



PUSAT PENDIDIKAN BERTERUSAN
Centre for Continuing Education

MASTERCLASS SERIES PROGRAM

An informative program designed to equip Accounting Professionals and Company Secretaries with key knowledge and skills of entrepreneurship fundamentals.

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Speakers



IVAN FONG
CEO,
FinBiz Consultancy

Areas of Expertise:
Valuation, Financial Management,
Crowdfunding, Fundraising, Coaching



JASON KEAN
Head of Credit,
Incite Innovations

Areas of Expertise:
Corporate finance, investment
management, digital transformation,
and credit operations.

Certificate of participation presented by Universiti Malaya

DURATION: 4 HOURS / SESSION | CLASS: VIRTUAL

MASTERCLASS MODULES

DATE | TIME

SPEAKER

Financial Modelling & Valuation for High Growth Companies

27 MAY 2024 | 8.30AM - 12.30PM

IVAN FONG

Corporate Governance for High Growth Companies

27 MAY 2024 | 1.30PM - 5.30PM

IVAN FONG

The Art & Science of Start-up Fundraising Excellence

28 MAY 2024 | 8.30AM - 12.30PM

JASON KEAN

Startup Law, Contracts & Support Solutions

28 MAY 2024 | 1.30PM - 5.30PM

JASON KEAN

Optimizing Workforce Efficiency for High Growth Companies

4 JUNE 2024 | 8.30AM - 12.30PM

JASON KEAN

Accelerating High Growth Companies with Best Practices

4 JUNE 2024 | 1.30PM - 5.30PM

JASON KEAN

For details of other training events, please visit the MAICSA website at
<https://www.maicsa.org.my/resources/cpd-training/cpd-training-calendar>

**4 CPD
HOURS**

Module	Objective	Expected Outcome
<p>Module 1: Financial Modelling & Valuation for High Growth Companies</p> <p>Description: This module aims to equip participants with the essential skills to navigate the financial complexities of high-growth companies. Participants will learn financial modelling fundamentals, forecasting techniques, and various valuation methodologies tailored to dynamic entrepreneurial ventures. Through hands-on exercises and real-world case studies, participants will gain skills to support startups and growth-stage enterprises effectively.</p>	<p>Scope Masterclass Financial Modelling & Valuation (2.5 hours)</p> <p>Objective</p> <ul style="list-style-type: none"> • Provide a comprehensive understanding of financial modelling principles, techniques, and advanced Excel proficiency. • Equip participants with scenario analysis, sensitivity modelling skills, and real-world application insights 	<ul style="list-style-type: none"> • Gain insights into the foundational principles of financial modelling, understanding its essential components and structures. • Learn practical techniques for building robust financial models tailored to different business scenarios. • Understand advanced valuation methodologies, including discounted cash flow (DCF) and comparable company analysis (CCA). • Understand the practical application of scenario analysis within financial models, enhancing decision-making dynamics. • Learn to assess the impact of different variables on financial outcomes, ensuring informed and resilient decision-making
	<p>Scope Workshop Real-World Case Studies & Application of Concepts (1.5 hours)</p> <p>Objective</p> <ul style="list-style-type: none"> • Apply theoretical knowledge to real-world financial scenarios, fostering critical thinking and problem-solving skills 	<ul style="list-style-type: none"> • Explore case studies and practical examples from various industries, gaining valuable insights into their unique considerations and challenges. • Bridge theoretical knowledge with real-world application, allowing participants to see the direct relevance of their acquired skills.
<p>Module 2: Start-up Law, Contracts and Tactical Solutions</p> <p>Description: This module aims to provide essential knowledge for assisting startups navigating the legal aspects that they most commonly face. Participants will learn about business formation, shareholding distribution, fundraising structuring, contract negotiation, intellectual property protection, and relevant regulatory compliances. Real-world insights from case studies ensure participants gain key understanding of the challenges faced by entrepreneurs, fostering confidence to strategically address legal challenges in the dynamic start-up landscape.</p>	<p>Scope Masterclass Startup Legal Essentials: Startup Law, Contracts, and Tactical Solution (2.5 hours)</p> <p>Objective</p> <ul style="list-style-type: none"> • To comprehensively understand the legal foundations and processes associated with starting and operating a company. • To equip participants with knowledge about key contracts, intellectual property protection, and legal considerations in exit strategies. 	<ul style="list-style-type: none"> • Grasp the fundamental concepts of company law. • Understand the steps involved in the incorporation process. • Be aware of the legal obligations and compliance requirements for startups. • Understand the importance of intellectual property and its role in start-up valuation. • Gain insights into legal considerations for exit strategies and mergers in the start-up context.
	<p>Scope Workshop Real-World Case Studies and Applications of Concepts (1.5 hours)</p> <p>Objective</p> <ul style="list-style-type: none"> • To apply theoretical knowledge to real-world scenarios, fostering critical thinking and problem-solving skills. 	<ul style="list-style-type: none"> • Analyse and dissect the legal challenges start-ups face in various case studies. • Identify effective legal strategies employed by successful start-ups. • Be able to correlate theoretical concepts with practical applications.

