

# **CONTENTPRENEUR 2020**

## **1. ABOUT CONTENTPRENEUR**

CONTENTPRENEUR is an annual Malaysian entrepreneurship competition organized by Yayasan KRU for startups formed by alumni of higher learning institutions with educational backgrounds related to Digital Entrepreneurship and/or the Creative Industry.

Our primary objective is to discover and develop the next generation of industry leaders through an accelerator program mentored by experienced industry professionals and investors, to guide them throughout the process of intellectual property development, production and commercialization of media assets.

Winners of this year's Contentpreneur competition will stand a chance to join the accelerator program, raise funds for production and commercialize projects in 2020.

## **2. ADVISORY BOARD**

Chairman : Alan Lim  
President  
Malaysian Business Angels Network

Secretary : Ramani Ramalingam  
Music Industry Professional

Council Member : Panchacharam P Nalliah  
President  
Film Producers Association of Malaysia

Shamsul Jafni Shafie  
Founder & CEO  
PitchIN

## **3. CONTENTPRENEUR BENEFITS**

There are numerous distinctive advantages for Contentpreneurs to be industry ready within the shortest period of time such as: -

- 3.1 Mentorship (Management, Creative, Marketing, Operations, Technical, Finance & Legal)
- 3.2 International Market Access (Production Services and IP Sales & Distribution)
- 3.3 Funding Support (Foundation, Venture Capital Entities, Strategic Industry Partners, Crowd Funding Entities, Angel Investors)
- 3.4 Technical Support (KRU & VSOCLOUD Southeast Asia)



## 5.2 Series (per Project)

- a) Production Company's business direction and benchmark
- b) Logline of not more than 20 words per Episode
- c) 3 Act Synopsis of not more than 150 words per Act per Episode
- d) Description of each Primary Character (in point form)
- e) Sizzle Reel, Illustrations, Photos, Artwork and other creative materials (if any)

## 5.3 Music

- a) Music Label's business direction and benchmark
- b) 1 Song Demo and Lyrics per artiste for a minimum of 3 Artistes
- c) Creative Direction of music videos for each song
- d) Artiste Bio for each artiste (if any)

Please submit the compilation of items 4.1 (a) to (e) or 4.2 (a) to (e) in PowerPoint format for Film or Series categories, or items 4.3 (a) to (d) together with company/business partnership and board of directors'/business partners' documents as follows:

- i) Company Profile
- ii) Company Director or Business Partner Curriculum Vitae (each director)
- iii) Companies Commission of Malaysia Registration Form 24 and Form 49, or
- iv) Registrar of Business certificate

Please send the materials to [enquiries@yayasankru.org](mailto:enquiries@yayasankru.org) before 5pm on 31<sup>st</sup> October 2019. By submitting the documents, the participant hereby confirms the acceptance of the Contentpreneur 2020 competition rules and regulations.

## 6. **COMPETITION TIMELINE**

Official Announcement	30 Aug 2019
Closing Date for Submission	31 Oct 2019
Announcement of Finalists	29 Nov 2019
1 <sup>st</sup> Pitching Session (Development Fund)	9 Dec 2019 - 13 Dec 2019
1 <sup>st</sup> Pitching Session Winners Announcement	18 Dec 2019
Agreement & Preparations	19 Dec 2019 - 31 Dec 2019
Development & Mentorship Period	6 Jan 2020 - 8 May 2020
2 <sup>nd</sup> Pitching Session (Production & Commercialization)*	11 May 2020 – 15 May 2020
2 <sup>nd</sup> Pitching Session (Commercialization)**	11 May 2020 – 15 May 2020
2 <sup>nd</sup> Pitching Session Winners Announcement	5 Jun 2020
Agreement & Preparations	8 Jun 2020 – 26 Jun 2020
Production & Mentorship (Film & Series)	6 July 2020 – Agreed
	Completion Date

