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# Unleashing the Full Potential of Malaysia's Startup Ecosystem

# Are you ...



**A founder**  
with a world-  
changing idea?



**An investor**  
in search of  
sustainable returns?



**A professional**  
looking for your  
next opportunity?



# START IN MALAYSIA

# Start in Malaysia

Expand  
To high  
growth  
markets

ASEAN  
Population ~700M

Middle East  
Population ~500M

East Asia  
Population >1.5B

Test ideas  
with a  
diverse  
audience

>30 ethnic groups  
represented in  
Malaysia

>130 languages  
and dialects spoken  
in Malaysia

Stretch  
your  
investments  
further

1/6<sup>th</sup>  
office rent\*

1/3<sup>rd</sup>  
cost of living\*

Access  
world  
leading  
industries

Top 2 largest palm  
oil producer in the  
world

7% of global  
semiconductor  
trade

Top 3 market for  
Islamic finance

Top 3 global solar  
PV module  
producer

Settle  
your  
family in  
with ease

Top 3 in English  
proficiency in Asia

Top 10 best cities  
to live in (KL, as  
ranked by expats)

1/4<sup>th</sup> of median  
international  
school fees\*

## ENERGY & GREEN TECHNOLOGY



3<sup>rd</sup> largest LNG exporter

Top 3 photovoltaic modules producer

70% renewable energy & leader in APAC by 2050

## MANUFACTURING & AUTOMATION



6<sup>th</sup> largest semiconductor exporter

7% of global semiconductor trade

IR4.0 through New Industrial Master Plan

BE PART OF LEADING GLOBAL INDUSTRIES

## AGRICULTURAL TECHNOLOGY



Top 2 largest palm oil producer

Top 3 photovoltaic modules producer

70% renewable energy & leader in APAC by 2050

## ISLAMIC FINANCE



Top 3 largest Islamic financial market

#1 sukuk market and Islamic funds AUM

#1 Islamic Finance Development Indicator score (10 consecutive years)

# Malaysia's offer to the world



## Vibrant startup community

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Innovation Belt

Unicorn Golden Pass



## Large addressable market

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Startup City Connect



## Available funding at all stages

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VC Golden Pass

VC Launch Fund

VC Academy

Startup Seed Grants



## Access to talent at all levels

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Innovation Pass

Founder & Talent Relocation Service

Skills@Scale

Executive Digital Leadership



## Seamless business environment

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Startup Concierge

Single Window

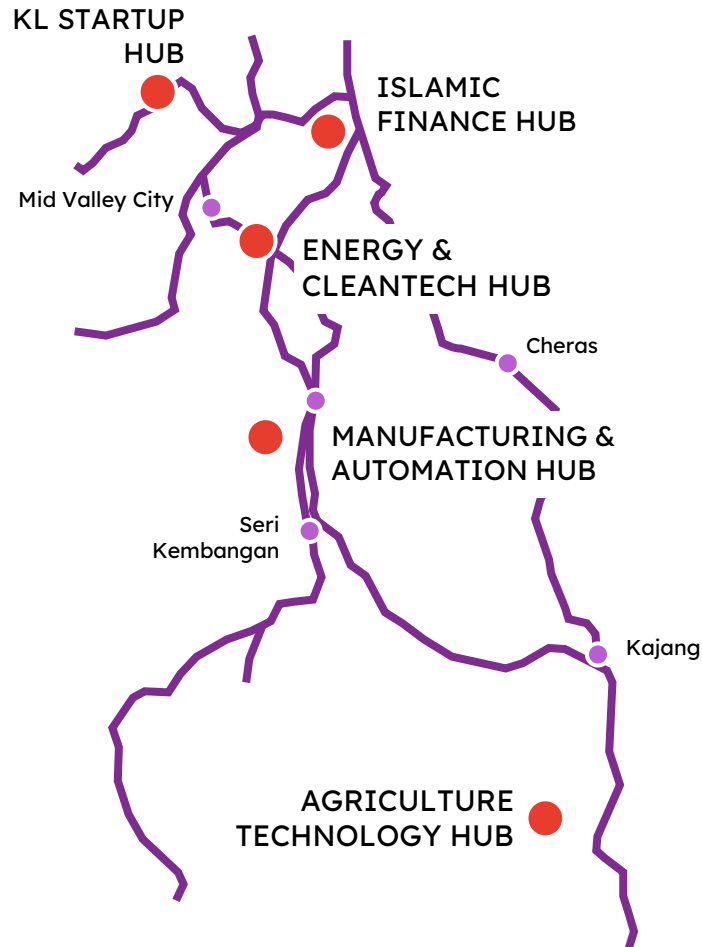
KL20 GPU Scheme



A VIBRANT  
STARTUP  
COMMUNITY

# Innovation Belt

A 'belt' of vibrant innovation hubs, bringing together ecosystem players in one place to enable collaboration and exchange of ideas