Module	Objective	Expected Outcome
<p>Module 3: The Art and Science of Start-up Fundraising Excellence</p> <p>Description: This module delves into the intricacies of start-up fundraising, from analysing financial projections to ensuring compliance with regulatory requirements. Participants will acquire the skills and knowledge necessary to navigate the complexities of start-up fundraising with confidence and expertise.</p>	<p>Scope Masterclass Fundraising Excellence: Strategies, Options, and Approaches (2.5 hours)</p> <p>Objective</p> <ul style="list-style-type: none"> •To gain a comprehensive understanding of various fundraising strategies available •To explore different approaches to fundraising and their applicability in diverse contexts. •To develop practical skills for implementing and executing fundraising initiatives successfully. •To Identify potential challenges and risks associated with different fundraising approaches and learn strategies for mitigation. •Cultivate critical thinking and decision- making skills to optimize fundraising outcomes and maximize impact. 	<ul style="list-style-type: none"> •Comprehend the diverse sources of start-up funding. •Be familiar with essential terminology related to fundraising. •Understand the criteria investors look for in potential investments. •Be equipped with the skills to craft a compelling value proposition for their start-up. •Create a personalized fundraising plan tailored to their start-up. •Develop effective negotiation skills, particularly in dealing with term sheets. •Comprehend the legal aspects of fundraising, ensuring compliance and risk mitigation
	<p>Scope Workshop Real-World Case Studies and Applications of Concepts (1.5 hours)</p> <p>Objective</p> <ul style="list-style-type: none"> •To expose participants to real-world fundraising scenarios, encouraging critical thinking and the application of learned strategies 	<ul style="list-style-type: none"> •Analyse and derive lessons from successful fundraising stories. •Learn from challenges and successes faced by other start-ups in the fundraising process. •Apply learned strategies to solve fundraising challenges through interactive case studies and discussions
<p>Module 4: Corporate Governance for High Growth Companies</p> <p>Description: This module provides participants with a comprehensive understanding of corporate governance, focusing on essential knowledge and practical skills necessary for effective organizational management. Covering topics such as corporate structure, ethical considerations, and integrity standards, participants will learn how to uphold best practices while running their organizations according to industry standards.</p>	<p>Scope Masterclass Corporate Governance Essentials (2.5 hours)</p> <p>Objective</p> <ul style="list-style-type: none"> •Gain comprehensive understanding of corporate governance principles. •Learn essential knowledge of corporate structure, ethics, and integrity standards. •Develop practical skills for implementing best practices in organizational management. •Understand industry standards and promote transparency and accountability within organizations. 	<ul style="list-style-type: none"> •Able to identify and analyse corporate structures, ethics, and integrity standards. •Gain practical skills for implementing best practices in organizational management. •Understand ethical behaviour within organizations.
	<p>Scope Workshop Real-World Case Studies and Applications of Concepts (1.5 hours)</p> <p>Objective</p> <ul style="list-style-type: none"> •To apply theoretical knowledge to real- world scenarios through case studies, analysing capitalization table structures, effective shareholder agreements, and NDA enforcement 	<ul style="list-style-type: none"> •Analyse various capitalization table structures and their implications. •Evaluate real-world scenarios of effective and challenging shareholder agreements. •Examine NDA enforcement cases and legal considerations

