

Dream . Fund . Achieve



EQUITY CROWDFUNDING



WHAT IS EQUITY CROWDFUNDING ?

EQUITY

||

**Ownership in a company
/ SHARE**

CROWDFUNDING



**A big group of people
to chip in money
to fund something**

SO, WHAT IS
EQUITY
CROWDFUNDING ?



Filter by:

Year

Month

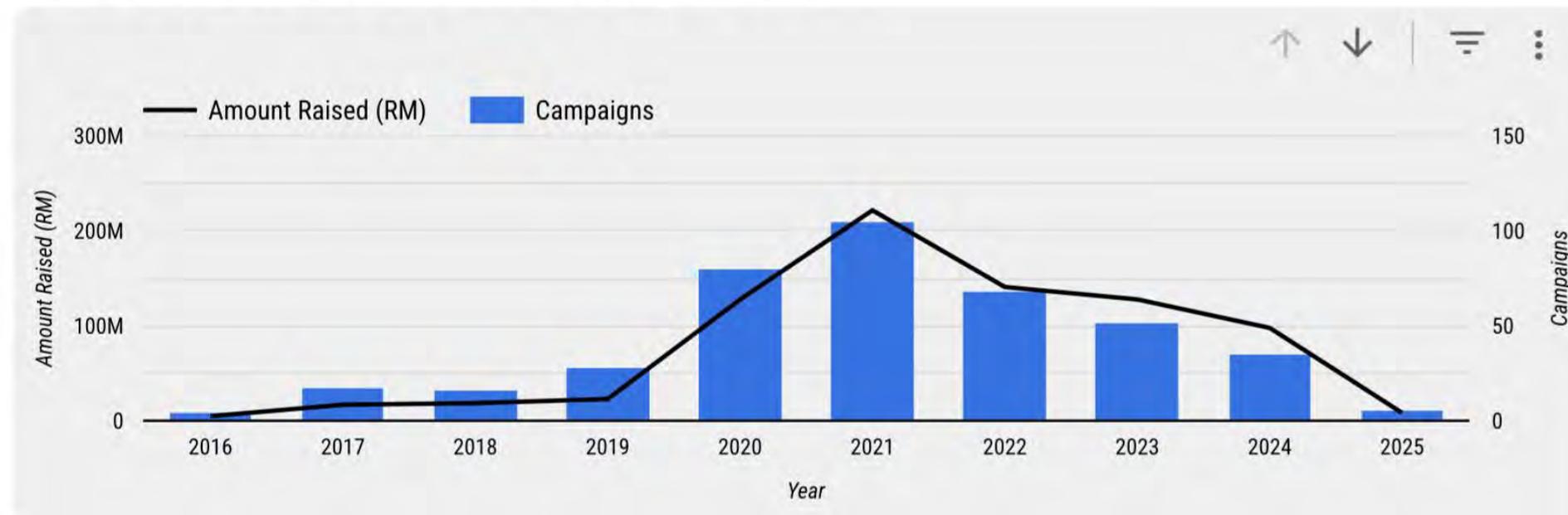
Campaigns
413

Amount Raised
787.7M

Issuers
389

Details on Successful Campaigns

Chart 1:
