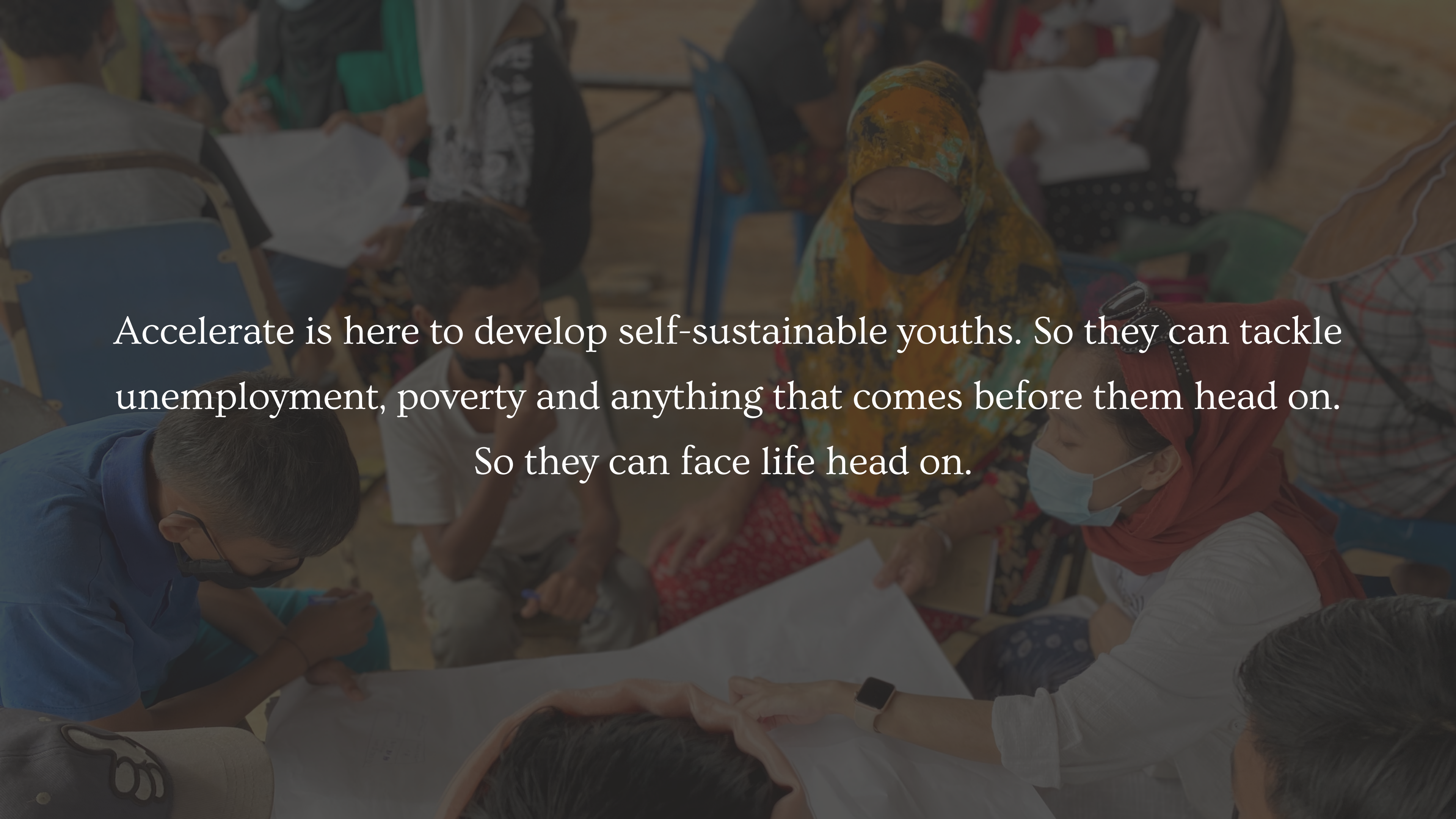


Accelerate.

A social enterprise aimed at tackling youth unemployment issues especially amongst the underprivileged and the marginalised through upskilling programs.



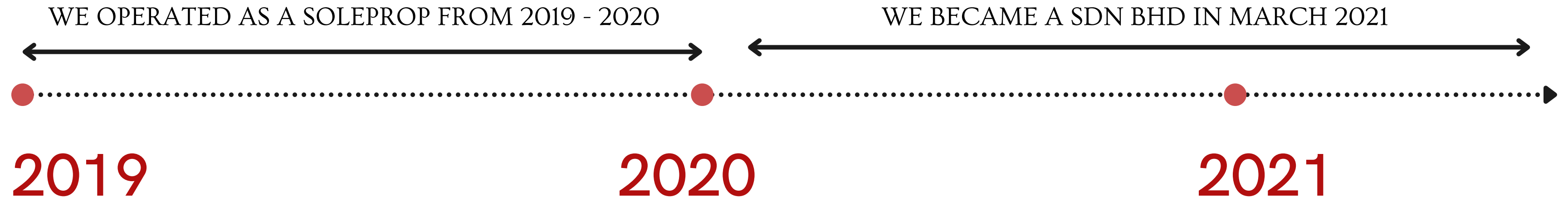


Accelerate is here to develop self-sustainable youths. So they can tackle unemployment, poverty and anything that comes before them head on. So they can face life head on.

Our Story

DID YOU KNOW?

Our Founder started Accelerate Global with 0 capital and capitalised on zero cost strategy!



IDEATION & VALIDATION

- Monthly Workshops
- University and Community Partnerships

BUILDING TRACTION

- Funded by AMCHAM, Micron Malaysia, PwC Malaysia & Yayasan Hasanah
- Partnership with Jabatan Politeknik dan Kolej Komuniti, Malaysia

EQUITY CROWDFUNDING

- Digitising our programs and building our own e-learning platform to create bigger impact!

Problems

Tackling youth unemployment, one youth at a time.



The rise in youth unemployment rate due to lack of practical knowledge and skills

More than 50% of the world's population is dominated by youths yet the youth unemployment rate is 3 x higher than adult unemployment. Exam-oriented education is taking a toll on the youths' job prospects now more than ever especially with Covid-19. The youths dependency on employment is leaving them unemployed thus exposing them to threats of poverty and homelessness.

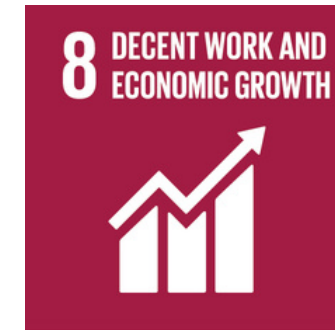
Quality upskilling programs and courses are either expensive, unattractive or both!

For most youths, finding quality upskilling programs and courses that are affordable and fun-to-learn is like hunting for a needle in a haystack.

Underprivileged and marginalised youths are not given the same opportunity to learn

Underprivileged and marginalised youths are often sidelined especially with the advancement of technology and language barriers. Help is only given when there are fundings or sponsorship from large corporations, which should not be the case.

Initial Solution



Simple back to basics solution:

Providing high quality, market-relevant upskilling programs, to help youths become self-sustainable.

Upskilling Programs

High-impact upskilling and incubation programs on **career** and **entrepreneurship** to develop resilient, creative and independent youths, capable of becoming job creators.

Our Programs

Our program's quality and efficacy have all been tested and validated!



**ACCELERATE REACH
ENTREPRENEURSHIP PROGRAM**

**14-DAY VIRTUAL ENTREPRENEURSHIP
BOOT CAMP**

5-DAY CAREER WEBINAR SERIES

**MONTHLY WORKSHOPS AND
WEBINARS**

Accelerate Reach Entrepreneurship Program

The end goal of this 3 months and 1/2 program is for the youths to graduate with a business that is already validated!



43 Stateless Youths in Sabah now run a pineapple jam business!

Funded by Micron Malaysia through the American Chambers of Commerce (AmCHAM) Malaysia.

