

Application Checklist for Market Access Grant 2025

Step 1: Check for eligibility		
Applicant Criteria		
Identify applicant category based on criteria listed below.		
1.1. Category 1: Social Enterprise		
1.a	Social impact- driven companies who are delivering TECH solutions to society	<input type="checkbox"/>
1.b	Penang based company that is registered with SSM	<input type="checkbox"/>
1.c	A clear plan to address a social/environmental concern	<input type="checkbox"/>
1.d	A target beneficiary	<input type="checkbox"/>
1.e	Clear direct and/or indirect benefits to target beneficiaries' groups	<input type="checkbox"/>
1.f	Fulfill one of the following: <ul style="list-style-type: none"> • At least 30% of the workforce from the target beneficiary group • Minimum 15% of business cost is spent on achieving an environmental mission or channeled towards a social cause • 30% of profits distributed back to business operations to achieve social/ environmental mission. 	<input type="checkbox"/>
1.g	Established a minimum viable product that is ready to be commercialised	<input type="checkbox"/>
1.2. Category 2: Female- Led Venture		
2.a	Female founder	<input type="checkbox"/>
2.b	Penang based company that is registered with SSM	<input type="checkbox"/>
2.c	Own a venture that fulfill any of the following: <ul style="list-style-type: none"> • Gender-focused value proposition • Established a tech MVP that impacting women positively • Majority female consumers 	<input type="checkbox"/>
2.d	Commercialised Product (Please provide a link to your SAAS website)	<input type="checkbox"/>
2.e	SAAS Website: https://	<input type="checkbox"/>
1.3. Category 3: Startups		
3.a	A clear business plan	<input type="checkbox"/>
3.b	Penang based company that is registered with SSM	<input type="checkbox"/>
3.c	Startups from SAAS tech vertical	<input type="checkbox"/>
3.d	Commercialised Product (Please provide a link to your SAAS website)	<input type="checkbox"/>
3.e	SAAS Website: https://	<input type="checkbox"/>

Step 2: Submit your proposal		
To be submitted within 5 working days. If the submission is late, there will be a delay in processing the application which will be done on a first come first serve basis.		
	Proposal and Presentation Content	
2.1. Category 1: Social Enterprise		
2.1.1	Intended project or initiative, together with its business plan/ proposal.	<input type="checkbox"/>
2.1.2	Cash flow projection for 1 year, with details on the cost incurred and other relevant information. Please refer to Appendix A for sample cash flow projection.	<input type="checkbox"/>
2.1.3	Impact indicators to track the progress of the intended project/initiative. Please refer to Appendix B for a sample of Impact Strategy and Measure template	<input type="checkbox"/>
2.1.4	Detailed implementation plan (i.e timeline, tracking mechanism of impact/milestones). Please refer to Appendix C for a sample project implementation plan template.	<input type="checkbox"/>
2.1.5	Historical track records (e.g financial statements), where available. Please refer to Appendix D for a sample template for past credentials.	<input type="checkbox"/>
2.1.6	Management credentials (team and/or promoter profile). Please refer to Appendix E for a sample of template for project team structure credentials.	<input type="checkbox"/>
	Independent Selection Committee Criteria Below are the listed criteria which the proposal will be assessed on for Social Enterprise	
A	Novelty of tech innovation	
A.1	Significance of the impact area in relation to the social or environment	<input type="checkbox"/>
A.2	Level of originality, disruptiveness and/or extent of incremental change the solution provides relative to the impact area.	<input type="checkbox"/>
B	Effectiveness of proceed utilisation	
B.1	At least 70% spent and/or invested in creating a clear and measurable impact for the target beneficiaries - to show evidence of how each RM1 will create impact and how it leads to impact indicators	<input type="checkbox"/>
C	Feasibility of proposal	
C.1	The extent of viability with key milestones in the proposed business plan/solutions to address challenges identified within the impact area	<input type="checkbox"/>
C.2	Reasonableness in financial projection, including assumptions adopted and clear timeline in achieving milestones identified	<input type="checkbox"/>
D	Scalability of impact	
D.1	At least 2 indicators in measuring impact created	<input type="checkbox"/>
D.2	The relevance of indicators to impact area and utilisation spending	<input type="checkbox"/>
D.3	Potential to scale the solution, considering the sustainability of the business model	<input type="checkbox"/>
E	Capability of management team	
E.1	Level of performance via historical track record, credentials and/or reference from independent and verified parties	<input type="checkbox"/>