## SPECIALISED LABORATORIES

Areas with specialised infrastructure and equipment to support ongoing research projects

## OFFICE SPACE

Repurposed buildings with office space and high-speed Internet for 20-100 companies

Example anchor tenants (Agritech):

- Agricultural drone technology startup with global customers
- APAC-based VC with a \$1B global agrifood fund

## COMMUNITY CURATOR

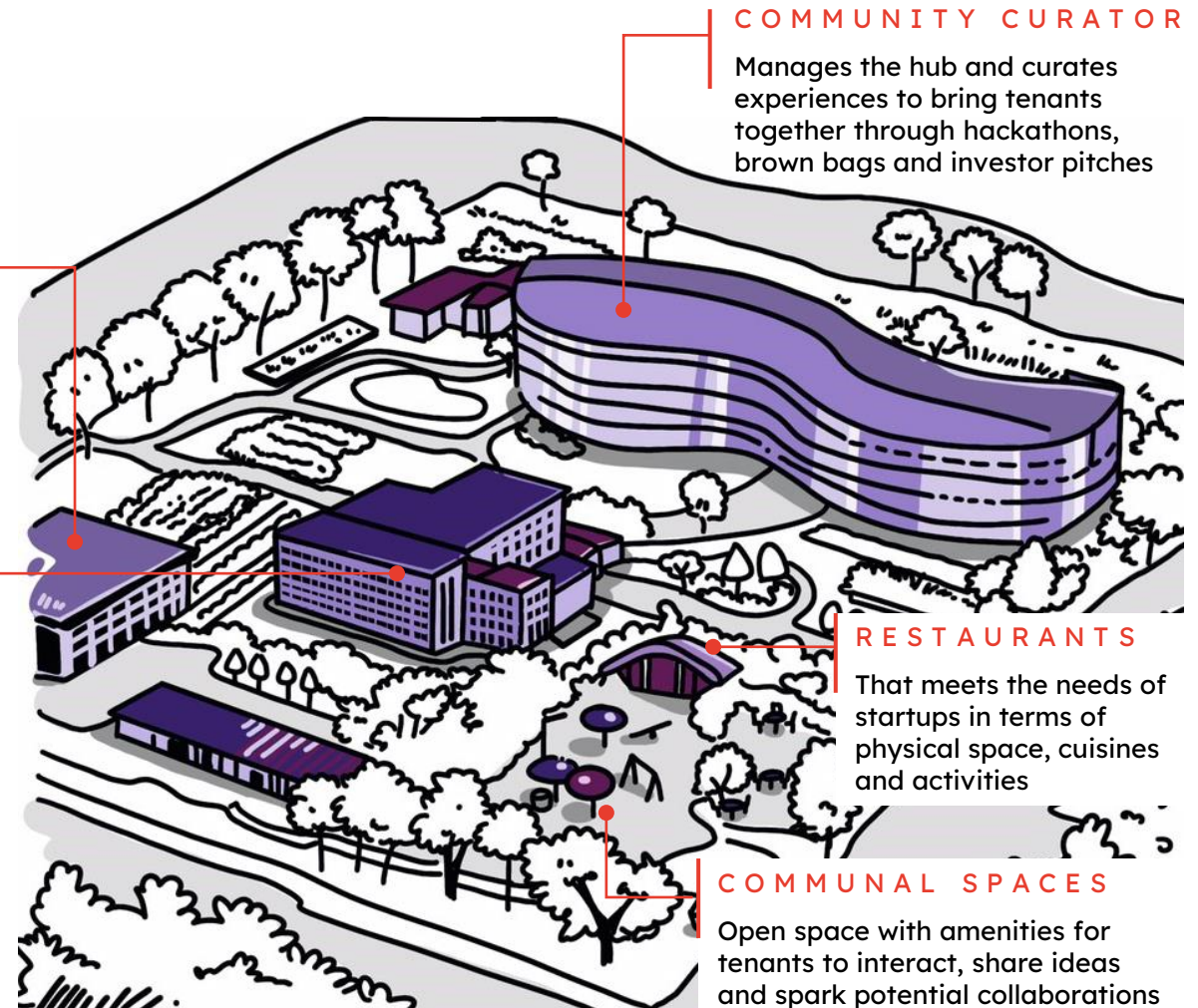
Manages the hub and curates experiences to bring tenants together through hackathons, brown bags and investor pitches

