CREAGEN

From AI curiosity to systems that sell

Market gaps, solutions and 2026 pricelist for Malaysian businesses

Generative Momentum.

Prices in Malaysian Ringgit (RM) · November 2026

The short version

What we found

Malaysian businesses adopted AI fast, but mostly at the surface. The people who can go deeper cost RM10,000+ a month. Influencer and social-commerce spend still lacks a clear line to sales.

What we offer

We build the systems behind the tools: websites, WhatsApp AI sales assistants, influencer campaign tracking, automations and apps. Fixed prices in RM. You own everything we build.

How to start

A free 30-minute discovery call. Most clients begin with the AI Opportunity Sprint (RM2,500) or one focused build, then move to a monthly plan once results show.

Malaysia has adopted AI. Mostly at the surface

38%

of Malaysian businesses now use at least one AI tool consistently, up from 27% a year earlier

67%

of those adopters use AI only for basic jobs: routine chatbots and off-the-shelf tools

19%

have a formal plan to scale AI across more than one part of the business

Adoption is no longer the problem. Depth is. Tools have been bought; the workflows around them (enquiries, orders, follow-up, reporting) are still manual.

Source: AWS & Strand Partners, Unlocking Malaysia's AI Potential 2026 (1,000 business leaders), reported Aug 2026.

Five gaps we see, and can close



1 Shallow AI

Tools bought, systems never built around them



2 Talent cost

AI engineers cost RM10k–18k a month, if you can find one



3 Influencer proof

Campaigns buy reach but can't show which creator sold



4 Reply speed

Social commerce moves in minutes; manual replies don't



5 Trust & PDPA

Privacy is the top AI worry, and the law got stricter

Gap 1: tools bought, systems not built

Most firms stop at a ChatGPT login and a chatbot plug-in. The money sits one layer deeper: AI wired into how enquiries are answered, orders are processed, reports are made and customers are followed up.

12%

of Malaysian SMEs are at an advanced stage of AI adoption (53% have started)

57%

of businesses get their AI mainly from outside providers and consultants

What Creagen does

We build the wiring: automations, AI assistants and dashboards on top of the tools you already pay for. One workflow at a time, each with a number to prove it worked.

