



## ICON Developer Assistance Programme ("ICONdap")

*[Individual Name, IC No. and Address]  
or  
[Business Name, Registration No. and Address]  
or  
[Company Name, ROC No. and Address]*

**KINDLY COMPLETE THE FORM AND SUBMIT TO**

Secretariat  
ICON Developer Assistance Programme (ICONdap)  
Multimedia Development Corporation Sdn Bhd  
MSC Malaysia Technology Commercialization Centre  
Multimedia University (MMU)  
63000 Cyberjaya  
Selangor Darul Ehsan  
Tel : 03-83138041  
Fax : 03-83138171

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**1. SECTION A: BACKGROUND OF APPLICANT (Individual/ Business/ Company/)**

1.1 Name of Applicant :

1.2 Type of Application (please tick the relevant box):

- ( ) Individual  
( ) Business  
( ) Company

1.3 NRIC Number / Business or Company Registration Number:

1.3.1 For application by Individual:

i. NRIC No.

1.3.2 For application by a Business Entity:

i. Business Registration No.

ii. Owner's NRIC No.

1.3.3 For application by Company:

i. Company Registration No.

1.4 Incorporation Date / Registration Date  
(for company / business application):

1.5 Registered Address:

1.6 Business Address:  
(if different from  
Registered Address)



Shareholders of the Applicant	% of Shareholding	No. of Shares	Value of Shares (RM)	If individual, please state Nationality. If company, please state country of incorporation	If the shareholders are related, please state the relationship
<b>Total</b>					

### 1.11 Solvency Status

1.11.1 In the case where the Applicant is an individual or trading as a sole proprietor:

(a) the Applicant is not the subject of a bankruptcy order

( ) True ( ) False

(b) the Applicant is not the subject of a claim by any third party for bankruptcy

( ) True ( ) False

1.11.2 In the case where the Applicant is a Company:

(a) the Applicant is not the subject of a winding-up or dissolution or for the appointment of a liquidator (including a provisional liquidator), receiver, judicial manager, trustee, administrator, agent or similar officer for the Applicant or over any part of the assets of the Applicant .

( ) True ( ) False

### 1.13 Declaration of Interest

Please provide details if the Applicant / shareholder or director is an immediate family member (i.e. parent, sibling, spouse, child) of any director or employee of MDeC

Name of owner, shareholder or director of Applicant	Whether owner, shareholder or director	Name of director or employee of MDeC	Relationship

## 2. SECTION B: BUSINESS TRACK RECORD

### 2.1 Innovation Track Records

#### 2.1.1 Previous creations / works / products by the Applicant

Type of Creation / Works / Products (eg. hardware, software, design, animation, games etc.)	Name / Title	Year of project completion	Whether commercialised (Y/N). If Yes, please specify year and revenue to date

#### 2.3.2 Intellectual Property filed / registered by the Applicant (i.e. patents, utility innovations, industrial designs)

Intellectual Property Name –Type	Country	Year of Filing	Registered or Pending Registration

#### 2.3.3 Copyright

Where a statutory declaration has been affirmed to evidence the Applicant's ownership of copyright over any creations / works / products, please provide details as follows:

Description / Title	Date of Statutory Declaration

#### 2.4 Kindly state if the Applicant is currently a recipient of, or have previously received any funding (other than scholarship, educational loan, housing and car loans) from MDeC and/or any other Government Ministries or agencies. If yes, please state the following particulars:

Type of Fund	Ministry / Agency	Project Title	Year Received/ Duration	Grant Amount (RM)

### 3. SECTION C: DETAILED PROJECT PROPOSAL

#### 3.1 Project Title and brief description

#### 3.2 Kindly select (√) the targeted Genre / Segment

Target segments	Social media	
	Augmented reality	
	Location-based services	
	Surface engineering	
	Medical	
	Educational	
	Entertainment	
	Others (subject to approval by evaluation committee)	

#### 3.3 Executive Summary (Maximum 600 words)

- a) *Project proposition/ Viability (Maximum 200 words)*  
*(Describe opportunities/demand for proposed project and business model/revenue streams)*
- b) *Target Markets, Marketing strategies and Market Potential (Maximum 200 words)*  
*(Identify target markets/customers, marketing strategies )*
- c) *Technology (Maximum 200 words)*  
*(Describe platform and architecture)*