2.2. Category 2 & 3: Female-led venture & Startup		
2.2.1	A complete business proposal together with information that elaborates the mentioned details of the organization. Please refer to Appendix F for the list of required information in addition to the business proposal.	<input type="checkbox"/>
2.2.2	Market size and trend for nominated solution. Please refer to Appendix G for sample of market analysis that is required for the proposal.	<input type="checkbox"/>
2.2.3	Top 3 business competition, their product details and reference to their website.	<input type="checkbox"/>
2.2.4	The unique selling points (USP) for your nominated solution.	<input type="checkbox"/>
2.2.5	Revenue opportunities and barriers for the nominated solution. Please refer to Appendix H for sample of revenue opportunities and barriers.	<input type="checkbox"/>
2.2.6	Detailed Revenue Development Plan. Please refer to Appendix I for sample of the plan.	<input type="checkbox"/>
	Independent Selection Committee Criteria Below are the listed criteria which the proposal will be assessed on for female-led venture and startup	
A	The Venture and Founder	
A.1	Venture with good potential / poised for further growth	<input type="checkbox"/>
A.2	Founder is knowledgeable, hungry and able to adapt to market	<input type="checkbox"/>
B	Target Customers, Product Users and Market Size Potential	
B.1	Accurate identification of target audience	<input type="checkbox"/>
B.2	Realistic assessment of market size in TAM, SAM and SOM	<input type="checkbox"/>
B.3	Understanding of audience needs and preferences	<input type="checkbox"/>
C	Market Analysis and Competitor Research	
C.1	Clear and attractive Product USP	<input type="checkbox"/>
C.2	Competition and competitors' analysis	<input type="checkbox"/>
C.3	Understanding of realistic market risks and opportunities	<input type="checkbox"/>
D	Market Access and Commercialisation Strategy and Tactics	
D.1	Effectiveness of marketing strategy	<input type="checkbox"/>
D.2	Variety and appropriateness of tactics used	<input type="checkbox"/>
E	Branding and Positioning	
E.1	Consistency in branding elements	<input type="checkbox"/>
E.2	Clear positioning in the market	<input type="checkbox"/>
F	Budget Allocation and ROI	
F.1	Realistic allocation of budget for the activities proposed	<input type="checkbox"/>

F.2	Effective ratio of budget utilisation to return of value from the activity	<input type="checkbox"/>
G	Implementation and Execution	
G.1	Executable plan within the Grant period of 6 months	<input type="checkbox"/>
G.2	Strong Integration of online and offline channels to deliver revenue results	<input type="checkbox"/>
H	Proposed Activities to Revenue Conversion Plan	
H.1	The proposed activity to revenue conversion plan translate to monetary business value in RM that is more than the grant value and achievable within 6 months.	<input type="checkbox"/>
H.2	Company proposal is able to achieve the average MRR of 15% - 20% during the grant period from Feb - July 2025	<input type="checkbox"/>

Step 3: Collect your grant		
Documents required before the disbursement of grant		
3.1	A signed grant agreement with Digital Penang outlining the required deliverable and/or milestones (if any), as well as terms and conditions attached to the MAG Grant.	<input type="checkbox"/>
Upon being approved by Digital Penang , please email to noorhanis.harun@digitalpenang.my documents listed below, for processing:		
T.1	Completed DP Vendor Registration Form, together with:	<input type="checkbox"/>
T.1.1	A copy of identification card (IC)	<input type="checkbox"/>
T.1.2	A copy of SSM certificate	<input type="checkbox"/>
T.1.3	A copy of company bank account statement (header only)	<input type="checkbox"/>

**APPENDICES
FOR
REFERENCE**

Important Note:

Appendice A - E is only applicable to application under Category 1: Social Enterprise

Appendice F - I is only applicable to application under Category 2: Women- Led Venture and Category 3: Startups

Appendix A: Sample template of proposed Cash Flow Projection

Please provide a cash flow projection of your project/organisation, plus details of grants received and how they will be utilised, followed by your yearly targets for growth. Please refer to the sample below.

Note: A minimum of 1 or 2 year cash flow projection is required to support your application.

