

TERMS OF REFERENCE

MYCREATIVE SOCIAL ENTERPRISE FUND – EARLY-STAGE (E1) CYCLE 2

APPLICATION SUMMARY

APPLICATION OPEN	APPLICATION CLOSE
18 AUGUST 2026	16 OCTOBER 2026

MyCreative reserves the right to revise the aforementioned application dates at its sole discretion without prior notice.

1. PROGRAMME BACKGROUND AND OBJECTIVES

- 1.1. The MyCreative Social Enterprise Fund ("Programme") is an initiative by MyCreative Ventures Sdn. Bhd. ("MyCreative") to strengthen and accelerate the growth of social enterprises operating within Malaysia's creative economy. The Programme is aligned with national priorities, including the Social Enterprise Blueprint 2030 (SEMy2030) and the Social Enterprise Accreditation ("SEA") framework, which aim to cultivate a sustainable and resilient social enterprise ecosystem.
- 1.2. The Programme supports creative social enterprises that develop innovative and sustainable solutions to address social, environmental and cultural challenges. Through financial assistance, capacity building, mentorship and ecosystem support, the Programme seeks to empower social enterprises to become financially sustainable while generating measurable and long-term impact for communities.
- 1.3. The Programme is open to social enterprises operating and/or delivering projects within the creative pillars supported by MyCreative, as listed on MyCreative's website.
- 1.4. The Programme provides grant funding of up to **RM100,000.00** under the **Early-Stage** category to support eligible social enterprises in developing and expanding their business and impact models.
- 1.5. The grant may be utilised to finance eligible project that contribute to enterprise growth, including business development, product or service enhancement, market expansion, operational improvements, capacity building and initiatives that increase social and environmental impact, subject to MyCreative's funding terms and conditions.

1.6. The Programme is guided by the following three key pillars:

- a. **Social Impact:** Benefiting marginalised communities, women and youth.
 - i. The Programme supports enterprises that create positive and measurable social outcomes by addressing the needs of underserved or vulnerable communities. Priority is given to initiatives that improve livelihoods, create employment opportunities, enhance access to education or essential services, empower women and youth, preserve cultural heritage or improve the quality of life of marginalised groups.
 - ii. Applicants are expected to demonstrate how their proposed projects will generate meaningful and measurable social outcomes for their target beneficiaries.
- b. **Sustainability:** Promoting environmental practices and cultural continuity.
 - i. The Programme encourages enterprises to adopt sustainable business practices that balance economic growth with environmental and cultural stewardship. This includes promoting responsible resource management, waste reduction, circular economy practices, sustainable production methods and initiatives that preserve Malaysia's cultural and creative heritage for future generations.
 - ii. Applicants should demonstrate how sustainability principles are integrated into their business operations and project implementation.
- c. **Ecosystem Development:** Fostering skill-building, market access and mentorship
 - i. The Programme aims to strengthen Malaysia's creative social enterprise ecosystem by enhancing enterprise capabilities, improving access to markets, fostering strategic collaborations and encouraging knowledge sharing among ecosystem stakeholders.
 - ii. Supported enterprises will have opportunities to participate in capacity-building programmes, mentorship sessions, networking activities and market access initiatives to improve their competitiveness and long-term sustainability.

1.7. The Programme seeks to achieve the following objectives:

1.7.1. Primary Objective – Sustainable Growth & Scalability

- i. The Programme aims to strengthen the long-term sustainability and growth potential of creative social enterprises by improving their operational capacity, business resilience and commercial viability.
- ii. This objective will be achieved by:
 - a. Strengthening enterprise capabilities through:
 - Financial literacy and strategic planning – Enhancing financial management, budgeting, cash flow planning, investment readiness, governance and long-term business planning.
 - Market access and partnership development – Expanding access to domestic and international markets through strategic collaborations, business matching, distribution channels and commercial partnerships.
 - b. Supporting sustainable business growth – Enable social enterprises to diversify revenue streams, improve operational resilience and scale their impact sustainably while reducing long-term dependence on grant funding.

