

MBAN ANGEL & CORPORATE INVESTMENT SUMMIT 2022

POST EVENT REPORT

MBAN
SUMMIT 2022

THE FUTURE OF INNOVATION, INVESTMENT & ENTREPRENEURSHIP



#MBANSUMMIT2022

23-24 JUNE 2022

KUALA LUMPUR, MALAYSIA

Auditorium @ Enterprise 4, MRANTI Park | VIRTUAL EXPERIENCE

MBAN
SUMMIT 2022

THE FUTURE OF

INNOVATION, INVESTMENT & ENTREPRENEURSHIP

KUALA LUMPUR | VIRTUAL CONFERENCE
23 - 24 JUNE 2022

#MBANSUMMIT2022

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OVERVIEW OF MBAN SUMMIT 2022

MBAN SUMMIT



The Malaysian Business Angel Network (MBAN) recently hosted the MBAN Angel & Corporate Investment Summit 2022, on the 23rd and 24th of June 2022 at MRANTI Park, Malaysia with Cradle Fund (Cradle) and Hong Leong Bank as the main sponsors with Sarawak Digital Economy Corporation (SDEC), MRANTI and Sea Capital Management as Unicorn sponsors. The MBAN Summit 2022 provided a platform for investing and startup communities as well as friends and partners of MBAN from around the region in an open dialogue, under one roof to discuss how corporations and institutional investors can be more involved in the early-stage startup ecosystem either through investment or adoption.

Taking on the theme - “The Future of Innovation, Investment and Entrepreneurship” the summit was officiated by YB Dato’ Sri Dr Adham Bin Baba, Minister of Science, Technology and Innovation (MOSTI) and featured 30 guest speakers and panellists, four keynote sessions and fireside chats, three masterclasses and six panel discussions with over 330 delegates consisting of the movers and shakers of the early stage investment community gathered during the two-day summit.

OPENING

Mr. Alam Lim, President of the Malaysian Business Angel Network (MBAN) opened the MBAN Summit on Thursday 23rd June 2022.

In his opening remarks, Alan Lim who is also the principal advisor of Nexea Angels emphasised the importance of corporate involvement in startup's early-stage investment that will further fuel the growth of the startup ecosystem. He shared that for the past 12 months, MBAN has begun to onboard more corporate members to join the ever growing MBAN community and urged delegates to support more corporate and startup collaboration.



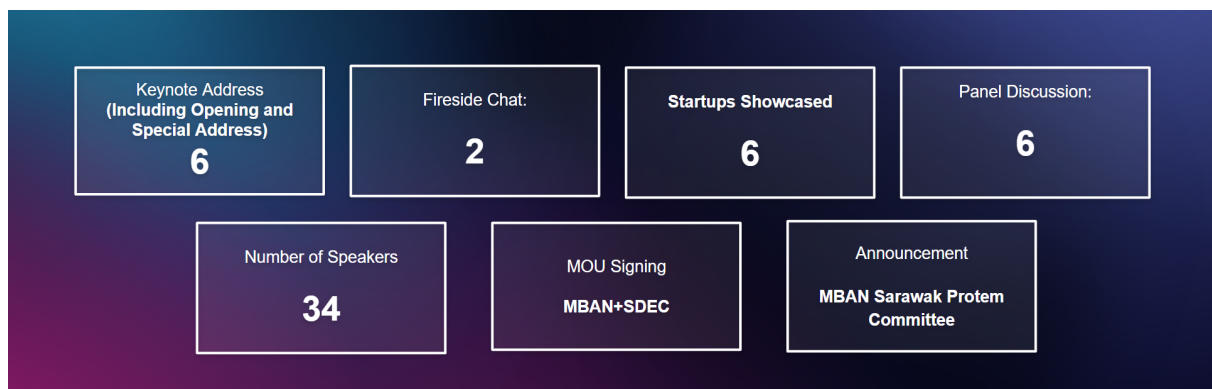
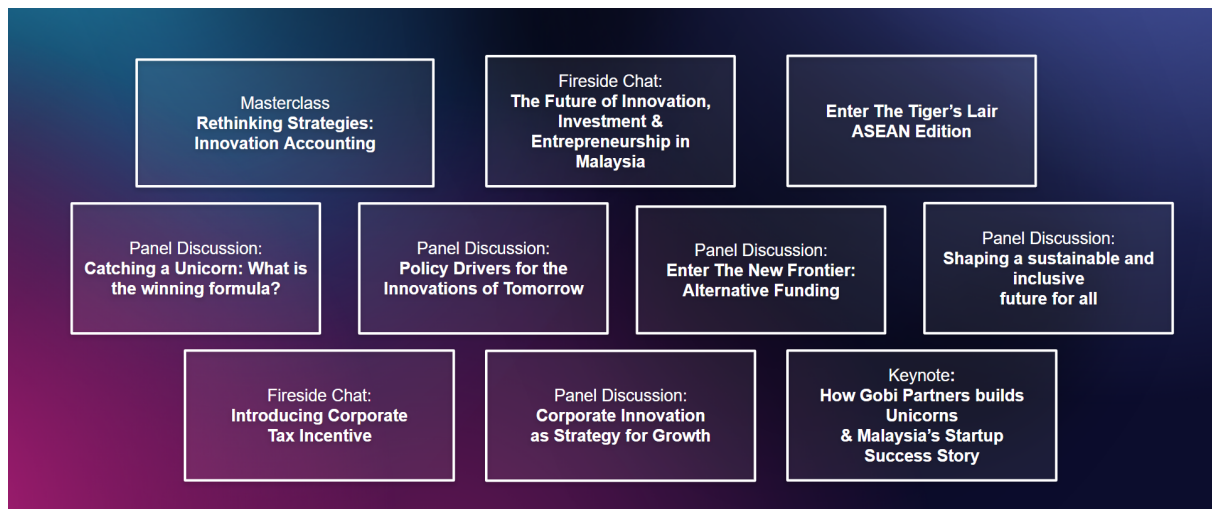
SPECIAL ADDRESS