	December 2024	December 2025
Revenue		
Placement Service	50,000	100,000
Training Service	50,000	120,000
MAG Grant		
Tranche 1	50,000	
Tranche 2	20,000	
Tranche 3	20,000	
Total Cash Inflow	190,000	220,000
Expenses		
Training personnel cost	6,000	12,000
Rental cost for training	20,000	40,000
Training pack collateral	5,000	10,000
Travel and transportation costs	6,000	12,000
Sourcing cost	25,000	50,000
Administrative	10,000	10,000
Marketing & Promotion	5,000	5,000
Proceed Utilisation breakdown*		
Training materials	10,000	
Training infrastructure – Phase 1	45,000	
Training infrastructure – Phase 2	25,000	
Training infrastructure – Phase 3	10,000	
Total Cash Outflow	164,000	139,000
Initiative/Project Profit	26,000	81,000
Project Targets/Assumptions	December 2024	December 2025
Yearly forecast target (number of workers)	60	120
No. of workers placed and trained	50	100
No. of trainers per training cycle	2	2
No. of workers per training cycle	25	25
No. of training cycles per year	2	4
Placement service fee per worker placed (RM)	1,000	1,000
Training service fees per worker placed (RM)	500	700
Trainer professional fee cost per trainer per cycle (RM)	1,500	1,500
Collateral preparation and printing costs per worker placed (RM)	100	100
Average travel costs per worker trained (RM)	120	120
Accommodation and food cost per worker per day per training cycle (RM)	150	150

Appendix B: Impact Strategy and Measure

The impact measurement strategy is based on the Impact Management Guide (IMG). The purpose of this table is to convey your impact narrative by showing how you will be measuring the impact and also to indicate your target per indicator. Below table is an example of impact strategy and measure.

Problem Statement	Intervention	Expected Outcomes	Impact Indicator	Baseline (B)	Accumulative Target	
					B+3	B+6
The lack of footwear for children in Africa, resulting in injuries and discomfort for children.	We donate shoes to African villages through our sales. For every shoe a customer buys, another pair will be given to children who needs them	Providing every child with footwear in the 5 villages we work with.	total number of children benefited from shoes provided			
			number of shoes provided			
			average cost savings on shoes by children benefitted			
		Increase in well-being and comfort.	frequency of foot injuries per child (cuts, bruises, blisters)			
			% of children who has improved wellbeing or with satisfaction			
			average cost savings on medical costs for injuries by children benefitted			

Appendix C: Sample of proposed Project Implementation Plan (Timeline and Milestone)

Please provide your Project Implementation Plan, for the full duration of your project (between 1 to 6 months). The implementation plan should include your activities involved, along with project milestones/target achievement and project expenditure as per the activities and targets.

Timeline	Month 1	Month 2	Month 3	Month	Month 6
Execution plan	<ul style="list-style-type: none"> Activity 1 Activity 2 Activity 3 	<ul style="list-style-type: none"> Activity 1 Activity 2 Activity 3 	<ul style="list-style-type: none"> Activity 1 Activity 2 Activity 3 	<ul style="list-style-type: none"> Activity 1 Activity 2 Activity 3 	<ul style="list-style-type: none"> Activity 1 Activity 2 Activity 3
Expected milestones or achievement	<ul style="list-style-type: none"> Milestone 1 or Target Achievement 	<ul style="list-style-type: none"> Milestone 2 or Target Achievement 	<ul style="list-style-type: none"> Milestone 3 or Target Achievement 	<ul style="list-style-type: none"> Milestone ... or Target Achievement 	<ul style="list-style-type: none"> Milestone 6 or Target Achievement
Expected or proposed MAG grant tranches	Mobilisation Fee Payment Tranche 1		MAG Grant Payment Tranche 2	MAG Grant Payment Tranche 3	