Number of campaigns and fundraising amount by year/quarter/month



Data last updated: 15 May 2025

BUSINESS STAGES

Highlights

Fundraising Sizes

Average

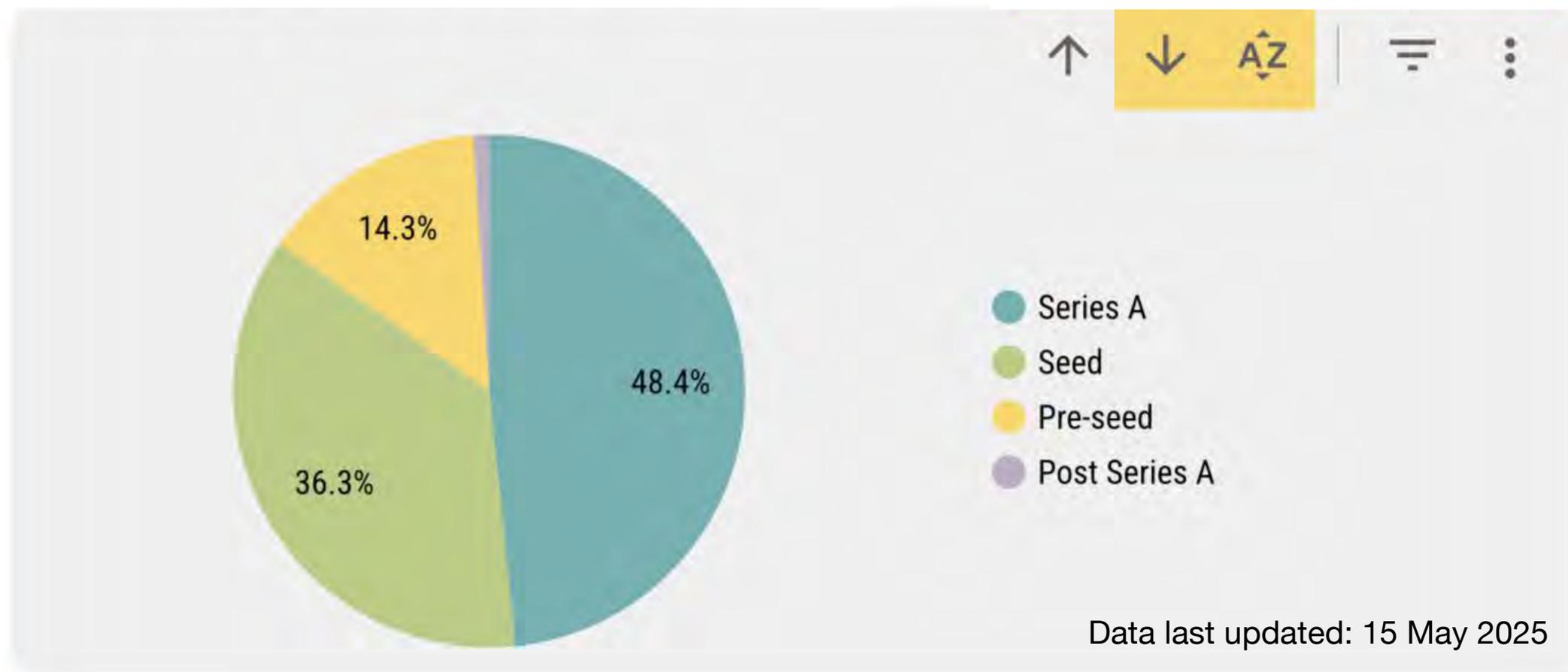
1.7M

Minimum

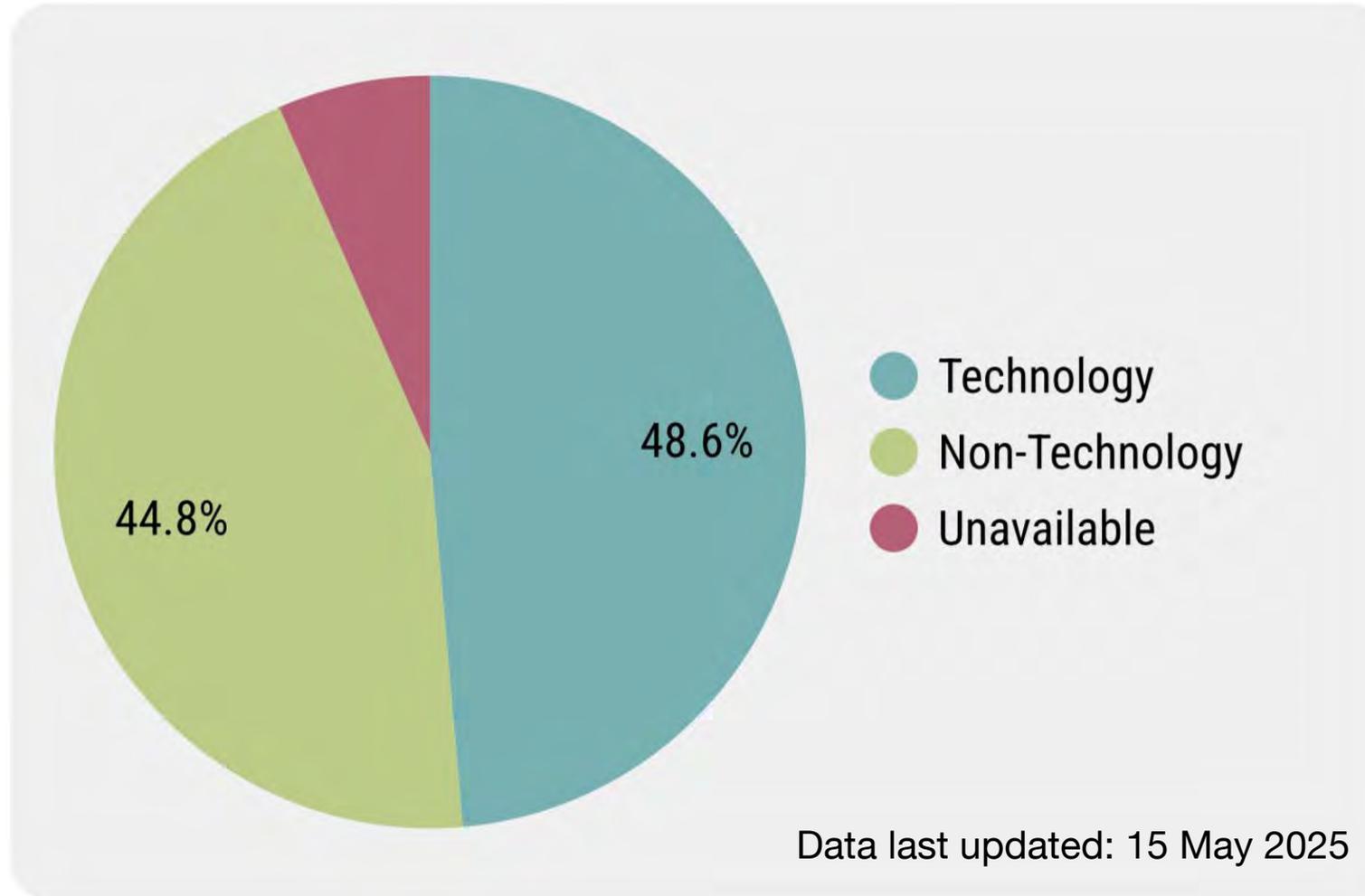
42.5K

Maximum

20.0M



INDUSTRY



Campaign/Issuer Category ▾	Issuers	Amount Raised (RM)
Unavailable	26	32,826,613.85
Technology	192	419,819,169.37
Non-Technology	177	335,081,925.81

LOCATION



States ▾	Issuers	Amount Raised (RM)
Selangor	180	386,630,692.76
Sabah	1	253,750
Pulau Pinang	21	33,132,750
Perak	4	8,044,831
Pahang	2	1,413,000
Others	40	45,927,121.85
Negeri Sembilan	2	1,460,000
Melaka	2	3,370,250
Kuala Lumpur	125	260,986,120.29
Kelantan	2	3,512,768.12
Johor	18	42,996,425.01

Data last updated: 15 May 2025

INVESTOR DEMOGRAPHICS

Chart 8-11:
Percentage of investors by various dimensions:
locality, gender, age group and type*

