

# Masterclass: Equity Crowdfunding and Venture Capital

*The myth, the reality, and which is right for YOUR business*

KUALA LUMPUR, KUALA LUMPUR, MALAYSIA, November 6, 2014  
/EINPresswire.com/ -- Masterclass: [Equity Crowdfunding](#) and [Venture Capital](#)

Born global with an emergent market focus, The Eurasia Consortium Malaysia has been doing business internationally for many years. We offer advice based on our own experiences, Continuing Professional Development Programs to assist your business students to develop sustainable strategies (our latest program is the Equity [Crowdfunding](#) and Venture Capital Masterclass on 24-25 November 2014) as well as advisory and mentoring engagements for companies and students locally and internationally. We are inviting your students to participate our Masterclass to enhance their

opportunity in our Malaysian market.

The Jumpstart Our Business Startup, or the JOBS Act of 2012 in the US has made it possible for companies to raise up to \$1 million through online crowdfunding / sourcing platforms. Subsequently equity crowdfunding has become popular for those businesses that are seeking to secure smaller often start-up amounts of capital. Some observers claim that the revolution in equity crowdfunding may displace more traditional capital providers like Venture Capitalists. Conversely there is another school of thought that believes both can co-exist in the funding eco-system. In truth both have value and may address different sectors of the market and bring something different to the table.

The advent and relative growth of crowdfunding platforms such as Crowdcube, Kickstarter and Indiegogo give start-up founders a unique opportunity to sell their idea direct to the consuming public. In the past the task of securing investment could be notoriously perplexing with high levels of risk and was, at times, extremely sluggish. The advent of crowdfunding has seen the progressive elimination of the gatekeepers and made raising funds quicker and more equitable.

By attending this program, delegates will learn:

- Better understand how equity based crowdfunding platforms work and how they differ from more



The graphic is a promotional poster for a masterclass. At the top, it reads 'Masterclass: Equity Crowdfunding And Venture Capital' followed by the tagline 'The myth, the reality and which is right for YOUR business'. Below this, it states 'Presented Exclusively by The Eurasia Consortium Malaysia Featuring: Mr Kieran Garvey (Business Development Manager at Crowdcube UK) Mr Kelvin Au (Managing Director at Metall and formerly venture investor at DFJ Esprit)'. A dark blue box contains the dates '24th and 25th November 2014' and the venue 'Venue: Technology Park Malaysia, Bukit Jalil/KL'. The central image is a golden globe with a banner wrapped around it that says 'Crowdfunding'. To the left of the globe are two circular headshots of the speakers. To the right are logos for 'TECHNOLOGY PARK MALAYSIA' and '100% CREDITABLE UNDER HRDF'. At the bottom, it says 'Program designed and presented by: The Eurasia Consortium Malaysia in Conjunction with Technology Park Malaysia' and features the Eurasia Consortium Malaysia logo with the tagline 'Born Global with an Emergent Market Focus'.

Masterclass: Equity Crowdfunding and Venture Capital

traditional sources of finance

- Understand better what are the pros and cons of this type of financing
- Learn how to create a successful funding pitch
- Discover how crowdfunding is an excellent way to market your business or business start up
- What are the industry trends in UK Crowdfunding, Private Equity and Venture Capital
- Understand the five investment criteria that VCs have in mind when looking at your business
- How to make successful funding rounds

About the Speakers:

There are two speakers for this events;  
Kieran Garvey and Kelvin Au

Mr Kieran Garvey

Kieran is the business development manager for Crowdcube – the world's first and leading equity crowdfunding platform. Crowdcube now also offers mini-bonds for larger, growing and more established businesses, enabling them to borrow from their customers and supporters. He is responsible for sourcing entrepreneurs seeking finance and building strategic partnerships within the start-up and SME community. Prior to this, he worked with the UK Crowdfunding Association managing the

operations and membership base - growing it by over 300% in 9 months. He was also the Parliamentary Crowdfunding Advisor for the office of MP Barry Sheerman and helped establish the All Party Political Group on Crowdfunding and Non-Bank Finance. He was also a founding member of the Social

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In 2014, it is estimated that £1.6 billion will be raised in the UK alone by equity crowdfunding.

*Dr Stuart Kewley*

Kieran holds a BSc. in International Relations from the London School of Economics. At the LSE, he co-created the Master's course unit, 'Business Model Innovation aimed at the Base of the Pyramid.' He also holds an MSc. in Environmental Technology from Imperial College London.

## Program Aims and Goals:

Equity Crowd Funding And Venture Capital: The myth, the reality and which is right for YOUR business is a two day masterclass held at Technology Park Malaysia (TPM) featuring two very successful players in the field of Crowdfunding and Venture Capital. The masterclass is designed to help you better understand alternative and traditional means of raising finance and which model is right for YOUR business.

By attending this program delegates will:

- Better understand how equity based crowdfunding platforms work and how they differ from more traditional sources of finance.
- Discover how crowdfunding is an excellent way to market your business or business start up.
- Understand better what are the pros and cons of this type of financing.
- Understand better why VCs will and won't invest in your high tech start up.
- Learn how to create a successful funding pitch.
- Understand the five investment criteria that VCs have in mind when looking at your business.
- How to make successful funding rounds.

## Target Group

Entrepreneurs, technopreneurs, business leaders, financiers including VCs and crowdfunding and angel investors and those considering funding their own business.

Program designed and presented by The Eurasia Consortium Malaysia.

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### Program fee:

Corporate Companies & Government  
Agencies: RM 2,000.00/Pax  
Startup Companies & Companies  
under Technology Park Malaysia:  
RM 1,000.00/Pax  
Students: RM 500.00/Pax

## Equity Crowdfunding and Venture Capital 1

Masterclass:

### Equity Crowd Funding and Venture Capital®

The myth, the reality and which is right for YOUR Business

24th -25th November 2014, Technology Park Malaysia



## Equity Crowdfunding and Venture Capital

Finance Commission focussing on the intersection of crowdfunding, social enterprise and impact investing. Kieran also worked with TrillionFund which is a leading renewable energy crowdfunding platform. In 2009-2011, Kieran established Bloom Microventures in Vietnam combining microfinance and responsible tourism. He also co-founded the charity, The Student Initiative, which provides top performing students with research and internship opportunities at social enterprises and microfinance institutions around the world.

Mr Kelvin Au

Kelvin is the Managing Director of Metail, a revolutionary holistic provider of garment and body fit visualisation technology. As Managing Director, Kelvin is responsible for running the Asian operations including business strategy, sales and partnerships, product development and fundraising. He is also involved in group strategy having served on the board since 2010. Prior to joining Metail, Kelvin was a venture investor at DFJ Esprit, one of Europe's largest technology VC funds focusing on e-commerce, software and mobile. Prior to that, he worked at Credit Suisse and HSBC where he provided M&A and financing advice to technology companies globally, and at IBM focusing on commercial and product development activities of their proprietary Java platform. Kelvin holds a first class Master's degree in Computer Science from Imperial College London.

You can discover more by logging onto [www.eurasia-eu.com](http://www.eurasia-eu.com) / [www.tecm.com.my](http://www.tecm.com.my)

If you would like to speak with us directly we would be very interesting in hearing from you. Simply call our office at 03-8992 3160 / 3161 or drop me an email at [lydia@tecm.com.my](mailto:lydia@tecm.com.my).

We look forward to hear from you.

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