YB Dato' Sri Dr Adham Bin Baba, Minister of Science, Technology and Innovation (MOSTI) in his Special Address, highlighted Corporate's instrumental role and the importance of private sector investment towards ensuring a sustainable development of the country's startup ecosystem. YB Dato' Sri Dr Adham Bin Baba described that funding assistance and tax incentives are some components to ensure the advancement and sustainability of Malaysia's startup ecosystem, highlighting the importance of the MBAN Summit and stressed the need for initiatives such as those undertaken by MBAN to serve as a springboard to spur the growth of angel and corporate investments into early-stage startups.

SUMMIT HIGHLIGHTS

PROGRAMME HIGHLIGHTS



SUMMIT AGENDA

DAY 1

23 JUNE 2022

9.30AM-9.45AM

WELCOME AND OPENING REMARKS

by Mr. Alan Lim - President of Malaysian Business Angel Network (MBAN)
SPECIAL ADDRESS GUEST OF HONOUR : YB DATO' SRI DR. ADHAM BIN BABA,
MINISTER OF SCIENCE & TECHNOLOGY MALAYSIA

9.45AM-10.15AM

THE FUTURE OF INNOVATION, INVESTMENT & ENTREPRENEURSHIP IN MALAYSIA

INNOVATION INVESTMENT ENTREPRENEURSHIP ANGEL INVESTMENT CORPORATE INVESTMENT

As Malaysia progresses towards becoming a developed nation, technology innovation and entrepreneurship will be the most important drivers for progress and prosperity for the nation. The National 4iR Policy, Malaysian Digital Economy Blueprint and the Malaysian Startup Ecosystem Roadmap 2021-2030 have all outlined specific pillars that focus on driving private sector investments into technology innovation and digitalisation. The discussion will focus on the catalyst required to drive private sector investment into the realm of innovation and digitalisation for future economic growth and development.

SPEAKER DR WONG HUEI CHING, DIRECTOR, CORPORATE PLANNING & STRATEGY, MARKET DEVELOPMENT, SECURITIES COMMISSION MALAYSIA

MODERATOR MR ALAN LIM, PRESIDENT MBAN

10.15AM-11.30AM

PANEL: POLICY DRIVERS FOR THE INNOVATIONS OF TOMORROW

INVESTMENT ENTREPRENEURSHIP ANGEL INVESTMENT CORPORATE INVESTMENT INNOVATION

Malaysia is committed to the development of a sustainable and robust startup environment and to this end the government has developed several roadmaps and action plans for the advancement and commercialisation of technology innovations, with the aim of becoming a high technology and high income nation by 2030. As Malaysia prepares to take this leap, we explore what are some of the trending innovations investors need to keep an eye on and how we can create an enabling ecosystem for organisation and talent to broaden their access to opportunities that come with these advancements.

SPEAKERS DZULEIRA ABU BAKAR, CHIEF EXECUTIVE OFFICER MRANTI | TUAN HAJI HAZANI HASSAN, CHARMAIN, MALAYSIAN VENTURE CAPITAL AND PRIVATE EQUITY ASSOCIATION (MVCA) | DATO' FADZLI SHAH, CEO, MX GLOBAL

MODERATOR DR. SIVAPALAN VIVEKARAJAH - IMMEDIATE PAST PRESIDENT / COUNCIL MEMBER MBAN & SENIOR PARTNER SCALEUP MALAYSIA

11.30AM-12.45PM

THE CORPORATE STARTUP: RE-ENGINEERING ORGANISATIONS INTO INNOVATION MACHINES

INNOVATION INVESTMENT ENTREPRENEURSHIP CORPORATE INVESTMENT

As the world is changing rapidly, there is now more pressure on established companies to innovate. But established companies face challenges on how to develop and innovate and managing their core business at the same time. Dan Toma and The Corporate Startup provide companies with a blueprint of how to manage innovation while they execute on their core business - provide frameworks, visualisations, templates, and methods that can be easily applied to develop new products and business models.

SPEAKER DAN TOMA, CO-FOUNDER, OUTCOME & CO-AUTHOR OF THE AWARD WINNING BOOK 'THE CORPORATE STARTUP'

1.00PM-2.00PM

LUNCH & BUSINESS NETWORKING

2.00PM-2.45PM

RETHINKING STRATEGIES: INNOVATION ACCOUNTING

INNOVATION INVESTMENT ENTREPRENEURSHIP ANGEL INVESTMENT CORPORATE INVESTMENT

For companies that are embracing innovation, standard accounting documents are often insufficient and sometimes irrelevant. Established companies have begun to understand the need to become more digital and to innovate, however the management tools available for leaders seeking to understand the investments in innovation are lacking. Therefore, a new complementary system for measuring and tracking innovation is required. Innovation Accounting is a practical guide for these companies to measure and track innovation, and this sessions dives into the why and how companies can jump on the bandwagon and embrace innovation adoption at a deeper level.

