Suruhanjaya Sekuriti
Securities Commission
Malaysia

MyCIF Advocacy Incentive (FAQ)

General Information

1. **About**

   The Ministry of Finance (MOF) has allocated an advocacy incentive **to support** participating platforms in driving impactful awareness and advocacy programs to **promote MyCIF** schemes

2. **Is the advocacy fund a loan that needs to be repaid?**
   The advocacy fund is not a loan. It is an incentive to support ECF and P2P operators in their advocacy efforts related to MyCIF.

Criteria

3. **What are the intended outcomes of the programs?**
   Programs applying for the advocacy fund must demonstrate the following objectives:
   - Increase the general awareness on MyCIF.
   - Achieve measurable conversions (issuers or investors) that contributes to the growth of ECF/P2P market; or
   - Any other outcomes that fit within the objective of MyCIF and national agenda

4. **What are the eligibility criteria?**
   To be eligible for the MyCIF Advocacy Incentive, you must be part of a "MyCIF participating platform."

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5. What are the examples of initiatives that is eligible for funding?

Here is a list of example initiatives:

Micro Projects	Macro Projects
1. Digital Marketing & Social Media Campaigns 2. Workshops & Webinars 3. Investor/Issuer Networking Events 4. Basic Research & Surveys 5. Educational Materials 6. ETC	1. Nationwide Awareness Campaigns 2. Industry Reports & White Papers 3. Roadshows & Conferences 4. Platform Development & Tools 5. Strategic Partnerships 6. ETC

* The table above is an example of projects eligible for funding. Operators may request beyond this scope, with no restrictions on funding for the events.

6. How do we get the monetary funding and how long the process?

Funding Amount	
Micro Projects (up to RM10,000) *Funding is provided on a **claim basis,** and claims must be submitted within 1–2 weeks after the program, with processing taking up to 14 working days.* 1. Funding will be provided on a first-come, first-served basis.	**Macro Projects (above RM10,000)** *Micro-Scale Project: An **advance claim** is available, and funds will be disbursed within 14 working days following approval.* 1. Funding will be provided on a first-come, first-served basis. 2. Project budget is above RM 10,000 per project. Multiple submission allowed.

2. A maximum budget of RM10,000 per project will be allocated per operator, capped at two projects per operator. 3. Reporting required. 4. Fund Disbursement: Upfront basis.	3. Reporting which includes outcomes, focusing on KPIs such as new investor/issuer sign-ups, successful campaigns, and funding amounts. 4. Fund Disbursement: Claim basis.

Application Process

7. **How to apply?**

   To apply, submit your proposal via email: mycif@seccom.com.my

   The proposal should include the following details:

   - **Cover page:** title, date of proposal, company name.
   - **Objectives:** primary objective, target audience, scope of initiative.
   - **Funding Requirements & Purpose:** Specify the amount requested and explain how the funding will be used.
   - **Market Impact (ECF/P2P**): discuss how the initiative will contribute to market growth.
   - **Target Beneficiaries:** identify who will benefit from initiative (e.g., "SMEs in the agriculture)
   - **Partnerships or collaborations** (if applicable)
   - **Implementation strategy and plan**
   - **Expected Outcomes**: (deliverables, timelines, milestones)
   - **Budget**
   - Additional Information (if any)

   *Ensure the proposal is prepared in a concise presentation deck (PDF, max 10 slides, file size under 20MB).