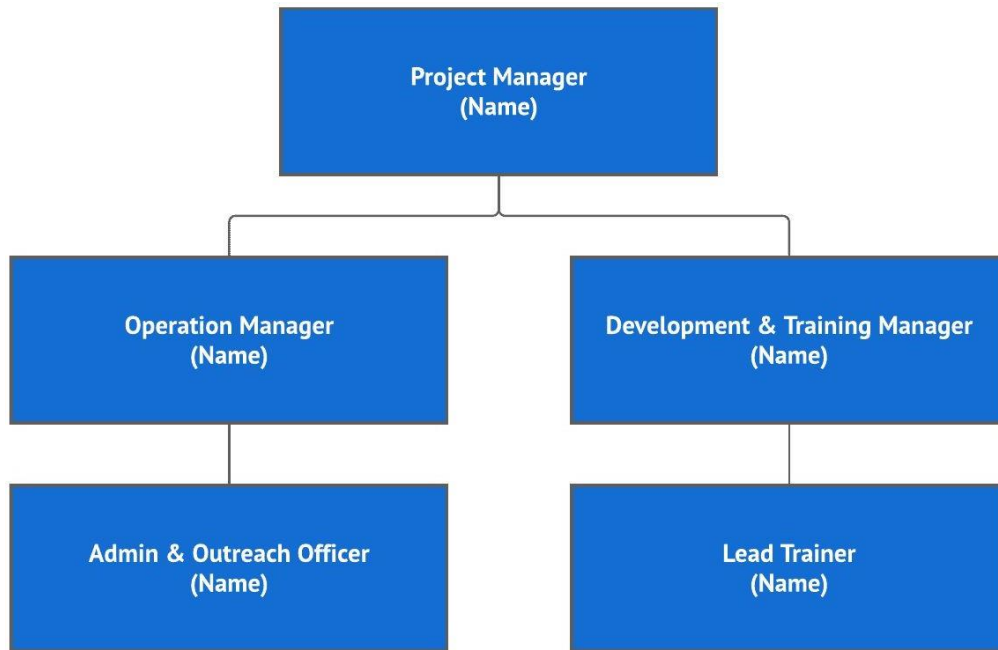
Appendix D: Sample of Past Credentials

Please provide any related past achievements and credentials that are similar to the proposed project to display your organisation's experience in the related field.

Past Credential	
Project Name:	— Please insert the project name
Project Description:	— Please describe the project including the project duration, cost and project stakeholders. — What was your role in the project?
Project Impact / Achievement	— Please provide what the outcome of the project was

Appendix E: Sample of Project Team Structure and Credentials

Please provide the project organization structure for the project along with each team member's roles and responsibility. Below is the sample format for team structure and each team member's roles and responsibilities.



Please find below a sample of each team members credentials

Project Team Credentials	
Name:	— Please include the individual’s full name
Project Role:	— Please include the role of the individual
Related experience that contributes to the Project:	— Please include as many experiences as possible in the past that are related to the project that you are proposing. Include the project description, your role in the project, the duration of the project and the project outcome.
Other related Achievement and Credentials:	— Please include other related credentials and achievements such as academic qualification, past accolades or recognitions, and any other information that are relevant to the project that you are proposing.

Appendix F: List of required information

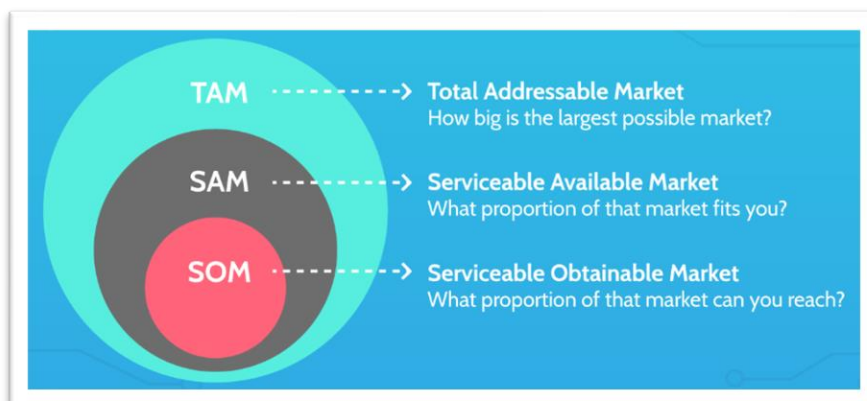
Please provide the listed information below about your company.

