

BFM
ENTERPRISE

breakaway 2019



BUILDING BUSINESS IN NEW FRONTIERS

THURSDAY, 26 SEPTEMBER 2019

9.00AM - 5.00PM

CONNEXION@NEXUS, BANGSAR SOUTH

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Business
Station

BUILDING BUSINESS IN NEW FRONTIERS

25 years since the internet was unveiled to the mainstream world, digitalisation is now in full steam mode, creating new frontiers for business and entrepreneurship.

**What are these new frontiers? Who are the players?
What undiscovered territory is there for entrepreneurs?**

At this year's BFM Enterprise Breakaway, hear from visionary founders and innovators who have created businesses in new frontiers, who have gone on to create some of the fastest growing companies today. Find out how they managed to conceive blue-ocean opportunities and challenge the established order.

WHY ATTEND?



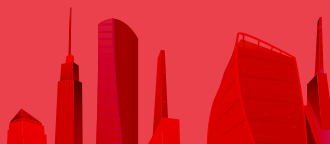
For the past nine years, the BFM Enterprise Breakaway has been connecting entrepreneurs. Here at this Malaysia's premier entrepreneurial event, learn from business owners as they openly share their journeys, trials and tribulations and how they overcame challenges. Get into their minds, network and get up close with some of the finest entrepreneurs around.

WHO SHOULD ATTEND?

The BFM Enterprise Breakaway is for all business owners and aspiring entrepreneurs across all industries. If you are looking to assess and revise your strategies, acquire new skills and perspectives or just have pressing questions about entrepreneurship, the BFM Enterprise Breakaway is for you!

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AGENDA



8.00AM

Registration & Morning Refreshments

9.00AM

Welcome Address by Malek Ali, Founder, BFM Media

9.30AM

Panel 1: How to Build a Unicorn. And Ought You?



Get up close and personal with Fajrin Rasyid the co-founder of Indonesian tech unicorn, Bukalapak. We discuss mindset, journey, and if becoming unicorns should be the endgame.

Speaker:

Fajrin Rasyid, Co-founder & President, Bukalapak
- an Endeavor Entrepreneur

Moderator:

Malek Ali, Founder, BFM Media

10.30AM

Coffee Break

11.00AM

Panel 2: How to Fund a Business in the Digital Economy



Capital is the lifeline of any unicorn. Without the ammunition of ample liquidity, speed-to-market and growth are compromised. We deep dive into funding, selecting investors, becoming investor-ready, how much equity and control one should give up, and how best to navigate an investor-founder relationship.

Speakers:

Jamaludin Bujang, Managing Director (Malaysia), Gobi Partners
Raymond Hor, General Partner, Kejora Ventures
Chau Yap, Group Executive Chairman, YYC Group

Moderator:

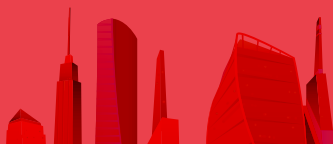
Malek Ali, Founder, BFM Media

12.00PM

Lunch

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AGENDA



1.15PM



Panel 3: How to Build a Fintech Business

Since Bank Negara Malaysia announced the fintech regulatory sandbox in 2016, the fintech sector has grown at a breakneck speed. As technology pushes the boundaries in banking, we explore the future of finance. What are the challenges ahead for fintechs? Can they stand alone or should they be bought out by banks? How will conventional banking be affected? How far are we in adopting AI (artificial intelligence)?

Speakers:

Naysan Munusamy, Co-founder, MoneyMatch
Robin Lee, Co-founder & CEO, HelloGold
Freddy Lim, Co-founder & Chief Investment Officer, StashAway

Moderator:

Khoo Hsu Chuang, Presenter, BFM Morning Run

2.15PM



Panel 4: How to Build a SaaS (Software as a Service) Company

The promise of a SaaS company is irresistible. Get it right and you will receive regular, passive income. How do you succeed? Is it only the domain of big software brands (like Adobe, Microsoft, Quickbooks)? Find out from emerging SaaS companies who have successfully made inroads - how did they persuade sceptical businesses and consumers on the benefits of cloud and new ways of doing business? And get clients to migrate from a free model to a premium subscription?

Speakers:

Jin Choeh, Co-founder & CEO, Swingvy
Luqman Adris, Co-founder & CEO, AVANA
Chan Kee Siak, Co-founder & CEO, EasyStore

Moderator:

Jeff Sandhu, Executive Producer, BFM Enterprise

3.15PM

Tea Break

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AGENDA



3.45PM

Panel 5: How to Build a Marketplace



Unicorns like Airbnb, Uber and Facebook are valuable – they leverage network effects as platform businesses that not only match buyers and sellers but also allow users to create and consume value. This requires a shift in mindset from pure product pushing. How do you strike a balance between keeping your buyers and sellers happy as you scale, what is the right culture of platform companies, and the rules of engagement?