SPEAKER DAN TOMA, CO-FOUNDER, OUTCOME & CO-AUTHOR OF THE AWARD WINNING BOOK 'THE CORPORATE STARTUP'

2.45PM-4.00PM

PANEL: CORPORATE INNOVATION AS A STRATEGY FOR GROWTH

INNOVATION INVESTMENT ENTREPRENEURSHIP ANGEL INVESTMENT CORPORATE INVESTMENT

Adoption of innovation and creating an innovation culture within organisations is instrumental for corporate organisations to remain dynamic in the fast changing economic landscape. In this interactive panel, panelists will provide fresh and insightful perspectives on corporate innovation practices and discuss new approaches of adoption of innovation in large corporate organisations.

SPEAKERS SHAILESH GROVER, CHIEF DIGITAL & INNOVATION OFFICER, HONG LEONG BANK | AMRAN HASSAN, CEO, ETIQA DIGITAL SOLUTIONS | MOHAMMED RASHDAN, DEPUTY GROUP MANAGING DIRECTOR, GAMUDA

MODERATOR SUBASH PALANIAPPAN, CEO, AGILE IN TANDEM

4.00PM-4.15PM

HOW GOBI PARTNERS BUILDS UNICORNS

INVESTMENT ENTREPRENEURSHIP ANGEL INVESTMENT CORPORATE INVESTMENT

The unicorn ecosystem has changed significantly since 2013 where there were only 39 private startups valued at \$1 billion or more; with a collective value of \$150 billion. In 2021, there were over 800 unicorns globally and 35 startups with a valuation above \$10 billion, spread out across different countries and industries. Dozens of unicorns join the list each month. So how do we spot a potential Unicorn at an early stage? Jamaludin Bujang provides insights on how the Pan-Asian VC identifies and builds Unicorns.

SPEAKER JAMALUDIN BUJANG - MD, GOBI PARTNERS

4.15PM-5.30PM

PANEL: CATCHING A UNICORN: WHAT IS THE WINNING FORMULA?

INVESTMENT ENTREPRENEURSHIP ANGEL INVESTMENT CORPORATE INVESTMENT

It takes a village to raise a child and it takes an ecosystem to raise a unicorn. The Digital Economy Blueprint, which was released last year, aims to develop five Malaysia-based unicorns by 2030. With that vision in mind, this session dives into the factors that make Unicorns unique and the key ecosystem elements and investment strategies which can be replicated to identify and scale high potential startups.

SPEAKERS JAMALUDIN BUJANG, MANAGING DIRECTOR, GOBI PARTNERS | TAUFIQ ISKANDAR - CHIEF INVESTMENT OFFICER, PENJANA KAPITAL | THINESH KUMAR - CEO, LAPASAR

MODERATOR MATT VAN LEEUWEN - COUNCIL MEMBER MBAN & CHIEF INNOVATION OFFICER, SUNWAY GROUP

5.30PM

END OF DAY 1

SUMMIT AGENDA

DAY 2

24 JUNE 2022

1.00PM-2.00PM

LUNCH & BUSINESS NETWORKING

9.00AM-9.15AM

WELCOMING REMARKS

by Dr. Melissa Foo, Vice President MBAN

9.15AM-9.30AM

INVESTMENT

ENTREPRENEURSHIP

ANGEL INVESTMENT

CORPORATE INVESTMENT

A GLIMPSE INTO THE SUCCESS STORY OF MALAYSIA'S STARTUP - MONEYMATCH

Malaysia's fintech startup, MoneyMatch, has announced a new Series B fundraising round, following their recent successful digital banking licence application. Building from that and their success from last year where they closed a Series A round of RM18.5 million, they have already commenced talks with local and regional institutional investors, banks and VCs. Naysan Munusamy, Co-Founder of MoneyMatch will provide insights to their journey towards success and how they are actively contributing their experience, infrastructure, and resources towards helping the underserved and building the Malaysian Islamic digital bank.

SPEAKER NAYSAN MUNUSAMY, CO-FOUNDER, MONEYMATCH

9.30AM-10.30AM

INNOVATION

INVESTMENT

ENTREPRENEURSHIP

ANGEL INVESTMENT

CORPORATE INVESTMENT

PANEL: ENTER THE NEW FRONTIER: ALTERNATIVE FUNDING

In recent years we have seen an increasing range of investing options available for investors such as equity crowdfunding, peer to peer fundraising blockchain-based financing through initial coin offerings (ICOs & IEO's) to name a few. Although some of these instruments are still at an early stage, insufficient awareness and understanding of these alternative instruments, their modalities and operations have held back their broader use. In this session we will hear from operators of these platforms as they provide advice, insights, know-how on how to get started and some predictions they foresee for the future.

SPEAKERS RAFZA GHAZALI, DIRECTOR DIGITAL BANKING, KAF INVESTMENT BANK BHD | TUNKU DANNY, FOUNDER & CEO, MICROLEAP | DR HANIZA YON, CEO, GLOBAL PSYTECH | SAM SHAFIE, CEO & CO-FOUNDER, PITCHIN

MODERATOR SMITA KURAKOSE - SENIOR ECONOMIST, WORLD BANK

10.30AM-11.30AM

INNOVATION

INVESTMENT

ANGEL INVESTMENT

CORPORATE INVESTMENT

DIGITAL ASSETS 101

This masterclass will take us through the history of shares and what their digital transformation means, the classification of digital assets, how digital shares actually work, the changing landscape of finance, stakeholder capitalism and how to get started with this investment opportunity.

SPEAKER HENRY CHONG, CEO, FUSANG

11.30AM-12.00PM

INNOVATION

INVESTMENT

ENTREPRENEURSHIP

CORPORATE INVESTMENT

INTRODUCING THE CORPORATE TAX INCENTIVE

This session will dive into the overview of the newly introduced corporate tax incentive by the government of Malaysia and what it means for corporate investors and the startup ecosystem.

