



Suruhanjaya Sekuriti
Securities Commission
Malaysia

THE SIMPLIFIED PITCHING GUIDE FOR MSME AND MTC



*by the Securities Commission Malaysia
in collaboration with 1337 Ventures Sdn Bhd*

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THE SIMPLIFIED PITCHING GUIDE FOR MSME AND MTC

CONTENTS

INTRODUCTION	4
WHAT DOES THE SIMPLIFIED PITCHING GUIDE COVER?	5
BUSINESS STORY	6
KEY COMPONENTS OF A PITCH	7
CRAFTING A CONVINCING BUSINESS STORY	9
DELIVERING A CONVINCING BUSINESS STORY	10
PITCH TEMPLATE	11
DESIRABILITY	12
VIABILITY	14
FEASIBILITY	17

The Simplified Pitching Guide for MSME and MTC (Simplified Pitching Guide) provides structured guidance on crafting compelling investment pitches, ensuring that businesses can present their fundraising objectives clearly and persuasively. It serves as a practical resource designed to help micro, small and medium enterprises (MSME) and mid-tier companies (MTC) effectively communicate their value proposition, business model, and growth potential to investors.

The Simplified Pitching Guide was developed in line with Initiative 7b of the Securities Commission Malaysia's **Catalysing MSME and MTC Access to the Capital Market: 5-Year Roadmap (2024-2028)** (MSME and MTC Roadmap).

The SC's MSME and MTC Roadmap is aimed at better positioning the capital market as an attractive and robust source of financing for MSME and MTC.



What is the Simplified Pitching Guide?

It is a tool to help businesses craft an effective pitch to investors.



Who is the Simplified Pitching Guide for?

- Startups
- MSME
- MTC



When would a company need to make a pitch?

Typically, investors in the following segments need companies to do a pitch on their business in exchange for funding:

Private Market

- Venture Capital / Private Equity
- Equity Crowdfunding

Public Market

- LEAP Market and
- ACE Market

SIMPLIFIED PITCHING GUIDE



i

**Guidance on
developing your
business story**

Explains what a
business story is.



ii

**Critical factors
of a great pitch**

Outlines the must-
haves to capture
investors' interest
and provides tips on
transforming a vision
into a compelling
narrative that
secures funding.



iii

**Prepare a
winning pitch**

Provides MSME
and MTC with a
pitch template as
a reference when
preparing for
presentations to
investors.

A business story is a story that tells investors why they should invest in a particular company.

The business story should reflect the following key aspects of a company.



Create a winning pitch by covering these components that capture investors' interest and tell a powerful story about your business.

Business Overview



- Explains the company's core business activities, how the business started, and/or vision and mission of the company.
- Introduces the company and sets the stage for the rest of the pitch.
- It helps investors understand the nature of the company's business.

Market Opportunity



- Explains the market that the company operates in, covering its size (e.g., total addressable market, serviceable addressable market), and current trends of the products or services offered.
- It helps investors assess the market opportunity and understand the company's value proposition.

Business Model & Strategy



- Explains how the company generates revenue and its strategy for growth.
- Explains the business model, competitive advantages, and how the company integrates environmental, social, and governance (ESG) factors into its operations.
- It helps investors to assess the company's profitability, sustainability and long-term value.



Risk Factor

- Outlines the company's potential risks as well as mitigation plans or measures.
- Transparency about risks helps build investor trust, allowing investors to make informed decisions and assess the company's long-term viability.



Financial Information

- Presents the company's historical financial performance and future projections, providing the investors insights into the company's past success and future potential.



Management & Governance

- Introduces the leadership team and governance practices of the company.
- Highlights the people behind the business and demonstrate the company's strong commitment to good governance.

01



- Investors are more likely to allow a company's strategy to unfold, even during periods of volatility - but only if they believe in the vision. So, the business story must be convincing.

02



- Frame the pitch so that the value proposition is clear and compelling. Investors need to quickly understand why your business matters, what problem it solves, and why it is a winning investment.

03



- Clearly highlight what sets your company apart - why your product or solution is better than what is available in the market.

04



- The pitch should be clear enough for either a 15-year-old or a 60-year-old to understand. They do not have to buy into your vision, but they must understand why it matters.



Know Your Audience

Use clear, tailored language for experienced investors addressing their specific interest eg., financials, the market size, and how you will grow in the long term. Avoid overly generic or cookie-cutter presentations.



Clarity and Focus

Explain the company's goals, strategy, and what makes you special. Avoid non-essential information or buzzwords.



Metrics That Matter

Highlight important business metrics e.g., sales growth or customer retention that show how well you are doing. Link these to financial goals.



Authentic

Align the management team on key messages, rehearse and speak genuinely to establish credibility.



Show Value

Explain what makes your company strong and why investors should back you.

Pick the right competitors as the measuring base to convince your business value.



Be Transparent

Provide honest financial data and realistic targets.



Update Regularly

Keep your pitch up-to-date with any changes in your business or the market you are in.

Show your commitment to value creation and the market.



Anticipate Questions

Think about what investors might ask and be ready with answers.