Speakers:

Eric Cheng, Co-founder & CEO, Carsome

YT Siew, Co-founder & CEO, Jirnexu

Faez Fadhilillah, Co-founder & CEO, Tripfez

Moderator:

Noelle Lim, Consulting Producer, BFM Morning Run

5.00PM

End

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SPEAKERS



FAJRIN RASYID

Co-founder & President, Bukalapak

Fajrin Rasyid is the Co-founder and President of Bukalapak, one of the largest e-commerce companies headquartered in Indonesia. As the President of Bukalapak, Fajrin oversees the entire strategic initiatives as well as partnerships with external parties. Previously, he was the CFO of the company for seven years. Fajrin graduated from Bandung Institute of Technology (ITB) and started his career as a consultant at the Boston Consulting Group (BCG). He is also a mentor and an angel investor in a few tech companies and social enterprises. Fajrin was selected as an Endeavor Entrepreneur on March 2016 at the 63rd International Selection Panel in Dubai.



JAMALUDIN BUJANG

Managing Director (Malaysia), Gobi Partners

A supporter of Gobi's efforts to expand in ASEAN since 2014, Jamal joined the firm in 2018 and is overseeing operations and investment activities at Gobi's Kuala Lumpur office. He has 15 years of experience in equity research, investment evaluation, corporate finance, and M&A and an additional 14 years of experience in venture capital. Prior to Gobi, he was the CEO of MAVCAP, Malaysia's largest venture capital firm, which has directly invested in over 1,100 startups. Since 2014, Jamal has invested in over 430 Asian companies (including two Southeast Asian unicorns – Bukalapak and Grab) and achieved five exits.



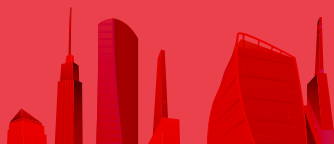
RAYMOND HOR

General Partner, Kejora Ventures

Raymond Hor is serial entrepreneur with 3 successful IPOs on KLSE, LSE and ASX. Currently, he is a General Partner at Kejora, a Southeast Asia focused VC, focusing on cross border ventures. Over the last 15 years, he has invested in 30 start-ups as angel, accelerator and VC. Raymond graduated with Dean List - BS in Electrical and Computer Engineering from the University of Texas and an MBA from Manchester Business School. He also completed the MIT Fintech Online Course, and Harvard Business School's Private Equity & Venture Capital Program. His current mission is to enhance the Malaysian VC ecosystem, with his USD 100 million Intervest Kejora Star Fund.

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SPEAKERS



CHAU YAP

Group Executive Chairman, YYC Group

Chau Yap is the Group Executive Chairman of YYC Group and is responsible for strategic planning, marketing, corporate finance, resource allocation and business direction of YYC Group. Chau has over 17 years of experience and is a trained accountant and auditor. Apart from being a numbers guy he has also developed business acumen with his involvement in building YYC and investments in other businesses.



NAYSAN MUNUSAMY

Co-founder, MoneyMatch

Naysan Munusamy is the Co-founder of MoneyMatch - an award-winning digital platform fully licensed by Bank Negara Malaysia executing cross border trade payments and individual remittances. Naysan is also the Managing Partner of TH Capital, a Malaysian based venture capital firm that primarily invests in the Fintech and e-commerce industry. Prior to this, he was the Chief Operating Officer of pitchIN. Naysan holds an Executive MBA from the University of Strathclyde and has worked in Standard Chartered Singapore and Goldman Sachs Hong Kong.



ROBIN LEE

Co-founder & CEO, HelloGold

Robin Lee is the Co-founder and CEO of HelloGold, an ASEAN Fintech focused on creating financial products for the underserved and the unbanked in emerging markets. HelloGold launched its platform in Malaysia in April 2017 with gold as its first financial product and has over 90,000 customers in Malaysia and Thailand. Robin was the former CFO of the World Gold Council and has been a Strategy Consultant at the Boston Consulting Group as well as a regulator with the Securities Commission Malaysia. He is qualified as a chartered accountant with KPMG and graduated from Oxford University.

