



Green is the New Norm. Transform Now.

Alternative Financing for Sustainable Businesses

Presented by **Elain Lockman** | Co-founder & Director, Ata Plus Sdn Bhd
A Registered Recognised Market Operator with the SC

December 2019

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WHAT IS CROWDFUNDING?

WHAT IS CROWDFUNDING?



Pitch

Project owners or businesses prepare the 'pitch' on how to convince the crowd to fund the idea



Fundraise

The crowd pledges on the project/business they believe and support to see it materialise



Reward

Upon successful fundraising all backers receive some form of agree reward and gets to follow up with project kick-off to completion

4 TYPES OF CROWDFUNDING

GOOD CAUSES ↔ DONORS

Give funds to support charitable and personal causes

DONATION



STARTUPS ↔ INVESTORS

Invest funds to receive shares in a company

EQUITY



Give funds to pre-order innovative and creative products

STARTUPS ↔ CUSTOMERS

REWARD



P2P/DEBT



Lend funds to receive interest

BORROWERS ↔ LENDERS

WHAT'S IN IT FOR...



Project Owners & Businesses

- Access to funds
- Serves as a marketing tool
- Allows for proof of concept and crowdsource ideas
- Market validation and review from the crowd
- Introduction and identification of prospective loyal customers or future backers
- Opportunity to pre-sell and removing risks involving initial costs



The Backers

- Insights on creative process, operations and production of intended projects
- Support ideas to fruition
- Get recognised and rewarded for contribution
- Opportunity to invest in high potential or early-stage/start-up businesses, when share price is still “cheap” vs at IPO stage
- Potential “handsome” investment returns

TRADITIONAL FUNDING FOR SMES



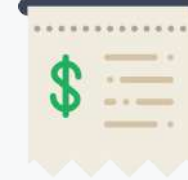
Friends & Family

- Low or no interest
- Can be in the form of "loan", investment, or donation/"grant"
- Indefinite payback option
- Could strain personal relationships



Grants

- Essentially "free" money with no repayment
- Strict eligibility
- Time consuming application process
- Expect regular compliance checks and reporting



Leasing/Factoring

- Automatic Cash Flow
- Does not increase company debt
- Higher costs



Banks

- Higher operating costs, from the paperwork involved in transactions to infrastructure costs
- Need to fit standardised requirements to be considered for a loan
- Longer processing times

TRADITIONAL FUNDING FOR SMES



Money Lenders

- Swift processing time and “minimal” requirements
- Very high interest rates



Venture Capital

- Managed by teams of dedicated investing experts
- Exclusive access to investments
- Provides strategic guidance to founders



LEAP Market

- High listing fees
- Facilitative rules & regulations
- Enhanced visibility and profiling
- Early exposure to prepare for a potential listing on the ACE / Main Market
- Greater price discovery and transparency

ECF IN MALAYSIA

ECF & P2P JOURNEY IN MALAYSIA

Driving **Financial Inclusion & Democratising Wealth/Finance**

Malaysia was the **first country in ASEAN** to have a regulatory framework for ECF

Crowdfunding, popular in developed markets such as the US and UK, **gathered pace in its growth in Malaysia**

SC **sought public views to regulate** ECF activities in Malaysia

SC **introduced regulatory framework** for ECF operators

6 ECF operators approved by SC

6 P2P operators approved by SC

3 ECF and 5 P2P operators approved by SC

Successful Campaigns:*

119 ECF campaigns raised **RM129.64mil**

13,039 P2P campaigns raised **921.83mil**

Prior to 2014

Aug 2014

Feb 2015

Jun 2015

Nov 2016

May 2019

Jun 2020

* as at 30th September 2020

ECF REGULATIONS

Permitted businesses

Only locally incorporated private limited companies or limited liability partnerships

Companies prohibited from raising funds

- Companies with **no specific business plan** or its business plan is to merge or acquire an unidentified entity (i.e. blind pool)
- Commercially or **financially complex** structures
- **Public-listed companies** and their subsidiaries
- Companies, other than a microfund, that propose to **use the funds raised to provide loans or make investment in other entities**
- Companies with **paid up share capital exceeding RM10 million**
- Any other type of entity that is specified by the SC

Fundraising Limits

Up to **RM10 million** total via ECF

WHO CAN INVEST IN ECF?