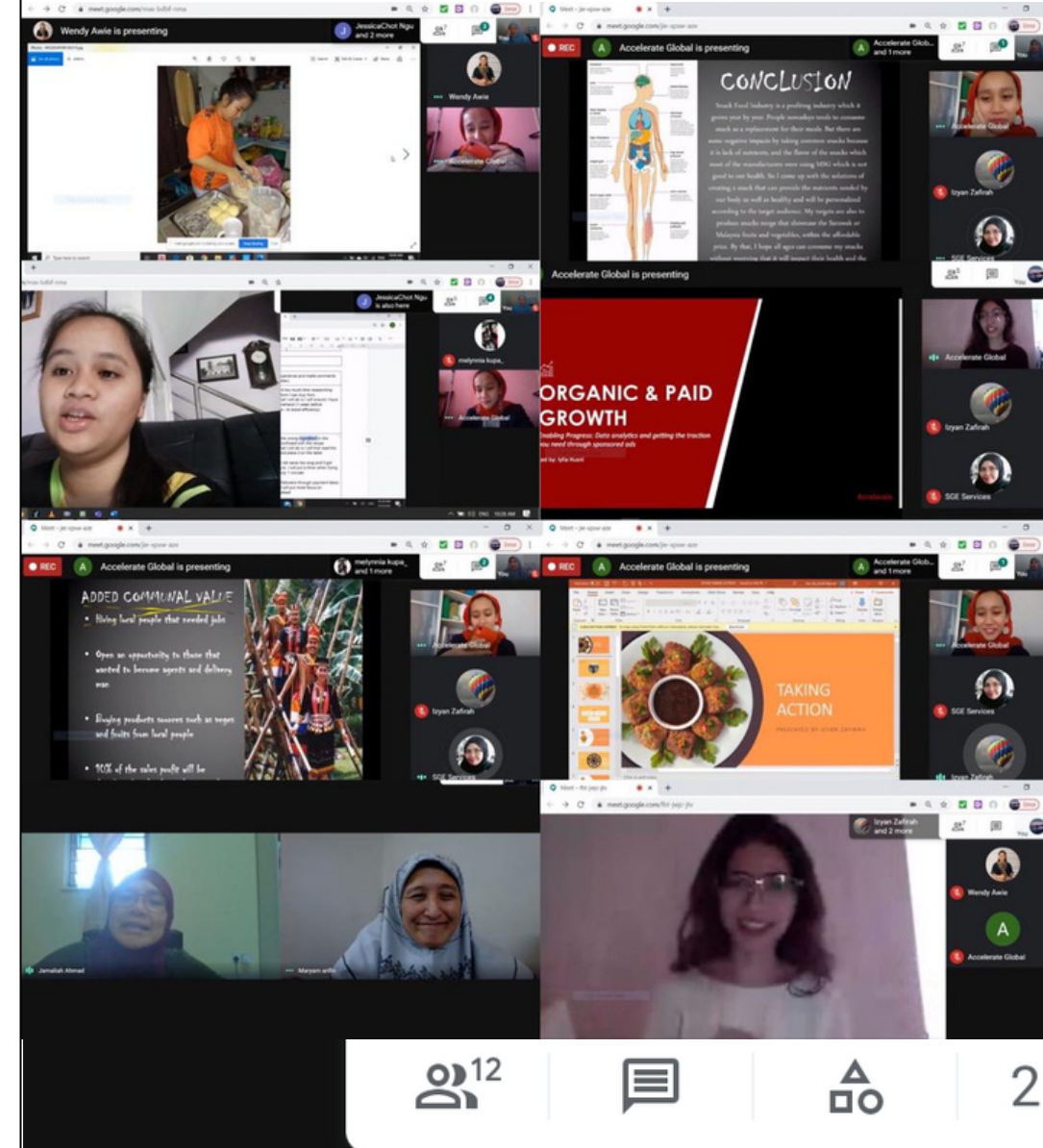


19 At-Risk Youths of Yayasan Chow Kit are now running their own respective businesses!

Funded by Yayasan Hasanah, PwC Malaysia and private sponsors.

14-Day Virtual Entrepreneurship Boot Camp

The end goal of this boot camp is for the youths to graduate with a ready-to-launch business!



20 B40 Polytechnic youths are financially independent and running their own business!

We ran a pilot with 3 Polytechnics in Sarawak and we were then called to Jabatan Politeknik dan Kolej Komuniti Malaysia to present the success stories!

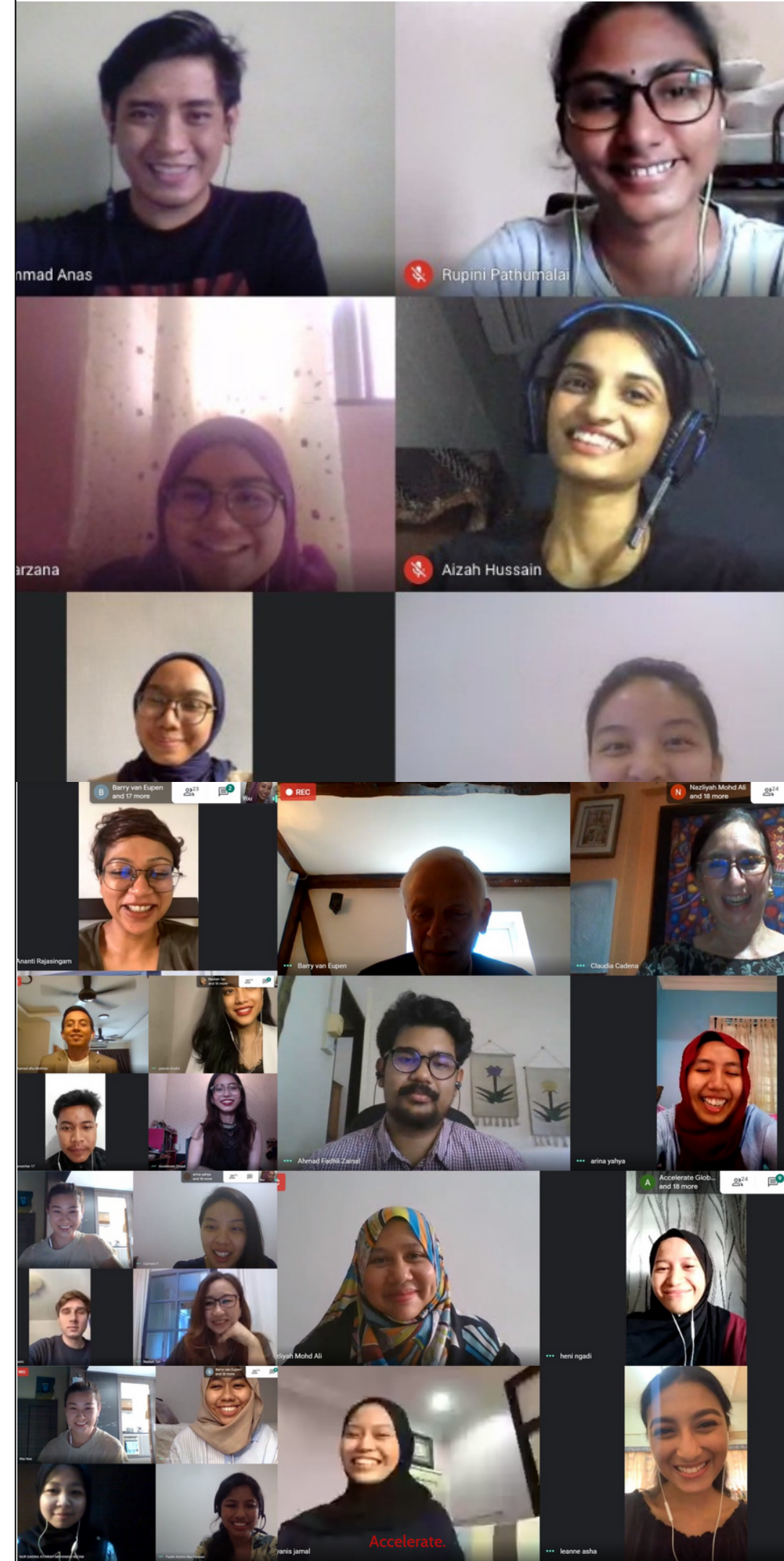


4 privileged youths took part in our first public cohort and are now running their own respective businesses

Paid by the youths themselves

5-Day Virtual Career Boot Camp

The end goal of this boot camp is for the youths to graduate with confidence and hands on skills on how to ace interview sessions!



Everyone who participated in this boot camp are now either employed or have landed a scholarship!

Ran 3 cohorts and sold out all seats (30 seats altogether). Some of the graduates now work in MNCs and GLCs. One of them landed a scholarship to become a navy!

Monthly Workshops & Webinars

Our workshops and webinars unlock unpopular career hacks and personal development tips for the benefit of the youths!



All workshops we ran sold out and the youths have become loyal supporters of ours!

We see familiar faces everytime we run workshops and these are the youths that chipped in when we organised a Fundraising Gala for refugee youths last year!



Initial Business Model

B2B:

Grants & Sponsorship

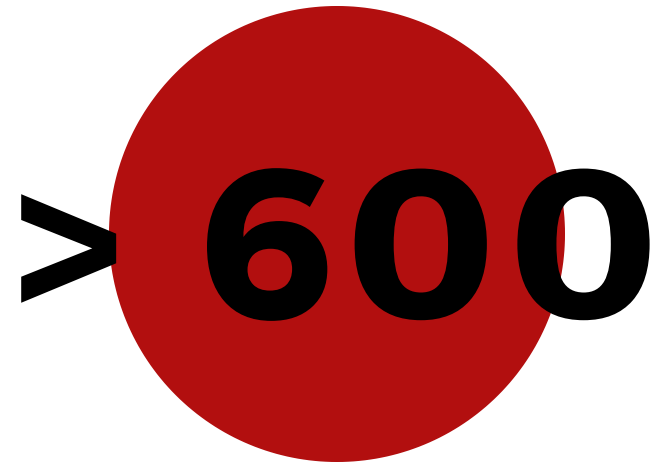
Corporations/Institutions fund us to run the programs for the underprivileged and the marginalised!