69%

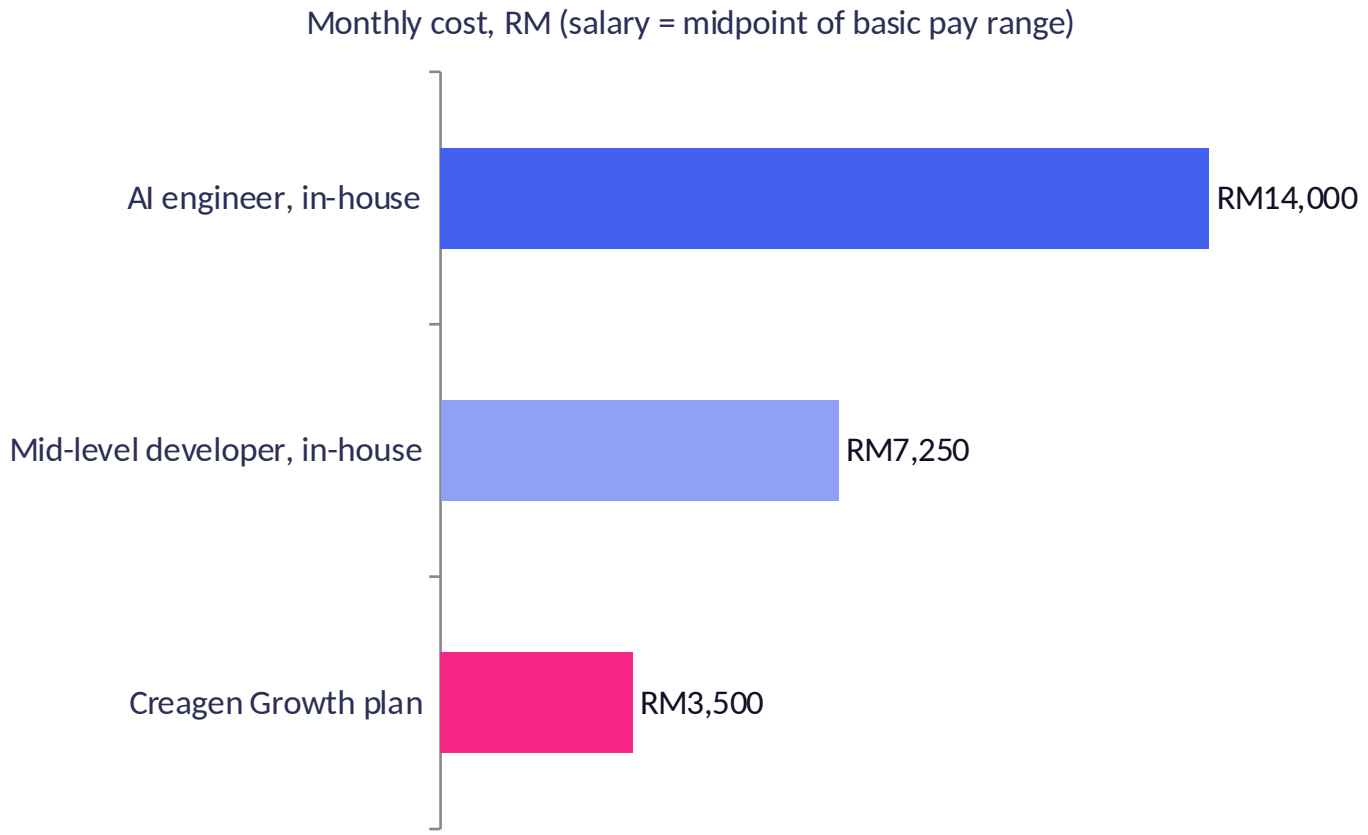
say locally based providers matter to their AI adoption

40%

of those using partners rely on them for systems integration and maintenance

Sources: UOB Business Outlook Study H1 2026, Malaysia (268 SMEs); AWS & Strand Partners, Unlocking Malaysia's AI Potential 2026.

Gap 2: the people who build this are scarce and expensive



Salary is only the start

- AI engineers earn RM10,000–18,000 basic a month; mid-level developers RM5,500–9,000.
- Add EPF, SOCSO, recruitment, laptops, and the risk they leave in a year.
- 82% of MSMEs say they need more know-how before they can use AI well.

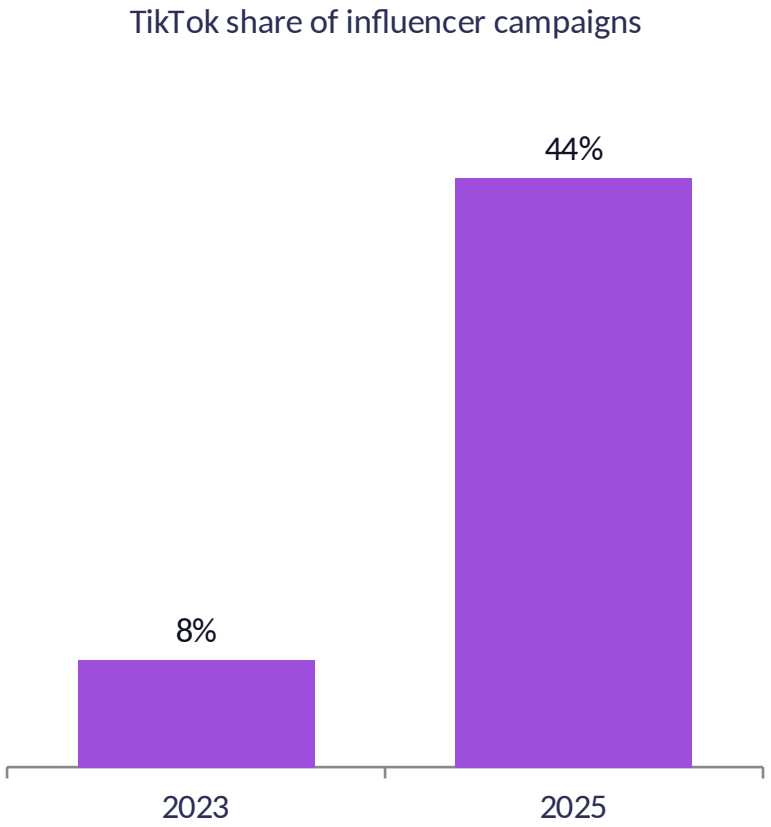
Sources: Randstad Malaysia 2026 Salary Guide; Second Talent developer rate card (JobStreet data, Aug 2026); Xero MSME AI survey (1,033 MSMEs, Nov 2025).