- This new investment asset class offers a **transparent approach** to early stage investing via **SC-regulated ECF platforms**
- Previously only accessible to private equity and venture capital, ECF **gives EVERYONE the opportunity to access early stage investments** in **high potential Malaysian companies**
- ECF makes investing accessible, affordable and rewarding by enabling everyday investors to **invest alongside sophisticated investors**
- Investing in early stage investments when share price is still “cheap” vs at IPO stage

INVESTMENT LIMIT

**Sophisticated
Investors**

No restrictions on investment amount

**Angel
Investors**

Max of RM500,000 within a 12-month period

**Retail
Investors**

Max of RM5,000 per issuer with no more than RM50,000 within a 12-month period

Malaysia Co-Investment Fund (MyCIF)

- On 2 November 2018, the Malaysian government announced in the Budget 2019 an allocation of RM50 million to set up a co-investment fund to invest alongside private investors via ECF and P2P platforms.
- The government announced In the Budget 2020 an additional RM50 million allocated to MyCIF.
- Budget 2021 : approved RM30 million for ECF and RM50 million for P2P allocated to MyCIF.
: approved 50% tax relief for investments in ECF capped at RM50,000

MyCIF Key Objectives

1. Public-private partnership mechanism for risk capital financing and reducing future Government commitments
2. More efficient and visible channel to disburse government grants to MSMEs by leveraging on the registered crowdfunding platforms
3. Shared responsibility through crowd sourced schemes in financing the development of MSMEs
4. Growth in the Malaysian market-based financing industry and develop the MSMEs sector by reducing the financing gap

ECF INVESTOR TRAITS

INVESTMENT SIZE

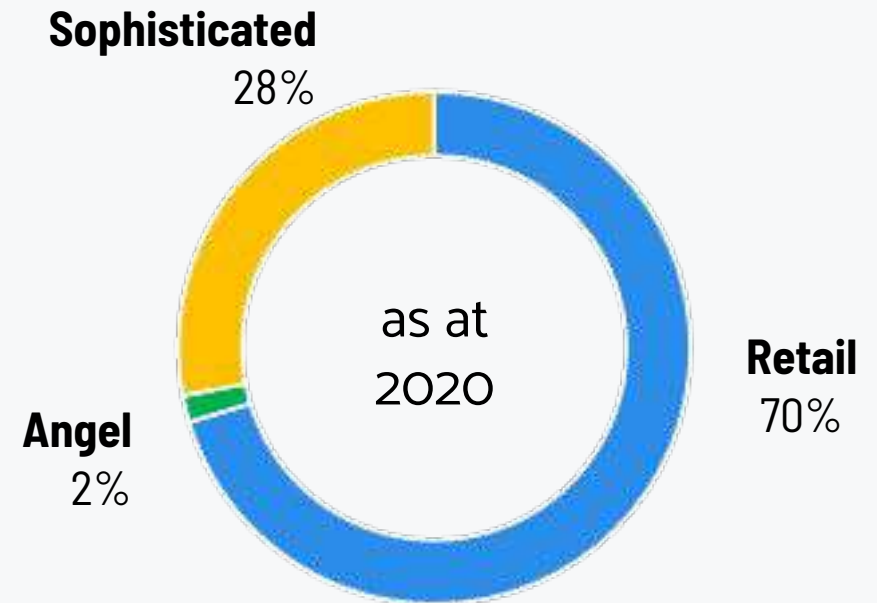
Malaysian

- Smallest : **RM 10**
- Largest : **RM 1,000,000** (individual)

Foreign

- Smallest : **RM 100**
- Largest : **RM 695,654** (individual)

