

GUIDE FOR BUSINESS PROPOSAL (Adapted from Multimedia Development Corporation (MDEC) Pre-Seed Fund Program)

1. Proposed project title, name of company to be incorporated and summary description
2. Industry focus
3. Detailed business plan
 - a. Executive Summary:
 - i. Business proposition/Commercial Viability. (Describe opportunities/ demand for proposed product/services and business model/revenue streams)
 - ii. Target Markets, Marketing strategies and Market Potential (Identify target markets/customers, marketing strategies, market size and growth rates)
 - iii. Technology (Describe platform and architecture)
 - iv. Key Deliverables and Funding Amount Required (Deliverables include detailed business plan and development of market feasibility test ,IP preparation, POC, prototype)
 - b. Value Proposition:
 - i. Identify gaps/opportunities
 - ii. Value proposition of proposed business/product/service
 - c. Market Potential and Business Model:
 - i. Identify target market(s), industries/sectors/sub-sectors/geography and describe opportunities and business model including revenue streams
 - d. Competitive Analysis:
 - i. Identify and describe key competitors (direct & indirect) of your identified target market (s)
 - ii. SWOT (Strength, Weakness, Opportunity, Threat) analysis
 - e. Marketing Plan:
 - i. Describe marketing; go to market and sales strategies and plans. Please include 3 years marketing cost projection in the profit & loss
 - ii. Productization schedule and time to market (after completion of project and commercialization initiated)
 - f. Technology Plan:
 - i. Technology product development strategies, design, functional specifications and technology platform
 - ii. Uniqueness of technology value proposition (e.g. unique innovation or modification of similar product in market)
 - iii. Please indicate current stage of development
 - iv. Proof of concept plan (If completed describe testing and results)
 - v. Prototyping plan
 - g. Financial Plan:

- i. Financial planning strategies and assumptions
- ii. Financial strategies and planning assumptions (sales and cost of sales)

h. Resource Plan: Projections as per template

Subsequent three (3) years

| PROJECTIONS | | |
|-------------|--------|--------|
| Year 1 | Year 2 | Year 3 |
| RM | RM | RM |

SALES

less: COST OF SALES

GROSS PROFIT

less:

General & Administrative Expenses

- Professional fees
- Directors' remuneration
- Insurance
- Medical fee
- Rental of premises
- Salaries, allowances & bonus
- Utilities
- Upkeep of office
- R&D expenses
- Others:-
- Others:-
- Others:-

Total G&A

Sales & Marketing Expenses

- Advertisement
- Entertainment
- Printing and stationary
- Salaries and commissions
- Tender fee
- Traveling expenses
- Upkeep of motor vehicle
- Upkeep and maintenance
- Telecommunication
- Others:-

Total S&M

| | |
|---------------------------------------|-------|
| Other Income | _____ |
| PBDIT | _____ |
| less: Amortization | |
| Depreciation | |
| PBIT | _____ |
| less: Financial Charges | |
| PROFIT/(LOSS) BEFORE TAXATION | _____ |
| LESS: TAXATION | _____ |
| PROFIT/(LOSS) AFTER TAXATION | ===== |
| Minority Interest | |
| Distributable Profit | |
| less: Dividend | |
| Retained Profit / (Loss) For The Year | |
| Retained Profit / (Loss) | |
| B/fwd | _____ |
| Retained Profit / (Loss) | _____ |
| C/fwd | _____ |
| | ===== |

- i. Venture funding and Commercialization Strategy:
 - i. Venture Funding strategy, amount of funds required (3 years) and Commercialization Strategy