

SYARIFUDDIN YUSOF

Encik Dien

CEO & Founder

CONTACT

- syarifuddin@databrain.my
- syarifuddin@weniaga.com
- dinware10@gmail.com
- +60 11-1030 9551
- weniaga.com
- databrain.my
- Tingkat 1, 2309, Jalan SJ 10/1, Taman Seremban Jaya, 70450 Seremban, Negeri Sembilan, Malaysia

TECHNICAL SKILLS

SEO & Digital Marketing	95%
Google & Facebook Ads	92%
Server Config & Tuning	90%
Software Development	88%
SaaS Architecture	90%
Business Strategy	93%

TECH STACK

- PHP / Laravel
- JavaScript / Vue.js / React
- MySQL / PostgreSQL
- Docker & AWS
- Python / TensorFlow
- CI/CD Pipelines
- REST API & Integration

LANGUAGES

Bahasa Malaysia	Native
English	Professional

MEMBERSHIPS

- **Kedah Tech Valley** — Association Member (active)
- KTV — OPS: Digital Committee
- KTV — SIG: KEDAHStartup Committee
- KTV — Honor Volunteer
- NEF — Persatuan Usahawan & Industri ICT Bumiputera Malaysia
- BNI Malaysia — Chapter ICON (former member)
- BRITISHPEDIA 2020 — Listed Entrepreneur

PROFESSIONAL PROFILE

Founder & CEO of **Data Brain Sdn. Bhd.** and creator of **WeNiaga.com** — Malaysia's #2 agent management platform. Computer Science graduate with **10+ years** in software development, SaaS architecture, and digital marketing. Built a hybrid (Trading + Centralized) agent system serving **150+ HQ businesses**, **120,000+ users**, and processing over **RM106 million** in transactions. Passionate about empowering Malaysian entrepreneurs through customizable, affordable technology and end-to-end agent enablement.

KEY ACHIEVEMENTS

150+	120K+	RM106M+	20+
HQ CLIENTS	ACTIVE USERS	TRANSACTIONS	SAAS PRODUCTS

- ★ Generated **RM1.25M+** in revenue for Data Brain since 2019, growing from a solo founder to a multi-vertical tech house.
- ★ Featured in **BRITISHPEDIA 2020** as a recognised Malaysian entrepreneur.
- ★ Project pitches at **JOMLAUNCH**, **WeNiaga 2019**, and **OkaneGO 2020** startup showcases.
- ★ Active member of **Kedah Tech Valley** — sits on the **OPS: Digital Committee** and the **SIG: KEDAHStartup Committee**, and serves as an Honor Volunteer.
- ★ Member of **NEF** (Persatuan Usahawan & Industri ICT Bumiputera Malaysia) and former member of **BNI Chapter ICON**.
- ★ Built a national ecosystem covering CRM, Academy (WeConsult), Studio, Digital Marketing, Warehouse & Halal F&B Export.
- ★ Launched **10 new vertical SaaS products** in 2025–2026 for regulated industries — accounting, GMP manufacturing, financing advisory, OSH compliance and event management.

PROFESSIONAL EXPERIENCE

CEO & Founder

Data Brain Sdn. Bhd. — Seremban, Negeri Sembilan

2016 — Present

- Lead a software house delivering SaaS, custom web/mobile apps, IoT, AI, and industrial drone solutions to Malaysian enterprises.
- Drive product strategy, SEO, paid acquisition (Google/Meta/TikTok), and server infrastructure tuning across all flagship products.
- Scaled the team across CTO, marketing, business development, and trainer functions; expanded operations from Kuantan → Port Dickson → Seremban.
- Closed enterprise custom-development projects exceeding **RM5.1M** in pipeline value (corporate web + custom Android/iOS apps).

Founder — WeNiaga.com (Flagship SaaS)

Hybrid Agent & Stockist Management System

2016 — Present

- Architected Malaysia's only HYBRID agent system, merging Trading + Centralized models in one platform.
- Designed unlimited user/level/order/product structures, automated commission engine, multi-currency support, and branded mobile apps.
- Onboarded **150+ HQ** clients across F&B, cosmetics, and health-supplement verticals (Tisha Food, Nims, Aducktive, KKMY & more).
- Operated SEO & Facebook Ads as the primary acquisition channel — consistently ranking top-3 on Malaysian "sistem ejen" keywords.

