



ELEVATE

RAISE YOUR GAME



The average age of a company listed on the S&P 500 has *fallen* from almost 60 years old in the 1950s to less than 20 years old today.

It is vital for businesses of today to optimise and streamline processes to stay relevant.

Professionalising Business

**In the new world, it's not the big
fish which eats the small fish;
it's the fast fish which eats the
slow fish**

WHAT IS ELEVATE?

Elevate raises your company's game to become investment-ready through capital markets

Elevate is designed by Capital Markets Malaysia (CMM) and 1337 Ventures to prepare your business to capital raise through a **12-month programme** that boosts the professionalisation of your company to today's rigorous standards in a three-phased process:

1. **Reinforce** business foundations to support your growth
2. Develop **Strategic Considerations** on your most ideal funding options
3. Finetune your business to execute its chosen **Capital Raising** strategy

Parts of Elevate will teach **practical information**. Others will be impactful **networking sessions** and **1:1 coaching with subject matter experts**. And to conclude, a **Gala Night** will be hosted with top investors and firms across the region, together with high-profile entrepreneurs.



TRAINING BY
TOP GLOBAL
BRANDS



EXCLUSIVE
NETWORKING
EVENTS



MENTORING
AND
COACHING



PITCH
BOOTCAMPs



GALA NIGHT

PROGRAMME SESSIONS

96

Hours of
Training



72

Hours of
1:1 Mentoring



32

Hours of Pitch
Bootcamps



6

Networking
Sessions



10

Monthly
Events/Seminars

Networking and Investor Engagement

Experience [bi-monthly networking sessions](#) in Elevate, where participants meet entrepreneurs and investors from a variety of industries, outside of their own. This will expand your network and influence.

To conclude the programme, an [Investor Engagement](#) will be hosted, where [top investors and firms across the region, together with high-profile entrepreneurs](#) will be invited to see the pitches of each companies and the progress they have undergone. This will be a platform for participants to pitch to a group of investors.

Coaching and Pitching

Each participant will be assigned to a [coach best fit to their company's needs, sector, and stage](#). The participants will be placed in cross-collaborative groups of 8-10 to promote a [synergistic and intimate learning environment](#), to tackle their problems together.

These [bi-weekly touchpoints](#) will consist of initial review, goal alignment, reality check, options and plans, as well as a way forward. The coaches will proactively assist with company growth, depending on the participants' needs.

1. Review

"What worked, what hasn't?"
Review of the previous week's touch point

2. Goal Alignment

"Are we still on track to our goal?" Aligning back to the goal and revisiting if any milestones have changed

3. Reality Check

"If we continue as we are, where will we be?" Coaches help participants to gain awareness of their situation

4. Options & Plans

"What will get you closer to your goal?" Coaches help companies generate solutions

5. Way Forward

"What do you think you need to do first?" Coaches help generate moving forward plan

PROGRAMME MODULES

PHASE 1

Reinforce Your Business
Month 1-4

PHASE 2

Strategic Considerations
Month 5-8

PHASE 3

Capital Raising
Month 9-12

PHASE 1: REINFORCE YOUR BUSINESS

During the Reinforce phase of Elevate, you will learn how to establish yourself as a modern professional company through new marketing and fundraising strategies. You will also learn the latest business methodology of Design Thinking to broaden your company's customer perspectives.

COURSE 1

Design Thinking

COURSE 2

Evaluating Fundraising
Options

COURSE 3

Dynamic
Marketing

COURSE 1 DESIGN THINKING

Design Thinking is a systematic method of thinking which empowers even the most traditional thinkers to develop innovative solutions. Joining creativity with logic, it solves problems with the end-user in mind.

Design Thinking is used by leading companies worldwide, including Google and Coca-Cola. By helping companies reinforce the core of their existence: their customers, it has produced excellent and proven results for businesses.

2 DAYS

OBJECTIVE

To enhance your business innovation for market impact, value creation, and speed

COURSE 2 EVALUATING FUNDRAISING OPTIONS

There are a few ways to raise capital. Each method, be it [Venture Capital \(VC\)](#), [Private Equity \(PE\)](#) or [Initial Public Offering \(IPO\)](#), has its pros and cons. Knowing and preparing you with the fundraising option that best suits your business helps you roadmap and increase your chances in capital raising.

[Elevate partners](#) have been capital raising for [over 10 years](#), ready and experienced to mentor your business to success.

1.5 DAYS

OBJECTIVE

To develop a roadmap for the best fundraising option for you business



COURSE 3 DYNAMIC MARKETING

A brand is **how a company or organisation is perceived by those who experience it**. In this session, you will learn the intangible importance of branding, including **how to update your brand for the discerning modern consumer**, who has more choice than ever.

Dynamic Marketing will show you how to **update your marketing strategy** to adapt to the rapid changes in how consumers absorb information.