B2C

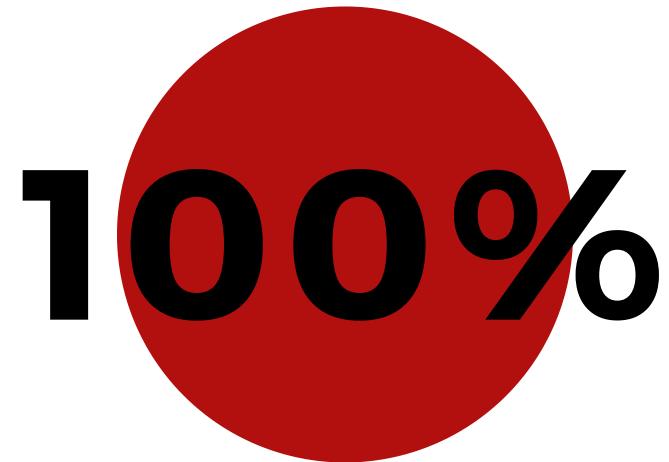
Privileged youths pay us to enrol into our programs and workshops!



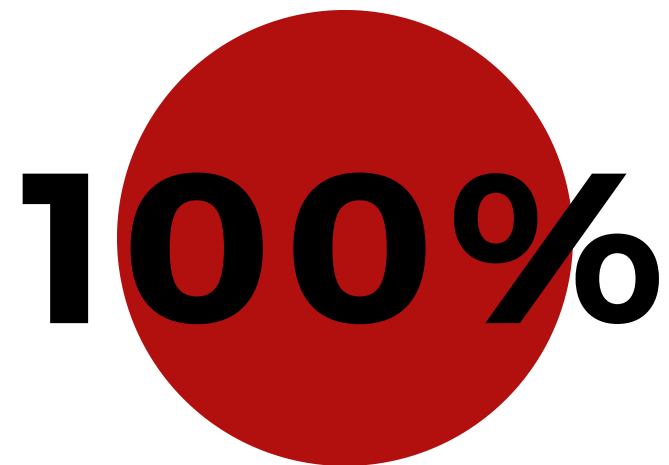
TRACTION

A red circle containing the text '> 600' in a bold, black, sans-serif font.

Youths are directly impacted through our workshops, programs and boot camps! They graduate from our programs with higher confidence level and with skills they have never learnt before!

A red circle containing the text '100%' in a bold, black, sans-serif font.

Of our graduates, from the entrepreneurship programs are now entrepreneurs of their own and are generating income!

A red circle containing the text '100%' in a bold, black, sans-serif font.

Of the youths who attended our workshops, programs and boot camps continued to support us through social media and online engagements. More than 50% of them reattended our other workshops!



Hannah Hazirah

Accelerate Graduate 2020

"I was blown away by the results of the boot camp! It exceeded my expectations. The boot camp made me realise of my hidden talent and passion. Instead of taking the employment route, I decided to start my own business! I now am a florist! Thank you Accelerate Team!"



Lina

Accelerate Graduate 2021

"We have been living in poverty all our life. We couldn't get a job due to our status. We didn't know what to do. We didn't know that we can start a business until we were taught by Puan Raudhah and Team. We now sell pineapple jams. We are so happy. Please support our business!"



Adam Eirfan

Accelerate Graduate 2020

"Accelerate Global's boot camp helped me overcome nervousness when speaking in public and taught me how to ace interview sessions. After the boot camp, I applied everything learnt and thankfully I secured a scholarship to a Navy School, realising my dreams of becoming a navy one day!"

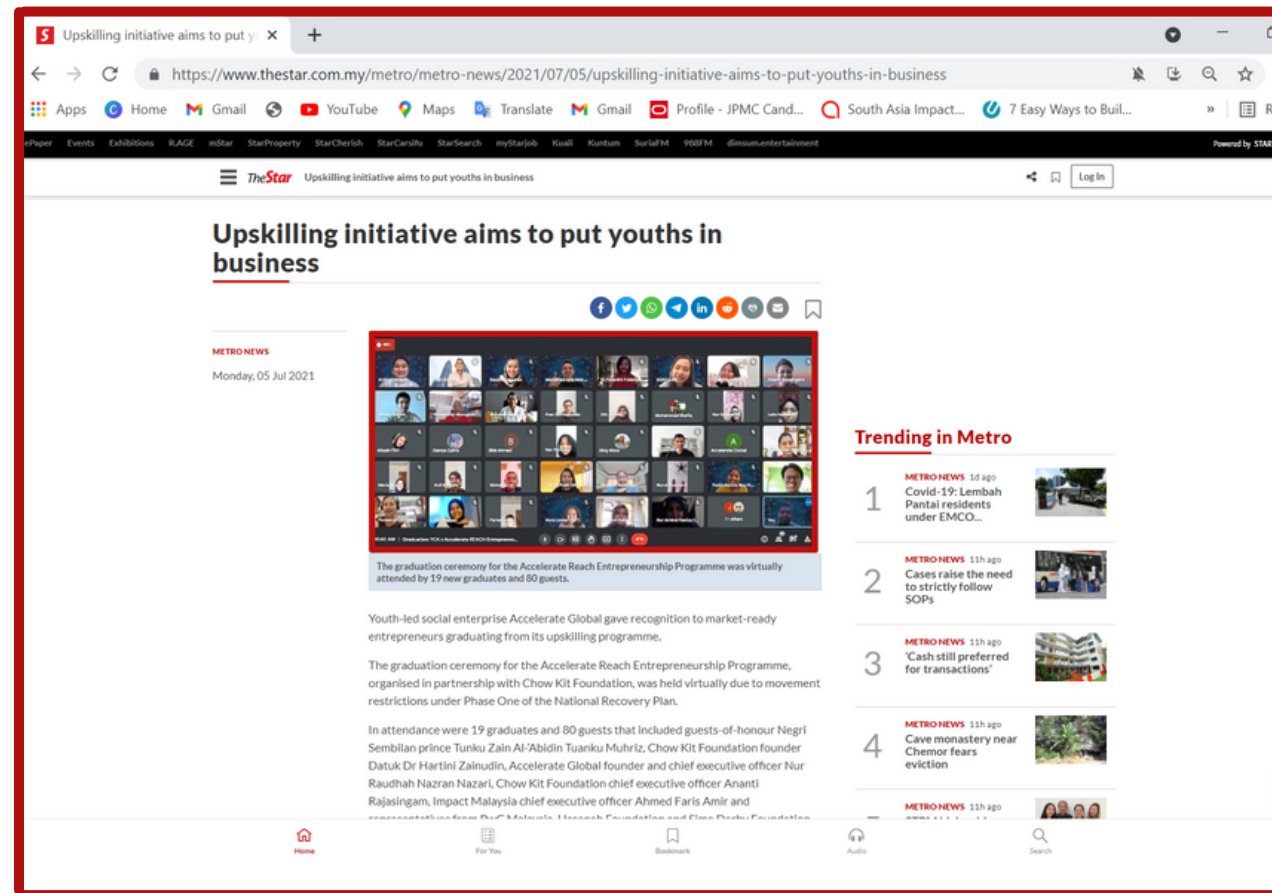


Laila

Accelerate Graduate 2021

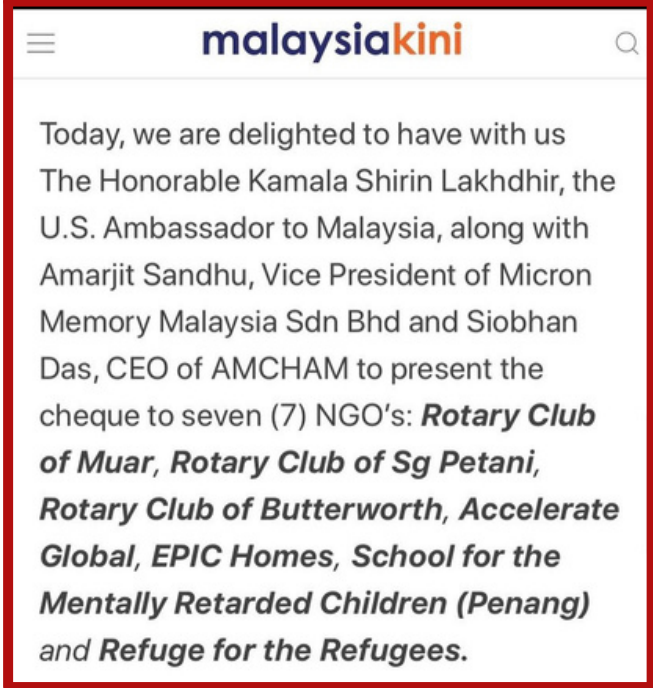
"I learn from Accelerate that we can start a business even when we are young. So, I partnered with my friend Aqsa and we decided to sell mandala arts turning our passion into a business! We are now getting orders and are generating income!"