## RESTAURANTS

That meets the needs of startups in terms of physical space, cuisines and activities

## COMMUNAL SPACES

Open space with amenities for tenants to interact, share ideas and spark potential collaborations





# Unicorn Golden Pass

Globally recognised startups setting up a significant presence in MY, acting as the centre of gravity for startup hubs, and infusing talent into the ecosystem

## Is your startup ...



### Bold and innovative

High valuation reflecting strong growth potential and investor interest



### Validated by the market

High revenues showing consistent market traction for your products and services



### Sustainable long-term

Clear path to positive cashflow demonstrating business model viability

## What we can offer you ...



Funding opportunities from leading VC investors



Visa processing fee waiver



Tax incentive on corporate income for qualifying activities



Top-tier office space within a startup hub



Industry-specific benefits tailored to you

## We want you to ...



Establish a physical office in Malaysia



Build a leadership team in Malaysia



Hire a team based in Malaysia to support regional operations

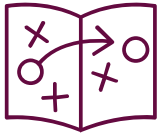


A LARGE  
ADDRESSABLE  
MARKET

# Startup City Connect

Deep collaboration and integration between Malaysia and other major regions/economies, allowing startups to operate seamlessly across markets

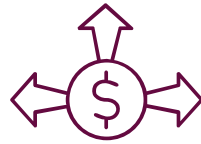
## Example areas for collaboration



Accelerated business setup for companies already registered in one country



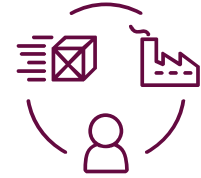
Mutually-recognised visas enabling holders to freely move and work in each country



Seamless access to investment opportunities across both countries for registered investors



Increased connectivity through higher flight frequency and express immigration lanes



Regulatory harmonisation over the longer term to enable frictionless trade across both countries



AVAILABLE  
FUNDING  
AT ALL STAGES

# VC Golden Pass

Regional VCs with a strong track record setting up a presence in Malaysia to engage with and invest in the local startup ecosystem

## Are you a fund that...



**Is a leading global investor**

Top 100 global or regional VC with at least AUM of more than US\$100M



**Has a strong track record**

Multi-year track record of investing in and scaling successful tech startups

## What we can offer you ...



**LP funding opportunities** from institutional investors



**Secured office space** in established startup hubs



**Visa processing fee waiver** for senior leaders\*



**Networking opportunities** with startups, investors & corporate leaders



**Expedited license approval** for fund setup

## We want you to ...



**Establish a physical office** in Malaysia



**Invest in Malaysian and ASEAN-based startups**



**Hire a team based in Malaysia** to support investment operations

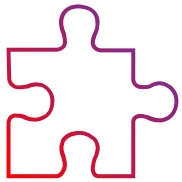
# VC Launch Fund

Creation of new local VCs to widen funding and investment options for Malaysia's seed- and early-stage startups

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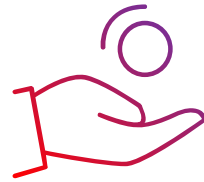
Fund of Funds (FoF) programme specifically focused on investing in first-time Malaysian fund managers

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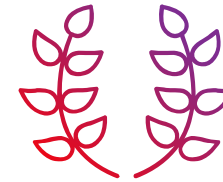
## ELIGIBILITY

- Focused on seed and pre-seed stage
- Target allocation of >50% in Malaysia
- HQ in Malaysia



## FEATURES

- Provision of ~RM5M per fund
- Upskilling and capability development program
- VC administrative support



## CONDITIONS

- Matching investments from external investors
- At least 50% of total investments in SC qualifying venture companies
- Local presence in Malaysia

# VC Academy

Programme to upskill professionals looking to enter the venture capital industry, with comprehensive and practical resources on Malaysia's startup ecosystem

4-week course aimed at:



FIRST-TIME  
FUND  
MANAGERS



NEW VENTURE  
CAPITAL  
ANALYSTS



OTHER YOUNG  
PROFESSIO-  
NALS

Opportunities to network with local investors and business leaders

Syllabus covers VC fundamentals:

Introduction to local VC landscape covering trends, deals, and key ecosystem players



Startup fundamentals covering corporate entity structures, cap tables, and business operations



VC fundamentals including fundraising, structuring, and deal sourcing



Due diligence process covering how to evaluate startups and develop an investment thesis



Venture deal structure focusing on the legal and contractual processes behind investing



Venture modelling showing the fundamentals of projecting returns, dilution, etc.