SPEAKERS PETER WEE, SECRETARY & COUNCIL MEMBER MBAN / NEXEA ANGELS | OWEN WONG, ASSOCIATE DIRECTOR, BUSINESS TAX ADVISORY, DELOITTE MALAYSIA

12.00PM-1.00PM

PANEL: SHAPING A SUSTAINABLE AND INCLUSIVE FUTURE FOR ALL

INNOVATION

INVESTMENT

ENTREPRENEURSHIP

CORPORATE INVESTMENT

SUSTAINABILITY

ANGEL INVESTMENT

ESG refers to the environmental, social and governance information about a firm. There is growing evidence that companies that take their environmental and social responsibilities seriously perform better financially. This has naturally made investors sit up and take notice. ESG investing, or sustainable responsible investing (SRI), uses this information about a company to inform investment decisions that prioritise all stakeholders. As these standards gains momentum globally, how are Malaysian companies adapting to the ESG investing landscape, and the impact of its adoption on the startup ecosystem?

SPEAKERS ZALMAN ZAINAL, CHIEF MARKETING & COMMUNICATIONS, HONG LEONG BANK | MARGIE ONG, CEO, THOUGHTS IN GEAR | YEW JIAN U - CEO, CITRINE CAPITAL

MODERATOR DR. MELISSA FOO, VICE PRESIDENT, MBAN / HEAD, SUNWAY ILABS VENTURES

2.00PM-3.30PM

ASEAN BUSINESS ANGEL ALLIANCE LAUNCH

Celebrating ASEAN Angel Investment: Malaysia, Vietnam, Philippines, Thailand & Singapore. This session highlights the investment landscape and opportunities of each ASEAN Country.

SPEAKERS NGUYEN PHI VAN, CHAIRWOMAN, VIETNAM ANGEL NETWORK | JAMES LETTE, MANILA ANGEL INVESTORS NETWORK | PHEY TECK MOH, PARTNER & CO-FOUNDER, ANGELCENTRE PTE LTD

MODERATOR XELIA TONG, COUNCIL MEMBER MBAN / MANAGING PARTNER, SCALEUP MALAYSIA

ENTER THE TIGERS LAIR: THE ASEAN EDITION

MODERATOR ELAIN LOCKMAN, COUNCIL MEMBER MBAN / CHIEF EXECUTIVE OFFICER, ATA PLUS

3.30PM-4.30PM

CLOSING PLenary

A plenary wrap up of the 2 days covering the summit key themes, learnings and discussions. If you missed any of the sessions or you need a quick refresher, this plenary session brings together representatives from each session to share their key takeaways.

MODERATOR DR. NG SING KWEL, COUNCIL MEMBER, MBAN / VICE PRESIDENT INVESTMENT & VENTURE BUILDING, CRADLE FUND

4.30PM-4.45PM

INTRODUCTION TO THE SARAWAK STARTUP ECOSYSTEM BY SDEC

SPEAKER SUDARNOTO OSMAN, CHIEF EXECUTIVE OFFICER, SARAWAK DIGITAL ECONOMY CORPORATION

4.45PM-5.00PM

CLOSING REMARKS BY NORMAN MATTHIEU VANHAECHE - ACTING GROUP CEO, CRADLE FUND

5.00PM-5.15PM

ACKNOWLEDGEMENT BY MR. ALAN LIM, PRESIDENT MBAN

5.30PM

END OF SUMMIT

FIRESIDE CHATS

Two Fireside Chat Sessions were held on Thursday morning, 23 June on the Future of Innovation, Investment & Entrepreneurship in Malaysia, and on Friday morning, 24 June on Corporate Tax Incentive. The sessions featured Dr. Wong Huei Ching of Securities Commission of Malaysia and Owen Wong of Deloitte, and moderated by Alan Lim and Peter Wee of MBAN respectively.



KEYNOTES

The summit featured insightful and thought-provoking presentations from industry expert keynote speakers, Jamaludin Bujang of Gobi Partners who spoke about identifying and building Unicorns and Naysan Munusamy of MoneyMatch on how support from all angles – government agencies, angel and corporate investors are crucial in the development of startups.



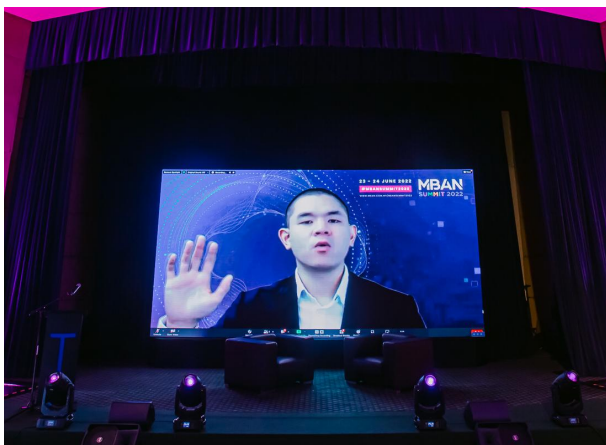
MASTERCLASSES

THE CORPORATE STARTUP: RE-ENGINEERING ORGANISATIONS INTO INNOVATION MACHINES | RETHINKING STRATEGIES: INNOVATION ACCOUNTING

International speaker and author of the Award-Winning book "The Corporate Startup", Dan Toma through his two masterclass sessions shed light on the specifics of how corporations could get started on their journey for adoption of innovation and how they could utilise innovation accounting as a tool to measure and track innovation.



DIGITAL ASSETS



Delegates were introduced to Henry Chong of Fusang, digital expert extraordinaire who highlighted in his virtual masterclass what digital transformation means and how technology is making things simple and accessible and how embracing change and innovation is important for businesses and society.