Our work is also recognised by the media! Our stories were captured and recognised by media outlets such as The Star, MalaysiaKini, The Vulcan Post and The Straits Times Singapore!



Showing The Entrepreneurial Ropes

Before Accelerate scouted them, the community had no entrepreneurship knowledge and didn't think of starting a business to generate income.

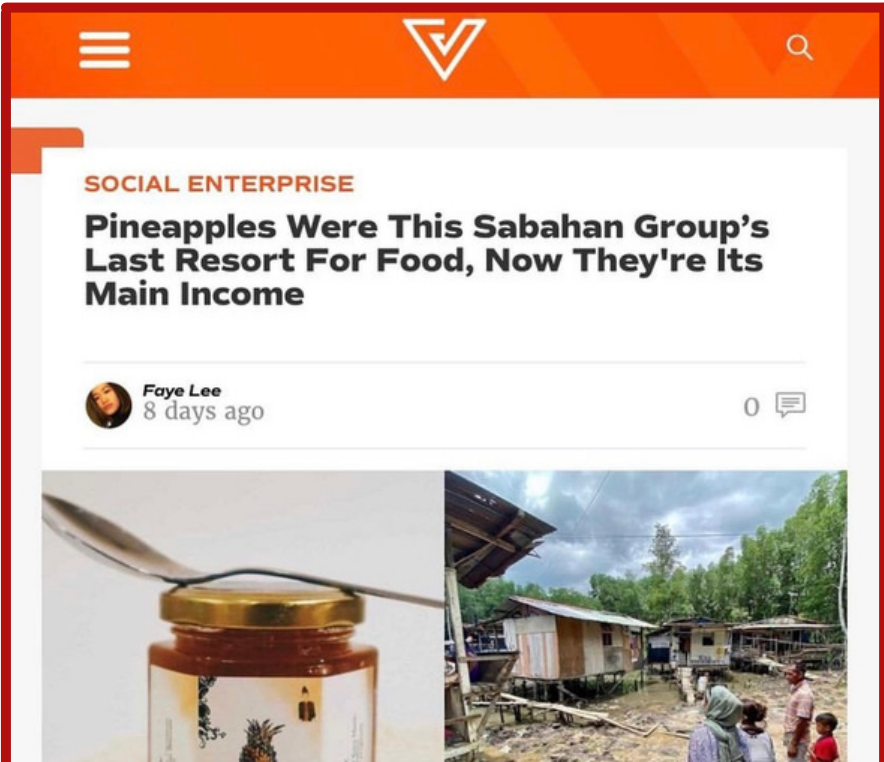


THE STRAITS TIMES

Meanwhile, other new businesses have been set up with the help of civil society organisations and social enterprises.

A group of construction workers who lost their jobs after Covid-19 clusters were discovered at their worksite now run The Nanas Lab, a business making pineapple jam.

"They have been growing pineapples to eat when their food supplies run out," said Ms Raudhah Nazran, CEO of social enterprise Accelerate Global. "We saw that as a business opportunity and taught them how to monetise their farm."



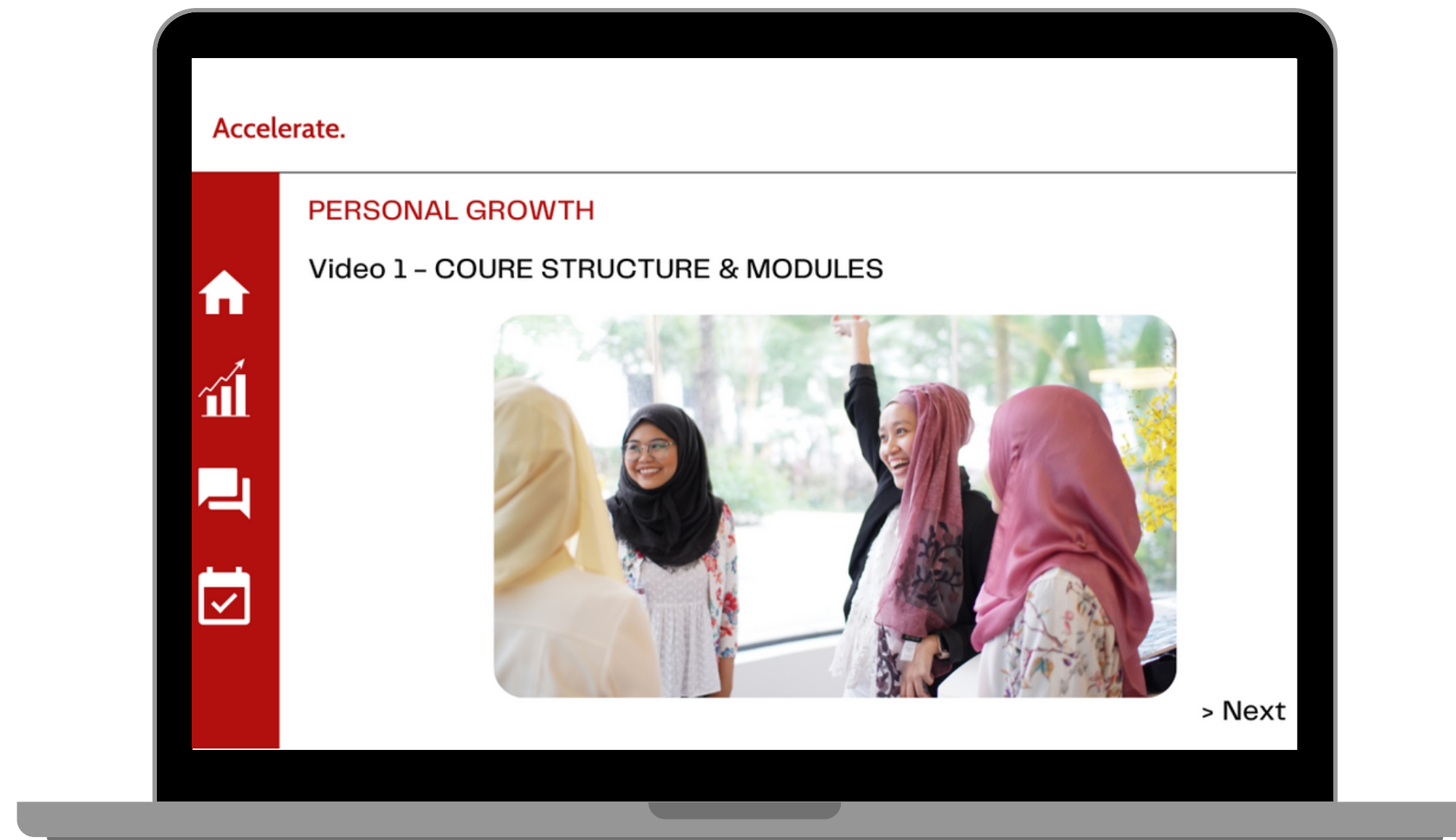
A person with dark hair tied in a bun, wearing a dark t-shirt with 'ST' and 'M R.' visible, is sitting on the ground and writing on a large sheet of white paper. The paper has some handwritten text, including 'TERRA' and 'P.TOR.C. Pombal'. The person is holding a purple pen. The background is a sandy, outdoor setting with some wooden planks. The text 'WHAT'S NEXT?' is overlaid in white, serif font across the center of the image.

WHAT'S NEXT?

Reflecting on our success stories and traction in the past 2 years, we realised we can actually do more by addressing existing gaps that we found are impeding Accelerate Global's scalability:

- 1** We are unable to run multiple programs simultaneously due to lack of resources (manpower and technology) thus limiting ourselves as to the impact we wish to create. All of our programs are currently done live. We can only take 1 project at a time.
- 2** We often lose our market share due to the first gap, thus losing out on the opportunity to become self-sustainable because privileged youths have different schedules and are more keen to learn online anytime, anywhere without having to log onto our programs live.
- 3** Underprivileged & marginalised youths are not given the same opportunity to learn. We are dependent on corporations to fund us to run these programs. This is evident by the cancellation of our 14-Day Entrepreneurship Boot Camp with B40 youths of polytechnics.

And so we have decided to digitise all our existing programs, placing them onto our very own e-learning platform!