NOTABLE CLIENTS & BRAND PARTNERS

Tisha Food	Nims	Aducktive	KKMY
HAFANA	Sari Tani Desa	SUNNO	NIKKISO

CORE SERVICE OFFERINGS

- **SaaS Development** — multi-tenant subscription platforms
- **Custom Software** — Android, iOS & web applications
- **E-Commerce** — storefront, payment & logistics integration
- **Corporate Websites** — SEO-optimised, responsive
- **IoT Solutions** — sensor hardware to cloud dashboards
- **AI & Analytics** — ML, predictive analytics, automation
- **Digital Marketing** — Google, Meta & TikTok Ads
- **WeConsult Academy** — agent training & blueprint

PORTFOLIO

Products & Projects

ECOSYSTEM PILLARS

- **CRM WeNiaga** — Core platform
- **WeConsult** — Academy & training
- **ALJ Global** — Custom dev
- **Data Brain A.i** — Analytics & AI
- **Digital Marketing** — SEO/Ads
- **Warehouse** — Fulfilment
- **Studio** — Photo & branding
- **Export F&B Halal**

INDUSTRIES SERVED

- F&B & Halal Products
- Cosmetics & Beauty
- Health & Supplements
- HR & Payroll SaaS
- Asset Management
- Pet Care & E-commerce
- Cooperatives & NGOs

TARGET CLIENTS

- Product Founders & Owners
- Marketing Agencies
- Cooperatives & NGOs
- Companies with large agent networks

COVERAGE

- Kuantan (origin)
- Kuantan IM2
- Port Dickson
- Seremban (HQ)

HOBBIES

- Tech entrepreneurship
- Reading product strategy
- Coaching startup founders

TOOLS & PLATFORMS

- Figma · Canva
- Google Workspace
- Meta Business Suite
- TikTok Ads Manager
- Cloudflare · cPanel
- GitHub · GitLab
- Stripe · ToyyibPay

SPEAKING & TRAINING

- KTV Startup SIG Contributor
- HRDF Certified Coach
- WeConsult Lead Trainer
- Startup Pitch Mentor
- Agent Blueprint Trainer

EDUCATION

Diploma in Computer Science
Universiti Malaysia Pahang (UMP)
Graduated 2016

FLAGSHIP PRODUCTS (SAAS PORTFOLIO)

WeNiaga.com
Hybrid agent & stockist management SaaS — 150+ HQ, RM106M+ transactions.

HRoem.my
HR & payroll system built for Malaysian compliance (EPF, SOCSO, EIS, PCB).

WeAset.com
Enterprise asset-tracking platform with QR & lifecycle reporting.

Procura.my
Procurement, RFQ & vendor management platform for SMEs and enterprises.

FinTag.my
AI-powered PDF-to-XBRL converter for SSM MBRS 2.0 financial statement filings.

SuratHub.my
Cloud-based document, letter & correspondence management system.

SayangPet.my
Pet care & marketplace platform for Malaysian pet owners.

EcomCRM.my
E-commerce CRM for order, lead and customer lifecycle management.

NASAB.asia
Digital family-tree & salasilah platform — multi-generation keturunan, heritage photo & document vault, family QR code.

WebCorp.my
SEO-optimised corporate website builder & landing-page service.

SELECTED CLIENT & CUSTOM PROJECTS

HerbaCore
Custom agent system for herbal product distribution.

HAFANA
F&B brand agent-network platform.

SUNNO
Brand-specific stockist & agent portal.

UBCRM / UBCRMs
CRM customisation for SME & enterprise clients.

Consignment System
Stock consignment tracking for multi-outlet brands.

Website-NIKKISO
Corporate website for industrial client NIKKISO.

AWARDS & RECOGNITION

- ★ **BRITISHPEDIA 2020** — Featured in international entrepreneur directory.
- ★ **JOMLAUNCH 2019** — Pitched WeNiaga at the national startup launchpad.
- ★ **OkaneGO 2020** — Selected for the OkaneGO startup pitch programme.
- ★ **RM72M milestone** — Reached RM72M in WeNiaga transactions by September 2021.
- ★ **UMP Alumni Berjaya** — Recognised as a successful alumnus by Universiti Malaysia Pahang.

VISION & MISSION

> *To empower every Malaysian entrepreneur with affordable, customizable technology & world-class agent enablement — turning local brands into national networks and national networks into global businesses.*
>
> — Syarifuddin Yusof, Founder & CEO, Data Brain Sdn. Bhd.

ECOSYSTEM, PARTNERSHIPS & PITCHES

Kedah Tech Valley
Active association member — OPS: Digital Committee & SIG: KEDAHStartup Committee, contributing to the national tech agenda.

NEF Malaysia
Persatuan Usahawan & Industri ICT Bumiputera Malaysia — member.

5 Active Joint Ventures
Co-built ventures across SaaS, F&B halal export, marketing & training.

JOMLAUNCH 2019
Selected national startup launchpad — pitched WeNiaga to investors.

OkaneGO 2020
Startup pitch programme — featured WeNiaga as flagship product.

WeNiaga Pitch 2019
Public investor showcase & product unveiling.