Notes: -

\* For Film and Series categories

\*\* For Music Category

## 7. JUDGING CRITERIA

The judges shall be selected based on Yayasan KRU's sole discretion. The judges will comprise of industry professionals and investors. The judging criteria is at the sole and absolute discretion of Yayasan KRU and all decisions made are final. Generally, participants will be judged based on the following criteria: -

### 7.1 Business Acumen

- a) The participants must demonstrate a comprehensive understanding of the domestic film, television and/or digital content or music industry based on the participants' respective category of nomination.
- b) The head presenter may come from marketing, creative or finance background however the company directors or business partners must be able to articulate their thoughts and knowledge in their respective area of expertise.
- c) Selection of winner(s) will most likely be determined based on the judges' evaluation of the company directors' or business partners' ability to work well together as a team.

### 7.2 Creativity and Uniqueness of Content

- a) The slate of intellectual properties must be original, creative, unique and commercially viable with unique selling proposition(s) to differentiate the contents from existing competitors' products.
- b) The production for the slate must be realistic based on the participants' experience and resources based on the proposed timeline and budget.
- c) The proposed intellectual properties must have the potential for sequels and spinoff contents. Licensing and merchandising opportunities derived from the media assets are desired but not essential.

Each participant shall be given 15 minutes to present the slate (5 minutes per project) and 5 minutes for question and answer session with the judges.

## 8. PRIZES

### 8.1 Round 1 (Development Fund)

Winners of Round 1 will be receive up to RM 50,000.00 of investment (cash and/or in-kind facilities at Yayasan KRU's Incubator) for the slate intellectual property development of 3 projects per category.

### 8.2 Round 2 (Production & Commercialization Fund)

Winners of Round 2 will receive full or partial investment of up to RM 500,000.00 for the production and commercialization for the slate of intellectual properties. The remainder of the funding requirement may be acquired through financial assistance from government agencies and/or loans.

## **9. ELIGIBILITY CRITERIA**

- 9.1 Company incorporated in Malaysia under the Companies Act 1965/2016 or Partnership registered under the Business Act 1956
- 9.2 In operation of not more than 3 years
- 9.3 Minimum of 51% equity held by Malaysian(s)
- 9.4 Minimum of 3 Company Directors or Business Partners below the age of 40 years old who are also the alumni of any Higher Learning Institutions in Malaysia
- 9.5 Not be the subject of a liquidation or winding up order

## **10. RULES AND REGULATIONS**

- 10.1 This competition is known as “CONTENTPRENEUR 2019” (hereinafter referred to as “The Competition”) and organized by Yayasan KRU (hereinafter referred to as “The Organizer”).
- 10.2 By the act of submitting the nomination, organization’s details and creative materials stated in item 3 to The Organizer, the Company or Business Partnership (hereby referred to as “The Participants”) together with the company directors and business owners, jointly and severally hereby agree to The Competition’s rules and regulations stated herein.
- 10.3 The Participants are allowed to enter 1 (one) category per company or business partnership only.
- 10.4 The Participants are not allowed to request or make any alteration to the documents submitted to The Organizer after The Competition’s closing time and date which is before 5pm on the 31<sup>st</sup> October 2019.
- 10.5 The Participants may withdraw from The Competition after the submission by issuing the letter to The Organizer stating the reason(s) for withdrawal. However if The Participants are selected as The Competition winners (hereinafter referred to as “The Winners”) and The Winners have received sum(s) of investment whether in cash or in-kind, The Winners will be required to provide full refund of the investment to The Organizer and/or the investors within 5 business days after the written notification of withdrawal.
- 10.6 Failure to comply with any of the submission requirements may result in automatic disqualification. Submitted materials will not be returned and The Participants are encouraged to keep a copy of submitted materials for records purposes.
- 10.7 All competition entry materials must be original and does not infringe any copyrighted works owned by third parties. Failure to submit an original entry will result in automatic disqualification from The Competition. In the event of any claims, The Participants must take full responsibility and respond to the third party claims at their own costs. The Organizer accepts no responsibility or liability in such matter whatsoever. The Participants shall indemnify the Organizer from any claim or indirect, special, incidental or consequential damages from any

party that may arise from the wrongful submission of materials in The Competition.