1.7.2. Secondary Objective – Social and Environmental Impact

- i. The Programme aims to increase the positive contribution of creative social enterprises towards society and the environment through measurable outcomes.
- ii. The objective will be achieved by:
 - a. Measurable impact, which includes but not limited to the following:
 - Job creation and income generation – Create employment opportunities, entrepreneurship development and increased economic participation.
 - Waste reduction and environmental sustainability – Encourage responsible production, resource efficiency, circular economy initiatives and reduced greenhouse gas emissions.
 - Preservation of cultural and traditional assets – Safeguard, promote, revitalise and commercialise Malaysia's arts, crafts, heritage and cultural practices.

- b. Alignment with the United Nations Sustainable Development Goals (“SDGs”):
 - Applicants are encouraged to demonstrate how their projects contribute towards one or more SDGs, particularly those relating to decent work and economic growth, reduced inequalities, sustainable cities and communities, responsible consumption and production, climate action, quality education and gender equality.
- c. Supports marginalised communities
 - The Programme aims to ensure that a meaningful proportion of its funding generates direct benefits for marginalised communities. Applicants are encouraged to design projects that improve access to opportunities, income, skills development, employment and participation for underserved groups, with the expectation that at least 20% of the Programme’s funding contributes to these beneficiaries.

2. FUNDING CATEGORY, DEFINITION AND ELIGIBLE COSTS

- 2.1. The Programme’s Early-Stage category is intended for social enterprises that demonstrate the following characteristics:
 - i. Have been in operation for between **one (1) to three (3) years**.
 - ii. Generate a **historical average monthly revenue of less than RM75,000.00**.
 - iii. Have **limited or no profitability**, with earnings primarily being reinvested to support business growth and operations.
 - iv. Operate with a **pilot-stage or unvalidated business model** that is still undergoing refinement and market testing.
 - v. Have a **small workforce**, typically comprising **fewer than twenty (20) employees**.
 - vi. Are focused on **market validation, product or service development, customer acquisition or achieving early market traction**.
- 2.2. The Programme provides grant funding of up to **RM100,000.00** for the Early-Stage to support eligible projects within MyCreative's supported creative pillars, including, but not limited to, **content creation, creative education, culinary arts, design, fashion, literature, music, performing arts, traditional cultural arts and visual arts**.
- 2.3. Projects from other creative sectors may also be considered, provided they align with the Programme's objectives, eligibility criteria and intended social, environmental, or cultural impact.

2.4. The amount of grant funding awarded is subject to the approval of MyCreative's Investment Committee ("IC"). In assessing each application, the IC will evaluate the proposed project in its entirety, including the reasonableness and eligibility of the proposed costs, the feasibility of the project and its alignment with the Programme's objectives. Accordingly, **an approved application may receive funding that is lower than the amount requested**. MyCreative reserves the right to determine the final grant amount based on the IC's assessment and approval.

2.5. The Programme may provide funding for the following categories of eligible project-related expenses:

- i. **Working Capital**
- ii. **Research and Development (R&D)**
- iii. **Equipment and Facilities**

The list of eligible costs is not exhaustive and may be revised from time to time. MyCreative reserves the right to amend the list of eligible costs without prior notice.

3. ELIGIBILITY CRITERIA

3.1. To be eligible for consideration and assessment under the Programme, applicants must meet the following criteria:

- i. **A registered business entity or social enterprise in Malaysia**, including a sole proprietorship, partnership, limited liability partnership, private limited or limited liability company established in Malaysia.
- ii. **Registered under the Companies Commission of Malaysia (SSM)** and possess all relevant registrations, licenses and permits required to conduct its business operations.
- iii. **Not bankrupt, under liquidation, subject to a winding-up order or blacklisted** by any government authority, regulatory body, financial institution or other relevant agency.
- iv. **Actively operating for at least one (1) year** as of the date of application.