Module	Objective	Expected Outcome
<p>Module 5: Optimizing Workforce Efficiency for High Growth Companies</p> <p>Description: This module aims to equip participants with essential knowledge and skills for building and nurturing a team effectively, establishing a roadmap to recruit the right individuals for scaling, and building the right culture for organizational success. Participants will explore strategies to maximize productivity and performance, streamline operations, and foster a culture of excellence conducive to rapid growth.</p>	<p>Scope Masterclass Workforce optimization strategies (2.5 hours)</p> <p>Objective</p> <ul style="list-style-type: none"> •To provide essential knowledge and skills for effective team building and nurturing. •To establish a roadmap for recruiting individuals to support organizational scaling. •Explore strategies for maximizing productivity and performance. •Learn how to streamline operations to enhance efficiency. 	<ul style="list-style-type: none"> •Understand proficiency in team building and nurturing. •Able to successfully implement recruitment strategies for organizational scaling. •Learn positive organizational culture shift, enhancing engagement and retention. •Understand how to streamline operations and improved efficiency.
	<p>Scope Workshop Real-World Case Studies and Applications of Concepts (1.5 hours)</p> <p>Objective</p> <ul style="list-style-type: none"> •Interactive case study challenging participants to analyse and manage the key resources (inclusive of human capital, manpower, expertise) needed to get the companies to move in the right direction 	<ul style="list-style-type: none"> •Apply module concepts to real-world scenarios, enhancing skills in team building, recruitment, and culture management.
<p>Module 6: Accelerating High Growth Companies with Best Practices</p> <p>Description: This module is designed to accelerate the growth of high-growth companies by implementing industry-leading best practices. The module combines insightful masterclass sessions, real-world case studies, and interactive exercises to provide practical strategies and techniques for sustainable scaling and achieving success in a competitive business environment.</p>	<p>Scope Masterclass Strategies for Growth and Sustainable Scaling (2.5 hours)</p> <p>Objective</p> <ul style="list-style-type: none"> •Provide participants with a foundational understanding of sustainable scaling strategies and equip them with strategic planning tools tailored for their specific needs. •Instilling best practices for operational efficiency and scalability, while exploring cutting-edge marketing and branding approaches 	<ul style="list-style-type: none"> •Delve into tried-and-true methods to identify opportunities that fuel sustainable growth for MSMEs. •Actively engage in developing growth strategies that are specifically tailored to address the distinctive challenges •Learn to align their growth plans with the nuanced requirements of their business scale. •Delve into the latest digital marketing trends and tools, learning how to leverage the digital landscape effectively
	<p>Scope Workshop Real-World Case Studies and Applications of Concepts (1.5 hours)</p> <p>Objective</p> <ul style="list-style-type: none"> •Explore the unique challenges faced by high-growth startups in scaling their operations. •Analyse real-world scenarios showcasing successful scaling strategies. 	<ul style="list-style-type: none"> •Gain insights into challenges associated with scaling high-growth startups. •Increased ability to analyse and implement successful growth strategies. •Enhanced skills in adapting theoretical knowledge to real-world scenarios, facilitating informed decision-making.

WEBINAR FEE

(Fee is inclusive of 8% Service tax)

Category	Normal Fee per person (RM) per session
MAICSA Member/Affiliate/Graduate/Student	500
Non member	650

ENQUIRIES:

Email: training@maicsa.org.my

Tel: **03-2282 9276 (ext 803/805/806/807)**

Attention: Training Department

- Fee is payable to **MAICSA**

PAYMENT MODE:

Online transfer

RHB Account No: 2-64-094-0000-4232

Swift Code: RHBBMYKL

Note: Bank charges for telegraphic transfer will be borne by the client.

Please email the bank-in slip/ transfer advice to training@maicsa.org.my or fax to 603-2283 4492, for our verification and record.

Individual Registration: Full payment shall be made AFTER you have done the online registration.

Company Registration: Full payment shall be made 7 days BEFORE the webinar.

- Access to join the webinar shall be granted only upon full payment as per the above requirement.
- **NO Letter of undertaking is accepted.**

Upon successfully registration, you are deemed to have read and accepted the terms and conditions.