PANEL DISCUSSIONS

Six panel discussions took place at the summit featuring industry leaders and practitioners on various topics.

POLICY DRIVERS FOR THE INNOVATIONS OF TOMORROW

This panel session discussed initiatives that are being put in place to drive the growth of innovation and investment and the role of the government and the importance of private sector support and involvement in order for successful implementation of policies that could benefit society as a whole.



Panellists: Puan Dzuleira Abu Bakar – Chief Executive Officer of MRANTI, Dato Fadzli Shah – Chief Executive Officer of MX Global, Tuan Haji Mohamad Hazani Hassan – Chairman of Malaysian Venture Capital and Private Equity Association.



Moderator: Dr. Sivapalan Vivekarajah – Immediate Past President and Council Member of MBAN & Senior Partner of ScaleUp Malaysia.

CORPORATE INNOVATION AS STRATEGY FOR GROWTH

This session introduced a panel of innovation practitioners who talked about the importance of having the right strategies in place to spur the innovation culture within organisations and how having leadership that is supportive makes such a difference for the scale of adoption.

Panellists: Mr. Shailesh Grover – Chief Digital & Innovation Officer of Hong Leong Bank, Mr. Amran Hassan – Chief Executive Officer of Etiqa Digital Solutions and Mr. Mohammed Rashdan – Deputy Group Managing Director of Gamuda.

Moderator: Mr. Subash Palaniappan – Chief Executive Officer of Agile in Tandem.



CATCHING A UNICORN: WHAT IS THE WINNING FORMULA?

The delegates heard earlier on from speaker Jamaludin Bujang on what it takes to raise Unicorns. This panel dived in depth with the who's who of the investment ecosystem and took a look at what it takes to catch a unicorn.

Panellists: Encik Taufiq Iskandar- Chief Investment Officer of Penjana Kapital, Mr. Thinesh Kumar, CEO of Lapasar.

Moderator: Mr. Matt Van Leeuwen - Council Member MBAN & Chief Innovation Officer, Sunway Group.



ENTER THE NEW FRONTIER: ALTERNATIVE FUNDING

This panel featured operators of some of the best alternative funding platforms, who provided insights and know-how on how to get started and the various funding instruments and trends towards alternative financing that continues to grow, especially shariah compliant financing in P2P.

Panellists: Puan Rafiza Ghazali - Director Digital Banking of KAF Investment Bank, Tunku Danny - Founder & Chief Executive Officer of MicroLeap, Mr Sam Shafie - Chief Executive Officer & Co-Founder of PitchIN, and Dr Haniza Yon - Chief Executive Officer of Global Psytech.

Moderator: Ms Smita Kuriakose - Senior Economist of World Bank.



SHAPING A SUSTAINABLE AND INCLUSIVE FUTURE FOR ALL

The panel addressed the trending topic of sustainability, inclusion and the ESGs where the panellists discussed how positive returns in implementation of ESG tend to be long term but in order for impact to be



created, long term investments are needed. They also touched on some of the criteria that investors should look for, in an early-stage or impact startup such as intent, team, founders and business acumen.

Panellists: Mr. Zalman Zainal - Chief Marketing & Communications of Hong Leong Bank, Ms Margie Ong - Chief

Executive Officer of Thoughts in Gear, Ms Yew Jian Li - Chief Executive Officer of Citrine Capital.

Moderator: Dr Melissa Foo, Vice President of MBAN and Head of iLabs Sunway.

CELEBRATING ASEAN ANGEL INVESTMENT

Angel investments in ASEAN countries have seen stories of success and failures over the years. The panel shared snapshots of angel investment trends in their respective countries, while highlighting the challenges and advantages in angel investment that are unique to the local context.



Panellists: Madam Nguyen Phi Van from Vietnam Angel Network, Mr. Phey Teck Moh from AngelCentre Pte Ltd and joining us virtually from Manila is Mr. James Lette from Manila Angel Investors Network.

Moderator: Ms Xelia Tong, Council Member of MBAN and Managing Partner of Scaleup Malaysia.

ASEAN EDITION: ENTER THE TIGER'S LAIR

A Special ASEAN Edition of Enter The Tiger's Lair, was held at the summit featuring 6 most promising ASEAN startups from the region. The finalists were selected based on their promising ability to disrupt markets, scale within the region and had the backing of a solid business plan from a competitive list of eligible startups from the ASEAN Angel Alliance member countries.



Host: Ms. Elaine Lockman, Council Member of MBAN and Chief Executive Officer, Ata Plus.