1 DAY

OBJECTIVE

To learn the importance of branding and recognising that your brand is not just a logo and name, but an engaging story and message to tell

PHASE 2: STRATEGIC CONSIDERATIONS

During the Strategy phase, branding/marketing, and governance - skills crucial in ensuring that the company's foundation can support its growth. Introducing funding options that will help them raise capital to execute their short, mid, and long term strategies. Prepares the company in their fundraising exercises, equipping them with relevant skills and documents to impress and secure their future funders, be it for VC, PE, or IPO

COURSE 1

Governance and
Ethics

COURSE 2

Equity Story

COURSE 3

Structure,
Financials and Internal
Controls

COURSE 1 GOVERNANCE AND ETHICS

Corporate Governance is vital for a company, especially a big one, to work smoothly through clear accountability and communication. Having an **ethical business will help in developing trust** and maintaining ensures that the firm flourishes profitably with a good reputation. **Trust leads to predictability and efficiency** of the business.

Too often this topic is conceived as a set of impositions and constraints to business operations. However, in practice, it is incredibly important for effective planning and operations of your company.

2 DAYS

OBJECTIVE

Understand key elements of business management and corporate integrity such as legal principles, and governance & ethics



COURSE 2

EQUITY STORY

An equity story demonstrates the **features or Unique Selling Points (USP)** of an enterprise, and is designed to make the business an **attractive investment for investors**. As a crucial marketing element, the equity story needs to present details with concrete facts to resolve potential doubts and inspire confidence of investors in advance.

Your Equity Story flaunts your USP and is designed to make it an **attractive investment for investors**. It is a central element in the value of your business. Your equity story has to be as honest and attractive as possible.

PHASE 2: STRATEGIC CONSIDERATION

1 DAY

OBJECTIVE

Understand the importance of crafting an effective equity story and identify key characteristics of successful equity stories



COURSE 3 STRUCTURE, FINANCIALS AND INTERNAL CONTROLS

An effective internal control structure includes a company's plan and all the procedures to protect its assets against theft and waste, ensure compliance with company policies and federal law, evaluate the performance of all personnel to promote efficient operations, etc.. The purpose of internal control is to [ensure the efficient operations of a business, thus enabling the business to effectively reach its goals.](#)

An effective internal control structure includes a company's organisation plan and the procedures and actions it takes to protect its assets and ensure compliance. You will also learn different financial models such as [forecasting, Discounted Cash Flow \(DCF\), and Merger models.](#)

2.5 DAYS

OBJECTIVE

Evaluate your company's current structure, financials and internal controls to produce an effective road map with detailed steps to professionalise your business



PHASE 3: CAPITAL RAISING

You will prepare a comprehensive audit of your business processes and be guided in preparing crucial documents for your chosen capital raising exercise. You will **work with award-winning global consultants to fine-tune your business plan and equity story**. By optimising internal controls and working with the best external team, your business will be set for successful capital raising.

COURSE 1

Business Plan and
Equity Story

COURSE 2

Structure and Internal Controls

COURSE 3

Right External
Team

COURSE 1 BUSINESS PLAN AND EQUITY STORY

The business plan and equity story is crucial to help investors understand your company's vision, operations, and growth plan. Through this module, we will help you in identifying your company's flaws, and work out an actionable roadmap to mend it, and amplify your business' expertise.

Through fine-tuning your business plan and equity story, you will identify what investors look for in your company, remedy your shortcomings, create an actionable roadmap, and justify your unique value proposition.

2.5 DAYS

OBJECTIVE

- Optimise your business' business plan and equity story
- Highlight key features that will entice investors



COURSE 2 STRUCTURE AND INTERNAL CONTROL

Through this module, participants will understand the purpose of each financial model, ranging from forecasting, Discounted Cash Flow (DCF), and Merger models. Implement functions and internal controls to give investors confidence. Delegate tasks to ensure a smooth, and successful fundraising exercise.

Structure and internal controls are important for a professional business even if not fundraising.

1 DAY

OBJECTIVE

Implement functions and internal controls to give investors assurance and confidence



COURSE 3 RIGHT EXTERNAL TEAM

In addition to your internal recruitment, you will need to evaluate and choose a suitable external team to support you through your fundraising process. Each of these team members are crucial in [implementing policies such as committee charters, ensuring timely delivery of financial reports, accurate reporting, and more.](#)

By identifying the right external team, you can connect your business with the right network for successful capital raising.

1 DAY

OBJECTIVE

- Understand the key components needed to help off-load your company's tasks
- Identify the key characteristics to seek in a suitable external team

PROGRAMME FEE

The Elevate programme is substantially subsidised by the Capital Markets Development Fund (CMDf) to support Malaysian mid-tier companies.

Participants are required to pay a fee of RM 6,000 per company. This fee is HRDF claimable.



APPLY TODAY



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Partners



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