

## FREQUENTLY ASKED QUESTIONS (FAQ) ON SAY ASPIRE

### GENERAL

1. What is SAY ASPIRE?
  - SAY ASPIRE is a programme founded by His Royal Highness, Crown Prince of Selangor, Tengku Amir Shah, with the purpose of helping Selangor entrepreneurs improve their businesses and penetrate international markets.
2. What is the timeline for SAY ASPIRE?
  - SAY ASPIRE will take place for minimum 6 months to 1 year. This is to ensure that the chosen products / services under this programme are fully capable of penetrating international markets.



3. Who are the organisers of SAY ASPIRE?
  - The Organisers of SAY ASPIRE consist of 3 main organisations which are:
    - i. Selangor Youth Community (SAY) a non-government agency under the management of His Royal Highness, Tengku Amir Shah, Crown Prince of Selangor.
    - ii. *Yayasan Hijrah Selangor*, an agency which is related to the government that provides financial assistance to the local entrepreneurs in Selangor.
    - iii. Centre for Entrepreneur Development and Research (CEDAR), a subsidiary company of SME Bank which is responsible to providing coaching sessions to educate participants of SAY ASPIRE regarding their business and ways to improve it.

### REGISTRATION

4. What are the criteria of joining SAY ASPIRE?
  - Malaysian between 18 to 40 years old
  - Selangor-based businesses
  - Owns a specific business premise
  - Registered business with SSM
  - Have no bad loan record from any financial institution or government agency
  - Involves directly in business
  - Minimum 2 years in operations
5. How will the participants of SAY ASPIRE be selected?
  - Participants are selected based on the potential of their products / services to penetrate international markets.
  - After online registration and screening process, only 10 participants will be chosen to advance into the stage called "Pitch Di Istana", whereas only 5 participants will be chosen to continue in SAY ASPIRE for its full duration of at least 6 months.

6. How would the potential of my products / services be evaluated?
  - Products / services are evaluated based on their potential to penetrate international market. Not only that, products / services should also have the ability to be modified and upgraded. This is to innovate the product / services with positive disruption to increase brand visibility and attract more consumers.
7. How can I apply to join the SAY ASPIRE programme?
  - Please visit [www.selangoryouth.com/say-aspire](http://www.selangoryouth.com/say-aspire). Registration can be done through online.
8. When is the deadline to register for SAY ASPIRE?
  - 10 January 2018.
9. Do I have to pay a fee to join SAY ASPIRE?
  - No. SAY ASPIRE is completely free. This programme's sole purpose is to help Selangor entrepreneurs to penetrate market out of their current reach.
10. What are some of the commitments I have to make throughout SAY ASPIRE?
  - Participants are required to attend coaching session for 2 whole days each month for a span of 6 months.
  - Once you have undergone the 6-month coaching, you are required to prepare a moving forward plan for your business and ways for it to penetrate international market.

#### **"PITCH DI ISTANA"**

11. What is the "Pitch Di Istana" Programme?
  - "Pitch Di Istana" is for the 10 shortlisted participants to present their business ideas to DYTM Tengku Amir Shah, Crown Prince of Selangor and the panel of judges.
  - A pitching session will be carried out for as long as 10 minutes, followed by a 5 minutes question and answer session.
  - At the end of the session, the judges will pick only 5 out of the 10 participants to continue in SAY ASPIRE.
12. How do you select participants for "Pitch Di Istana"?
  - 10 participants will be selected based on their business ideas. The business must have potential and the products / services are able to be innovated so that they can compete in international market.
  - At the end of the session, only 5 participants will be selected by the panel of judges to remain in the program.
13. Who are the judges for "Pitch Di Istana"?
  - His Royal Highness DYTM Tengku Amir Shah, the Crown Prince of Selangor and a panel of judges.
14. Where is the venue for "Pitch Di Istana"?
  - The venue will be announced to the selected participants.

### **COACHING SESSION**

15. What can I expect from the 6-month coaching?
- The coaching consists of 4 stages. These stages will increase exposure and the capability of the participants to bring their businesses to overseas.
  - The coaching take place for 2 whole days in each month over a span of 6 months.
  - Only the 5 participants who are chosen by the panel of judges are eligible to attend the coaching. Attendance is compulsory and if participants are unable to attend, an early notice with reasonable justification to the organisers is necessary.
16. What if I fail to attend one or more of the coaching sessions?
- Without a valid excuse and early notice, you will get penalty of 70% from the total cost paid SAY ASPIRE. The total penalty fee will not exceed RM10,500.
17. What should I expect after the 6-month coaching by SAY ASPIRE?
- Upon completion of the 6-month coaching, the participants must prepare their business plan to penetrate international market, as well as a plan on how to sustain their business in such a competitive market.

### **PENETRATING INTERNATIONAL MARKET**

18. How can I bring my business to international markets?
- Organisers and strategic partners of SAY ASPIRE will provide necessary financial aid and assistance to bring your products or services overseas.

### **FINANCIAL AID**

19. What form of financial aid will be available for SAY ASPIRE participants?
- Participants of SAY ASPIRE will receive financial aid from “*Yayasan Hijrah Selangor*” up to RM50,000, depending of the terms and conditions.
  - Other than that, participants will also receive assistance to obtain business grants from the State Government of Selangor. This is subject to the performance of the respective participant.
20. Will there be any other forms of aid offered to participants of SAY ASPIRE?
- Participants will receive support of business grants from the State Government of Selangor as well as other organisations associated with SAY ASPIRE. Approval is subject to the performance of the respective participant.
21. Can I receive other forms of aid for my business other than the ones offered by SAY ASPIRE?
- Yes.

### **OTHER TERMS AND CONDITIONS**

22. Are there any other terms and conditions in SAY ASPIRE?
- Please refer to the SAY ASPIRE’s terms and conditions of participation at [www.selangoryouth.com/say-aspire](http://www.selangoryouth.com/say-aspire).

**FURTHER ENQUIRIES**

23. Who can I contact regarding to make further enquiries?

- Please contact us at [aspire@selangoryouth.com](mailto:aspire@selangoryouth.com) (03-55133500) or visit our office at Pejabat Yayasan Raja Muda Selangor, Aras G, Bangunan Darul Ehsan, Seksyen 14, 40000 Shah Alam, Selangor.