CHALLENGE

Students, researchers and employees lack the applied capability to turn ideas into value

1 in 3 graduates is underemployed · Malaysia ranks 30th for innovation inputs but 39th for outputs · 39% of core skills will change by 2030

OUR RESPONSE

Three hands-on programmes, each ending in a tangible output

Design Thinking Bootcamp (3 days) · Venture Development Workshop (1 day) · AI Innovation Lab (1 day) · or a custom programme

EVIDENCE

Rated highly by participants and commissioned again by clients

37 of 40 rated the instructor Excellent · satisfaction 9.0 to 9.7 out of 10 · USM returned within five months · OpenAI Select Partner

NEXT STEP

A 30-minute call, then a written programme recommendation

ash@alphadynamo.com · +60 19-888 1545

Three groups face distinct barriers to turning ideas into economic value



Students and graduates

Limited pathways into entrepreneurship after graduation



Researchers and academics

Research investment not converting into commercial outcomes

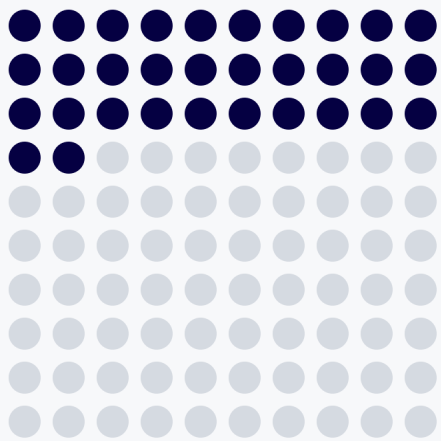


Employees and officers

Core skills changing faster as AI enters the workplace

One in three Malaysian graduates works below their qualification level, and only 7% are self-employed

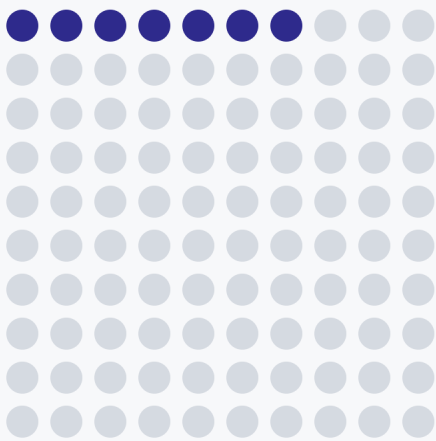
Exhibit 1 · Employment outcomes per 100 Malaysian graduates, 2024



32

work in jobs below their qualification

1.60 million graduates



7

are self-employed

360,500 graduates

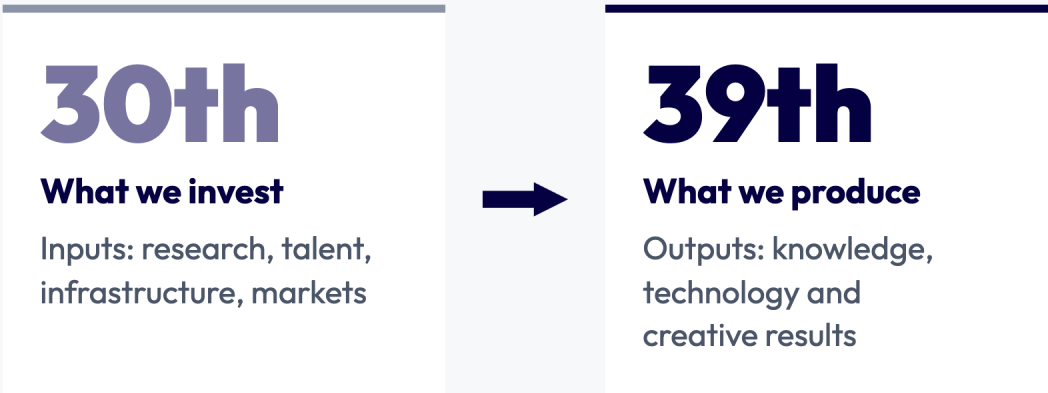
IMPLICATION

Entrepreneurship education needs to move from awareness to practice

Source: Department of Statistics Malaysia, Graduates Statistics 2024 (32.2% and 7.2%, rounded)