4. NON-ELIGIBILITY CRITERIA

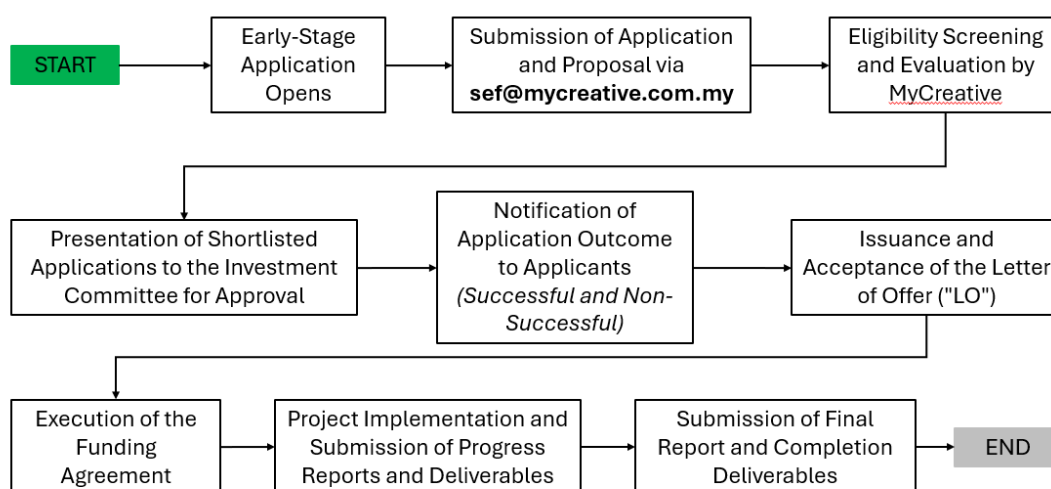
4.1. The following applicants and projects are not eligible for consideration under the Programme:

- i. Individuals, groups or collectives that are not registered as a legal entity in Malaysia.
- ii. Applicants that do not meet the eligibility criteria set out in Paragraph 3.1 above.
- iii. Entities published primarily for religious, political or non-secular purposes, or any purpose that may cause public controversy.
- iv. Existing beneficiaries of any MyCreative grant programmes that have not completed and submitted all required deliverables and final reports, or have been blacklisted due to non-performance or failure to comply with the terms of the funding programme.
- v. Existing beneficiaries of any funding programme administered by a Federal Government ministry, agency, statutory board or institution that have not completed and submitted required deliverables and final reports, or have been blacklisted due to non-performance or non-compliance.
- vi. Individuals and/or directors of organizations that have previously received financing, loans, investments or other forms of funding from MyCreative and are currently subject to enforcement action by MyCreative due to breach of agreements, payment default, misrepresentation or any other matter determined by MyCreative.
- vii. Applicants that are subject to any adverse findings during MyCreative's due diligence process, including but not limited to being charged, investigated or sanctioned by any Malaysian authority, whether in their personal capacity or as representatives of an organisation.
- viii. Projects that do not fall within MyCreative's supported creative pillars or do not demonstrate a clear creative component.
- ix. Projects that do not align with the Programme's objectives, funding priorities, and eligibility requirements.
- x. Projects that contain elements that are contrary to the laws of Malaysia, including but not limited to content that incites hatred or discrimination on the basis of race, religion, gender, or institutions of state or that may threaten national security, public order or social harmony.
- xi. Projects designed primarily for academic, research, or educational assessment purposes or projects conducted under the auspices of a school, college or institution of higher learning as part of its curriculum requirements.
- xii. Projects that are primarily charitable, donation-based, or philanthropic in nature and do not demonstrate a sustainable social enterprise business model capable of generating measurable social impact and long-term financial sustainability.

5. PROGRAMME TIMELINE AND DISBURSEMENT SCHEDULE

5.1. All approved projects under the Programme must be completed within a period of one (1) year from the date of the Letter of Offer ("LO"). Applicants are required to implement and complete all approved project activities within this timeframe in accordance with the terms and conditions of the Programme.