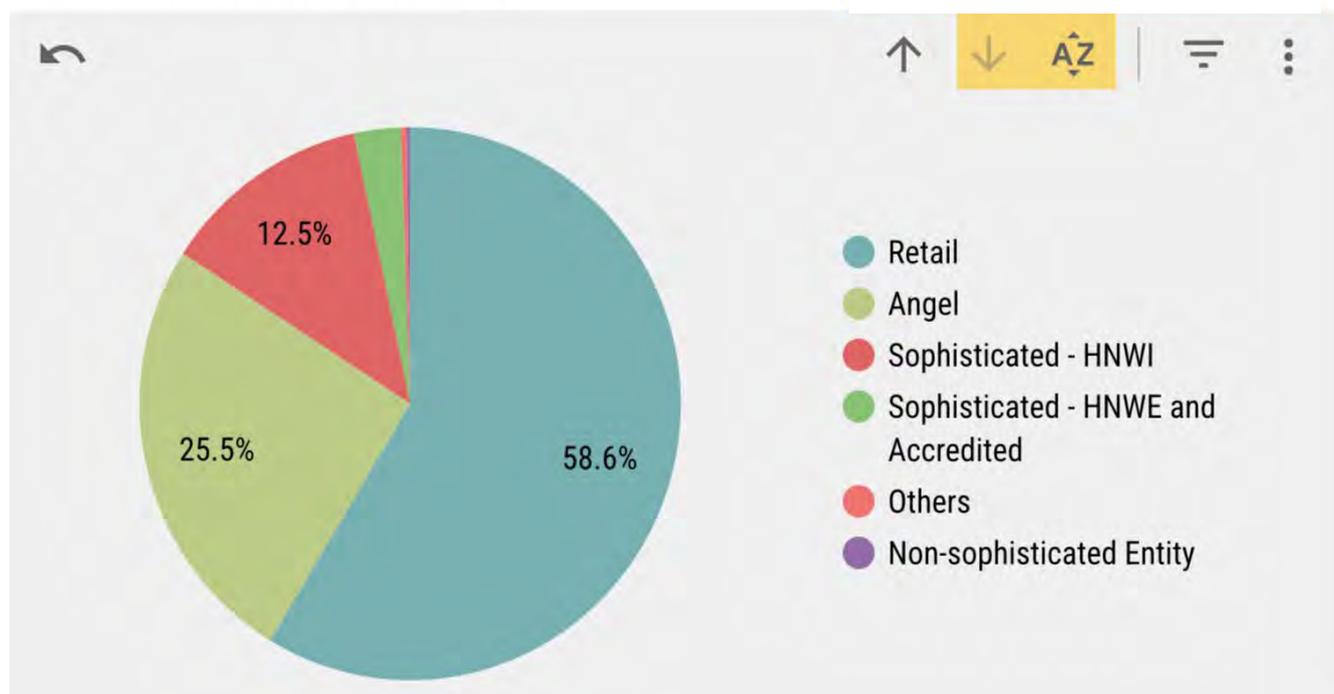
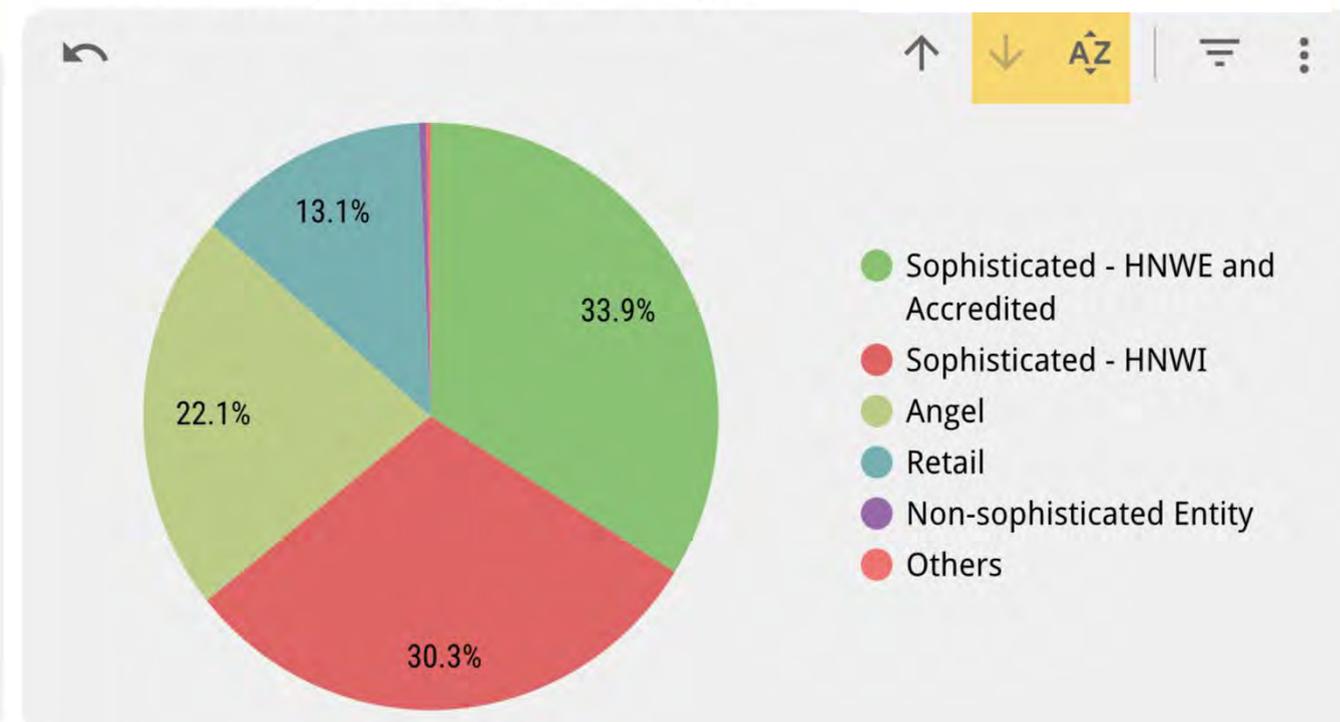