Gap 3: influencer campaigns buy attention, not proof

70%

of influencer activity in Malaysia is awareness-driven. Performance-led campaigns were only 30% in 2025

Brands pay creators, then struggle to say which creator actually brought leads or sales. Next campaign, the budget is a guess again.



What Creagen does

Every creator gets a trackable path: own link or code, campaign landing page, WhatsApp follow-up. You get one dashboard showing leads and sales per creator.

Source: AnyMind Group, Influencer Marketing in Malaysia 2026 (AnyTag platform data). Instagram held 48% of campaigns in 2025.

Gap 4: buyers move in minutes, replies take hours

~1/3

of TikTok Shop Malaysia sales now come from LIVE, and LIVE sales grew 48% year on year

6 in 10

TikTok Shop users in Malaysia name LIVE as their preferred way to shop

Every live session or viral post triggers a burst of questions: price, stock, delivery, COD. When answers take hours, the buyer has already moved on.

What Creagen does: a done-for-you WhatsApp AI sales assistant in English and Bahasa Malaysia, trained on your catalogue and prices, replying 24/7 and passing hot leads to your staff. Self-serve chatbot tools are cheap; the setup, the answers and the upkeep are the hard part, and that's the part we do.

Source: TikTok Shop Malaysia, TikTok Shop Summit Malaysia 2026, as reported by Pokde.net and Soyacincau (Oct 2026). Platform-reported figures.

Gap 5: AI raised the trust bar, and the law agrees

59%

of MSMEs name data privacy and security as their top AI concern

30%

of businesses already using AI have no guidelines for how staff use it

47%

want practical AI governance frameworks or templates

Since 1 June 2025
PDPA amendments require many firms to appoint a Data Protection Officer and report data breaches.



What Creagen does: privacy-first builds. Data stays in accounts you own, access is limited to what each tool needs, and every project ships with a one-page AI usage policy for your staff. (We're engineers, not lawyers: final PDPA sign-off stays with your adviser.)

Sources: Xero MSME AI survey (1,033 Malaysian MSMEs, Nov 2025); AWS & Strand Partners 2026; PDPA (Amendment) Act 2024 and Commissioner's DPO and breach-notification guidelines, in force 1 June 2025.

Creagen: the build team behind the tools

A digital and AI studio founded in 2022 in Banda Aceh, Indonesia. We design, code and run websites, AI assistants, automations and apps, and we market Creagen itself on the same systems we sell.

Engineers, not resellers

We write the code and own the result. No white-labelled SaaS with our logo on it.

Close to Malaysia

One hour behind MYT. Fluent in Bahasa, working in English. Malaysia contact on the ground.

Fixed prices, your ownership

Quoted in RM before we start. Code and accounts transfer to you on final payment.

You talk to the builders

No account-manager layer. The people on your call are the people shipping your system.

Founders: Haikal Fairuzi Maulana (Founder & Director, software & AI engineer) · Cut Najwa Ajalia (Co-founder, full-stack developer)

Selected work

JakLom GeoPad

Tourism platform for Aceh: mobile app (on Google Play) plus web, on self-hosted infrastructure. Funded by a national research grant, delivered in ministry-audited milestones.

YBHA Peutuah Mandiri

Website for a foundation, delivered and paid in full in 2026.

