



Entrepreneur Workshop: How to Raise Capital for Your Small Business

WHO IS THIS PROGRAM FOR?:

Small business owners & Early-stage founders looking to raise capital to start or scale their business.
Also suitable for aspiring entrepreneurs looking to launch their business in the next year.

**By Raja Jesrina Arshad
Founder & CEO, PurelyB**



Workshop Creator & Entrepreneurship Coach Raja Jesrina Arshad

Jesrina is an experienced entrepreneur who has successfully raised RM8million for her wellness startup, PurelyB, over the past 8 years since inception in 2015 - despite having zero to minimal revenue in the first few years.

Her journey has given her invaluable insights into securing funding through venture capitalists, equity crowdfunding, grants and debt venture loans, and connections into these networks. She's on a mission to empower and help guide women entrepreneurs, in navigating the complex world of fundraising.

As the Founder and CEO of PurelyB, a leading wellness brand in SE-Asia, backed by silicon-valley based VC 500 Startups, Jesrina is elevating Malaysian superfoods onto the global stage. Now with over 7 million users worldwide, and actively expanding into US & Singapore.

Awards and Accolades:

- 'Leadership Excellence' Bumiputra Business Excellence Award 2023
- CIO ASEAN's Top 10 Innovative Health Companies in Malaysia 2018
- ASEAN-BAC Rising Entrepreneur of the Year Award 2017
- Malaysia Tatler's Entrepreneur of the Year Award 2016.
- Red Herring's top 100 startups in Asia Award 2016



2-Day Intensive Workshop to help get you investor ready for loans, grants & equity investment



9th Dec

Saturday

9:30am – 5pm



16th Dec

Saturday

9:30am – 5:30pm



Dec '23-Feb'24

3 Months

One-on-One

Mentorship Support

Venue: Pavilion Embassy

The Workshop includes 2 days of workshops by seasoned entrepreneurs & business advisors.
PLUS 3 months of mentorship coaching & support from Jesrina personally to help ensure you have the support you need for your next stage of growth post-workshop.



DAY 1: 9th December

Fundraising Fundamentals & Pitch Deck Mastery



Time:	Module Session:
9:30am	Introduction Jesrina gives an overview for the 2 days and shares her personal founder & fundraising journey.
10:00am	Session 1: Navigating the Funding Landscape (1 hour) <ul style="list-style-type: none">• Explore Venture Capital, Angel Investors, and Equity Crowdfunding• Uncover Local Grants & Loans for Small Businesses
11:00am	<ul style="list-style-type: none">• Session 2: Crafting a Persuasive Pitch Building an Investor-Friendly 5-10 mins Pitch Deck + The different types of decks to have ready.• The Art of Compelling Storytelling for your vision & business
1:00pm	LUNCH
1:45pm	Session 3: Financial Essentials 101 <ul style="list-style-type: none">• Basic Understanding of Valuation and Cap Tables (Templates provided)• Financial Projections & Financial Modelling Tips (Templates provided)
3:00pm	Session 4: Practical Pitch Deck Workshop <ul style="list-style-type: none">• Create a 5-10 Minute Investor-Ready Pitch Deck + Apply learnings to your pitch
5:00pm	END

DAY 2: 16th December

Preparing for Investment



Time:	Module Session:
9:30am	Session 5: Proving Your Potential <ul style="list-style-type: none">• Metrics to Demonstrate Traction & Viability for investors• Don't have enough traction? We'll share Cost-Efficient Marketing methods to increase traction
10:30am	Session 6: Navigating the Investment Process part I <ul style="list-style-type: none">• Understanding & Managing the Investment Processes & requirements• Checklist of items you need in your data room• Post-Investment Processes (managing Investor Relations)
11:30am	<ul style="list-style-type: none">• BRUNCH (Early Lunch)
12:15pm	Session 7: Navigating the Investment Process part II <ul style="list-style-type: none">• Valuation, Investor Term Sheets, Shareholding agreements• Importance and Role of CoSec in Issuance of Shares.• Deal Structures
1:15pm	Session 8: Equity Crowdfunding, a feasible funding option for Small Businesses -How to get started <ul style="list-style-type: none">• Led by Founder & CEO of ECF platform Ata Plus & Award winning fintech entrepreneur - Elaine Lockman.• Jesrina shares how PurelyB raised RM2Million in 3 months on Ata Plus in 2017.
3:00pm	Session 9: Pitch Your Business <ul style="list-style-type: none">• Apply Workshop Learnings to Pitch Your Business• Receive Real-Time Feedback from a panel of angel investors & serial entrepreneurs to elevate your pitch.
5:00pm	END

Meet your other Mentors & Coaches



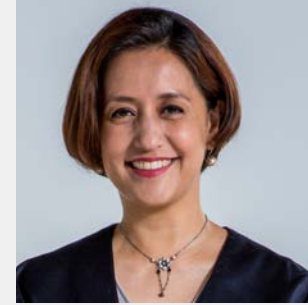
Patricia Lim

- Angel investor, impact investor & social entrepreneur.
- Cofounder of Circles of Angels mentoring, advising and investing in various startups in APAC region making positive impact to local communities tackling UNSDG goals.



Elain Lockman

- CEO & Co-Founder of Ata Plus Sdn Bhd, a registered Equity Crowdfunding platform with the Securities Commission Malaysia helping startups raise funds.
- Council Member for the Malaysian Business Angel Network (MBAN), Independent Board Member of Reservoir Link Berhad (KLSE), Daya Materials Berhad (KLSE) & more.
- Awarded the “BERG 2019 Women Icons Malaysia”



Aireen Omar

- President (Investment & Ventures) at Capital A ventures, promoting innovation throughout the Group and encouraging collaboration across AirAsia’s businesses and markets.
- Previously CEO of AirAsia
- Non-Executive Director of Tune Protect Group Berhad.
- Outstanding CEO Achievement Award by Malaysian Women of Excellence, Corporate Treasurer’s 25 Most Influential Women in Treasury, APAC CEO of the Year 2017 by Aviation 100 Awards.



Meet your other Mentors & Coaches



Nuraizah Baharin

- Aizah is a multi-award winning technopreneur and serial entrepreneur. An Electrical Engineer, she began her career in engineering and R&D with Motorola and Nokia. She started her first company in 2006, and now runs Madcat World, a software development house and Madcash, a Fintech that works on growing women with micro businesses.
- ASEAN Access Ambassador and Malaysia's local consultant in a 5 year project to encourage greater digital adoption amongst women entrepreneurs.
- Raised RM5Million in 2023 to drive financing for undeserved women entrepreneurs



Dave Chang

- Entrepreneur turned media investor. Previously Chief Marketing Officer of Althea, SE-Asia's largest Korean Beauty Ecommerce platform which grew USD\$500k to USD\$10Mill in annual revenue in 1.5 years.
- Previously led GroupOn's expansion into China



What You Will Gain

Pitching Prowess

Learn how to craft compelling pitch decks, tell persuasive stories, and develop an authentic vision that captivates investors and accelerates your fundraising journey.



01



Strategic Funding Knowledge

Gain a good understanding of various funding options, and how to access them for your biz.

02

03



Financial Proficiency

Develop a foundation in financial modelling, valuation, and cap table essentials, equipping you with the tools to raise investment.

04

Launching board to raising funds via equity crowdfunding

The most feasible funding option for small businesses

05

3 Months mentorship support

Get Continuous Support on your fundraising & entrepreneurship journey



**Don't Downgrade Your Dreams
To Match Your Reality.**

**Upgrade Your Faith and
Unlock Your Destiny.**

Thank You

Any Questions? Contact Jesrina

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