Chart 12-15:
Percentage of investment amount by various dimensions:
locality, gender, age group and type*



Data last updated: 15 May 2025

○ **Product
Crowdfunding**



○ **Equity
Crowdfunding**



Suruhanjaya Sekuriti
Securities Commission
Malaysia

Equity crowdfunding platform certified
by Securities Commission Malaysia

OUR RECORDS

TOTAL Fund
Raised

Successful
Projects

Investors



GoodMorning - To Be A World Leading Food-Tech And Multigrain Company | 成为世界领先的食品科技与综合谷粮公司



RM 20,000,000

Investors
1046

Highest Fund Raised:
RM20mil

Investors:
1,046 Pax

Kejap Food - First Malaysian Local Food Drive-Thru | 大马首创国民美食得来速



RM 4,996,125

Investors
390

1st Round ECF:
RM499k | 87 Pax

2nd Round ECF:
RM4.9mil | 390 pax

Meet Mee - 打造全马 No.1 方便板面 | Building Malaysia's No.1 Pan Mee



RM 4,636,625

Investors
330

1st Round ECF:
RM1.5mil | 203 Pax

2nd Round ECF:
RM4.6mil | 330 pax



MOVON - 开创订阅租赁时代，共创高品质未来 | Don't Worry, Just Move On



RM 20,000,000

Investors
247

Highest Fund Raised:
RM20mil

Fastest Successful Project:
247 Investors in 18 Days

DagangHalal - A Global Halal Compliance Standard Ecosystem In The Making 打造全球清真合规标准的生态系统