### 3.4 Value Proposition

a) *Identify gaps/opportunities of the project (Maximum 250 words)*

b) *Value proposition of proposed project (Maximum 250 words)*

### 3.5 Competitive Analysis

a) *Identify and describe key competitors (direct & indirect) of your identified target market(s) and include your uniqueness as compared to them (Maximum 350 words)*

### 3.6 Technology or Creative Plan of the proposed project

(a) *Describe the Technology or Creative Plan of the proposed project (Maximum 400 words)*

### 3.7 Content Production

*Please describe clearly the development of mobile or/and online content (broadband), the quality of content, creativity, appeal, richness and the innovativeness. Show examples how the content produced will be able to appeal to the target market and to increase broadband uptake*

### 3.8 Resources Plan (Mobilized For the Project)

*No. of Staffs*

3.9 Proposed Project Duration  Months.

### 3.10 Project Costing

#### a) Expenditure Checklist

No	Proposed Allowable Expenditure	Role	Unit price RM'	RM' Q1	RM' Q2	RM'Q3	RM'Q4
1	Allowance (Maximum four (4) only)						
	i. (Full name and CV)						
	ii. (Full name and CV)						
	iii. (Full name and CV)						
	iv. (Full name and CV)						
		<b>Description &amp; Purpose</b>					
2	Specialized Software <b>(If approved, to be capped at 20% of total fund amount requested)</b>						
	Specialized software <i>(If decided as eligible)</i>						
	i.						
	ii.						
3	Devt. Materials <i>(Components &amp; devices)</i>						
	i.						
	ii.						
4	Consultancy/Research/Outsourcing <b>(If approved, to be capped at 10% of total fund amount requested)</b>						
	i. Consultancy & Research						
	ii. Development Outsourcing						
5	IP preparation activities						
	i. IP filing/Legal Consultant <i>(Only for patents. Copyrights/trademarks/service marks will not qualify)</i>						
<b>TOTAL AMOUNT RM' PER SCHEDULE</b>							

No	Proposed Allowable Expenditure	Role	Unit price RM'	RM' Q1	RM' Q2	RM'Q3	RM'Q4
<b>TOTAL RM</b>							

- b) Project Activities, Deliverables, Timeline and Funds Requested  
Each schedule is based on quarterly basis

**Development Start Date:** \_\_\_\_\_ **Project Completion Date:** \_\_\_\_\_

**Development Period (Mths):** \_\_\_\_\_ **Total Fund Amount Requested: RM** \_\_\_\_\_

Quarterly Basis	Activities	Deliverables		Amount Requested RM
		Description	Start & Completion Dates	
<b>Qtr 1</b>	(a) Development activity 1 (b) Development activity 2	(a) Description 1 (b) Description 2	DD/MM/YY - DD/MM/YY	TOTAL AMOUNT Q1
<b>Qtr 2</b>	a) Development activity 1 b) Development activity 2	a) Description 1 b) Description 2	DD/MM/YY - DD/MM/YY	TOTAL AMOUNT Q2
<b>Qtr 3</b>	a) Development activity 1 b) Development activity 2	a) Description 1 b) Description 2	DD/MM/YY - DD/MM/YY	TOTAL AMOUNT Q3
<b>Qtr 4</b>	(a) Development activity 1 (b) Development activity 2	a) Description 1 b) Description 2	DD/MM/YY - DD/MM/YY	TOTAL AMOUNT Q4

#### 4. SECTION D: VALUE PROPOSITIONS / OTHERS

4.1 Please list down the value proposition that will contribute to the MSC Malaysia.

- 1.
- 2.
- 3.

4.2 Awards and recognition achieved by the Applicant for the last 5 years (if any).

- 1.
- 2.
- 3.