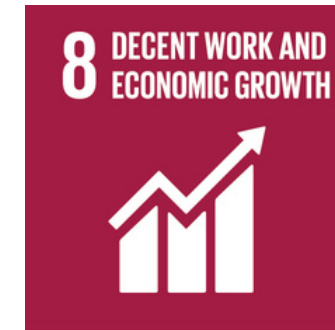


- **MAXIMISE OUR MARKET SHARE WITH PRIVILEGED YOUTHS**
- **HELP MORE UNDERPRIVILEGED AND MARGINALISED YOUTHS**

How so? Let's explore further!



Refined Solutions



Our bread and butter stays:

We still run upskilling programs, just in a more sophisticated manner!

Upskilling Programs

High-impact upskilling and incubation programs on **career** and **entrepreneurship** to develop resilient, creative and independent youths, capable of becoming job creators.

E-Learning Platform

An affordable subscription basis e-learning platform for youths to access our courses and upskilling programs anytime, anywhere!

The platform will store all of our upskilling programs!

1:1 Ratio

In line with our mission to help the underprivileged and the marginalised, **1 underprivileged or marginalised youth will be given access to our courses and programs for every 1 subscription paid.**

Unique Value Proposition



STRONG COMMUNAL VALUE

AFFORDABLE & YOUTH FRIENDLY

**QUALITY AND MARKET-RELATED
CONTENT THAT WORKS**

Strong Communal Value

The 1:1 Ratio Business Model might just be a game changer for everyone!

Not only it benefits the privilege, the underprivileged and the marginalised, it too develops empathy and compassion amongst youths! This business model also has a potential of strengthening the social entrepreneurship landscape in Malaysia.



Affordable & Youth-Friendly

RM 30 per month + a payment plan for
annual subscription + preferred language:
Now that's a steal!

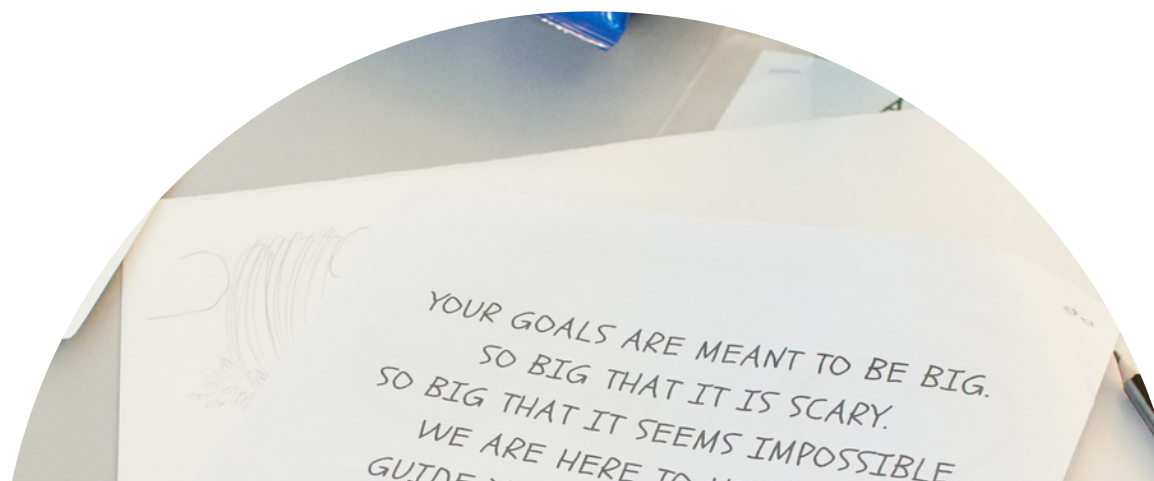
This allows youths from various backgrounds to access our
upskilling courses without being thrown off by the dollar
signs, conversation rates and language!



Quality, Market-Related Content

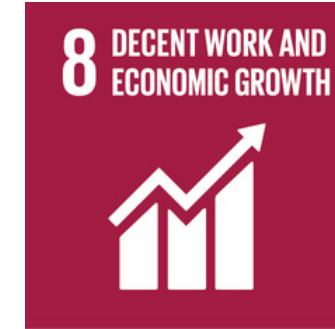
We're not new in the business!
Our programs work as the results have shown!

Having spent 2 years bootstrapping to pilot, test and validate our business model and programs, we are confident to market our programs at a much larger scale! It's time for more youths to benefit from our programs!



The Content

Capitalising on our existing programs and courses, optimising them for our e-learning platform!



Programs are built in-house

All of our programs are built in-house!
These programs are the enhanced version of the programs we tested and validated between 2019-2020!

Development of Courses

We plan to develop new courses and revamped existing courses every year to ensure it is relevant to the market demand.

Human Interaction: In Place

Despite the platform promoting self-learning, we will also implement a casual monthly catch-up with the subscribers to build and ecosystem!

Refined Business Model

1:1 Ratio Business Model

For every subscription paid, 1 underprivileged/marginalised youth will be given access to our programs and courses

Subscription-Based

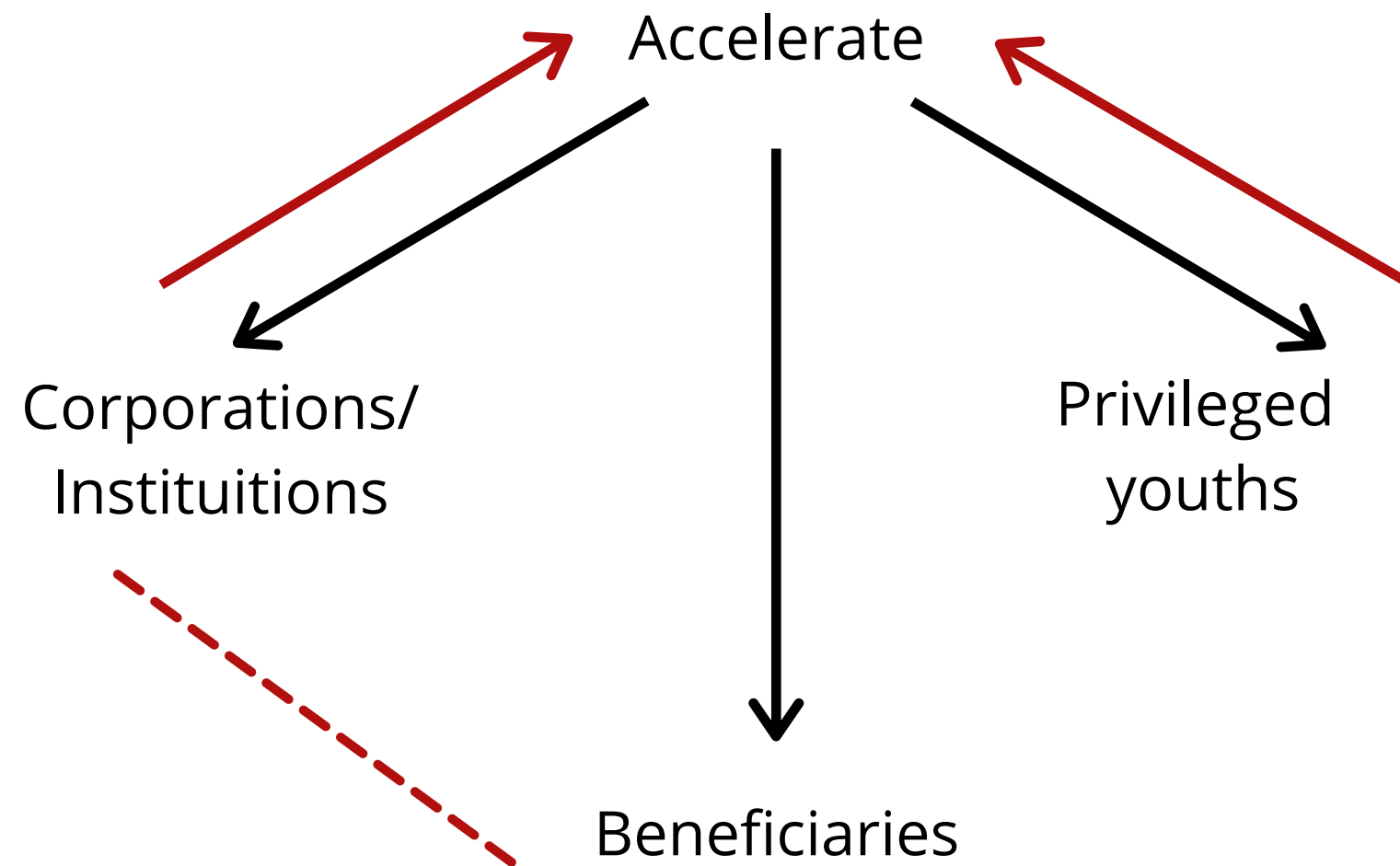
Privileged youths will pay either monthly / annual subscription fee to access our courses and programs. The subscription is priced at:

1. RM 30 / Monthly Subscription
2. RM 300 / Annual Subscription (< \$100 a year)

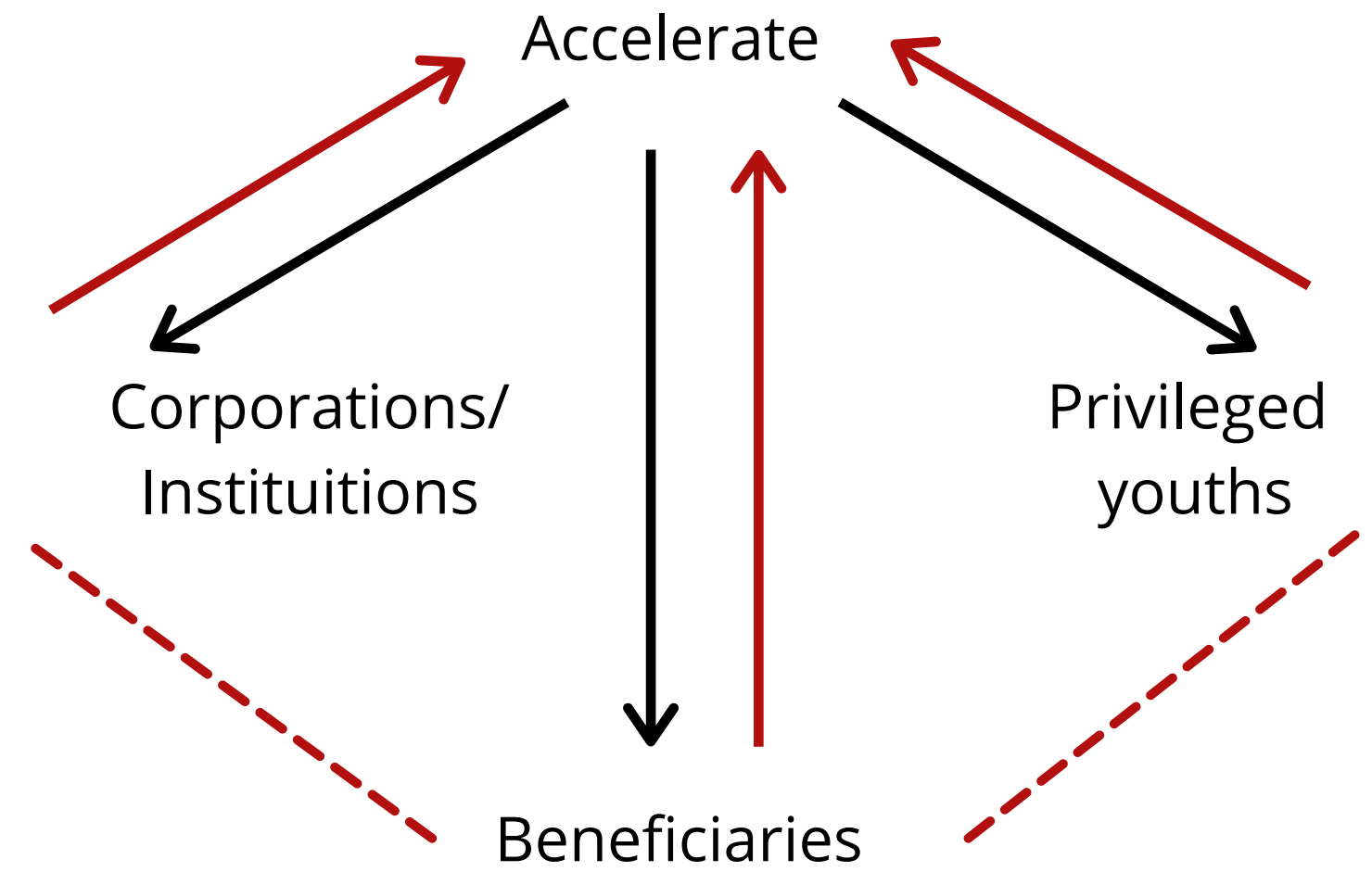
B2B: Sponsorship




We are still open to having businesses and corporations fund us to run programs at a larger scale. This business model will be kept open, allowing us to have multiple revenue streams.

PREVIOUS BUSINESS MODEL



REFINED BUSINESS MODEL



-  Income Flow
-  Accelerate running the program
-  Shared-Impact

Go-To Market Strategy

01

Leveraging on existing database

All of our graduates are always looking forward to Accelerate's new programs and are always ready to market them for us! They'll be our ambassadors!

02

Leveraging on existing university partnerships

We currently have partnerships with 5 universities and we are always welcome to run programs with their students! We will leverage on this to market the e-learning platform!

03

Community Partnerships & Collaborations

We have a community partnership with Majlis Belia Malaysia and Kelab Asnaf Bachok Kelantan to deploy our 1:1 Ratio model!

04

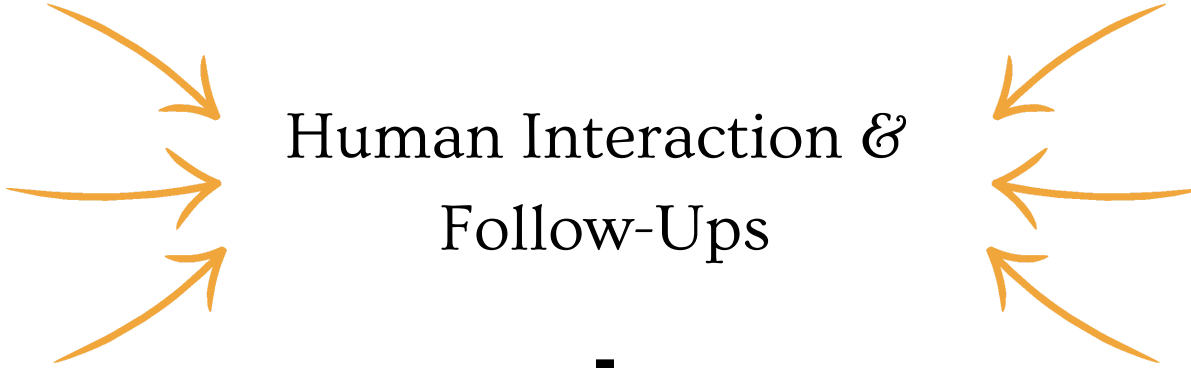
Affordable, Youth-Friendly E-Learning Platform

Leverage on payment plans and monthly installments! Youths are always looking to upskill themselves however are unable to afford it. Now, they can!



Competitive Landscape

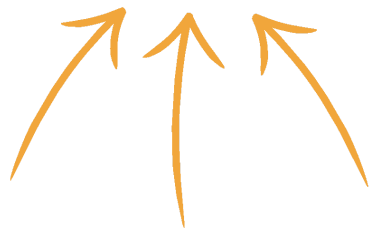
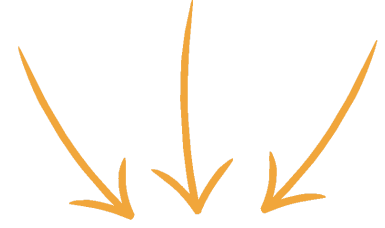
A more thorough competitive landscape can be found in a separate deck
named "Competitive Landscape"



Accelerate.



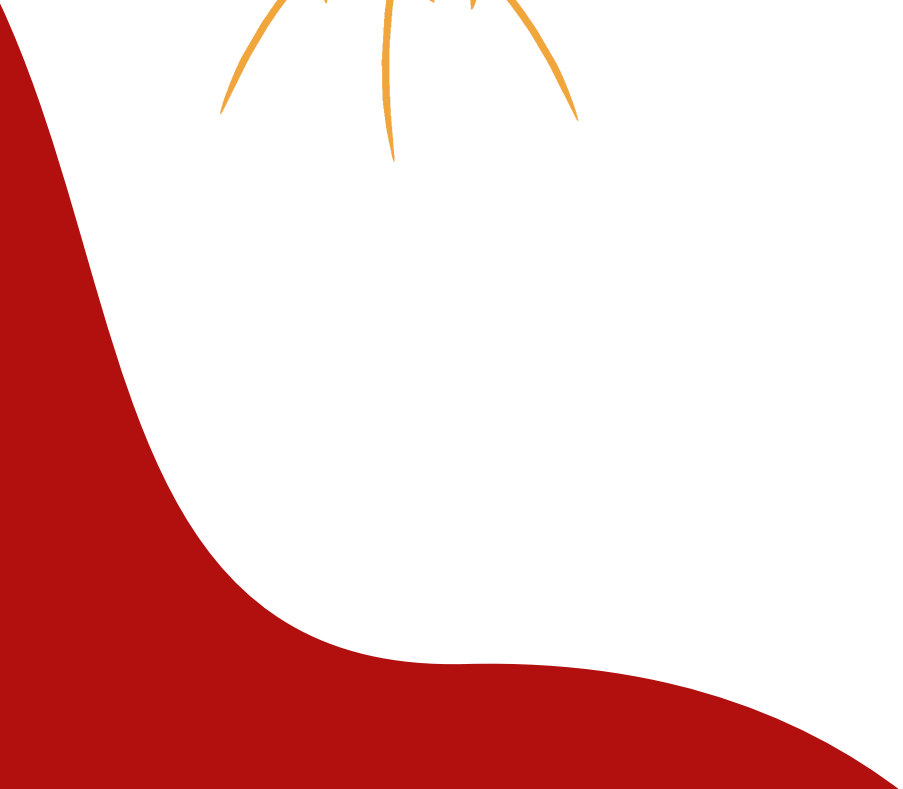
Communal Value -
1:1 Ratio



Transactional



Self-Learning



High Quality, Market-Related
Youth-Friendly Content

Accelerate.

