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MALAYSIAN INSTITUTE
OF ACCOUNTANTS



Crowdfunding Seminar 2015

Alternative Financing for SMEs

28 January 2015 (Wednesday)

Dewan Mahkota, SME Corp. Malaysia, Kuala Lumpur



Crowdfunding is one of the latest innovative forms of funding for businesses. Until recently, financing a business involved asking a few people for big sums of money. Now, crowdfunding is turning this idea on its head, using the internet to help entrepreneurs to gain funds from potential funders that each contribute a small amount. It is a huge area of growth and there are numerous crowdfunding platforms that businesses can use to raise funds with new sites consistently being established in the internet.

What are the main platforms available for crowdfunding?

How can you raise fund through crowdfunding?

Find out more on this red-hot financing trend at this contemporary seminar.

Objectives

- Understand crowdfunding as an alternative method to fund a business.
- Analysis of the pros and cons of crowdfunding.
- Get an insight on crowdfunding platform provider.
- Learn to craft a bankable crowdfunding proposal.
- Identify valuable tips to raise money through equity crowdfunding.

Who Should Attend

- Entrepreneurs
- CFOs / Accountants in SMEs
- Business leaders
- Technology providers
- Business matchmakers
- Investors and angel investors
- Policymakers

Speakers



LEO SHIMADA

Leo is the Co-Founder and CEO of Crowdonomic Media (CWD). Leo brings a wealth of investment and business building experience in Asia and has

a proven track record working in world-class institutions.

He is a regular speaker at large events including ASEAN Business & Investment Summit, MAGIC Start-Up Academy Launch, Securities Commission's Synergy & Crowdfunding event, Echelon Thailand, The Global Entrepreneurship Summit, Crowdsourcing Week Asia, Next Bank Asia and many other notable events.



KASHMINDER SINGH

Kashminder is the Co-Founder of pitchIN, Malaysian reward and soon to be equity crowdfunding platform. He is also the founder and

Managing Editor of tech magazine Mobile World, a homegrown publication.

A serial entrepreneur; he is always working on starting up IT, mobile and new media projects and events. He is also the Co-Founder of Commtechasia that created and runs GoMobile, which bills itself as the Ultimate Mobile Lifestyle event.



AARON KWAN

Aaron serves as the Chief Marketing Officer of Mystart – a Malaysian reward crowdfunding platform. He also co-founded InspiraSee, an ODM company and AK47 – a content marketing agency.

A Doctoral (DBA) candidate in Marketing, he focuses on digital information age, social media management, Web 2.0 technologies, service quality, customer retention and marketing related issues.



JONATHAN HO

Jonathan is the Director of Business Development at Salutica Allied Solutions and is responsible for the sales and marketing of OEM/ODM business and house brand products.

He has about 20 years of experience in the sales and marketing in fast moving consumer goods to consumer electronics products. He previously worked in retail sales, product management, marketing services, key account management, sales and distribution and international business development.

Jonathan is an alumnus of Simon Fraser University of Canada and holds a Bachelor's Degree in Marketing and Finance.



AHMAD FARIS ABDUL HAMID

Faris is the creative director of IkanPaos Kolektif. The self-funded agency works on projects with other small companies and freelancers. IkanPaos Kolektif's main

product is TAPAUtv – an online TV channel that focuses mainly on youth content.

He is the owner of the Tapaufest 2014 project, the first crowdfunded festival in Malaysia. The project managed to raise more than RM87,000 in 30 days on pitchIN, the biggest crowdfunding project so far in Southeast Asia in terms of value and the number of contributors.



CHOY KIM LEE

Kim Lee was one of the United Nations Association of Malaysia (UNAM) Youth Circle representatives at Rio+20 in 2012, where she presented the 'Green

Economy Model – Takakura Composting Method' to the conference participants. Her project to attend the conference in Brazil was one of the first five pledged in Mystart.

Kim Lee made a short video about her passion for sustainable development and posted it on Mystart back in May 2012 and successfully funded her journey to the conference.



DR. V. SIVAPALAN

Dr. Siva is the Co-Founder and Chief Evangelist of Proficeo Consultants. He has 30 years of experience as a successful entrepreneur and is now a mentor, coach and

investor in entrepreneurial ventures.

He is also the Founder & Past President of the Technopreneurs Association of Malaysia (TeAM) and currently Director of its Policy Institute. He currently invests in and mentors several companies in the ICT & Medical Device fields and is on the Cradle CIP500 Approval Committee.



AZRA'I SHU'IB

Azrai is the General Manager - Head, Incubation and Technopreneurs Development of Technology Park Malaysia; an agency under the

purview of Ministry of Science, Technology and Innovation (MOSTI). He started his career with several banks and financial institutions. Later he managed his own construction and trading companies for over 5 years.

He continued his journey into the Government sector where he served with Small Medium Industries Development Corporation (SMIDEC); an agency under the purview of Ministry of International Trade and Industry (MITI) for over 6 years in various positions; among others are Deputy Director, Strategic Planning Division, Deputy Director, Financial Assistant and Monitoring and Regional Director, SMIDEC Northern Office.

**REPRESENTATIVE FROM
SME CORP MALAYSIA**

Programme Outline

8.00am Registration

9.30am **Session 1**

Crowdfunding: What Is It & How Does It Work?

Crowdfunding is an innovative funding alternative where small business owners rejected by banks can appeal directly to small investors via the internet. Find out more about the basics of crowdfunding from both the global and Asian perspectives in this introductory session.