RM 7,009,000

Investors
322

Fund Raised:
RM7.0mil

Investors:
322 pax

Smart Rental - 打造亚洲第一商务工具订用平台 | Asia No.1 Smart Devices Subscription Provider



RM 4,606,125

Investors
177

1st Round ECF:
RM1.3mil | 63 Pax

2nd Round ECF:
RM4.6mil | 177 pax



For all MSME and startups that successfully raised funds from ECF and P2P platforms, MyCIF will invest in the following ratio:

	Platform	Investment Ratio	Maximum Investment Amount
General MSME Scheme	ECF and P2P	1:4	RM1 million
Food Security Scheme	ECF and P2P	1:2	
Environmental & Social Impact Scheme	ECF and P2P	1:2	

For instance, in case of 1:4 investment ratio, MyCIF will invest RM1 for every RM4 successfully raised from private investors on the participating platforms.

MyCIF in Numbers

Q4 2019 to Q4 2023

70,285
ECF & P2P
campaigns
co-invested in

9,523
MSMEs which
have received
co-investment

RM260M
Total co-invested
from initial
RM1.19 allocation

RM4.92B
Private sector
investment alongside
MyCIF

~93%
MyCIF issuers are
micro or small

CRAFTING YOUR STORY

**Learn how to craft a compelling story
that attracts investor attention.**



FOUNDER &
CEO

Mr. Goh Boon Peng



1. STORYTELLING: More Than Just Profits

Clarity

Ensure your story is easily understood. Avoid complex jargon.

Engagement

Keep investors interested. Use vivid language.

Memorability

Make your story stick. Use emotional connections.

Your missions and visions could be the factors to attract investors interest, not just profits. A compelling narrative is key.

Key Elements of a Great Story:

1 PROBLEMS & PAIN POINTS

Highlight the significant issue your startup addresses. Show real-world relevance.

2 YOUR SOLUTION

Explain why your product is the best. Emphasise your unique approach.

3 JOURNEY & MOTIVATION

Share your personal story. Build trust and show passion.

4 MARKET OPPORTUNITY

Demonstrate demand and scalability. Back claims with real numbers.

Build tension (problem), introduce a hero (your startup), and show a strong resolution (success).