PORTFOLIO II

New Products 2025 — 2026

Vertical SaaS

PRODUCT VERTICALS

- B2B Lead Distribution
- Financing / Loan CRM
- Helpdesk & SLA Ticketing
- GMP Manufacturing (OEM)
- Event Vendor Management
- OSH Psychosocial Risk
- Psychometric & AI Coaching
- Renovation Marketplace
- AI Accounting (SME)
- Accounting Firm Suite
- Warehouse & Stock (WMS)
- Survey, Complaint & CAPA
- Order & Supply (OMS)

BUILD STACK

- Laravel · PHP 8
- Livewire · Alpine · Tailwind
- MySQL · Redis Queue
- REST API & Webhooks
- Bilingual BM / EN
- Light & Dark UI

COMPLIANCE BUILT-IN

- LHDN e-Invois · MyInvois
- PDPA 2010
- MPERS / MFRS
- PIC/S GMP · NPRA · ALCOA+
- DOSH PRisMA 2024
- SSM · CIDB verification

PAYMENTS & INTEGRATION

- Billplz · CHIP
- ToyyibPay · Stripe
- WooCommerce Sync
- WhatsApp Follow-up

DELIVERY MODEL

- Dedicated deployment
- Own domain & database
- Daily backup
- Full audit trail

NEW SAAS PORTFOLIO — 2025 / 2026

A second wave of **vertical SaaS products** for regulated Malaysian industries — each a standalone platform with its own domain, database, bilingual BM/EN interface and compliance workflow (LHDN, DOSH, NPRA, SSM, CIDB).

LeadHub.my
B2B lead distribution for agencies, franchises & dealers — routing by industry & state, 20 admin modules, Billplz/CHIP, e-Invois LHDN.

iLayak.com
Financing CRM for Malaysian advisory firms — document check, DSR calculation, bank-product matching, WhatsApp follow-up & commission.

GMPCore.my
GMP factory software for OEM manufacturers — production, QC, inventory & sales with full batch traceability. PIC/S GMP, Halal-ready, NPRA, ALCOA+.

AiAkaun.com
AI bookkeeping for SMEs & freelancers — upload bank statements or snap receipts, AI classifies every transaction into audit-ready reports.

KiraKaun.com
Multi-company accounting suite for audit firms & company secretaries — MPERS-aligned AI classification, one system for all client entities.

WeHelper.my
Bilingual helpdesk & IT service desk — automated SLA, Kanban board, knowledge base and API integration for Malaysian companies.

OSHmind.com
Workplace psychosocial risk assessment platform aligned to DOSH PRisMA 2024 — LEO26 survey, EPC23 checklist & action-plan reporting.

UrusVendor.com
Event vendor management for organisers — application screening, enforced category quotas, booth booking with hold timer, digital contracts & auto invoicing.

Psikometrik.my
Psychometric testing & AI coaching platform — cohort scoring, coach reports, pre/post effect-size tracking, PDPA-compliant.

JomReno.com
Renovation & bungalow construction marketplace — SSM/CIDB-verified contractors, live cost calculator, up to 3 quotes, project progress tracking.

CLIENT SYSTEMS DELIVERED (2026) — UNDER NDA

Warehouse Management System
Education & retail group (client confidential) — permanent non-deletable stock ledger with a full audit trail, phone-camera barcode scanning (no extra hardware) and automatic WooCommerce stock sync.

Order & Supply Management System
Retail supply company (client confidential) — invoicing and order handling, market price-comparison analysis, and a self-service customer portal. Bilingual EN/MS.

Survey & Complaint System
Umrah, Haji & tour operator (client confidential) — pilgrim evaluation forms, complaint register tracked to CAPA closure, and self-generated monthly report packs in PDF & Excel.

ENGINEERING & COMPLIANCE COVERAGE

- **e-Invois LHDN** — direct MyInvois submission
- **MPERS / MFRS** — audit-ready financial reporting
- **DOSH PRisMA** — 3-phase psychosocial assessment
- **Payment Gateways** — Billplz, CHIP, ToyyibPay, Stripe
- **PDPA 2010** — consent & data-retention controls
- **PIC/S GMP & NPRA** — digital BMR, ALCOA+ audit trail
- **SSM & CIDB** — contractor verification workflow
- **Bilingual UI** — full BM & English across all modules

DELIVERY HIGHLIGHTS

- ★ Shipped **10 new vertical SaaS platforms** plus client systems within the 2025–2026 cycle, each with its own domain, database and marketing site.
- ★ Standardised a reusable Laravel product core — auth, billing, roles, audit trail, bilingual layer and e-Invois — shared across the portfolio.
- ★ Moved from generic SaaS into **regulated verticals** where compliance is the moat.
- ★ Every platform ships with **dedicated deployment** — the client keeps their own data, domain and daily backups.

IN DEVELOPMENT — NEXT WAVE

KilangAi.com	AiKedah.com	EncikAi.com	AiPekerja.com
INCOMING	INCOMING	INCOMING	INCOMING