# Startup Seed Grants

All promising seed- and early-stage startups have access to funding, scaling the pace of investments at the start of the deal flow cycle

————— Grants available to early-stage startups based in Malaysia —————







ACCESS TO HIGH-  
CALIBRE TALENT

# Innovation Pass

Holistic visa programme that makes it attractive and easy for founders and talent to work in Malaysia, building up capabilities required for the startup ecosystem to thrive

	New Founders	Experienced Entrepreneurs	Senior management	Highly skilled talent	General talent
<b>ARE YOU ...</b>	First time founder building a business	Experienced/ Established Entrepreneur	C-suite or Head of Department candidate in tech/ VC	Experienced talent with scarce and in-demand skillsets	Tech or VC talent required for day-to-day operations
<b>VISA FEATURES</b>					
<b>Duration</b>	1+1 year*	5 years*	5 years*	5 years*	2 years*
<b>Right to work</b>	Self	Self + Spouse	Self + Spouse	Self	Self
<b>Grace period</b>	Visa not linked to employment	Visa not linked to employment	Visa not linked to employment	180 days in case of job loss	90 days in case of job loss
<b>Other</b>	N/A	Up to 5 visas for founding team	N/A	N/A	N/A

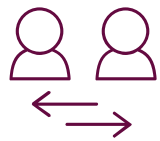
\*Terms & Condition Apply

# 2-week Spouse Programme will help spouses settle in and build a meaningful career in Malaysia



## Introduction to Malaysia

Classes covering lifestyle, culture, and workplace norms



## Experience sharing

Sharing sessions with other expats and programme alumni



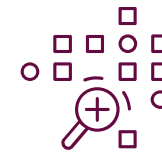
## 1-on-1 career consultations

Consultations with external experts to develop career plans



## Networking sessions

Connecting with recruiters and HR professionals



## Guidance beyond work

Lifestyle services such as childcare, language classes, etc.



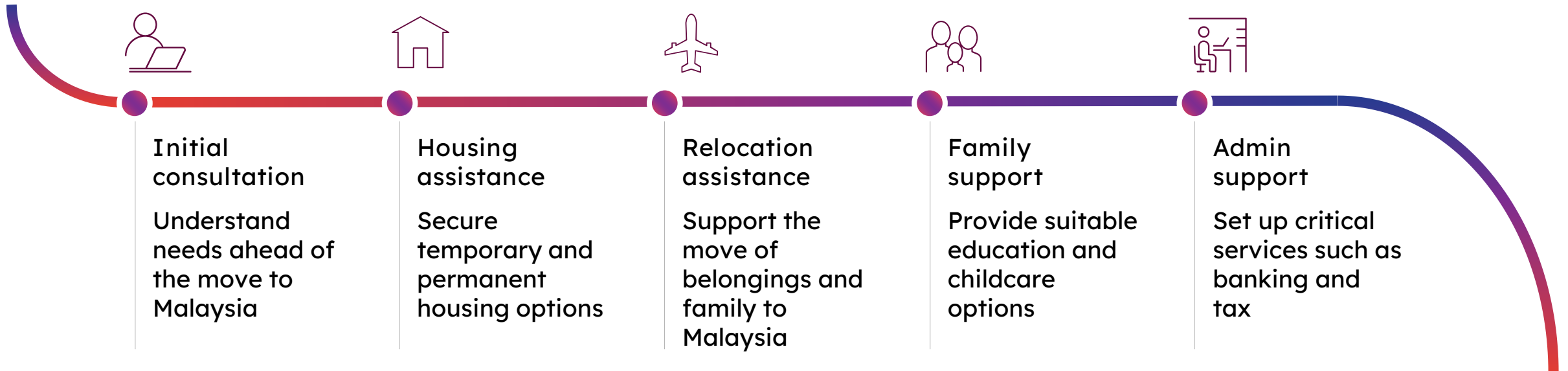
## Ongoing support

Post-programme support, such as gatherings, online resources, etc.

# Founder & Talent Relocation Service

One-stop service to facilitate a seamless experience for foreign talents moving to Malaysia, addressing their relocation and lifestyle needs

A seamless transition  
from your old home ...