- 10.8 No material submitted under The Competition shall be held in confidence and under no circumstances will The Competition nomination submitted by The Participants impose any confidential obligation onto The Organizer.
- 10.9 The Organizer primary objective to organize The Competition is to discover and develop the next generation of industry leaders through an accelerator program mentored by experienced industry professionals and investors to guide The Winners throughout the process of intellectual property development, production and commercialization of media assets.
- 10.10 The Winners agree to support The Organizer's secondary objectives as follows: -
  - 10.10.1 To create highly commercial new intellectual properties to be marketed locally and internationally;
  - 10.10.2 To create jobs for graduates from higher learning institutions with skills based training background to support Malaysian companies sustainable and scalable growth in the years to come;
  - 10.10.3 To support the growth of Creative Industry's eco-system especially the supply of high quality content to be commercialized by distributors, broadcasters, exhibitors, etc while providing good returns on investment to investors.
- 10.11 The Organizer shall provide facilities at Yayasan KRU's incubator for The Winners during the content development stage based on a pre-determined in-kind value and agreed between The Winners and The Organizer. The Organizer shall partially own the copyright of the intellectual properties developed during the development process based on the equity ownership to be mutually agreed. The Organizer shall exit from equity ownership of the intellectual properties once and if The Winners are successful in securing the production and commercialization fund at the second stage of the pitching session based on a premium to be agreed amongst The Winners, The Organizer and/or the investor(s).
- 10.12 While the selected judges comprise of industry investors, the judges are not obliged to invest any sum of money for the development, production and/or commercialization stage of the project(s). Nevertheless, the judges shall be given the first right of refusal to invest in the project(s) and/or acquire the distribution rights of the intellectual properties based on the commercial terms to be agreed between The Winners and the investors.
- 10.13 The Winners reserves the right to raise additional production and/or commercialization funds from third parties including government agencies, financial institutions and/or investors not related to The Organizer and The Competition prior or after the second stage of the pitching session.
- 10.14 The Winners agree to grant consent to The Organizer the right to use part of the copyrighted works, testimonials by The Winners, The Winners' company or

business partnership name and logo for the purpose of promotion only throughout the world and in perpetuity.

- 10.15 The Winners shall indemnify The Organizer, investors, sponsors and their affiliated companies and their directors, employees, agents and representatives from any liability that may arise in connection with The Participants' competition entry and any materials submitted and/or produced in relation thereto. In addition, The Organizer, investors, sponsors and their affiliated companies and their directors, employees, agents and representatives shall not be held responsible for any losses or damages in transit.
- 10.16 Competition entries are automatically rejected if incomplete, unreadable, damaged, mutilated, tampered with, falsified, mechanically reproduced, irregular in any way or otherwise not in compliance with The Competition's rules and regulations.
- 10.17 The Organizer reserves the right to postpone or cancel The Competition due to any reason whatsoever. The Organizer also reserves the right to modify, add or delete any item in the rules and regulations of The Competition at any time subject to providing written notice to The Participants (before or after the closing date) and/or The Winners (after the selection of winners) except for the commitments agreed by The Winners, The Organizer and the investors signed in the form of an agreement.
- 10.18 The Organizer shall have no legal obligation to The Participants and vice versa. The Participants shall only commit to abide to the rules and regulations of The Competition. However should The Participants become The Winners, and there is dispute between The Winners and The Organizer, the parties agree to resolve the dispute(s) and negotiate in good faith to resolve any misunderstanding. If an agreement is signed and if the parties are unable to reach an understanding to resolve the issue(s), the parties reserve the right to seek judgment in the Courts of Malaysia.
- 10.19 The judging of The Competition is at the sole and absolute discretion of The Organizer and its appointed judges. All decisions made are final and cannot be challenged in the court of law throughout the world and in perpetuity.