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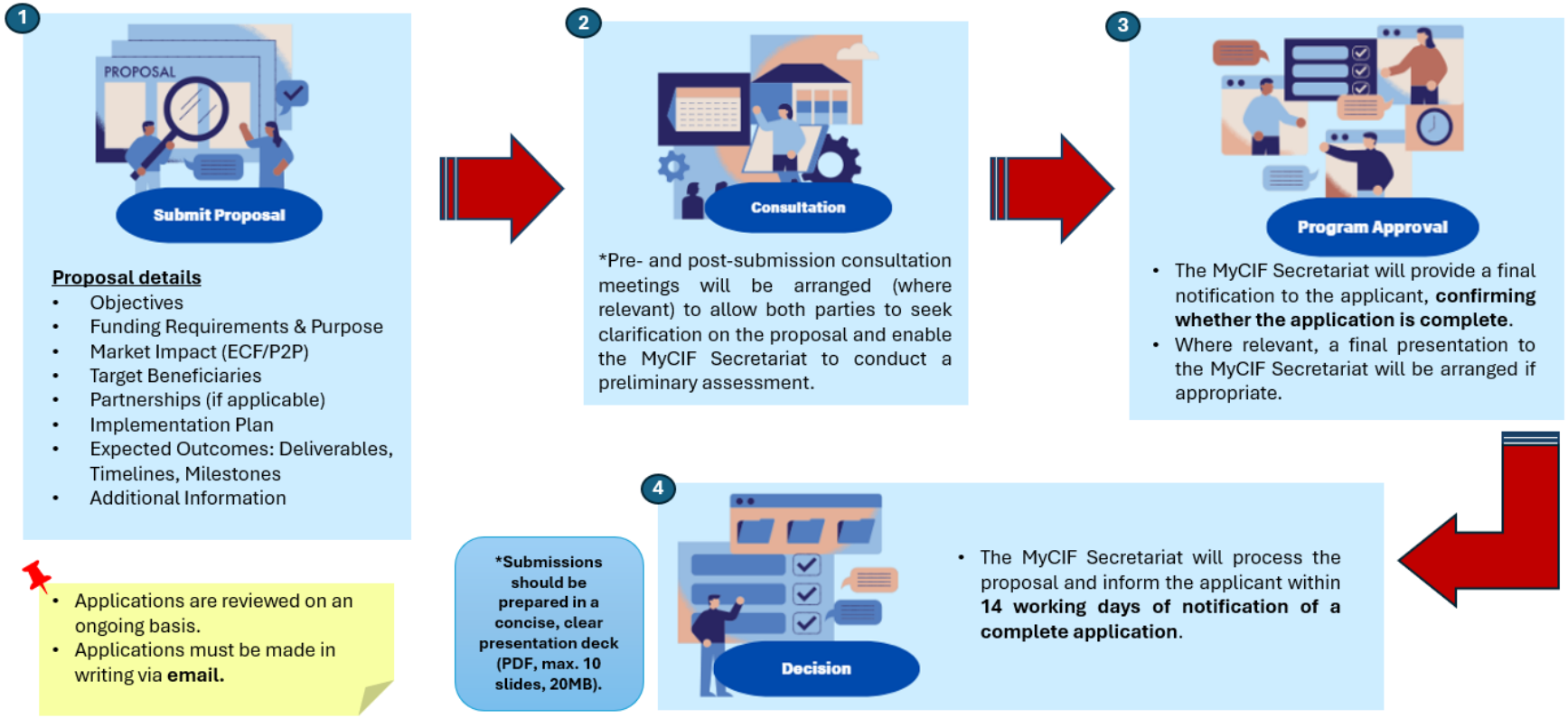
8. What is the application process like?

Application Process:



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9. **What is the project implementation period?**
   The project implementation period is determined based on the approved proposal. Applicants are encouraged to outline clear timelines and milestones in their submission. However, the duration should align with the scope and objectives of the project to ensure timely delivery of expected outcomes.

10. **When can I apply?**
    Applications are accepted on an ongoing basis. You can submit your application at any time, as there is no specific deadline. However, funding is provided on a **first-come, first-served basis**, so early submission is encouraged to increase your chances of securing funding.

11. **Can I submit multiple applications for different projects concurrently for this fund?**
    Yes you can submit multiple applications at the same time, as long as it is for different advocacy projects.

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12. What is the area of funding?

These are the rough guidelines on areas MyCIF would support:

No.	Item	Parameters	Descriptions
1.	Transportation	**Air Travel:** Economy class for all flights.	*Whenever travelling operators shall use the most appropriate means of transportation.
2.	Accommodation	Deluxe Single Room	*When traveling, operators must provide valid reasons for choosing accommodation, taking into consideration costs, distance, etc.
3.	Rentals	**Includes but not limited to:** Event space, sound system, lighting, tables, chairs, projector etc.	*Event with a significant audience capacity or reach Costs related to the initiatives.
4.	Photographer/ Videographer	*Whenever the initiatives are appropriate to have photographer/videographer.	
5.	F&B	Funding for food is limited to participants and does not cover meal allowances outside of event hours.	*Requested expenses will be considered according to program suitability.
6.	Collaterals	To use for event essential, training tools or marketing.	*Requested expenses will be considered according to program suitability.

