

## **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

<b>Other Income</b>	_____
<b>PBDIT</b>	
less: Amortization	
Depreciation	
<b>PBIT</b>	_____
less: Financial Charges	
<b>PROFIT/(LOSS) BEFORE TAXATION</b>	
<b>LESS: TAXATION</b>	_____
<b>PROFIT/(LOSS) AFTER TAXATION</b>	=====
<b>Minority Interest</b>	
<b>Distributable Profit</b>	
less: Dividend	
<b>Retained Profit / (Loss) For The Year</b>	
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***