TERMS & CONDITIONS FOR WEBINARS

WEBINAR ACCESS LINK

- The Access Link will be emailed at least one day before the commencement of the webinar.
- The Access Link is unique and should not be forwarded/shared with others.

CANCELLATION/REFUND/REPLACEMENT/TRANSFER

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

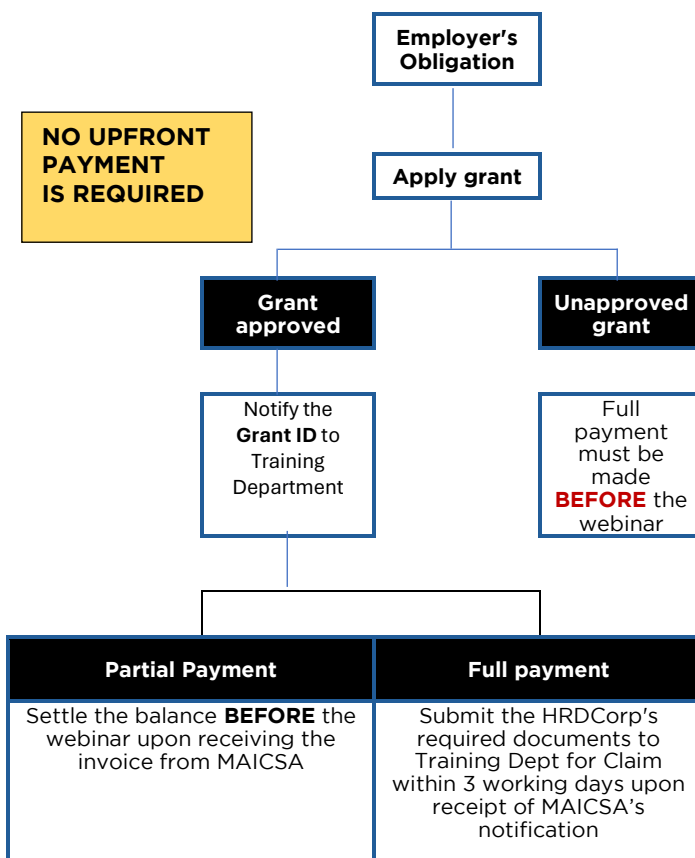
- For written cancellation received with minimum seven (7) days' notice from the date of the webinar, no penalties will be imposed and full refund will be made to participants who have paid.
- For written cancellation received less than seven (7) days from the date of the webinar, an administrative charge of 20% of the registration fee will be imposed. Unpaid registrations include those registrations with HRDCorp grant will also be liable for a 20% administrative charge.
- No refunds will be made for written cancellations received on the day of the webinar or for participants who failed to join the webinar. Unpaid registrations include registrations with HRDCorp grant will also be liable for full payment of the registration fee.
- Replacement of participant and transfer of webinar are not acceptable.

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MAICSA is an approved Training Provider registered under 'The Malaysian Institute of Chartered Secretaries and Administrators' (**MyCoID: 1472 (SEL)**).

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REMOTE ONLINE TRAINING (PUBLIC)



- To make full payment to MAICSA as per the issued Invoice within 14 working days upon receipt of MAICSA's notification in the event the approved training fee is cancelled by HRDCorp due to non-compliance on the part of the participant or his/her employer or any valid reasons stipulated by HRDCorp.

CERTIFICATE OF ATTENDANCE AND CPD HOURS

- Participants will be issued with an e-certificate of attendance and full payment and awarded CPD hours upon strict compliance of the following terms:
 - Remain logged in at least 75% of the time allocated for the webinar,
 - Submit the feedback form within 3 days after the completion of the webinar
- Delegates may check their E-certificates from this link <https://www.maicsa.org.my/resources/cpd-training/e-certificate-of-attendancee-confirmation-letter-of-attendance> within 5 working days after the webinar.
- For MAICSA members, the CPD hours will be credited into the CPD Tracker System within 14 days of the webinar for participants who have complied with all terms and conditions stipulated herein.
- For MAICSA members who are also PC Holder, please contact SSM for the calculation and recognition of CPD Hours for online training held by MAICSA.
- For non MAICSA members, please contact your professional body or regulator for the calculation and recognition of CPD Hours for courses held by MAICSA.

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