IMPORTANT:

- **Disclaimer:** All budgets will be reviewed and approved by MyCIF secretariat the based on the proposal submitted.
- Any other items appropriate to the event will be considered.
- Hiring external event managers is not allowed.

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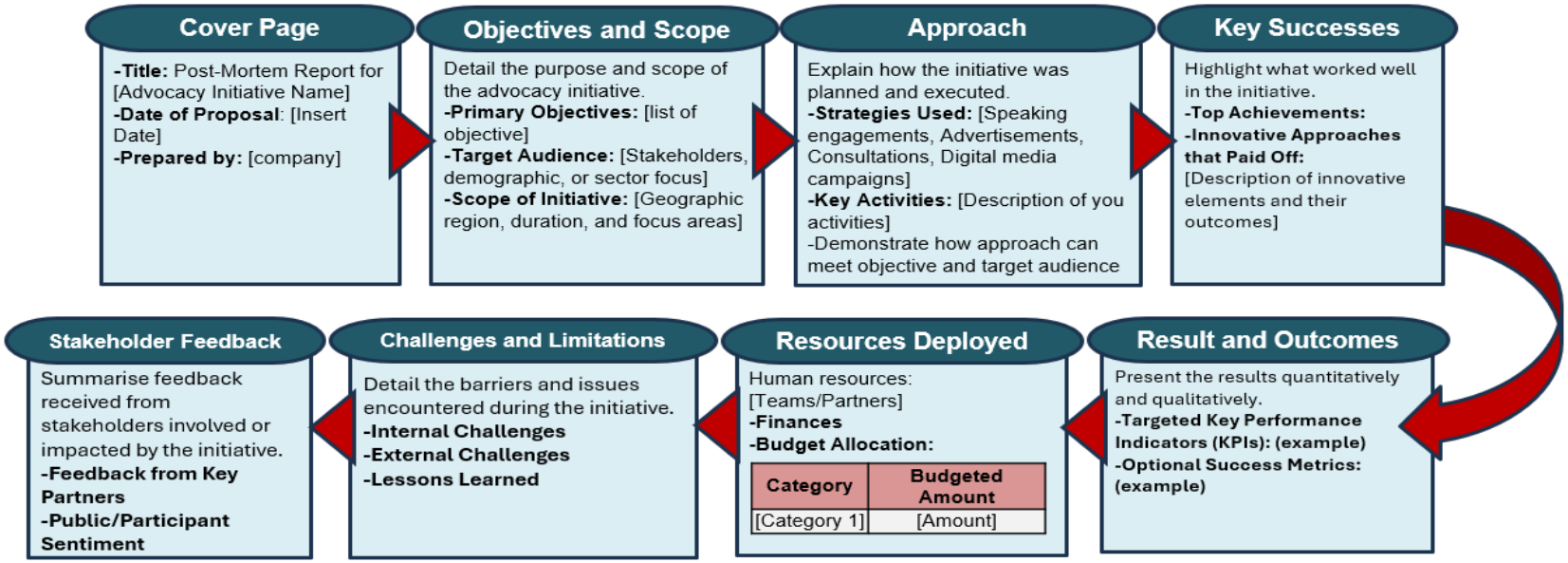
Reporting Process

13. Is a report required after the project implementation?

Yes, a post-mortem report must be submitted to the MyCIF Secretariat upon project completion. **Failure to submit** the report may result in the MyCIF Secretariat **not considering any further applications** from the company. Below is a template guide:

Submission of a post-mortem report to the MyCIF Secretariat upon completion of the program, detailing expenses, activities, outcomes, and relevant information. Failure to submit the report may result in the MyCIF Secretariat not considering any further applications from the company.



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14. When is the deadline for report submission?

The deadline for report submission is **December 31 (year-end).**

15. What is the reporting frequency?

One report must be submitted per project on an **annual basis.**