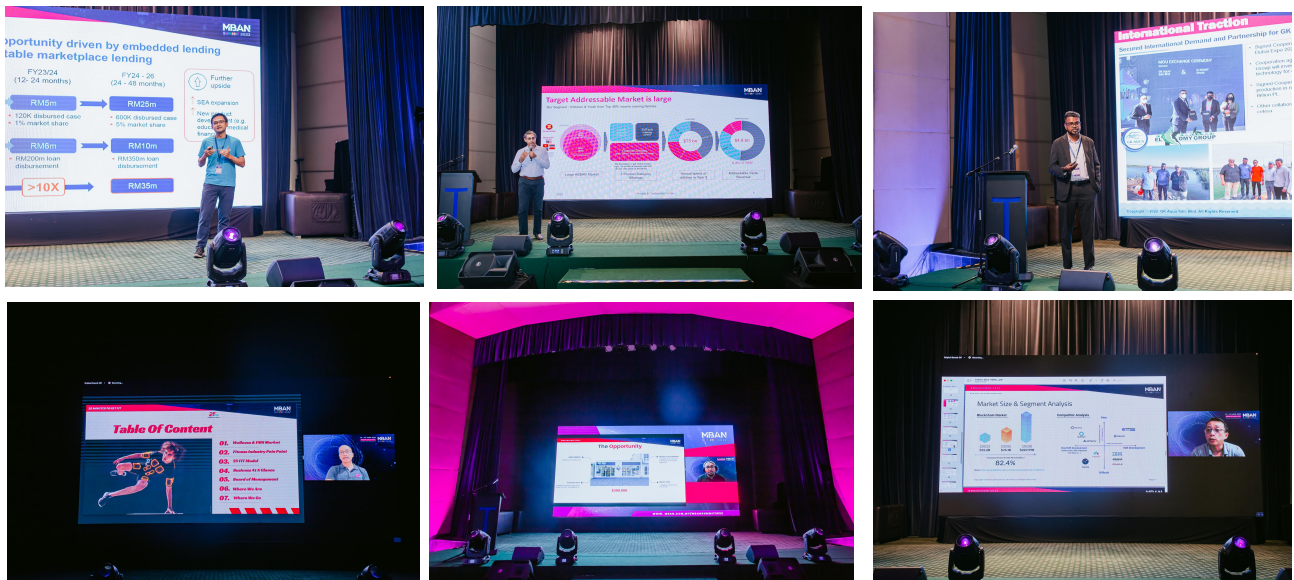
Tigers: Dr. Sivapalan Vivekarajah – Immediate Past President and Council Member of MBAN & Senior Partner of ScaleUp Malaysia, Madam Nguyen Phi Van – Vietnam Angel Network, Mr. Phey Teck Moh – AngelCentre Pte Ltd and Dato Patrick Liew – Founder of iCube Innovation.

Startups lineup:



ETTL PITCH SESSION FORMAT

Each startup was given a maximum of 5 minutes pitching time. Immediately after every pitch, the Tigers were given the opportunity to provide individual feedback and ask pin-point questions. The Tigers were then given time to evaluate and input their score into the evaluation form.



ASEAN EDITION: ENTER THE TIGER'S LAIR – WINNER

Homegrown **GK Aqua** represented by its **Founder and CEO Giva Kuppusamy** made Malaysia proud by being voted as Champion.

GK AQUA is a pioneer in Freshwater Aquaculture Biotechnology company formed to commercialise and implement its cutting edge technology to improve Freshwater prawn farming efficiency.



SARAWAK DIGITAL ECONOMY CORPORATION (SDEC)

Memorandum of understanding exchange between the Malaysian Business Angel Network (MBAN), represented by Mr. Peter Wee, Honorary Secretary MBAN and the Sarawak Digital Economy Corporation (SDEC) represented by Mr. Mr.Sudarnoto Osman, Chief Executive Officer SDEC.

This exchange was followed by the announcement and launch of the Sarawak Chapter of the Malaysian Business Angel Network and the introduction to its Protem Committee, spearheaded by Dato' Patrick Liew, Chairman and Dato Ir.Janang Anak Bungsu, Managing Director of Konsortium Bumi Consultant and Services, Vice Chairman.



"This chapter would serve as a platform for individuals and investment-oriented entities to participate in the start-up investment opportunities, and also as a chance to connect with existing members of MBAN across the country and explore investments beyond Sarawak" -
Mr.Sudarnoto Osman, Chief Executive Officer SDEC

CLOSING

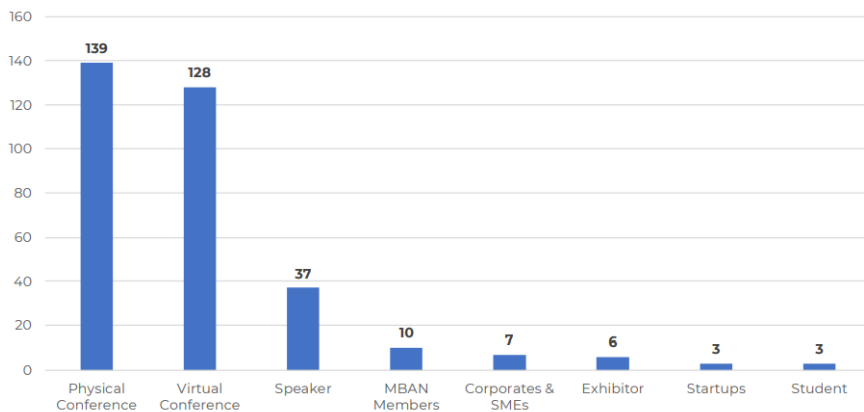
Mr. Norman Matthieu Vanhaecke, Acting Group Chief Executive Officer of Cradle Fund, closed the MBAN Summit on Friday, 24th June.

In his closing remarks, Norman described the entrepreneurial culture as an important foundation for any thriving economy and society, thus making access to financing crucial for any business to succeed. He shared that Cradle will continue to actively support the growth and advancement of the startup ecosystem by providing incentives for private and public investors. He emphasised that the Angel Tax Incentive is designed to bridge early-stage investment gaps by encouraging qualified individual investors to invest in early-stage startups in Malaysia and urged more investors within the country to come forward to support startups and accelerate their growth.



