

RESEARCHERS PITCHING WORKSHOP

SCOPE OF TRAINING:

1. Business plan - commercialisation - gap identification
2. Pitching skills

CONTENT COVERED:

Day 1 – Content for Pitching, Pitching Techniques & Skills
Day 2 - Participants pitching and feedback session

DELIVERABLES :

1. Identification of gap in business proposal
2. Slides presentation for 10 minutes pitching
3. Pitching rehearsal

PRE-REQUISITE:

- This training is exclusively for researchers who are in the commercialisation stage of their project
- They are involved in pitching rounds to obtain funding from agencies/ collaborative partnership / joint venture.
- Seminar fee is borne by MDeC and MOSTI
- Travelling cost : To be taken up by the individual IHLs
- Accommodation cost : To be taken up by the individual IHLs
- Researchers must commit full attendance during the 2 days workshop
- Researchers must submit their revised/improvised pitching slides after the training is concluded.
- During the 2nd day – researchers are required to do a mock pitching in front of a specially invited panels from MDeC .

TRAINER PROFILE



A career history spanning over 30 years beginning in 1977 as a Teaching Assistant and currently a Principal Partner of e2B Consulting Sdn Bhd and holding directorships of a number of Technology based companies. Has spent the last 20 years in Senior Management positions in various companies and has been exposed to various Industries, such as, E-Commerce, Information Technology, Engineering, Shipping, Telecommunications, Manufacturing and Consulting.

Over the years, he has also been called upon to sit in various Governmental committees such as the EDI implementation committee on electronic trade headed by MAMPU, a sub-

committee on e-Commerce under the NITC (National IT Council). He has been representing the industry as member of the Technical Evaluation Committee for the Pre-Seed Grant managed by MDeC. He is also one of the judges appointed for the APICTA awards. In addition to his present work and social engagements, he has also been active in various speaking engagements in various seminars and workshops. In addition, he has also been engaged to provide semi-professional training especially in the area of entrepreneurship.

From the perspective of the Industry, Ritakamal is also very active, he is currently the President of the Bumiputra Association of Innovation & Creativity (BAIC) and Vice-President of the New Entrepreneur Forum (NEF).

AGENDA - DAY 1

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| a) Introduction & Ice Breaking Session | 09.00 – 09.30 |
| b) Presentation content | 09.00 – 10.45 |
| ➤ Value proposition | |
| ➤ Business model | |
| Tea Break | 10.45 – 11.00 |
| c) Continuation on content - | 11.00 – 13.00 |
| ➤ Commercialization Plan | |
| ➤ Development Plan | |
| ➤ Technology Plan | |
| ➤ Financial Plan | |
| Lunch Break | 13.00 – 14.30 |
| d) Initial evaluation of Participants skills | 14.30 – 15.30 |
| Tea Break | 15.30 – 15.45 |
| e) Presentation drill | 15.45 – 17.30 |

AGENDA - DAY 2

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| a) What investors want to hear | 09.00 – 10.30 |
| Tea Break | 10.30 – 10.45 |
| b) Preparation for Mock Pitch to panels
/ One-to-One Consultation | 10.45 – 13.00 |
| Lunch Break & Check Out | 13.00 – 14.15 |
| c) Mock Pitch with invited panellist | 14.15 – 16.00 |
| Tea Break | 16.00 – 16.15 |
| d) Mock Pitch with invited panellist (Cont'd) | 16.15 – 17.30 |