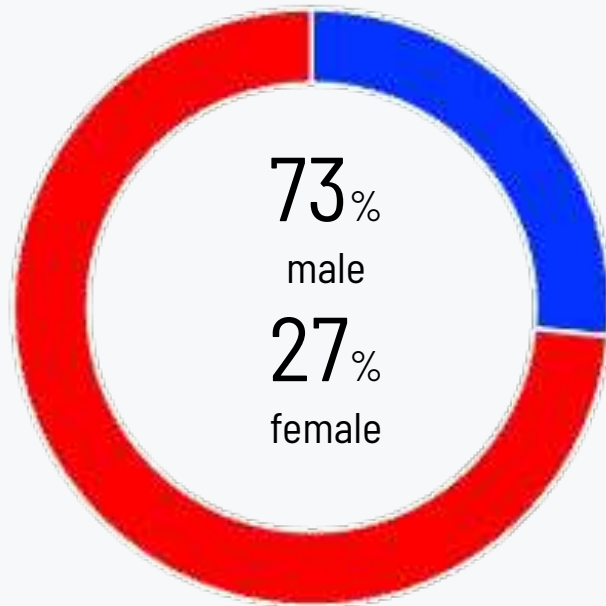
INVESTOR BREAKDOWN



Figures above represent data as at 9th December 2020

INVESTOR DEMOGRAPHICS

GENDER



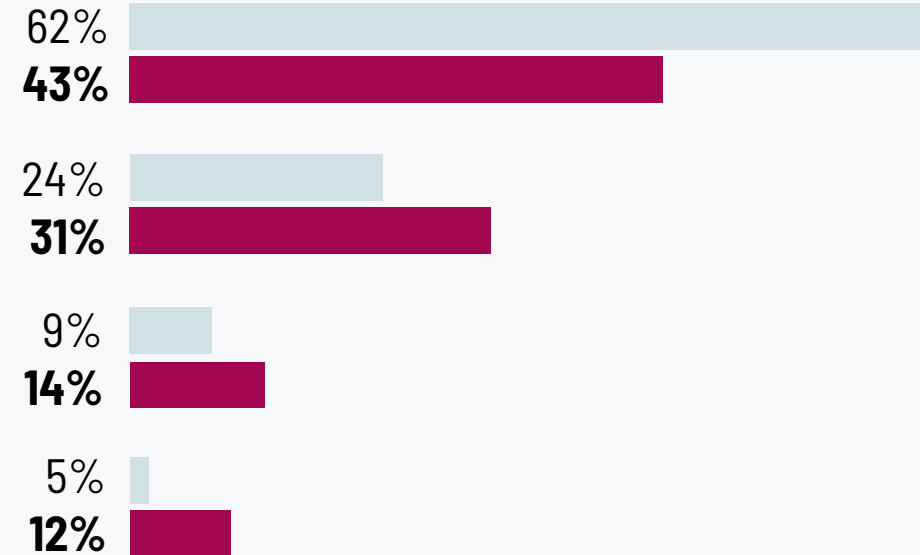
AGE



Generation Z
Below 35

Generation Y
35 - 45

Generation X
46 - 55

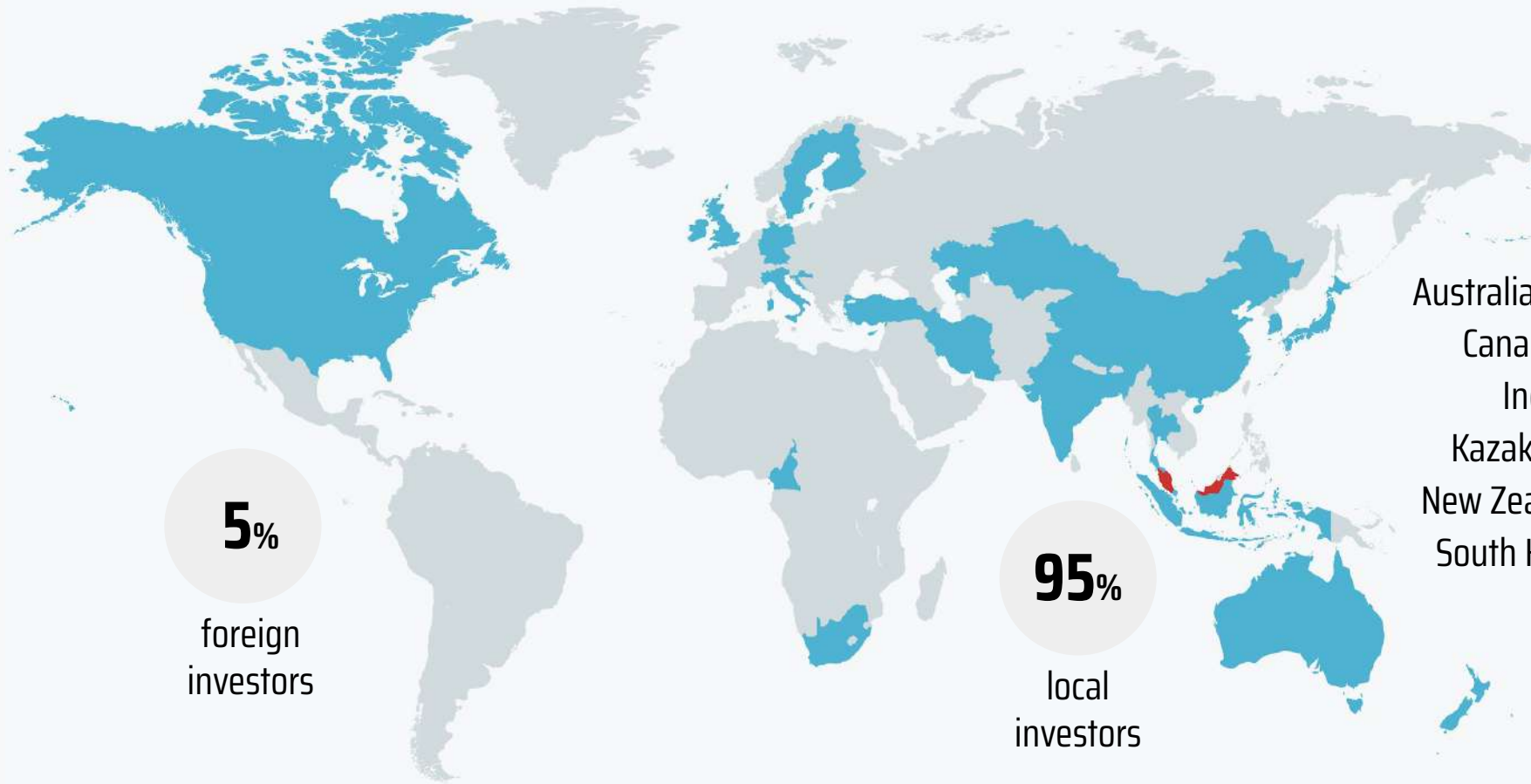
Baby Boomers
Above 56



Malaysian ECF 
Ata Plus 

Figures above represent aggregate from Ata Plus as of 9th December 2020

ECF INVESTOR DEMOGRAPHICS



**Over 2000 Investors from
31 Countries**

Australia, Bangladesh, Belize, Brunei, Cameroon, Canada, China, Croatia, Cyprus, Germany, HK, India, Indonesia, Iran, Ireland, Italy, Japan, Kazakhstan, Malaysia, Maldives, Netherlands, New Zealand, Pakistan, Singapore, South Africa, South Korea, Sweden, Thailand, Turkey, UK, US

Figures above represent aggregate from 10 ECF operators as of 30th September 2019

EXAMPLES OF SUCCESSFUL ECF CAMPAIGNS

SUCCESSFUL ECF CAMPAIGNS ON ATA PLUS

PurelyB



Min **RM 300,000**
Max **RM 2,700,000**
Raised **RM 1,821,797**
of Invt. **117**

Borneo Waste Industries



Min **RM 450,034**
Max **RM 2,999,986**
Raised **RM 649,774**
of Invt. **18**

JM Newton Energy



Min **RM 300,000**
Max **RM 3,000,000**
Raised **RM 2,863,492**
of Invt. **11**

SUCCESSFULLY FUNDED

? Capital at risk



Turning
the tide
on plastic
waste