- Name of company
- Nature of business
- Number of employees
- Marketing & sales team size
- [SAAS Business Canvas](#) (Please download the template from the link provided)
- Purpose of applying for the Market Access Grant for this solution

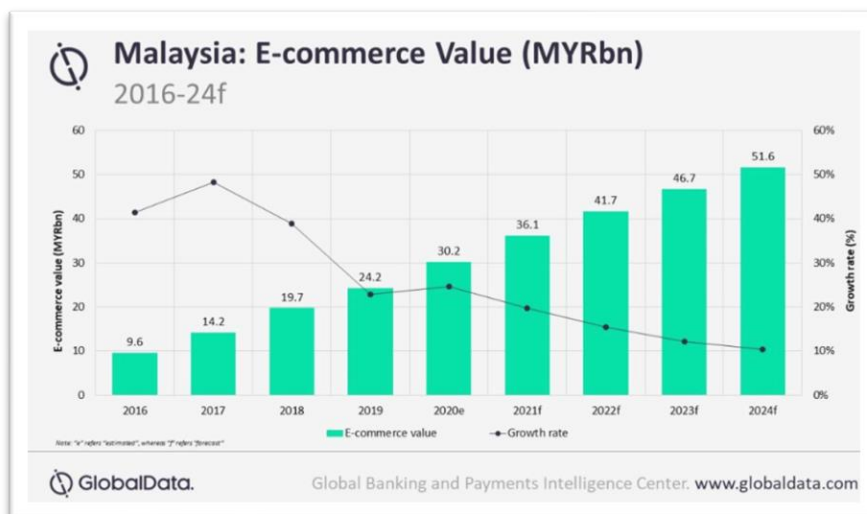
Describe Your SAAS Solution	Target user/customers	Customer Location	SAAS Pricing Structure	Baseline Revenue as at FYE
	1.	1.	1.	2023:
	2.	2.	2.	2024:
	3.	3.	3.	2025 (Projection) :

Appendix G: Market size and trend

Please provide the Market size in terms of Total Addressable Market (TAM), Serviceable Available Market (SAM) and Serviceable Obtainable Market (SOM) (with assumptions provided). For example:



Together with that, illustrate to us the market growth projection for the SAAS solution in the coming years (minimum 3 years with validated source of information provided). For example:



Appendix H: Revenue opportunities and barriers

Please provide information on how you identify your revenue development opportunities & barriers for the SAAS solution by listing 5 of each. For example:

MyDocLab Platform

Revenue Opportunities & Challenge

Opportunity	Challenge
<p>Personalized Health Recommendations Analyze users' health data and provide personalized recommendations for wellness activities, lifestyle changes, and preventive healthcare measures.</p>	<p>Accuracy, user trust, and acceptance. MyDocLab must continuously refine and validate its algorithm to deliver relevant and accurate suggestions tailored to individual health need</p>
<p>Enhanced Telemedicine and Diagnostic Support Use current technologies to improve telemedicine and diagnostics. Auto chatbots will help gather patient information and offer initial diagnoses, while algorithms will analyse medical data for issues.</p>	<p>Integration challenges with existing workflows and electronic health record . MyDocLab must ensure seamless interoperability and user-friendly interfaces to facilitate adoption integration</p>
<p>Predictive Health Analytics for Early Intervention Predictive models to identify individuals at risk of developing certain health conditions or experiencing adverse health events.</p>	<p>MyDocLab needs to invest in AI expertise, research, and development to create virtual assistants that are accurate, responsive, and user-friendly</p>

Appendix I: Detailed Revenue Development Plan

Please provide the detail utilization plan for the minimum **RM17,000 budget** (RM2,000 from your own budget + RM15,000 from the grant) from **Feb – July 2025 (6 months)** in helping your company achieve the **minimum requirements of Average Monthly Recovering Revenue (MRR) of 15% - 20%** for the SAAS solution in this application.

Please copy the table below when you want to do your planning.

Month	Detail Activity	Location/Channel for Activity	Target No of Exposure	Duration	Base Revenue Feb:		RM XXX	Reporting	
					Expected Outcome	Expected MRR Growth %	Grant Utilisation	Actual Quantifiable MRR Growth %	Actual Total Utilisation of Proceed
Mar									
Apr									
May									
June									
July									
Average MRR Growth Rate:									

Please note that you may only execute the claims for the grant, once you have shown proof of the execution of the RM2,000 on your own budget and meeting the targeted activity milestones you have proposed to us.

Kindly take note that the following are disqualified activities that will not be claimable by the grant:

- Mileage claims
- Salary and allowances for company’s employees
- Fees for consultants and professional services.
- Expenses that are not related to market development or customer acquisition leading to revenue generation.

VERY IMPORTANT:

- Amendments to activity plans once the grant is approved and the letter of grant award is signed will not be entertained for whatever reasons.
- Please ensure that your activity plans are based on realistic action items that you will commit to undertake to deliver the required deliverables of this grant which is **Average MRR Growth Rate of 15% - 20%**