Speaker

Leo Shimada

Co-Founder and CEO of Crowdonomic Media

10.30am Networking Coffee

10.50am **Session 2**

Equity Crowdfunding: Game Changer for Businesses and Start-ups

The landscape for finance in Malaysia is shifting as equity crowdfunding takes off. Businesses look set to enjoy more diverse financing options in Malaysia as the country strives to establish a framework to stimulate and regulate crowdfunding. This session explores how local entrepreneurs can successfully connect with potential investors on equity crowdfunding platforms.

Speaker

Kashminder Singh

Co-founder pitchIN

11.50am

Session 3

Insights From A Crowdfunding Platform Provider

What makes a local crowdfunding platform provider tick? What challenges and competition does it face? Importantly, what are the qualities of the successful crowdfunding projects hosted on this platform? This session highlights the unique story of Mystertr, Malaysia's very own reward crowdfunding platform, and some of its key crowdfunded projects.

Speaker

Aaron Kwan

Chief Marketing Officer, Mystertr

12.50pm Lunch

2.00pm

Session 4

Crowdfunding Right for Your Business?

Crowdfunding is an increasingly visible option to jumpstart a business, but is crowdfunding the right fit for your business or start-up? Get real-life insights from entrepreneurs and first-movers who have successfully crowdfunded their projects.

Moderator

Representative from SME Corp Malaysia

Panelists

Jonathan Ho

Director Business Development, Salutica Allied Solutions Sdn. Bhd.

Ahmad Faris Abdul Hamid

Project owner of Tapaufest 2014

Choy Kim Lee

United Nations Association of Malaysia (UNAM) Youth Circle representative at Rio+20

3.15pm

Session 5

Crafting A Bankable Crowdfunding Proposal

Thousands, if not millions, of people are vying for start-up capital on the internet. How can you make your project stand out from the rest? One of Malaysia's most successful entrepreneurs and business mentors shares his key secrets to crafting and communicating your proposal effectively to get buy-in from potential crowdfunders.

Speaker

Dr. V. Sivapalan

Co-Founder and Chief Evangelist Proficeo Consultants

4.00pm

Session 6

Ensuring Effective Engagement

The process doesn't end once you've secured crowdfunding. Learn how to engage proactively with your stakeholders to provide progress reports and assurance, and keep communication channels open to facilitate future fund-raising. This session explores various strategies for effective stakeholder engagement, and helps you identify the most suitable channels for communicating with stakeholders.

Speaker

Azra'i Shu'ib

General Manager - Head, Incubation and Technopreneurs Development of Technology Park Malaysia

4.45pm

Networking coffee

5.00pm

End of Seminar



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"Crowdfund investing is addressing funding voids in many markets."

- Sherwood Neiss, Principal at Crowdfund Capital Advisors

PARTICIPANTS' DETAILS

Participant 1 Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms): Vegetarian Meal

Membership No.:

Designation: Email:

Member Non-member Sponsored Staff¹

(Sponsoring MIA member's name & membership no.)

Participant 2 Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms): Vegetarian Meal

Membership No.:

Designation: Email:

Member Non-member Sponsored Staff¹

(Sponsoring MIA member's name & membership no.)

Participant 3 Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms): Vegetarian Meal

Membership No.:

Designation: Email:

Member Non-member Sponsored Staff¹

(Sponsoring MIA member's name & membership no.)

PROGRAMME DETAILS

Member | RM 350
Member Firm's Staff
or Sponsored Staff¹ | RM 400
Non-member | RM 450

28 January 2015 (Wednesday),
Dewan Mahkota, SME Corp. Malaysia,
Kuala Lumpur

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ORGANISATION'S DETAILS

Organisation:

Industry: Contact Person:

Address:

Email: Tel: Fax:

Signature & Company Stamp:

PAYMENT DETAILS

Payment by Cheque

Bank & Cheque No.: Amount RM:

Payment by Credit Card Visa Master

Cardholder's Name:

Card No.: Expiry Date:

I Authorise Payment of RM:

Cardholder's Signature: Date:

IMPORTANT NOTE:
Registration is on first-come-first-served basis. Only fully completed registration form will be processed.

TERMS & CONDITIONS

PROGRAMME FEE

- Fee is payable to **MALAYSIAN INSTITUTE OF ACCOUNTANTS**
- Fee includes course materials, lunch and 2 tea breaks per day.
- Full payment of the above amount shall be made within thirty (30) days from the date of the invoice or on the day of the event, whichever earlier.
- Admittance may be denied upon failure to make full payment as per the above requirement.

CANCELLATION / TRANSFER

Upon registering, participant(s) are considered successfully enrolled in the event. Should participant(s) decide to cancel/transfer their enrolment, a cancellation/transfer policy shall be applied as follows.

- Written cancellation/ transfer received less than five (5) working days from the date of the event:
 - A refund (less administrative charge of 20%) will be made
 - Unpaid registrations will also be liable for 20% administrative charges
- Written cancellation/ no show on the day of the programme:
 - No refund will be entertained
 - Unpaid registrations will also be liable for full payment of the registration fee
 - Partial cancellation is not allowed

You can substitute an alternate participant if you wish to avoid cancellation/ transfer charges. Any difference in fees will be charged accordingly.

***Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed after the registration is accepted. Terms and conditions apply.**

¹The Sponsored Staff must report directly to the sponsoring MIA member in his/ her firm or company.

CERTIFICATE OF ATTENDANCE AND CPE HOURS

- Upon full attendance of the programme, participants will be issued an "E-certificate". Participants will receive an email with a download link and are required to download the e-certificate within 30 days. For this purpose, it is **COMPULSORY** to fill in the email address clearly.
- For MIA members, the CPE hours will be credited into the Membership System within 2 weeks of the event.

DATA PROTECTION

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709).

DISCLAIMER

Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arises. MIA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.