OVERVIEW OF MBAN SUMMIT PARTICIPATION

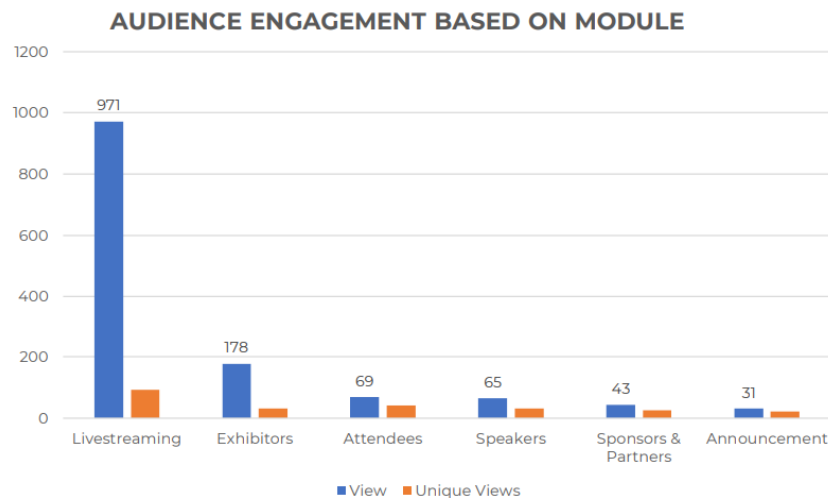
TOTAL REGISTRANTS



Ticket Category	Count
Physical Conference	139
Virtual Conference	128
Speaker	37
MBAN Members	10
Corporates & SMEs	7
Exhibitor	6
Startups	3
Student	3
TOTAL	333

4

VIRTUAL PLATFORM AUDIENCE ENGAGEMENT BASED ON CONTENT/MODULE



Module	View
Livestreaming	971
Exhibitors	178
Attendees	69
Speakers	65
Sponsors & Partners	43
Announcement	31

The above chart and table show the number of clicks or views each content on the summit virtual platform recorded. Live Streaming recorded the highest number of views at 971 times.

OVERVIEW OF PR AND DIGITAL ENGAGEMENT

SUMMARY OF PR AND DIGITAL ENGAGEMENT

All marketing efforts for the MBAN Summit 2022 campaign were executed through Social Media Platforms and Email to generate interest, leads and brand awareness. All leads were directed to the MBAN Summit website to purchase their passes to the event. Below are the performance results for each Social Media Platform.



MBAN
SUMMIT 2022
@MBANSummit2022

Launch Date: 27 April 2022
Campaign Duration: 65 Days

New Page
No Data Comparison

ORGANIC RESULTS

Post reach:

9,870

Page Visits:

448

Page Follows:

108

Likes, reactions,
comments & reshares

315

Link Clicks

728

No. of Posts

58

Above is the marketing performance result of the MBAN Summit Campaign that ran for 65 Days on LinkedIn. All numbers here are generated organically and considered as 100% performance as the page was created specifically for the event. Our posts have reached 9870 LinkedIn profiles and directed 728 to the MBAN Summit 2022 Website.



MBAN
SUMMIT 2022
@MBANSummit2022

Launch Date: 27 April 2022
Campaign Duration: 65 Days

New Page
No Data Comparison

ORGANIC AND PAID RESULTS

Page reach:

538,167

Page Visits:

1,691

Page Likes:

78

Likes, reactions,
comments & reshares

1780

Link Clicks

4340

No. of Posts

Feed & Story

78

Above is the marketing performance result of the MBAN Summit Campaign that ran for 65 days on Facebook. All numbers are generated through organic and paid reach and considered as 100% performance as the Page was created specifically for the event. Our posts have reached 500K+ profiles on Facebook through resharing efforts onto relevant facebook groups and pages, sponsored post boosts and ad placements on the platform.



MBAN
SUMMIT 2022
@MBANSummit2022

Launch Date: 27 April 2022
Campaign Duration: 37 Days

New Page
No Data Comparison

ORGANIC RESULTS

Profile reach:

471

Page Visits:

2096

Page Follows:

4

Likes, reactions,
comments & reshares

15

Link Clicks

2

No. of
Tweets

13

Above is the marketing performance result of the MBAN Summit Campaign that ran for 37 days on Facebook. All numbers are generated through organic reach and considered as 100% performance as the Page was created specifically for the event. Efforts to post on Twitter were cut short due to very low engagement. However, in that duration of 37 days, our tweets have reached 471 Profiles and incurred 2096 visits to our Twitter profile with only 13 posts.



MBAN
MALAYSIAN BUSINESS
ANGEL NETWORK
@MalaysianAngels

Launch Date: 26 April 2022
Campaign Duration: 66 Days

MBAN's Main Page

ORGANIC AND PAID RESULTS

Page reach:

66,382 ▲ 447.7%

Page Visits:

705 ▲ 73.2%

Page Likes:

109 ▲ 147.7%

Likes, reactions,
comments & reshares

268

Link Clicks

1512

No. of Posts
Feed & Story

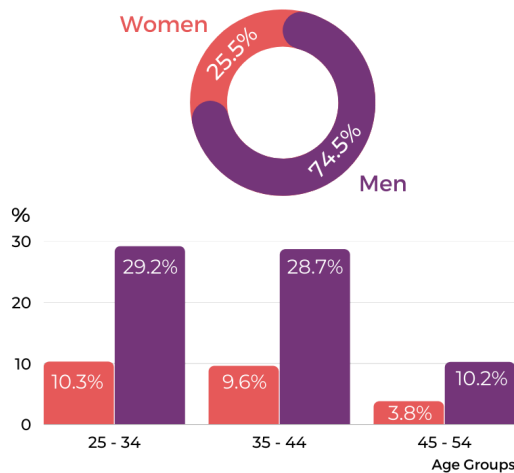
52

Above is the marketing performance result of the main MBAN Page @MalaysianAngels where the general marketing efforts for MBAN is done. With the page being active since 2018, The MBAN Summit 2022 campaign that ran for 66 days improved results for brand awareness. The MBAN page had reached 66,382 profiles which is a 447.7% increase of performance compared to previous months. Other than that, in the duration of 66 days, an additional 109 individuals had liked the page, resulting in 147.7% increase in performance.