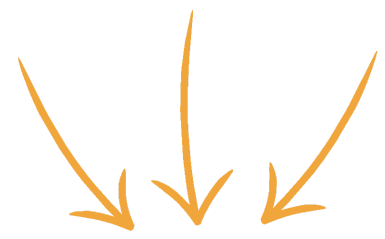
 Udemy

coursera

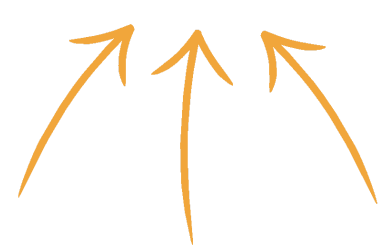
 mindvalley



High Quality, Market-Related
BUT Not Youth Friendly



Affordable



Costly



Initial Target Segment

Youths

.....
AGE 18 YEARS OLD - 30 YEARS OLD

Across SEA

.....
ALL 11 SEA COUNTRIES



Who are:

- About to enter into the job market or currently unemployed
- Passionate about personal and career development
- Looking to learn how to start a business from scratch
- Passionate about giving equal learning opportunities to the underprivileged youths

Market Size

Segmenting the market size based on Accelerate's target segment.

**Statistics were derived from the ASEAN Youth Development Index released by the ASEAN Secretariat based in Jakarta, Indonesia*

213 M

.....
NUMBER OF YOUTHS IN SEA

106.4 M

.....
NUMBER OF YOUTHS WITH
INTERNET ACCESS AND DEVICE

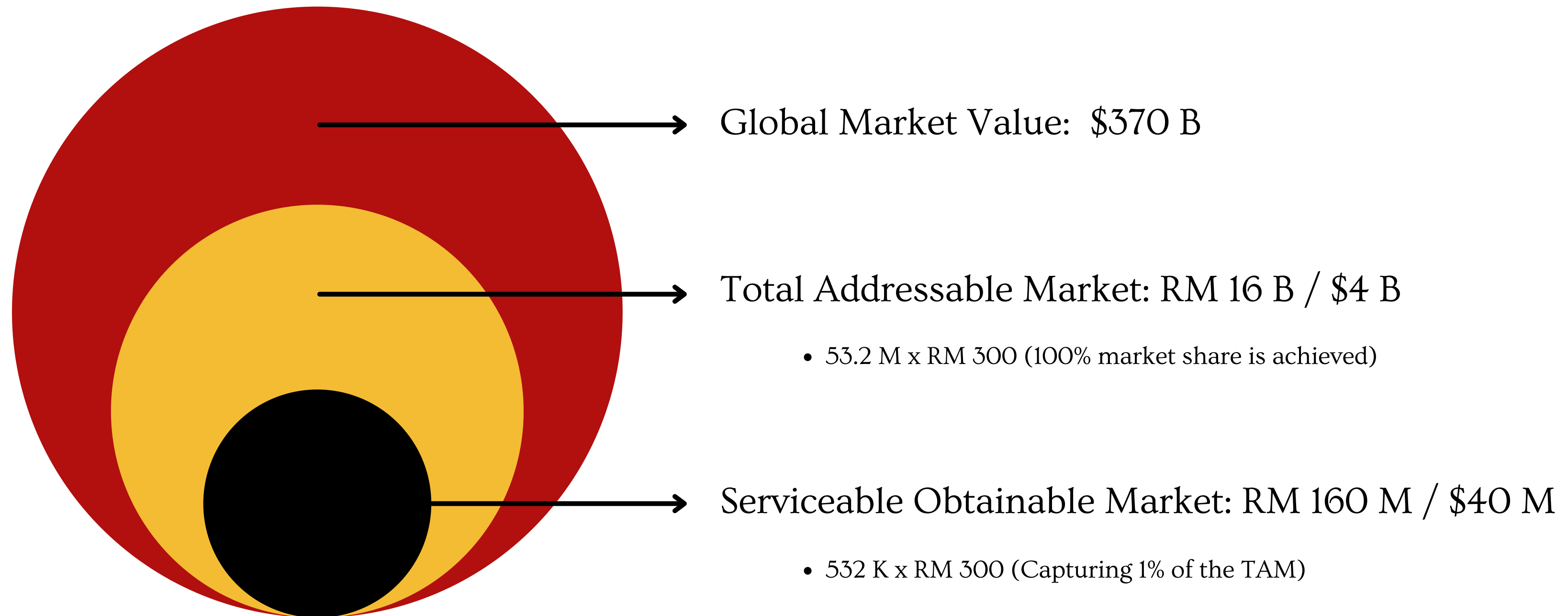
53.2 M

.....
FITS THE CRITERIA OF OUR TARGET
SEGMENT



Total Addressable Market

The monthly subscription fee set has been de-risked, tested and validated numerous times through the workshops we ran between July 2019 - July 2021.



FINANCES



Finances

Amount to Raise

RM 350,000

MINIMUM TARGET

RM 500,000

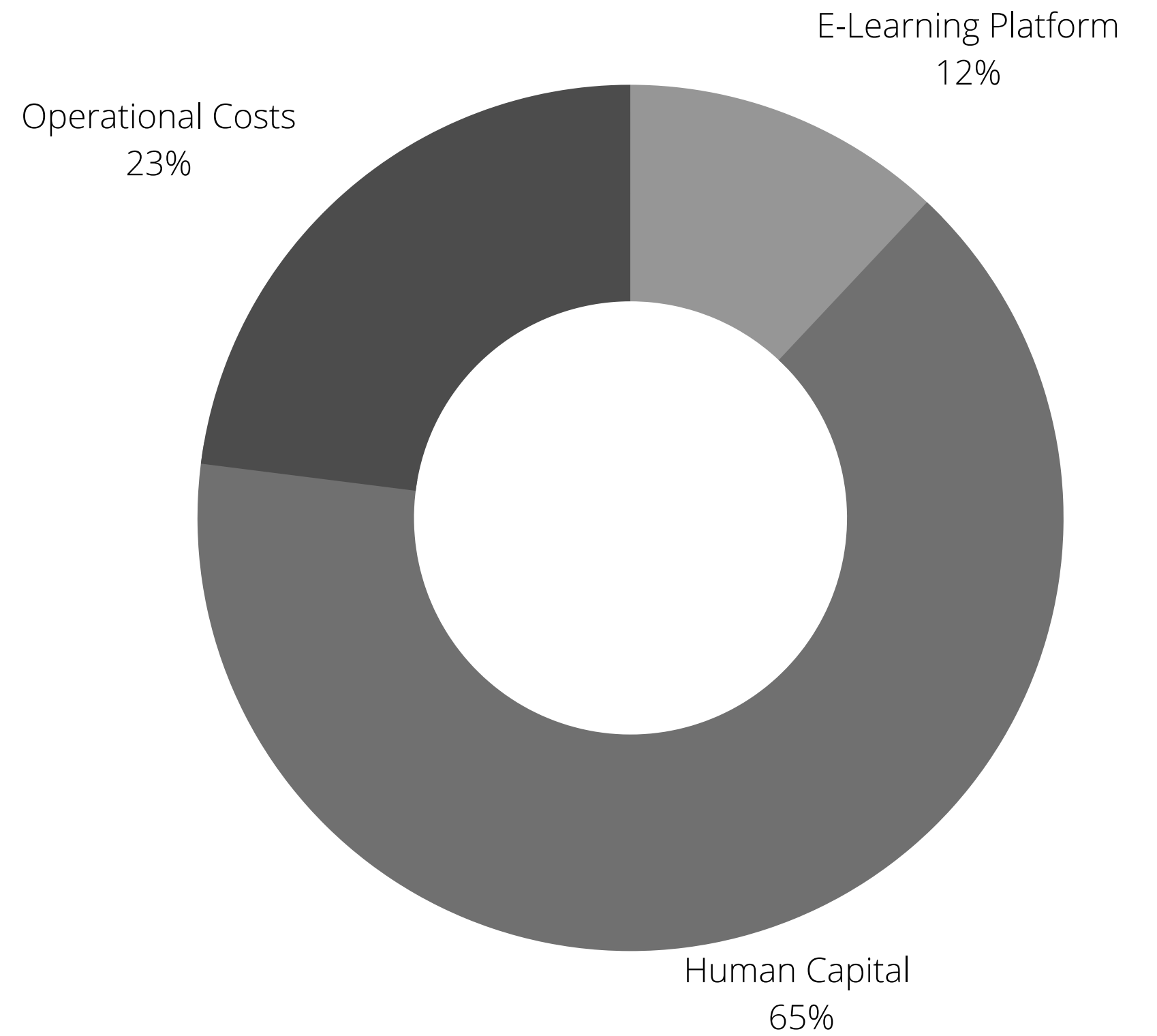
MAXIMUM TARGET

12 Months

RUNWAY

Finances

Breakdown of Funds Usage



Funds Breakdown: Justifications

01

Platform alone is nugatory

The platform building cost is not as significant given that we are building a webpage-based e-learning platform without any complex tech just yet.

