



Royal Academy  
of Engineering

# Leaders in Innovation Fellowships

Case Study – Anisa Anzizah

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## Case Study



Anisa Anzizah (LIF Global 2022)

Tech Prom Lab

### What is the innovation?

a research-based start-up that focuses on material building innovation.

Country: Indonesia

Sustainable Development Goal 11:

Sustainable Cities and Communities

11 SUSTAINABLE CITIES  
AND COMMUNITIES



“My increase in confidence and self-awareness helped me to trust myself – I felt more able to take the chance and go for it. I don’t need to keep asking people for reassurance because I realised, I’ve got this!” Anisa Anzizah.

### Learnings and benefits

“The training is different to what I’ve experienced before – this programme emphasised what is important for me and acknowledged that many of us on the programme are research-based. It had a real focus on things we may miss as researchers.” Learning about the Design Thinking Framework was particularly useful. “As a researcher, I would match a customer’s need to the product I have. The LIF programme provides a framework that has several steps in before this.”

Another key learning for Anisa is the next step; after brainstorming the product you need to test the assumptions. “Market research seems like a difficult thing that only a business professional does, but LIF simplified it, so it made sense. Business research is like any other research, we have hypotheses, and we need to test them. LIF made it sound less scary.”

### Highlights and Challenges

“I’ve met people who are more developed than me in running their business. They told me during the UK residential about experiments and strategies that I’ve never thought of before so it will help me to implement new ideas. Particularly after meeting [fellow LIF innovators] during the UK residential, I really feel I can count on them. I made many cool connections and I feel closer to them.