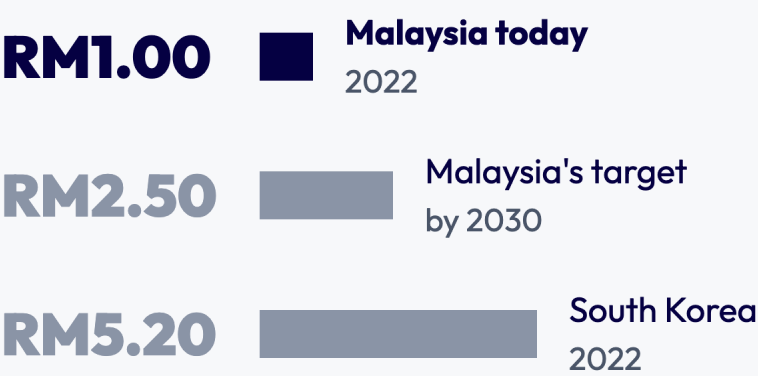
Malaysia ranks 30th for innovation inputs but 39th for outputs, so investment is not converting into results

Exhibit 2 · Global Innovation Index rank, 2025, of 139



Results rank nine places below investment

Exhibit 3 · R&D spending for every RM100 the economy produces



IMPLICATION Researchers need commercialisation skills alongside research funding

39% of workers' core skills will change by 2030, and Malaysian employees trail their leaders in AI familiarity

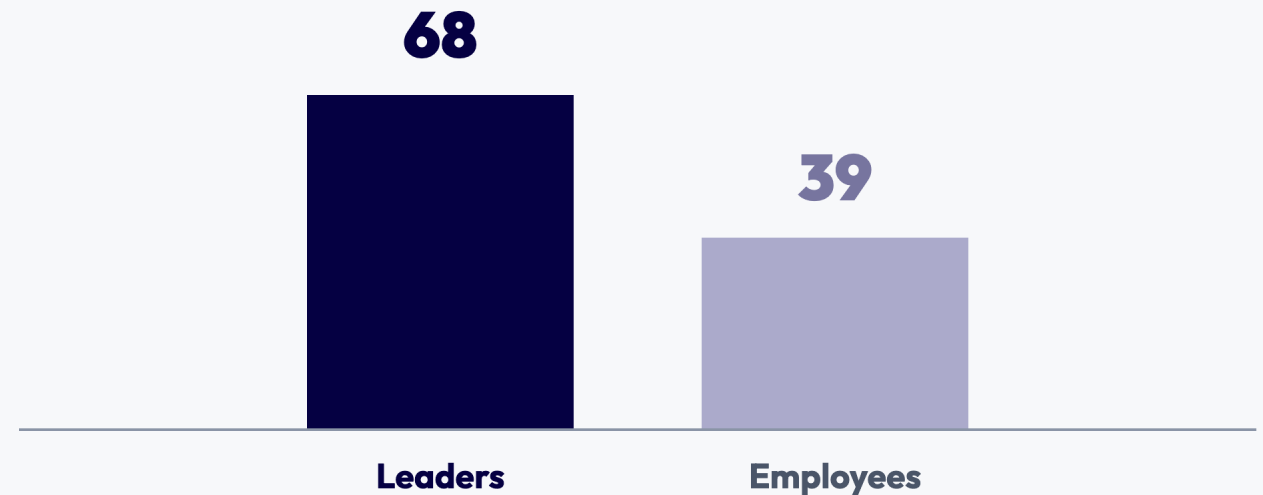
Exhibit 4 • Workers highly familiar with AI agents, Malaysia, 2025, %