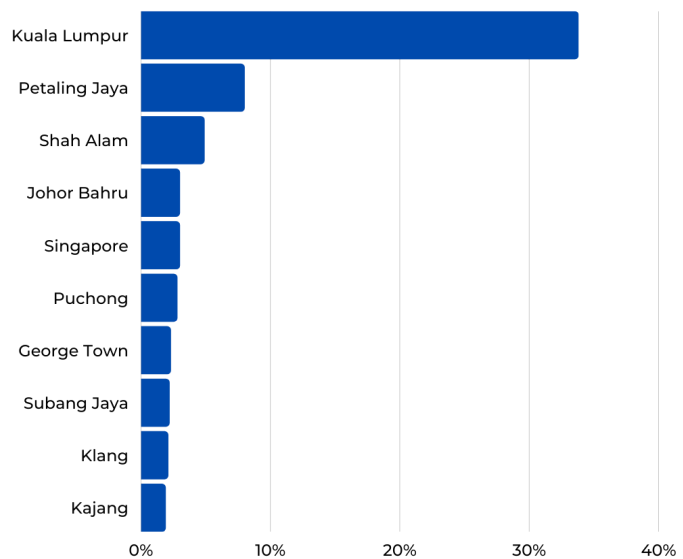
AUDIENCE DEMOGRAPHICS

Total no. of Followers

4,567



Top 10 towns/cities recognised:



Above is the Audience Demographic of the followers on the MBAN facebook page. Here, we understand that the gender majority in interest are male at 74.5% and 25.5% female and the age group of 25 - 34 being the highest in interest with MBAN's content. Moreover, the majority of the followers are located in Wilayah Persekutuan Kuala Lumpur and Selangor states.



MBAN
SUMMIT 2022

www.mban.com.my/mbansummit2022

Launch Date: 27 April 2022

Campaign Duration: 65 Days

ORGANIC AND PAID RESULTS

Visits:

9.5K

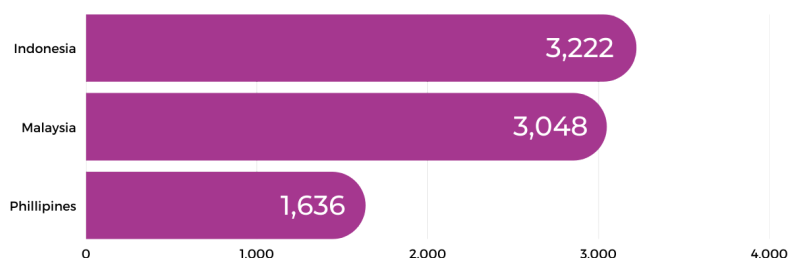
Event Counts

49K

First time visits:

9.4K

Top 3 countries with most visitors:



Top 3 Page visits on website:

		Views	Users
1	MBAN Angel & Corporate Investment Summit 2022	11,440	7,737
2	The Malaysian Business Angel Network (MBAN) - the official trade association and governing body for angel investors and angel clubs in Malaysia.	1,951	1,303
3	The Malaysian Business Angel Network (MBAN) - Angel Tax Incentive	604	447

Above is website performance for the MBAN Summit 2022 Campaign. From the launch of the MBAN Angel & Corporate Summit page - 9400 / 9500 were first time visits with the Majority from Indonesia, Malaysia and Philippines. The website contents were engaged with 49K event counts with the top 3 events being the MBAN Summit 2022 page, the About us (MBAN) page and the Angel Tax Incentive.

OTHER FORMS OF DIGITAL MARKETING

Email Marketing

1160 individuals

The database collated for email marketing are a combination of existing emails in MBAN's community, Partners community and newly identified entities that were relevant to the theme of the Summit

Community Pages

83 groups

Members of each page were made of Investors and Entrepreneurs that were part of a Global Startup Ecosystem. No. of members range from min. 500 to max. 163,800

Direct Messages

302 profiles

Profiles reached out to were made of Investors, Corporates Personnel's with an Innovation and venture capital department and Founders of Small Medium Enterprises

Above are other forms of Digital Marketing efforts carried out under the MBAN Summit 2022 Campaign. The total numbers of emails, community pages on Social media and Direct messages are displayed on the left with the details for each form of outreach on the right. All content applied in these forms have directed the audience to the website for more information and for ticket purchases.

<https://www.digitalnewsasia.com/digital-economy/mban-summit-2022-highlights-need-close-early-stage-funding-gap-malaysia>

<https://news.uthm.edu.my/ms/2022/06/uthm-sertai-mban-summit-2022-tingkat-pengalaman-dan-pengetahuan/>

<https://biztech.asia/conversations/moneymatch-is-redefining-the-way-people-send-money-abroad/>

<https://biztech.asia/conversations/where-is-malaysia-at-a-deep-dive-into-malaysias-tech-startup-ecosystem/>



THANK YOU

The success of the MBAN Summit 2022 would not have been possible without the support of our partners and sponsors. A special thank you to all the present MBAN members, network, media and friends for the neverending support. A big thank you to the MBAN Council members, MBAN Summit Committee & MBAN Secretariat who put in countless hours and hard work to bring the hybrid summit to life.

#MBANSUMMIT2022

MBAN
SUMMIT 2022

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Venue Partner:



Appendix:

Link to MBAN Summit photos

https://drive.google.com/drive/folders/1dQOxX_9MjXhK8FPFea7RyelvrvjLoqM_U?usp=sharing