Company Name

TABLE OF CONTENTS

1

DESIRABILITY

Why Investors
should Care

- Company background
 - origin story / opportunity spotted
- What we do - solutions / products / services
- Our achievements
 - success stories
- Company's financials
 - past 5 years

Demonstrating a strong foundation, past achievements and a compelling market opportunity.

2

VIABILITY

How the Business
will Grow

- Why we are different
 - competitive edge / competitors
- Growth strategies
 - new market opportunities
- Financial projection
 - next 5 years

Showcasing competitive advantages, strategies for expansion and financial projections.

3

FEASIBILITY

Why this Team
can Deliver

- Milestones
 - strategic goals
- The ask
 - indicative usage of funds
- Management team
 - leadership and experts

Proving the capability, leadership and roadmap to execute the vision successfully.

COMPANY BACKGROUND

origin story / opportunity spotted

How did the business start?



What specific market opportunity does the company seize? What are customers' problems?



Is it still relevant now? What trends in the market indicate a growing demand for your solutions?



- Provide examples or data that highlight the severity of this problem or opportunity observed.
- Use total addressable market or serviceable addressable market to articulate the market size (present and potential, if relevant).

WHAT WE DO

solutions / products / services

What are your key products or services?



What is the core benefit your customers receive from using your products or services?



What is the value add of your products or services to the market and customers?



- Include photos, graphics or charts when explaining your products or services.
- Use data to validate your points e.g., customer reviews and feedback.

OUR ACHIEVEMENTS

success stories

What key milestones have you achieved so far?



What are the most compelling metrics or KPIs that show your company's growth?



Who are your biggest clients?



What strategic partnerships have you formed, and how have they impacted your business?



- Use a timeline or bold number to keep the slide visual and minimal.
- Share real customer experiences and testimonials to build credibility.

COMPANY'S FINANCIALS

past 5 years

What are the key financial metrics investors should know (e.g., profitability, sales and cashflows)?



- Use charts, graphs, or timelines to make the data more digestible and visually appealing.

WHY WE ARE DIFFERENT

competitive edge / competitors

What makes your products and services unique compared to existing alternatives?



List the specific features, benefits, or innovations that distinguish your products and services from others. Make it clear why customers choose you.



Use real-world metrics (e.g., faster delivery, higher success rate) or customer testimonials to validate these advantages.



Briefly mention how you plan to stay ahead and different from your competitors e.g., through innovation, customer loyalty programmes, or exclusive partnerships.



- A matrix (e.g., price vs. quality) or heatmap can illustrate your position compared to competitors.
- Avoid overwhelming details; focus on what's strategically important for your business.

GROWTH STRATEGIES

new market opportunities

What are your key strategies to grow and scale?



How do you plan to expand your market presence, either geographically or within existing markets?



How will you acquire new customers at scale?



As you scale up, how do you plan to maintain or improve product and service quality?



What new products or features are you planning to develop, and how will they enhance your value proposition?



- Highlight the direction you want to head towards.
- Use charts to visualise your growth strategies.
- Provide context or data to back up your claims.

FINANCIAL PROJECTION

next 5 years

What are the key financial metrics you plan to focus on (e.g., profitability, sales and cashflows)?



How will you optimise your business model to drive sustainable financial growth?



How do you plan to increase revenue and profitability over the next few years?



What funding strategies will you pursue to support your growth plans (e.g., equity, debt, reinvestment)?



- Use timelines, tables or charts to visualise your roadmap.
- Leverage trendlines and data labelling to clearly indicate your projected financial performance.

MILESTONES

strategic goals

Identify 3 to 5 critical milestones you plan to achieve within the next 3 to 5 years. What are the expected outcomes for each milestone?



For each milestone, outline 2 to 3 specific action steps that detail how you will achieve these goals.



What potential challenges or risks do you foresee, and how do you plan to mitigate them?



- Use a simple timeline to present milestones with key years/quarters.
- Highlight key milestones you have set for the business.

THE ASK

indicative usage of funds

How will the funds raised be allocated to support your growth strategies?



What specific investments will be made in areas such as product development, marketing, and operations?



How will these investments help you achieve the milestones outlined in your roadmap?



- Use pie charts to visualise your fund allocation.
- Indicate the allocation percentages for each segment.

MANAGEMENT TEAM

leadership and experts

Who are the key members of your team, and what do they bring to the table in terms of experience and expertise relevant to the business?



How does your team's expertise uniquely position your company for success?



- Use professional photos of your management team members.
- Include logos of institutions or organisations that represent their experiences in the industry or field.
- Highlight 1 to 2 relevant expertise or key achievements of the team member.

If you have any questions on this Simplified Pitching Guide,
please email to MMRoadmap@seccom.com.my

MSME and MTC interested to raise capital, re-engineer their
business models, enhance their growth strategies can check out
the Elevate 2.0 programme by Capital Markets Malaysia.

Queries can be sent to
general@capitalmarketsmalaysia.com

Scan this QR code



for more information available on
MSME and MTC fundraising.

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