39%

of workers' core skills will change by 2030

59 of 100

workers will need training by 2030



IMPLICATION

AI training must be applied to real work problems to build lasting capability

The common gap is applied capability: the ability to take an idea from problem to tested solution

Group	Barrier	Capability required
Students and graduates	Underemployment; few start businesses	Find a real problem and build a venture around it
Researchers and academics	Research not converting to outputs	Test whether IP can support a viable venture
Employees and officers	Skills shifting as AI is adopted	Apply AI to solve a real workplace problem

Every programme builds applied capability through the same four steps, from learning to presenting a result

-
- 1 Learn**
Frameworks taught through real company examples

 - 2 Define**
Each participant frames a problem from their own work or research

 - 3 Build**
A prototype or canvas, coached hands-on by the facilitator

 - 4 Present**
A pitch or share-out, with results captured for the client



03 · PROGRAMMES

We offer three programmes, run individually or in sequence to suit your organisation's objectives

01	For students & graduates	Design Thinking Bootcamp	3 days
02	For researchers & academics	Venture Development Workshop	1 day
03	For employees & officers	AI Innovation Lab	1 day

Need something different? We design custom programmes around your objectives.

Talk to us: ash@alphadynamo.com · +60 19-888 1545

Four assets behind every Alpha Dynamo programme, each backed by evidence

Proprietary methodology

The Venture Development Canvas and its AI coaching tool are our own IP, not licensed content

Evidence: used with USM researchers, Sep 2026

Built by venture builders

Atreus Ventures builds and runs its own AI ventures, so programmes teach what we practise

Evidence: Verithos, an AI-native qualitative research platform

AI-native

Programmes and tools are built on current generative AI

Evidence: OpenAI Select Partner

Designed to each brief

Content, examples and outputs are adapted to each audience and objective

Evidence: formats built for students, researchers and officers

Unlike a typical one-off workshop, every programme ends in a tangible output and a report for management

	TYPICAL WORKSHOP	ALPHA DYNAMO
Starting point	Generic case studies	Participants' own ideas and research
Format	Content delivered to participants	Participants build alongside the facilitator
Led by	A trainer delivering set content	A venture builder who practises what is taught
Participants leave with	A certificate	A tested prototype, canvas or pitch
Management receives	An attendance list	A feedback report with ratings and next steps

Note: "Typical workshop" describes a common one-off training format, not a named provider



04 • WHY ALPHA DYNAMO • WHO LEADS

Programmes are led by a founder with 20 years in Malaysia's innovation ecosystem and doctoral research on it

Ahmad Kashfi Alwi

Founder, Alpha Dynamo and Atreus Ventures

- 20+ years across Malaysian telco, government and ecosystem roles
- Cradle Fund • TM • Boost • 1882 Energy Ventures
- OpenAI certified: Consultative Solutions Practitioner and Technical Practitioner
- PhD candidate, University of Nottingham • MBA with Distinction



[linkedin.com/in/ahmadkashfi](https://www.linkedin.com/in/ahmadkashfi)

37 of 40 participants rated the instructor Excellent, and cohort satisfaction ranged from 9.0 to 9.7 out of 10

Exhibit 5 · Participant ratings by cohort

Cohort	Satisfaction, mean out of 10	Rated instructor Excellent	Would recommend	Pacing just right
Universiti Malaya Jan 2025 · n = 17	9.0	17 of 17	15 of 17	17 of 17
Universiti Sains Malaysia Apr 2026 · n = 14	9.2	12 of 14	14 of 14	14 of 14
Universiti Sains Malaysia Sep 2026 · n = 9	9.7	8 of 9	9 of 9	9 of 9
All cohorts · n = 40	Range 9.0 to 9.7	37 of 40	38 of 40	40 of 40

USM commissioned a second programme within five months of the first

Four Malaysian universities work with Alpha Dynamo and Atreus Ventures as clients and partners



CLIENT

Universiti Malaya

Design Thinking Bootcamp,
Jan 2025



REPEAT CLIENT

Universiti Sains Malaysia

Bootcamp, Apr 2026 · Venture
Development Workshop,
Sep 2026



CLIENT

University of Nottingham Malaysia

Industry partner on a
2026 teaching innovation
grant project



PARTNER

Management and Science University

MOU with Atreus Ventures

05 • RESULTS

Participants without a business background report gaining clarity on their ideas



"Clarity is awesome."