SkillMap AI

AI career skill-mapping app, built in the AI Engineer cohort of Coding Camp 2026 (DBS Foundation × Dicoding). Live online.

SmartPricing XAI

Explainable machine-learning pricing model: shows why a price was suggested, not just the number.

Also in-house: Creagen's own content engine produces our carousels and motion reels automatically. Live demos available on the discovery call.

Which solution closes which gap

Gap	Solution	From
1 **Shallow AI**	AI Opportunity Sprint → Workflow Automation, AI Knowledge Assistant	**RM2,500**
2 **Talent cost**	Managed AI Ops: Essential, Growth or Scale plan	**RM1,500 / month**
3 **Influencer proof**	Creator Campaign Conversion Kit; Creator Business Kit for influencers	**RM2,900**
4 **Reply speed**	WhatsApp AI Sales Assistant; Campaign Landing Page	**RM1,800**
5 **Trust & PDPA**	AI & Data Policy Pack (included in every build); staff AI workshop	**RM1,200**

Pricelist 2026

All prices in Malaysian Ringgit (RM). Fixed scope, fixed price, 50% to start.

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Start: quick wins and your online base

Package	What you get	Timeline	Price (RM)
AI Opportunity Sprint Best first step	Audit of up to 3 workflows, ROI-ranked roadmap, 1 quick-win automation built, AI & data policy pack. 50% credited to any build within 60 days.	2 weeks	**2,500**
Campaign Landing Page For ads & influencer traffic	One high-converting page in English or BM, WhatsApp & lead form, Meta / TikTok pixel and analytics set up.	7 working days	**1,800**
Business Website: Starter Up to 5 pages	Custom design, editable CMS, mobile-first, basic SEO, analytics, enquiry form to email or Sheets.	3 weeks	**3,900**
Business Website: Growth Up to 12 pages	Everything in Starter plus English + BM, blog, lead capture into CRM, SEO schema, speed tuning.	4–5 weeks	**6,900**

Malaysian market reference: SME business websites typically RM5,000–12,000 and landing pages RM1,000–5,000 (2026 agency price guides). Domain and premium plugins at cost.

Convert: turn attention into sales

Package	What you get	Timeline	Price (RM)
WhatsApp AI Sales Assistant: Core + RM650 / month managed	24/7 replies on FAQs, prices and stock in English & BM; leads saved to Sheets or CRM; hand-off to staff; monthly tuning.	3 weeks	**4,500 setup**
WhatsApp AI Sales Assistant: Pro + RM1,200 / month managed	Core plus bookings or order capture, CRM integration, shared team inbox, broadcast flows, weekly report.	4–5 weeks	**7,800 setup**
Creator Campaign Conversion Kit For brands, up to 10 creators	Link and code per creator, campaign landing page, WhatsApp auto-reply, live dashboard of leads and sales per creator, final report. Re-run: RM2,200.	2 weeks	**4,800 / campaign**
Creator Business Kit For influencers & creators	Personal site with live media kit and rate card, brand-enquiry form sorted into an inbox with AI-drafted replies, monthly stats snapshot. Optional care RM250 / month.	2 weeks	**2,900**

Meta's WhatsApp message fees are billed at cost, separately. Market reference: custom WhatsApp AI chatbots RM3,000–8,000 setup plus RM200–500 / month before management.

Build: custom systems

Package	What you get	Timeline	Price (RM)
Workflow Automation One process, end to end	e.g. order → invoice → stock update, lead routing, auto-generated weekly reports. Built on tools you already use.	2–4 weeks	**from 6,500**
AI Knowledge Assistant Internal, for your team	Answers staff questions from your SOPs, price lists and documents, with sources shown. Access control per team.	4 weeks	**from 9,800**
Custom Web App or Dashboard Portals, admin systems	User accounts, roles, dashboards and integrations for operations, members or partners.	6–10 weeks	**from 15,000**
Mobile App MVP iOS & Android	React Native app with backend, admin panel and store submission. Built on the stack behind JakLom GeoPad.	10–14 weeks	**from 28,000**

Final price confirmed in a written quotation after the discovery call. Market reference: web portals RM20,000–80,000+; SME mobile apps commonly RM60,000–250,000.