Recycling Technologies

Equity

EIS ?

£

Express interest

307%

★ Unfollow

£3,693,162

Raised

1472

Investors

£1,200,000

Target

12.70%


Equity

£25,380,610

Pre-money valuation


Recycling Technologies last round on Crowdcube, a resounding success! Even if their capital intensive technology was still to be proven commercially, they managed to inspire the everyday investor, raising a staggering £8.7m via crowdfunding in 5 rounds:

- 3 rounds with Syndicate Room: £950k in July 2015, £1.5m in Nov 2016 and £661k in July 2017
- 2 rounds with Crowdcube: £3.69m in Feb '18 and £1.94m in Dec 2018



Profile

We're making plant-based living the future with delicious, chef-made meals delivered to your door.

 London, United Kingdom EIS

Food & Beverage Digital B2C




Investment sought: **£2,000,027**

Discount offered: **20.00%**

FUNDED ✓ *8 Feb 2020*

Investment amount: **£3,502,700**


Valuation (pre-money): **Convertible**

Social Media   

Website **allplants.com**

Company number **10185899**

Incorporation date **18 May 2016**

Partner 

Highlights

- Almost 1,000,000 meals delivered across the UK
- 160% Y-o-Y revenue growth (2 year CAGR)
- 73% of new customers choose subscription
- Making plant-based accessible, 2/3rds of customers are not vegan

- ✓ Secondary Market ?
- ✓ Seedrs nominee min. £35.02 + ?