Nurul Hashimah Ahamed Hassain Malim • USM

"Worthy content, engaging speaker, life-changing experience."

Lee Pei Hui • UM

"Really helpful for someone with zero business background."

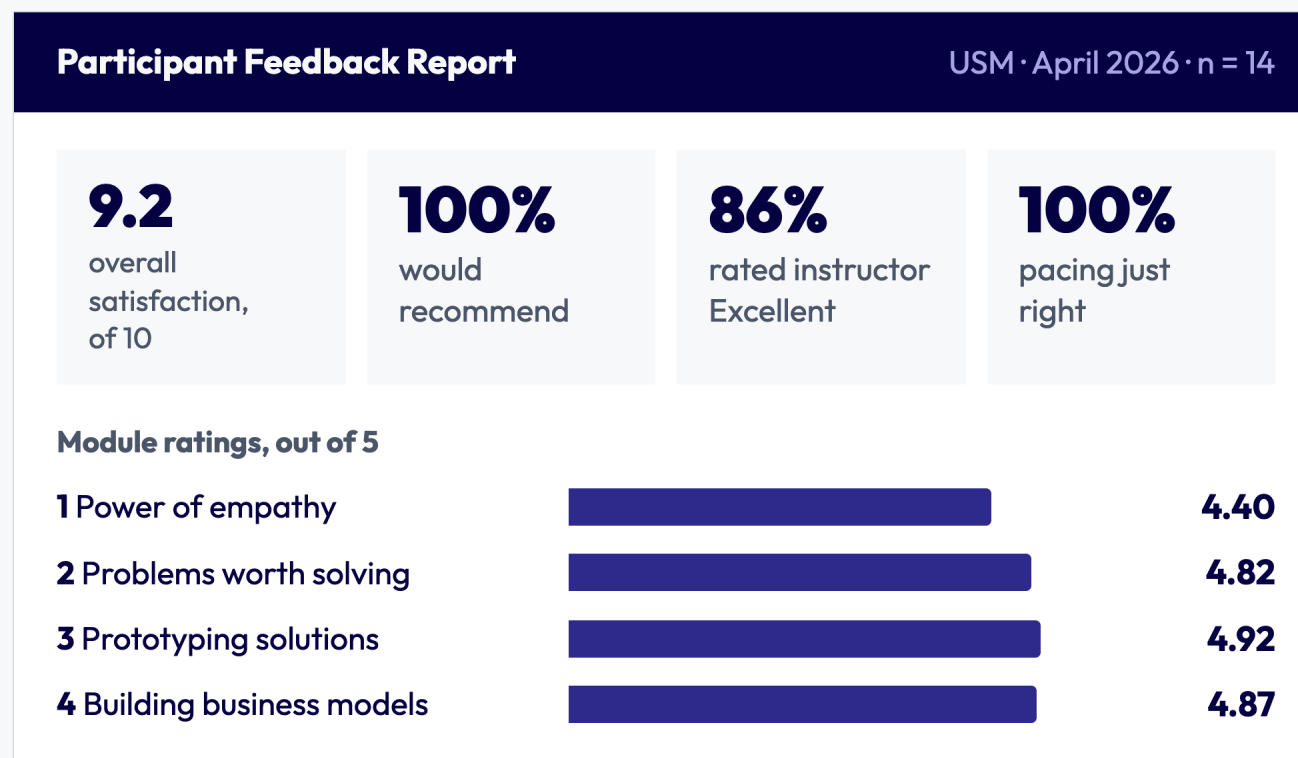
Wan Rosli Wan Ishak • USM

05 • RESULTS

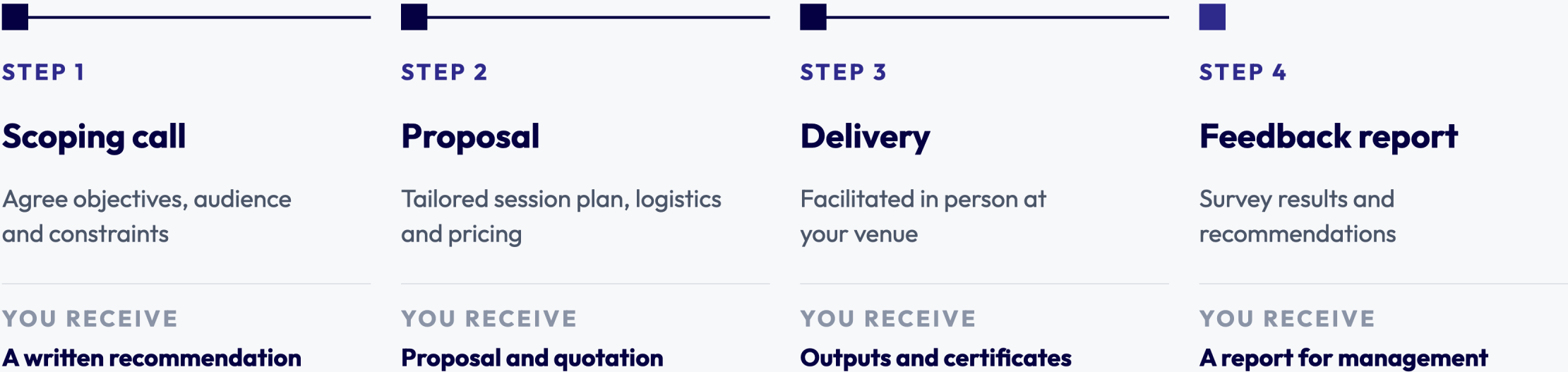
Each programme concludes with a feedback report that management can use to evaluate results

Reports cover satisfaction, module ratings, testimonials and recommendations for the next cohort

Every figure is traceable to participant survey responses



Engagements follow four steps, and the client receives a defined output at each one





Next step: a 30-minute call, then a written programme recommendation

Format, cohort size, timeline and indicative fee within 5 working days.

Email

ash@alphadynamo.com

Phone

+60 19-888 1545

Web

<https://alphadynamo.com>



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Appendix

A Programme specifications

B Methodology: the Venture Development Canvas and AI coaching tool

DURATION

3 days

FORMAT

In person, team-based

GROUP SIZE

Up to 40, in teams of 5

IDEAL FOR

Students, researchers, academics

DELIVERED FOR

UM, Jan 2025 · CIC USM,
Apr 2026

APPENDIX A1 · FLAGSHIP PROGRAMME

Design Thinking Bootcamp

Three days taking teams from problem discovery to a tested prototype, presented to a panel of judges.

MODULES

1 Understanding the power of empathy

2 Identifying problems worth solving

3 Prototyping effective solutions

4 Building business models

+ Group pitches and guest speakers

YOU LEAVE WITH

A tested prototype, a business model and a delivered pitch

DURATION

1 day

FORMAT

In person, one laptop each

GROUP SIZE

10 to 20

IDEAL FOR

Researchers, academics,
staff innovators

DELIVERED FOR

CIC USM, Sep 2026

APPENDIX A2 · PROGRAMME

Venture Development Workshop

One day testing whether a research idea or IP can support a viable venture.