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SPEAKERS



FREDDY LIM

Co-founder & Chief Investment Officer, StashAway

As Co-founder, Freddy Lim designed StashAway's investment framework which intelligently invests client's funds through different economic cycles and is constantly innovating to help launch new products to meet client's needs. Prior to this, Freddy was Managing Director and Global Head of Derivatives Strategy at Nomura. He gained his strong background in cross-asset portfolio at Millennium Capital Management and at CitiGroup. Freddy holds a Bachelor in Econometrics and Quantitative Economics from Monash University and has over 16 years of experience in cross-asset investing and portfolio management.



JIN CHOEH

Co-founder & CEO, Swingvy

Jin Choeh co-founded Swingvy in 2016 with a mission to create a workplace where work empowers people. As a founder, he focuses on product, team building, fundraising, market expansion, and team culture. Before founding Swingvy, he worked at AhnLab as a regional manager for South-East Asia, covering Singapore, Malaysia, Vietnam, Indonesia, Thailand and the Philippines. He also co-founded two startups Zibro and Ssamdong, which are online real-estate platform and tutor matching platform respectively. Jin holds an Architectural Engineering degree from Hanyang University in Korea.



LUQMAN ADRIS

Co-founder & CEO, AVANA

Luqman Adris is the CEO of AVANA - a social commerce platform catered for micro entrepreneurs to bridge the gap between online merchants and technology. With over 10 years of experience in digital marketing and e-commerce, Luqman works closely with Facebook to provide marketing solutions tailored for e-commerce merchants. He also works with various government agencies and associations to empower Malaysia's micro entrepreneurs. Luqman holds an aerospace engineering degree from the University of Michigan, Ann Arbor.

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SPEAKERS



CHAN KEE SIAK

Co-founder & CEO, EasyStore

Chan Kee Siak is the Co-founder and CEO of EasyStore. Starting with humble beginnings, Chan started his first foray into business when he sold computer hardware on a part time basis to put himself through college. He soon discovered the web hosting industry and quickly got involved by reselling for other web hosting companies in the year 2000. A year later he proceeded to found Exabytes network. Today, the the Exabytes Group consists of 12 subsidiaries, with businesses ranging from web hosting to eCommerce and e-Deliveries, serving over 200,000 customers in 121 countries.



ERIC CHENG

Co-founder & CEO, Carsome

Eric Cheng is the Co-founder and CEO of Carsome – a company that is transforming the used-car industry by offering a fast, fair and free car selling service with full transparency. Carsome makes it easy for car sellers and dealers with its one-stop online auction platform. Its simple 4-step process – car valuation, inspection, online bidding, and ownership transfer allows owners to sell their vehicles at the highest price to more than 5,000 dealers across Malaysia, Thailand, Singapore and Indonesia.



YT SIEW

Co-founder & CEO, Jirnexu

YT Siew is the Co-founder and CEO of Jirnexu – Southeast Asia's first full-stack Fintech solutions provider. In 2016, YT and his team developed and launched XpressApply – an online solution that reduces the financial product application process and helps banks and financial institutions reduce the amount of paperwork required. In early 2018, he led Jirnexu through a successful Series B funding round of US\$ 20 million. YT is a former Business Development Director at Redberry Sdn Bhd, former Analyst at Axia Advisors, the UK and European research arm of Kynikos Associates, and former Investment Banking Analyst at Citigroup Inc in the UK.

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SPEAKERS



FAEEZ FADHLILLAH

Co-founder & CEO, Tripfez

Faez Fadhilillah is the Co-founder and CEO of Tripfez and Salam Standard, a travel portal dedicated to the rise of global Muslim travellers. Faez advocates the concept of localizing the travel experience through information enabling travellers to make an informed decision. He recently led a merger between Tripfez and a Dubai-based company to create the largest Muslim focused online travel agency in the world. Faez currently serves as the Deputy Honorary Secretary General of the Malaysian Association of Tour & Travel Agents and is on the executive board of the Pacific Asia Travel Association.

EMCEE



RICHARD BRADBURY

Presenter / Producer, BFM Enterprise

Richard Bradbury has been in broadcasting for almost 20 years and has covered everything from the Olympics, Rocket Launches, Earthquakes and Elections. He has worked with the BBC, France24, NDTV and China Radio International and currently hosts Enterprise Biz Bytes and Cruise Control on BFM89.9.

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MODERATORS



MALEK ALI

Founder, BFM Media

Malek Ali is the Founder of BFM89.9, Malaysia's only business radio station. BFM 89.9 is Malek's latest venture in a career theme of bringing new products to market, which included stints at Yahoo, JobStreet Corporation, Maxis, The Boston Consulting Group and law firm Allen & Overy. Malek sits on the Asia-Pacific advisory board of Harvard Business School, where he earned his MBA. He is also a law graduate of Bristol University



KHOO HSU CHUANG

Presenter, BFM Morning Run

Khoo Hsu Chuang is a financial journalist with over two decades experience covering financial and capital markets in Asia and Europe for The Edge, Bloomberg and Thomson-Reuters in print, newswire, Internet and digital TV broadcast format in bureaux in KL, Singapore, Tokyo and London. Chuang is currently a co-host of The Morning Run on BFM and a Contributing Editor and Video Presenter with The Edge Media Group.