Demonstrating Progress & Opportunity

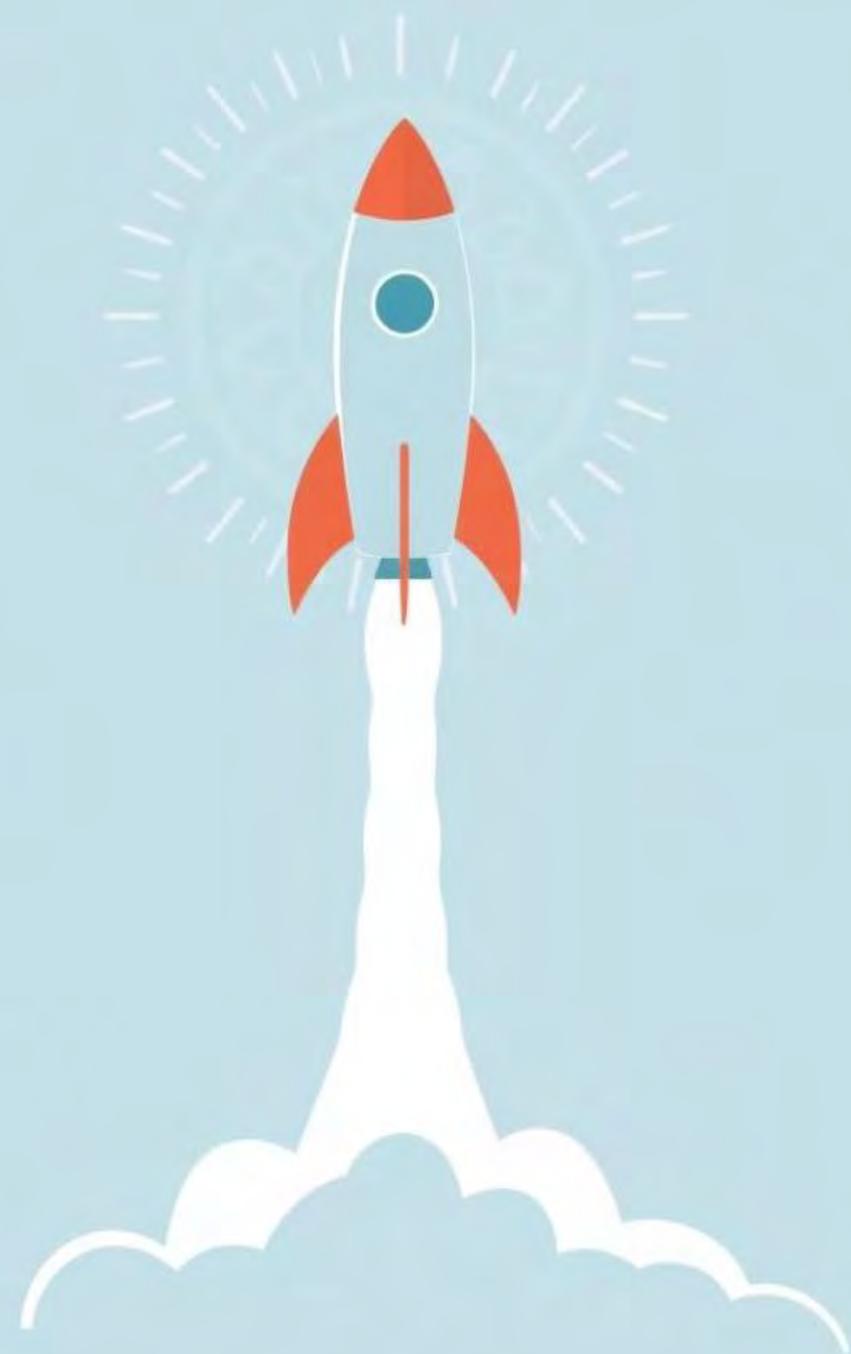
Traction & Achievements

Show progress with revenue and partnerships. Highlight key milestones.

Why Now?

Explain the timing for investment. Emphasize current market conditions.

Demonstrate progress with metrics.
Explain why now is the right moment.



2. Crafting an Impressive PITCH DECK

1

Concise

Keep it brief and to the point. 10-15 slides are ideal.