02

The team is what drives the platform

The people at Accelerate Global are the ones that will produce the content and mobilise the engagement and subscriptions. Without them, we won't be able to generate revenue nor can we create impact.

03

Our asset is our intellectual property

The biggest chunk of the funding goes towards human capital to create, produce and digitise the content for the platform. This is crucial as without it, the platform will just be nugatory.

Finances

5-Year Financial Projections (Most Conservative)

	2021/22	2022/23	2023/24	2024/25	2025/26
No. of users	1800	2700	4082	6311	8537
Revenue (RM)	483,000.00	724,500.00	1,179,650.00	1,956,850.00	3,306,200.00
EBITDA (RM)	55,564.80	52,691.20	136,800.60	849,333.12	1,972,555.68
Net Profit (RM)	41,117.95	38,991.49	101,232.44	628,506.51	1,459,691.20

Note: The above financial figures from 2021/22 to 2025/26 are mere forecasts, projections and other predictive statements that represent AG's assumptions, indications and expectations in light of currently available information. AG's actual performance results may differ from those projected above. Consequently, no guarantee is presented or implied as to the accuracy of specific forecasts, projections or predictive statements contained herein.

Our Offer

	Minimum Target	Maximum Target
Target Amount	RM350,000	RM500,000
Type of Shares to be Issued	A'di Ordinary Shares (Without Purchase Undertaking)	
Pre-Money Valuation	RM6,100,000 <input type="text"/>	
No. of Share(s) Issued Before Funding Exercise	20,834	
Price Per Share For ECF (RM)	RM292.80	
No. of Shares to be Issued	1,196	1,708
Post-Money Valuation	RM6,450,000	RM6,600,000
Equity Offered	5.43%	7.58%

Our Offer

Up to 25% Dividend Payout

.....

- Accelerate Global targets to offer dividends of **up to 25% per annum** out of **Net Profit** for the year to investors depending on whether Accelerate Global reaches its projected Net Profit based on its projected financials for the year
- In the event that AG is not able to achieve the targeted milestone for the year, It shall still target to offer dividends for the year, but on a reduced proportionate basis instead based on the table given.
- AG shall not be declaring any dividends should the net profit achieved is below 20% of what is projected and should there be reasonable grounds that AG believes that it does not have sufficient retained earnings OR would be, after the dividend payment(s), unable to pay its liabilities or discharge its obligations as and when they become due

Milestone Achievement Range Based On Projected <u>Net Profit</u>	Dividend Commitment to Investors
> than 100%	Maximum of 25% should we achieve higher than what was projected in the fifth year
80% to 100%	Not less than 23%
60% to 79.9%	Not less than 21%
40% to 59.9%	Not less than 19%
20% to 39.9%	Not less than 17%

Looking Ahead

**Accelerate Global aims to empower and improve the lives of
1 million youths by 2030!**

2021

2023

2026

2031

**SECURE ECF &
PLATFORM BUILDING**

**PLATFORM: NEW
DEVELOPMENTS & FEATUERS**

**NATION-WIDE &
SEA PENETRATION**

**ASIA
PENETRATION**



RAPID EXPANSION PERIOD

Meet the Team



Raudhah Nazran

Chief Executive Officer & Founder

Raudhah Nazran was a government scholar and recently graduated Law with honours from the United Kingdom. She is experienced in managing social enterprises as she was the President and Team Leader of a social enterprise based in the UK for 3 years, managing 104 members from different countries and macro managing 5 social enterprises under her. She was the first Asian Muslim female ever appointed by the board to sit in the position and was the first to win President and Team Leader of the Year in the United Kingdom, followed by bringing the social enterprise to Top 3 Social Enterprises in the United Kingdom.

Raudhah's footprint in Malaysia is also well established as she's been given a seat in the advisory board of Curriculum Development, Polytechnic and College Community Malaysia, overseeing the module development for the Certificate of Business Operations, making her the youngest board ever appointed. More to that, Raudhah was recently recognised by Tatler Asia as one of the Top 400 Asian Young Leaders 2020 making her this year's Generation T Honouree of Tatler Asia.

Her recent recognitions include being invited to speak alongside the Former President of Timor-Leste and a Noble Peace Prize Laureate, Dr Jose Ramos-Horta on Ethical Leadership in ASEAN as well as being shortlisted for the Women of the Future Southeast Asia Awards! Back in 2018, she was called by Lord Michael Hastings to speak in the parliament of the United Kingdom on youth unemployment and brought home the International Student of the Year Award! She was also called to speak at the United Nations Human Rights Conference in the UK about child's rights to education!

Meet the Team



Ardini Batriysia

Special Associate
(Digital Education & Learning)

Ardini Batriysia is a Psychology Graduate from the University of Washington and is experienced in working with a diverse group of community. Her work experience ranges from being a Coordinator at Bay Laurel Catering from 2017-2020 to a Research Assistant at the Culture, Diversity & Health Lab in Washington.

Her Research Assistant role gave her the exposure as to what constitutes excellent and impactful teaching method. This in turn proves to be beneficial given her role of Special Associate at Accelerate Global overseeing our projects with the beneficiaries as well as assessing the beneficiaries' progress and the impact we create as a team.

Despite only being a fresh graduate, Ardini Batriysia has led multiple projects at Accelerate Global. In fact, she singlehandedly created the Accelerate Reach Entrepreneurship Workbook for the benefit of 43 stateless youths in Sabah, thus allowing them to continue their lessons despite being in lockdown!

Meet the Team



Hifni As'ari

Community Lead
(Student & Youth Engagement)

Hifni As'ari is an Economics Graduate from the Pennsylvania State University. He started his career as an Executive in HRD Corp and further ventured into the learning and development scene a year after. Hifni's value is commendable as he sacrificed his time to look after his father, depicting the value of empathy, a vital value we uphold at Accelerate Global.

Hifni recently joined as a Community Lead as he is passionate about youth development and community building. His outgoing personality brings about huge potential in driving engagements for us especially when we launch the e-learning platform. Not only that, he is also capable of speaking the same language as the youths thus attracting them to Accelerate Global.

Hifni's experience working in the corporate for 3 years also prove to be beneficial as he is able to bring forth partnerships and collaborations which in turn create bigger exposure and impact for Accelerate Global. His drive to create impact and deliver excellent results is what makes him an asset for the team!

Board of Advisors



Barry Van Eupen

Former Divisional Chief Financial Officer,
Slumberger Limited



Claudia Cadena

Former Chief HR Officer,
Malaysia Airlines



Ahmed Faris Amir

Chief Executive Officer,
Impact Malaysia



Nadiah Tan Abdullah

Chief HR Officer,
SP Setia Berhad



INVEST IN US AND BE A
PART OF A SUSTAINABLE
CHANGE!

www.accelerateglobal.co

ace@accelerateglobal.co

3253, Level 32, Menara Prestige,
Jalan Pinang 1, 50450, Kuala Lumpur



50-100%

.....
STEADY GROWTH:

- 100% RETAINMENT OF SUBSCRIBERS FROM PREVIOUS YEARS
- 50% NEW SUBSCRIBERS EVERY YEAR FROM Y1-Y5

ECOSYSTEM BUILDING:

- THE FOCUS FROM Y1-Y5 IS TO BUILD AN ECOSYSTEM OF SUBSCRIBERS WHO ARE CONNECTED TO EACH OTHER.
- BUILDING A COMMUNITY OF ACCELERATE CHAMPIONS BEFORE RAPID EXPANSION FROM Y5 ONWARDS.