... To your new one

# Skills@Scale

A centralised tech skills marketplace to upskill trainees by matching them with experienced trainers from a variety of different backgrounds

## TRAINER

Design courses and classes on tech skills and digital capabilities

Deliver courses to registered participants through the platform

Receive payment from participants interested in the courses

Adapt materials and course structure based on participant feedback

## SKILLS@SCALE MARKETPLACE



Streamlined, easy-to-navigate interface



Search functionality to filter by topic, trainer, rating, etc.



Course subsidies to encourage participation

## TRAINEE

Search for relevant classes/courses on digital skills

Sign up for suitable courses based on requirements and user reviews

Participate in courses through relevant channels

Rate trainers and provide feedback based on your training experience

# Executive Digital Leadership

A 3-month programme to equip leaders with critical digital capabilities and knowledge to uplift Malaysia's digital economy via transformation of their organisation

## 3-month programme...

### To equip leaders

Senior Management in Government and large corporates who aspire to digitally transform their organization

### Delivered by experts

In partnership with Asia School of Business and leading tech companies

### Via a blended model

The programme will be delivered via in-person and online classes that are curated by MIT

## Programme modules



### Digital transformation

Digital transformation and driving it from the top



### Ethics

Key ethical and social implications of digitalisation



### Cybersecurity & data

Risk management of digital platforms and data-driven decision making



### Cloud Computing

Select perspective of digital transformation through cloud computing



### Emerging Tech

Overview of select key trends, e.g., AI, IOT, blockchain



### Digital Marketing

Overview of digital marketing, e.g., CX, communication



SEAMLESS BUSINESS  
ENVIRONMENT

# Startup Concierge

A one-stop concierge service for high potential startups, providing direct support with their business setup, operation, and growth activities

## BUSINESS SETUP

Registering new business entities and obtaining relevant licenses

Applying for Malaysia Digital status to receive relevant benefits

Setting up other administrative requirements (e.g. bank accounts)



## VISA APPLICATIONS

Providing advice on visas for specific roles

Monitoring application and following up with relevant agencies



Providing information on Malaysia's business landscape

Setting up meetings with local corporates and GLCs

Connecting to local authorities to setup new businesses

Connecting to partner organisations (accelerators, banks, etc.)

## DOMESTIC BUSINESS DEVELOPMENT



## INTERNATIONAL BUSINESS DEVT.





# Single Window

A one-stop concierge service for high potential startups, providing direct support with their business setup, operation, and growth activities

## STARTUP DATABASE

Comprehensive information on all startups in MY

Full list of all startups in Malaysia and key details (name, industry, contacts)

High level business metrics covering financial and operational performance

Fundraising status indicating whether the startup is open to investor discussions

Fundraising history including most recent rounds raised, valuations, and key investors

## BUSINESS INFORMATION

How to start and run a startup or VC in Malaysia

Processes required to set up and operate a business in Malaysia

Visa types and application overview to hire foreign talent into Malaysia

Local industry information on market trends, key players, and potential customers

Regional market information including key industries, and cross-country expansion

SINGLE WINDOW

## RESOURCE REPOSITORY

Example documents and templates to speed up doing business

Critical checklists for relevant processes, eg. setting up a business, running a diligence

Investment templates for VCs aligned to Malaysian regulation

Video resources covering educational topics on startups, VCs, and local industries

Business templates for startups covering key operations such as financial statements

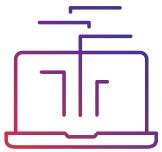
# KL20 GPU Scheme

Provision of world-class Artificial Intelligence (AI) infrastructure to startups in Malaysia, laying the foundation for Malaysia to become a regional leader in AI

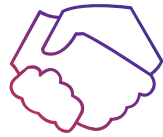
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## KEY FEATURES

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State-of-the-art GPUs integrated with data centre hardware at key locations across Malaysia



Partnerships in place to provide startups with data centre capacity



GPU cost reimbursements for startups relying on AI-related technologies

# Join Malaysia's Startup Journey

Top 20 global startup  
ecosystem

Economy driven by  
innovation

Destination of choice  
for ecosystem players

To achieve...

**2.5-3k**

Additional active  
startups

**>100K**

Additional high-  
skilled jobs

**RM750M**

Additional annual VC  
investment

**RM400B**

Additional startup  
valuations

... By 2030

# GET IN TOUCH WITH US THROUGH ...

SINGLE WINDOW

[www.mystartup.gov.my](http://www.mystartup.gov.my)