5.2. The indicative Programme timeline is set out below:



- i. Applicants are required to submit Proposal to MyCreative via email (sef@mycreative.com.my).
- ii. MyCreative will conduct an eligibility screening and evaluate each Proposal against the established assessment criteria.
- iii. Shortlisted applicants will be presented to the Investment Committee for review and approval. The Investment Committee reserves the right to approve, defer or reject any application.
- iv. The Letter of Offer and Agreement must be signed by the Director, Owner, Partner, President, or Chairperson of the applicant entity, in the presence of one (1) witness who is of sound mind and at least 18 years of age (preferably an individual involved in the proposed project).
- v. Successful applicants are required to print the Letter of Offer and Agreement in two (2) copies, duly sign both copies, and send them via courier or delivery in person to MyCreative's office. All printing and/or courier costs shall be borne by the successful applicants.

5.3. The approved funding amount shall be disbursed in three (3) tranches as follows:

First Disbursement (40%)	Agreement	Will be processed within twenty-one (21) working days upon MyCreative's receipt of the duly signed Agreement, subject to the fulfilment of all applicable Disbursement Conditions.
Second Disbursement (40%)	Progress Report	Will be processed within twenty-one (21) working days upon: i. Fulfilment of the relevant Milestone(s) and Conditions Subsequent, to the satisfaction of MyCreative; ii. Submission of a Progress Report, in form and substance satisfactory to MyCreative, detailing the project expenditure incurred in accordance with the approved budget; and iii. Utilisation of at least eighty percent (80%) of the First Disbursement in accordance with the approved budget.
Third Disbursement (20%)	Final Report	Will be processed within twenty-one (21) working days upon: i. Fulfilment of the relevant Milestone(s) and Conditions Subsequent, to the satisfaction of MyCreative; and ii. Submission of a Final Report, in form and substance satisfactory to MyCreative, detailing the total project expenditure incurred in accordance with the approved budget.

6. PROJECT PROPOSAL REQUIREMENTS AND CHECKLIST

6.1. Each applicant shall submit a Proposal to MyCreative, accompanied by the following information and supporting documents, for the purpose of eligibility screening and evaluation.

1. ENTERPRISE INFORMATION	
A. Company Information	
i.	Company Profile, including a brief history of the enterprise.
ii.	Description of products and/or services.
iii.	Nature of business and creative industry pillar.
iv.	Business registration documents (SSM Company Profile, Certificate of Incorporation, Form 9/Section 14, Section 51, Section 58 and Section 68, where applicable).
B. Business Overview	
i.	Business model and operating model.
ii.	Proposed project details.
iii.	Current business operations.
iv.	Key business risks and mitigation strategies.
C. Management and Governance	
i.	Organization chart and management structure.
ii.	Details of key personnels (minimum three (3) key management profiles/CVs)
iii.	Shareholding structure, including subsidiaries, affiliates and strategic partnerships (if applicable).
2. PROJECT INFORMATION	
i.	Project objectives and expected outcomes.
ii.	Project implementation plan and timeline.
iii.	Detailed project activities and milestones.
iv.	Target beneficiaries and expected social impact.
v.	Market strategy and target audience.
vi.	Alignment with the objectives of MyCreative Social Enterprise Fund (SEF).
vii.	Environmental, Social and Governance (ESG) and Sustainable Development Goals (SDGs) alignment.
viii.	Key project risks and mitigation measures.
3. FINANCIAL INFORMATION	
A. Historical Financial Information	
i.	Audited financial statements or management accounts for the last three (3) financial years (if applicable).
ii.	Current year's average monthly revenue.
iii.	Top three (3) revenue sources.
iv.	Historical financial performance, including revenue, profitability and cash position.
B. Project Financial Information	
i.	Detailed project budget and cost breakdown.

ii. Funding utilisation plan.
iii. Key expenditure breakdown.
4. INDUSTRY INFORMATION
i. Market size and target market.
ii. Industry outlook and growth potential.
iii. Competitive landscape.
iv. Key industry and business risks.
5. SUPPORTING DOCUMENTS
i. Bank statements for the last three (3) months.
ii. Details of any outstanding litigation, legal proceedings or contingent liabilities.
iii. Details of relevant licences, permits, accreditations or certifications (e.g. KUSKOP, etc), where applicable.
iv. Evidence of cultural preservation, industry recognition or accreditation, where applicable.
v. Any other grants, sponsorships or funding received or applied for the proposed project.
6. CREDIT CHECKING
i. Signed CTOS Consent Form authorising MyCreative to conduct credit and background checks on the applicant entity and/or its directors, where applicable.
All financial information should preferably be submitted in Microsoft Excel format, where applicable.
Supporting documents shall be clear, complete and up to date.
MyCreative reserves the right to request additional information or supporting documents during the evaluation process.