SESSIONS

1 Why structure the venture case

2 The 6 zones, block by block

3 From paper to AI-coached build

4 Practical lab: build your own canvas

YOU LEAVE WITH

A completed canvas, product page mockup and draft pitch deck

DURATION

1 day

FORMAT

In person, hands-on

GROUP SIZE

Around 20, in groups

IDEAL FOR

Officers and staff in agencies,
GLCs, corporates

DELIVERED BY

An OpenAI Select Partner

APPENDIX A3 · PROGRAMME

AI Innovation Lab

One day applying generative AI to a real workplace problem, ending in a working prototype.

MODULES

1 AI and generative AI fundamentals

2 Prompt engineering

3 Ethics and safe AI use

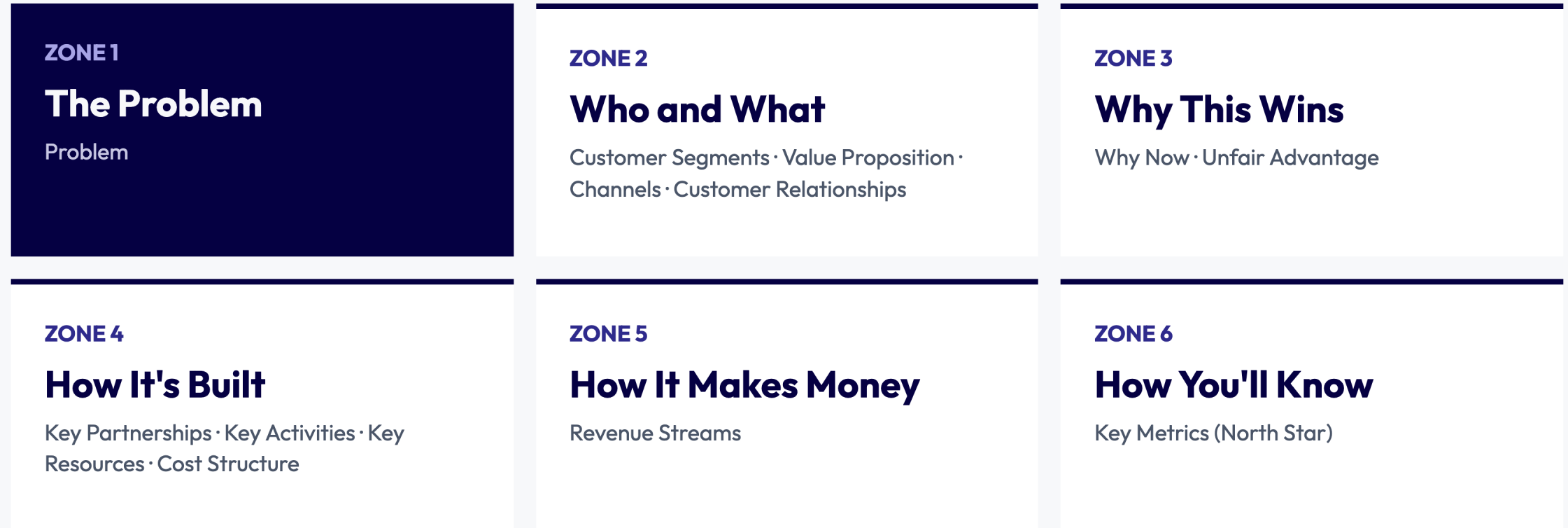
4 Solving real problems with AI

5 Build and present an AI prototype

YOU LEAVE WITH

A working AI prototype per group, and a certificate

The Venture Development Workshop uses our canvas, which structures an idea across 13 blocks in six zones



In the Venture Development Workshop, our AI coaching tool guides each participant and flags inconsistent answers

