

Lampiran 2: Taklimat Terbuka MyCreative Ventures Sdn Bhd

MYCREATIVE BOOKPUBLISHER FUNDING PITCH (THE PUBLISHERS)

By MyCreative Ventures Sdn. Bhd. ("MyCreative")

Eligibility criteria:

1. Open to publishers in all genres (with creative content)
2. Sole proprietor or a Sdn. Bhd. company
3. At least 51% Malaysian ownership
4. 2 to 3 years of publishing experience OR minimum 20 number of titles published
5. Minimum 10 distributors and/or bookstores that you have an account with
6. Priority to company with no bank borrowings

Basic Financing Terms:

1. Amount of financing depending on the needs of the publisher with the maximum of RM1 million
2. Repayment period of up to 5 years
3. Flexible repayment period
4. Competitive interest rates ranging from 5% to 8% per annum
5. No collateral necessary
6. Personal guarantee & debenture is required from all shareholders and directors

Documents To Be Submitted:

1. Application Forms (to be downloaded from MyCreative's website).
2. 5 years Business Plan (format to be downloaded from MyCreative's website) and 5 years financial projection (P&L & Cash Flows) of the Company in entirety on a monthly basis (ie inclusive of marketing cost, admin cost and other existing borrowings).
3. Minimum of 6 months publishing plan (manuscripts to be published for the next 6 months)
4. Borang D (for sole proprietor) or Certificate of Incorporation - form 9 (for a Sdn. Bhd. company)
5. Latest audited accounts (for a Sdn. Bhd. company)

Stages Of Application:

1. Submission of all required documents to thepublishers@mycreative.com.my by 31 May 2015.
2. Applicant filtering process. Shortlisted applicants will be notified.
3. Presentation of business plan (date and time to be determined by MyCreative).
4. Assessment for approval - the duration will be subject to completeness of information submitted as well as the on-going discussions and queries from MyCreative.
5. Once approved, agreements need to be drafted and signed by both parties.
6. Cash disbursements can proceed upon fulfilment of the conditions stipulated in the agreements. For example, the setting up of payment mechanism.
7. All enquiries can be directed via email to thepublishers@mycreative.com.my

Note: MyCreative reserves the right to vary the above framework as appropriate to suit each application.

For a complete terms and conditions, kindly refer to MyCreative's website at www.mycreative.com.my



MyCreative Ventures Sdn Bhd
MABOPA Talk 11 February 2015