6.2. All information and documents submitted to MyCreative will be treated as confidential and used solely for the purpose of evaluating the application, conducting due diligence, and administering the Social Enterprise Fund (SEF). Applicants acknowledge and consent to MyCreative conducting verification and due diligence, including credit and background checks, upon submission of the required consent form.

6.3. Applicants may download the CTOS Consent Form from the following link:
<https://www.mycreative.com.my/sef/>

6.4. Please note that all decisions are final. Applications submitted after the application closing date will not be considered.

6.5. Applicants are required to submit their applications via **sef@mycreative.com.my**.

6.6. Applications submitted through any other channels will not be considered.

7. PROJECT PROPOSAL ASSESSMENT CRITERIA

7.1. All Proposals submitted to MyCreative will be evaluated based on the following key assessment criteria. Applicants are encouraged to provide clear and comprehensive information addressing each criterion in their submissions.

No.	Scope Assessment	Criteria Assessment
1.	Background of the Applicant	Assesses the applicant's credibility and capability based on its enterprise profile, ownership structure, management experience, financial standing and relevant track record.
2.	Scalability of the Project	Evaluates the project's growth potential, including scalability of the business model, market reach, replication potential and ability to generate meaningful social or environmental impact.
3.	Project Budget	Assesses the project's financial feasibility by reviewing the reasonableness of the budget, cost allocation, milestone alignment and effective utilization of the proposed funding.
4.	ESG Initiatives	Evaluates the project's integration of Environmental, Social and Governance (ESG) principles, including SDG alignment, social inclusion, sustainability initiatives and good governance practices.

8. PROJECT PROPOSAL SCORING FRAMEWORK

8.1. Eligible applications will be evaluated using the following assessment criteria. The assessment comprises a 100-point base score, with an opportunity to earn up to 10 additional points for strong ESG alignment:

No.	Assessment Criteria	Weightage (%)
1.	Background of the Applicant	30%
2.	Scalability of the Project	30%
3.	Project Budget	40%
TOTAL BASE SCORE		100%
4.	Bonus: ESG Initiative	10%

8.2. To be shortlisted, a proposal must achieve a minimum score of 60 points on the base assessment criteria. Bonus ESG points will be awarded to applicants that demonstrate strong integration of Environmental, Social and Governance (ESG) practices.

8.3. Shortlisted applications will be presented to the Investment Committee for review and approval.

9. APPLICATION OUTCOME NOTIFICATION

9.1. Successful Application

Successful applicants will be notified via email and issued a formal notification letter by MyCreative.

9.2. Unsuccessful Application

Unsuccessful applicants will also be notified via email and issued a formal letter by MyCreative.

9.3. Appeal

All decisions made by MyCreative are final and no appeals will be entertained.

10. PROJECT DELIVERABLES AND REPORTING REQUIREMENTS

10.1. All successful applicants are expected to:

- i. **Comply** with all requirements, terms, and conditions set out in the **Terms of Reference, Letter of Offer and Agreement** throughout their participation in the Programme.
- ii. **Implement** the **approved project** in accordance with the **approved proposal** and **fulfil all reporting and monitoring requirements** as stipulated by MyCreative.
- iii. Maintain **regular communication with MyCreative** by providing updates on project progress and promptly notifying MyCreative of any proposed changes to the approved project scope. Successful applicants may submit a **maximum of two (2) change requests**, subject to the following timelines and terms:
 - a. Any change request must be submitted to MyCreative in the form of an official letter **at least three (3) months before the expiry of the Agreement Tenure**.
 - b. The request **must clearly state the proposed changes and provide the supporting justification**. Any changes may only be implemented after receiving MyCreative's

approval and being formalised through the appropriate agreement or legal instrument. Allowable changes include, but are not limited to:

- **Project Milestones;**
 - **Project Implementation Timeline;**
 - **Project Cost; and**
 - **Project Title.**
- iv. Use MyCreative's brand guidelines (including the logo and other relevant brand assets) across all related marketing, promotional and communication materials and platforms for promotional purposes.
- v. Complete and submit the required deliverables for reporting purposes, including but not limited to:
- a. **Progress Report** during implementation period of the Project;
 - b. **Final Report** upon completion of the Project;
 - c. **Final financial statements** together with supporting documents evidencing expenditure (e.g., **receipts, invoices, payment vouchers, transaction records and other relevant proof of payment**);
 - d. Supporting materials for documentation purposes (e.g., high-resolution photographs, video links, promotional materials, where applicable, and other relevant documentation);
 - e. Participate in any feedback sessions, promotional activities, media engagements, PR activities, interviews and/or documentation-related activities organised by MyCreative, as and when required.

11. COACH AND GROW PROGRAMME

11.1. SEF Recipients are required to ensure that their Key Personnel and relevant representatives actively participate in all training sessions, workshops, coaching, mentorship sessions, monitoring meetings, and other related activities organised by MyCreative and/or its appointed partners throughout the Agreement Tenure.

11.2. The Coach and Grow Programme aims to support SEF Recipient in:

- a. Strengthening business operations and sustainability;
- b. Enhancing financial and operational management;
- c. Expanding business growth and social impact;
- d. Monitoring project progress; and

- e. Addressing operational, financial, and implementation challenges.

12. FUNDING CONDITIONS AND DISCLAIMERS

- 12.1. Applicants shall be responsible for ensuring that all information, documents, declarations and supporting materials submitted to MyCreative are accurate, complete and up to date. MyCreative reserves the right to reject an application, revoke an approval or recover any disbursed funds if any information provided is found to be false, misleading, incomplete or fraudulent.
- 12.2. Submission of an application does not constitute a commitment or guarantee by MyCreative to approve or provide funding. All applications shall be subject to eligibility screening, evaluation, due diligence, availability of funds and approval by the MyCreative and its Investment Committee.
- 12.3. MyCreative reserves the right to request additional information, clarification, supporting documents or verification materials from applicants at any stage of the application, evaluation, approval, monitoring or reporting process. Failure to provide the requested information within the stipulated timeline may result in the application being rejected, approval being revoked or funding being withheld.
- 12.4. Applicants shall disclose any actual, potential or perceived conflict of interest involving the applicant, its directors, shareholders, employees, representatives or any parties involved in the implementation of the project. MyCreative reserves the right to take appropriate action, including disqualification or withdrawal of funding approval, where a conflict of interest is identified.
- 12.5. All decisions made by MyCreative in relation to the assessment, selection, approval, disbursement, monitoring and termination of funding under this Programme shall be final and at MyCreative's sole discretion. MyCreative shall not be obligated to provide detailed justification for unsuccessful applications.
- 12.6. MyCreative shall not be liable for any claims, disputes, or legal proceedings arising from any infringement of intellectual property rights by the applicant or project partners.
- 12.7. Applicants shall ensure that the implementation of the approved project complies with all applicable laws, regulations, permits, licences, and statutory requirements. Any failure to comply may result in suspension, termination, or recovery of funding.

- 12.8. MyCreative reserves the right to monitor, review, audit, inspect and verify the implementation of approved projects, including reviewing financial records, project deliverables and supporting documents, either directly or through appointed representatives.
- 12.9. Funding approval granted under this Programme shall not be transferred, assigned or passed on to any third party without prior written approval from MyCreative.
- 12.10. MyCreative shall not be held liable for any delay, suspension or inability to perform its obligations under the Programme due to circumstances beyond its reasonable control, including but not limited to natural disasters, pandemics, government directives, regulatory changes or other unforeseen events.
- 12.11. MyCreative reserves the right to amend, revise, suspend or terminate any part of this Programme, including its eligibility criteria, funding mechanism, evaluation process or implementation requirements, at any time as deemed necessary.