A few keys to their really well executed campaign:

- Impeccable timing, launching straight after Veganuary, a campaign to try going vegan for the month of January.
- They did a great job at not alienating the non-vegan investors by sending a very positive message
- They had a big customer base and they engaged with them regarding the campaign both online and offline

OTHER SUCCESSFUL CAMPAIGNS

- MacRebur (using plastics to build roads) on Seedrs: First round, Second round and analysis on Crowdfund insider
- Recircle Recycling (home appliance to recycle packaging) on Crowdcube
- Sustainable accelerator has raised several funds to accelerate sustainability startups on Seedrs
- Elemental Digest (turning organic waste into fertiliser) on Crowdcube
- Cheeky Panda (sustainable toilet tissue) on Seedrs
- Gravitricity (energy storage through gravity) on Crowdcube
- The Vegan Kind (vegan online supermarket) on Seedrs

- Fishy filaments (turning used fishing nets into 3D printing filament) on Crowdcube
- Rubies in the Rubble (condiments from surplus ingredients) on Seedrs
- Notpla (seaweed packaging) has raised a couple of rounds on Crowdcube
- The Brook (plant-based eating restaurant) on Seedrs
- CCell (reef regeneration and tidal energy) on Crowdcube
- Nova Innovation (tidal energy) on Seedrs
- Antaco (converting organic waste into energy) on Crowdcube
- Electric Dutchman (electric scooters) on Seedrs
- Clim8 (an App for sustainable investment) raising on Crowdcube

NOTABLE ECF EXITS



SKOLAFUND



Skolafund is a digital crowdfunding platform to crowdsource alternative funding for tertiary education scholarships for the less-privileged and those with healthcare emergencies & medical related needs.

Raised RM300k from 26 investors on ECF platform Ata Plus. Skolafund's ECF campaign holds the record for lowest investment entry size of RM10.

Achievements

Total Crowdsourced Scholarships

RM 1.6 million (in 4 years)

Student Beneficiaries

592

No. of Donations

16,446

Total Crowdsourced Aid

RM 1.2 million (in 4 months)

Beneficiaries

155

No. of Donations

42,233

Exit

In September 2019, Skolagroup Sdn Bhd was fully acquired by one of Asia's leading donation crowdfunding platforms, providing returns of 10% to the ECF shareholders, three years after the ECF deal.



MyCash Online is an e-Marketplace specially designed for massive pools of Migrants in Malaysia & Singapore.

Raised RM1.3 million from 19 investors on ECF platform pitchIN

Achievements

Money transfer services to over 45 global destinations, including South Asia & South East Asia

Key South East Asia locations include Bangladesh, Nepal, Indonesia, Philippines, Malaysia, Indonesia, India & Pakistan

Expanded services nationwide in Malaysia, Singapore & Australia

Exit

In October 2019, Silicon Valley-based VC firm 500 Startups offered to buy out ECF investors, providing returns of 44.2% two years after the ECF deal.



Green Lagoon is a -stop solution centre for biogas harvesting, storage, treatment, utilization and carbon reduction monitoring for palm oil mills to optimize their wastes to generate quantifiable income streams, while lowering their carbon footprint.



Raised RM800k from 24 investors on CrowdPlusAsiaECF platform

Achievements

Since ECF, completed 2 renewable energy projects (each 1MW POME Biogas plant) completed in July 2018 and July 2019, respectively; with 2 more coming soon

Exit

In August 2019, Green Lagoon concluded the buy out of some of the ECF investors providing a 100% return, three years after the ECF deal; in addition to annual 6% dividend payouts in 2017, 2018 & 2019.



Celixir is a biotech firm that discovered and developed Heartcel, a medicine that treats heart failure by regenerating cardiac muscle.

The company raised £691k on Crowdcube from 300 investors. The money raised enabled Celixir to develop and manufacture Heartcel, and move closer to treating the patients who need it.

Type of Crowdfunding

Equity

Raised on

Crowdcube (UK)

Amount Raised

RM3.82 mil (£691k)

Exit

In 2017, Celixir offered all investors the opportunity to sell their shares. 18% opted to sell shares, making **270% return** on their investment.