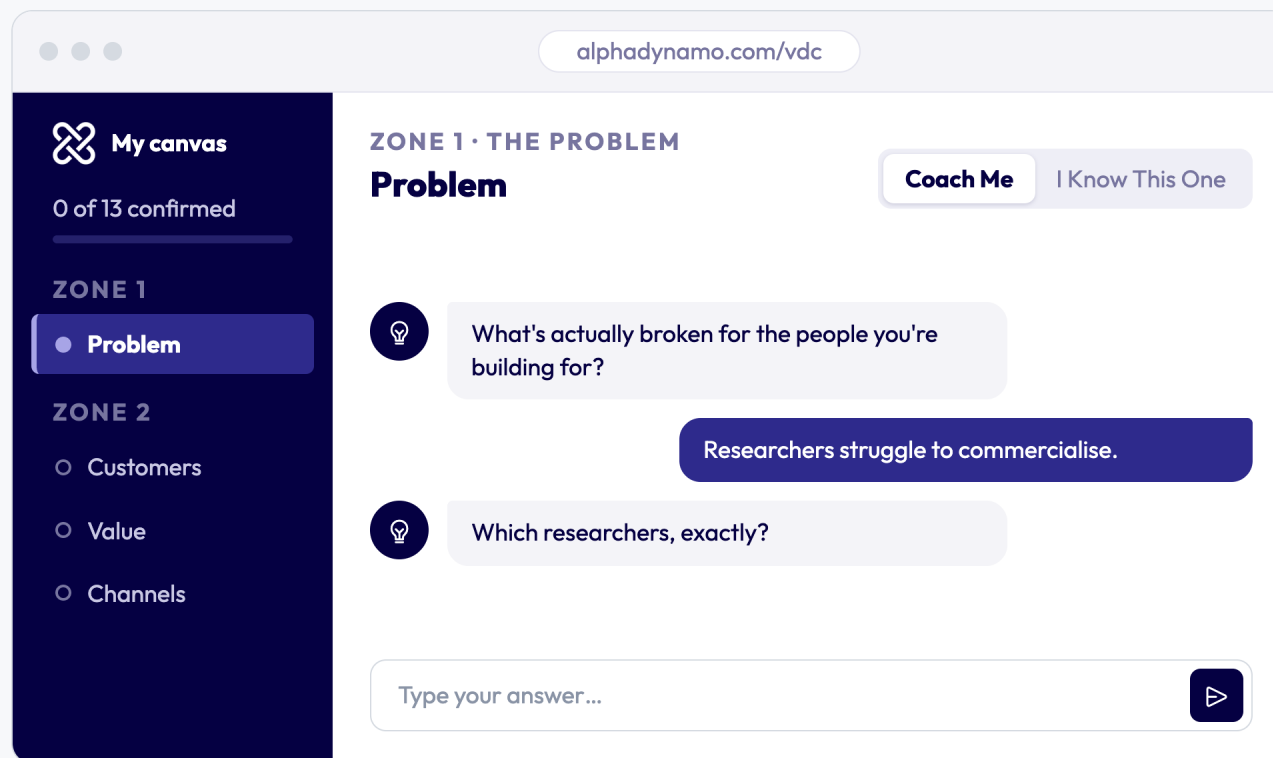
 **Asks one question per block**

 **Challenges vague answers**

 **Flags contradictions**

 **Generates canvas, mockup and deck**

Participants review and approve every AI-drafted entry



The screenshot shows the AlphasDynamo VDC tool interface. The browser address bar displays `alphadynamo.com/vdc`. On the left, a dark sidebar titled "My canvas" shows a progress bar for "0 of 13 confirmed" and a list of zones: "ZONE 1" (with "Problem" selected) and "ZONE 2" (with "Customers", "Value", and "Channels" listed). The main content area is titled "ZONE 1 • THE PROBLEM" and "Problem". It features two buttons: "Coach Me" and "I Know This One". Below these, there are two question blocks, each with a lightbulb icon. The first question is "What's actually broken for the people you're building for?", followed by a dark blue response bubble containing the text "Researchers struggle to commercialise." The second question is "Which researchers, exactly?". At the bottom, there is a text input field labeled "Type your answer..." and a dark blue button with a right-pointing triangle icon.