2

Visual

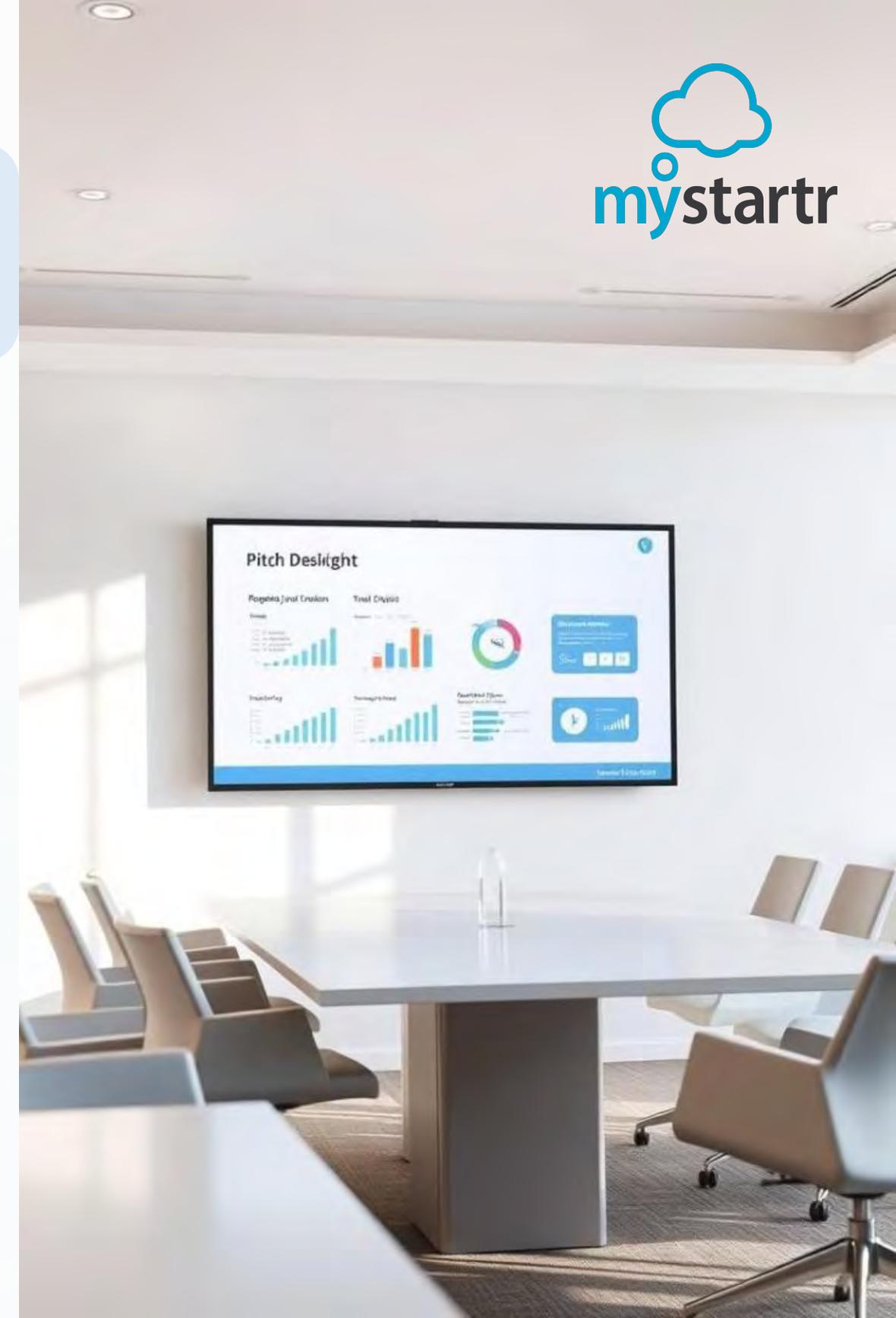
Make it visually appealing. Use engaging graphics.

3

Data-Driven

Support with solid data. Use real numbers.

A clear and impactful presentation is key.



MyStartr Pitch Deck Guide



Table Contents

A Cover

B Company

1. Company Profile
2. Company structure
3. Core team member
4. Business Nature

C Market

1. Market size
2. Market growth
3. Target market
4. Market pain point & solutions
5. Strategies
6. Competitor

D Product

1. Product/Services introduction
2. Unique selling points
3. Competitive advantage as compare to competitors

E Revenue

1. Revenue model
2. Revenue stream
3. Past Financial Traction

F Business Plan

1. Financial forecast (5 years)
2. Business Expansion Roadmap

G Funding

1. Funding Target
2. Funding Utilisation & Utilisation period
3. Funding Roadmap

H Exit

1. Exit Plan/ Strategy
2. Term Sheet
3. Investment Package
4. Return On Investment

I Back Cover

1. Contact Details

3. Make Your Pitch STAND OUT



Clarity & Simplicity

Avoid jargon; make it accessible.



Engaging Visuals

Use visuals: infographics and mockups.



Social Proof

Testimonials, media coverage, or endorsements add credibility.



Passionate Delivery

Show enthusiasm for your idea.



Call to Action

Make it easy for investors to take the next step.

Show your audience clarity, visuals, and your passion for the idea.



PITCH DECK **SAMPLE** 01



ENTOMAL **BIOTECH**

*Waste to Wealth
with Insects in 7 days*



PITCH DECK **SAMPLE** 02



For more **info**:

www.mystartr.com





THANK YOU!