Beyond Meat is a Los Angeles-based producer of plant-based meat substitute. The company has collaborated with several F&B retailers such as Burger King and KFC to provide plant-based alternatives.

The company raised USD5.91 mil on OurCrowd from a group of accredited investors. Due to existing US law at the time, OurCrowd was not available to retail investors.

Type of Crowdfunding

Equity

Raised on

OurCrowd (US)

Amount Raised

RM25.04 mil (USD5.91 mil)

Exit

Six months after its campaign, the company completed an IPO raising \$240 million on a valuation of \$1.5 billion. Once listed on NASDAQ, Beyond Meat jumped far beyond its initial pricing quickly rising in value topping \$3.8 billion.

KEY SUCCESS FACTORS

MARKET TRACTION

Numbers help ground your business projections

- ✓ Know your customer acquisition cost and their lifetime value
- ✓ Show acceptance by major customers and distributors
 - Signed contracts are a strong indication of traction
- ✓ Obtain beta testers





THE OFFER

- ✓ **Valuation**
- ✓ **Structuring your Offer**
 - Amount of equity offered
 - Minimum investment amount
 - Attractive bundling of rewards
- ✓ **Exit Strategy**



MARKETING STRATEGY

- ✓ Leverage different platforms and channels
- ✓ Synchronise your marketing strategy with the ECF operator's marketing plan and activities
- ✓ Track and monitor your campaigns
 - Find out what works and what doesn't

YOUR COMMUNITY

Businesses with strong communities (e.g. social media followers, customers) have a crowd of ready supporters. People familiar with your business are more likely to invest

- ✓ Engage with your community
- ✓ Consider a “pre-launch” campaign for your community members





YOUR TEAM

- ✓ A strong and experienced management team creates trust and credibility for potential investors
- ✓ For businesses with young teams, consider working with experienced business advisers

A close-up photograph of two people shaking hands over a light-colored wooden table. The person on the left is wearing a silver-toned metal watch with a white face and a grey sweater. The person on the right is wearing a grey sweater. In the background, a smartphone and a laptop are visible on the table.

YOUR COMMITMENT

- ✓ Dedicating your time and resources to your fundraising campaign
- ✓ Working closely with the ECF operator
- ✓ Effectively planning and promoting your fund raise

INTRODUCTION TO ATA PLUS

We are one of the first ECF operators to be registered with the Securities Commission Malaysia in June 2015, and the world's first Blockchain-enabled ECF platform.

We are proud proponents of democratisation of wealth and financial inclusion in the 'new economy'.

We believe that matching capital with exciting businesses has far-reaching positive social and economic outcomes.