Monthly plans: an AI team without the hiring

Essential

RM1,500

per month

- Hosting and monitoring of what we built
- Up to 6 hours of changes
- Monthly health report
- Reply within 1 business day

Growth

RM3,500

per month

- Up to 20 build hours
- 1 new automation each month
- Monthly strategy call
- Same-business-day reply

Scale

RM6,800

per month

- Up to 40 build hours
- Fractional AI lead owning your roadmap
- Fortnightly strategy call
- Reply within 4 working hours

Content Engine

RM2,400

per month

- 12 designed carousels a month
- 4 motion-graphic reels a month
- Captions written, brand templates
- English; BM on request

Minimum 3 months, billed monthly in advance. Unused hours don't roll over. For comparison: one in-house AI engineer costs RM10,000–18,000 a month in basic salary alone (Randstad 2026).

Add-ons and ready-made bundles

Add-on	RM
Extra language version (BM or Mandarin)	800
Extra landing page	900
Website care: hosting, updates, backups	180 / mo
Extra creator on Campaign Kit	250
AI & Data Policy Pack (standalone)	1,200
Staff AI workshop, online, 3 hrs, up to 20 people	2,800

Influencer Launch

Landing Page + Campaign Kit + WhatsApp AI Core

~~RM11,100~~

RM9,400

+ RM650 / month assistant

SME Digital Starter

Website Starter + WhatsApp AI Core

~~RM8,400~~

RM7,200

+ RM650 / month assistant

AI Ops Kickoff

AI Opportunity Sprint + Workflow Automation

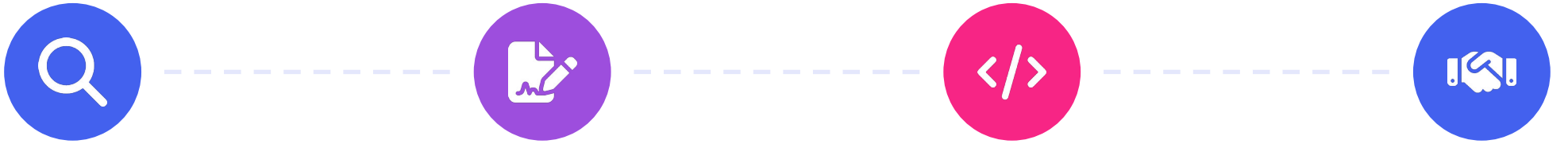
~~RM9,000~~

RM7,800

then Growth plan RM3,500 / month

Bundle prices are for the one-time builds; monthly fees start after launch. Mandarin versions need a client-side review of the final copy.

How a project runs



Step 1

Discovery call

Free, 30 minutes, online. We find the one workflow worth fixing first.

Step 2

Quotation & NDA

Fixed scope and price in RM within 3 working days. NDA signed before you share data.

Step 3

Weekly sprints

A working demo every week. You see progress, not status reports.

Step 4

Launch & handover

Training for your team, full handover of code and accounts, 14 days of bug fixes included.

Typical timeline: a landing page goes live in 7 working days, a WhatsApp AI assistant in about 3 weeks.

Terms, in plain words

Payment

50% deposit to start, 50% on completion. Monthly plans billed in advance, minimum 3 months.

Ownership

Source code, designs and accounts transfer to you on final payment.

Confidentiality

NDA signed up front. E-signature is fine for monthly plans.

Scope

Work outside the agreed scope is quoted separately before it starts. No surprise invoices.

Not included

Third-party costs: WhatsApp message fees, hosting beyond plan, ad spend, influencer fees, paid licences, and any applicable taxes.

Validity

Prices valid for quotations issued until 31 March 2027. Timelines start once the deposit and your materials are in.

Let's find your first quick win

Book a free 30-minute discovery call. Bring one process that eats your team's time, or one campaign you couldn't measure.

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Sources

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- Malaysian price references: ETD Digital, Anchor Sprint, Digital Perak, AdvisoryApps 2026 price guides