JEFF SANDHU

Executive Producer, BFM Enterprise

Jeff Sandhu is the Executive Producer for BFM Enterprise and the producer/presenter for Tech Talk. Having been in the field over the past 8 years, and over two thousand interviews with minds that change the world, he's also the Malaysian representative for Asia-Europe Foundation's Young Leaders Summit in 2015. And a pure geek at heart!



NOELLE LIM

Consulting Producer, BFM Morning Run

Noelle Lim is the first employee of BFM and is currently, a consulting producer of the morning show. She is also helping low income students secure university scholarships and is a trustee of an education foundation.

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ADMISSION

Please complete this form and email to events@bfm.my or fax to +603-7733 2100 for manual processing.

REGISTRATION FEES PER DELEGATE (Please tick only one box)

☐

REGULAR TICKET: RM 200 / TICKET

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GROUP TICKET: RM 160 / TICKET
(4 pax & more)

Ticket prices are EXCLUSIVE of 6% SST | Each delegate must complete a separate registration form | Tickets are NON-REFUNDABLE | HRDF Claimable

DELEGATE INFORMATION (Please type or write in block letters)

FULL NAME: * _____ MOBILE: * _____

IC NUMBER: * _____ EMAIL: * _____

COMPANY: * _____ DESIGNATION: _____

SIGNATURE: ** _____ DATE: _____

**Compulsory fields. Must be completed. | ** This form is NOT valid without a signature.*

METHODS OF PAYMENT (Please tick only one box)

☐

BANK TRANSFER

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CHEQUE

- * Full payment is required prior to the event. * Confirmation of participation will only be made AFTER full payment is made prior to the event.
- * We reserve the right to refuse admission if payment is not received on time.

ADMISSION DETAILS

BFM ENTERPRISE BREAKAWAY 2019
26 September 2019 (Thursday)
9.00 am – 5.00 pm
(Registration starts at 8.00 am)
Venue: Grand Ballroom, Level 3A,
Connexion@Nexus, Bangsar South, No. 7,
Jalan Kerinchi, 59200 Kuala Lumpur.

**Fee includes admission to the BFM Enterprise Breakaway 2019 event, access to materials and meals provided at the event. Fee does not include any travel expenses local or international, accommodation and other incidentals.*

FOR ENQUIRIES & GROUP REGISTRATION
Please contact Wayn Shaun at
Tel: +6017-2016018 | Fax: +603-7733 2100
Email: events@bfm.my

**Delegates may wish to note that all payments received are processed by BFM Media Sdn Bhd*

TERMS & CONDITIONS

- 1. Payment Terms:** Following completion and return of the registration form, full payment is required within 30 working days from receipt of invoice. We reserve the right to refuse admission if payment is not received on time. Payment must be made in Malaysian Ringgit.
- 2. Cancellation / Substitution:** Provided the total fee has been paid, substitutions are allowed 10 working days before BFM Enterprise Breakaway 2019 commences. Otherwise, all bookings carry a 100% cancellation liability immediately after a completed registration form has been received by BFM Media Sdn Bhd. By completing this registration form, the delegate agrees that in case of dispute or cancellation of this contract, BFM Media Sdn Bhd will not be able to mitigate its losses for any less than 100% of the total contract value. If for any reason beyond its control, BFM Media Sdn Bhd decides to cancel or postpone the event, it will not be responsible for covering airfare, hotel or any other travel costs incurred by the delegate.
- 3. Copyright etc:** All intellectual property rights in all materials produced or distributed by BFM Media Sdn Bhd in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
- 4. Important note:** While every reasonable effort will be made to adhere to the advertised package, BFM Media Sdn Bhd reserves the right to change event dates, sites or location or alter the content and timing of the programme or the speakers without penalty and in such situations, no refunds shall be made. In the event that BFM Media Sdn Bhd permanently cancels the event for any reason whatsoever (including, but not limited to any force majeure occurrence), the delegate shall receive a credit note for the amount that the delegate has paid to such permanently cancelled event, valid for up to one year to be used at other products or services of BFM Media Sdn Bhd.
- 5. Governing law:** This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the Malaysian Courts. However, only BFM Media Sdn Bhd is entitled to waive this right and submit to the jurisdiction of the courts in where the delegate's office is located.