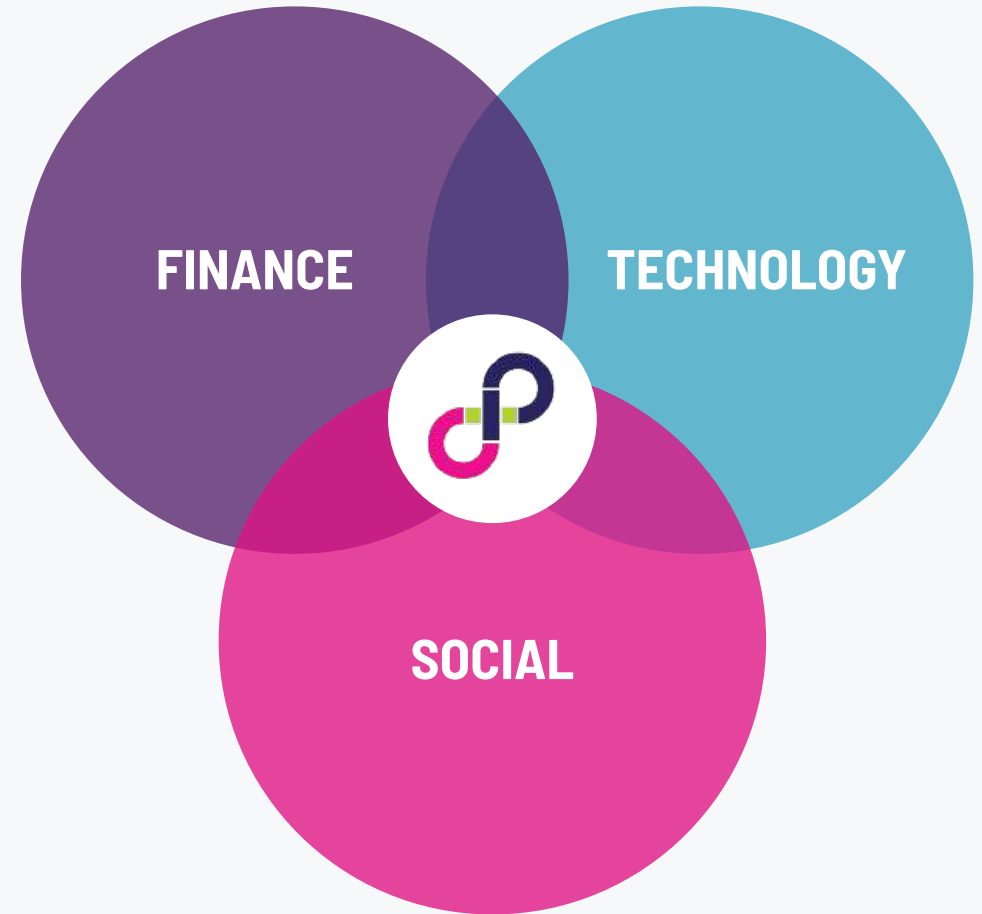
Our Values & Functions

Provide efficient and cost effective financial offerings to all businesses, especially the ones currently deemed riskier by conventional financial institutions.

Offer completely transparent and robustly screened and rated investments to all.

Enable true, peer-to-peer exchange of value.

Drive inclusion as much as possible, so that all may prosper.



Malaysia's Most Trusted Fintech Solution Provider 2020



Recognition by APAC Business Headlines

<https://apacbusinessheadlines.com/fintech-2-web-version/ATA-PLUS/>

Ata Plus Co-Founders - Aimi Aizal Nasharuddin, Elaine Lockman & Kyri Andreou

Most entrepreneurs often start out with nothing more than just a great idea for business. Outside this passion, they may not really have money to convert their idea into reality. But to grow an idea, from planning to setting up shop, requires money. And it's equally important to be able to gather the required funds quickly to respond to the needs in the market. This is where most conventional methods to raise funds aren't effective because they are time-consuming and labour-intensive. And they churn out fewer successes, reject more ideas, and are supported by very few investors.

Seasoned entrepreneurs Elaine Lockman, Kyri Andreou, and Aimi Nasharuddin skilled in areas like finances, investment banking, corporate, government, branding, and marketing, fully understood the difficulties of setting up a new business. Passionately believing in entrepreneurship as a force for doing good, they sought a better way to raise funds. It would need to allow any deserving and qualified entrepreneur to reach out to potential investors easily. At the same time, investors from anywhere in the world should be able to invest in promising ideas, at an extremely low amount.

The trio understood the game-changing implications of this idea and after assessing its feasibility, they set it up. **Ata Plus Sdn Bhd** was born in 2015 in Kuala Lumpur, Malaysia as an equity-style crowdfunding platform online to help small-to-medium-sized enterprises access funds easily. It would allow anyone to invest in promising ideas from businesspersons in an open, safe, and seamless way.

Strategic Acquisition From NASDAQ-listed GreenPro Capital Corp



- A **strategic move that upholds Ata Plus' company mission** to democratise wealth, boost greater inclusion and encourage equality of opportunities to build sustainable, world-class companies.
- Ata Plus to **leverage on GreenPro's digital assets, technology, and global presence**, all of which essentially aims to drive its vision of **becoming an international fundraising platform**.
- Acquisition is undertaken to **solidify GreenPro's services as a multinational conglomerate**, further building on the companies' ability to **offer financial infrastructure and expedite public listings** in the U.S. for companies who fundraise on Ata Plus' proven platform.

THE TEAM



CHAIRMAN

TAN SRI DATUK DR SAMAD HJ ALIAS



AIMI AIZAL NASHARUDDIN

INVESTOR MANAGEMENT,
LEGAL, REGULATORY
& COMPLIANCE



ELAIN LOCKMAN

PARTNERSHIPS, DEAL FLOW, DEAL
SCREENING, RISK MANAGEMENT &
ENTREPRENEUR MANAGEMENT



KYRI ANDREOU

TECHNOLOGY, NEW PRODUCT
DEVELOPMENT, EDUCATION,
BRANDING & MARCOMM

THANK YOU

Any Questions?

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