## 5. SECTION E: SUBMISSION FORM CHECKLIST

(Please check and confirm that the following are complete and included in the submission)

### **INDIVIDUAL**

1. Certified true copy of NRIC of the Applicant
2. One softcopy of this application form and completed technical or/and creative proposal
3. Completed Technical or/and Creative Proposal setting out details of the proposed project which shall include among other things, Project costing and cash flow projection for a period of at least 2 years from the start of the Project
4. Filled up all sections in the Application form
5. Signed Declaration at Item 6 (Section F) herein below

### **BUSINESS**

1. Form D or E for Business Application
2. Certified true copy of NRIC of the Business Owner
3. One softcopy of this application form and completed technical or/and creative proposal
4. Completed Technical or/and Creative Proposal setting out details of the proposed project which shall include among other things, Project costing and cash flow projection for a period of at least 2 years from the start of the Project
5. Certified true copy of the latest audited financial statements
6. Filled up all sections in the Application form
7. Signed Declaration at Item 6 (Section F) herein below

### **COMPANY**

1. Certified true copies of Form 9,24,44,49, M&A, Annual Return

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2. One softcopy of this application form and completed Technical or/and Creative Proposal
3. Completed Technical or/and Creative Proposal setting out details of the proposed project which shall include among other things, Project costing and cash flow projection for a period of at least 2 years from the start of the Project
4. Certified true copy of the latest audited financial statements from Company Secretary
5. Filled up all sections in the Application form
6. Signed Board Resolution (as per template herein below)
7. Signed Declaration at Item 6 (Section F) herein below

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## 6. SECTION F : DECLARATION

I/We, .....<Individual/Company/Business name>.....<Registration No./IC No> hereby declare and state the following:

### 6.1 Intention to Apply

The Applicant intends to apply to MDeC under the ICON Developer Assistance Programme (“ICONdap”) for funding assistance in relation to the proposed project identified in this application (“the Project”).

### 6.2 Acknowledgment

- (1) The Applicant acknowledges that the submission of this application and/or the fulfillment of the Eligibility Criteria specified in paragraph 6.3 below do not create an obligation or guarantee on the part of MDeC to approve the application herein. If this application is approved, any decision conveyed by MDeC to the recipient on the scope and amount of the funding offered (the “Grant”) and the conditions upon which the Grant is subjected to, shall be final and not open to any negotiation, appeal or recourse. If the application is rejected, the decision conveyed by MDeC to the Applicant shall be final and is not open to appeal or any other recourse by the Company.
- (2) The Applicant hereby acknowledges that while MDeC will use reasonable effort to safeguard the confidentiality of the information submitted in this application, MDeC shall be entitled to
  - (a) Disclose the information submitted herein to such persons involved in the evaluation process of this application including without limitation MDeC’s employees, consultants, agents, advisors and/or such other persons as may be appointed by MDeC;
  - (b) Use any information submitted herein for the purposes of consolidation, analysis, and / or preparing statistics, provided that no identifiable details of the Applicant is disclosed and if the Applicant does not agree that any part of the information provided herein can be used for such purpose, it should expressly identify such data and highlight the same to MDeC in advance in this application form.

### 6.3 Eligibility Criteria

The Applicant is required to meet the following Eligibility Criteria to be eligible to apply for the Grant and upon receipt of the Grant shall continuously comply with such Eligibility Criteria at all times thereafter, during the availability period :-

- 1) The Applicant is either:
  - a. An individual who is:
    - i. A Malaysian;
    - ii. At least 18 years old; and

- iii. Not an un-discharged bankrupt; and
  - b. A business:
    - i. Registered in Malaysia; and
    - ii. The proprietor is not an un-discharged bankrupt; or
  - c. A company:
    - i. Incorporated in Malaysia; and
    - ii. Is not the subject of a winding up order; or
- 2) In the case of (1)(b) or (1)(c), more than 50% of legal and beneficial ownership of the Applicant is vested in Malaysian(s); and
- 3) More than 50% of the employees of the Applicant must be Malaysians; and
- 4) The Applicant is not a recipient of, or have previously received, any funding (other than scholarship, educational loan, housing and car loans) from MDeC and/or any other Government Ministries or agencies of any amount exceeding RM50,000 (in single case).

#### 6.4. **Specific Conditions**

In the event this application is approved, the Applicant acknowledges and hereby agrees to be bound by such conditions as may be specified in the Funding Agreement to be signed with MDeC which shall include but not limited to the following condition:

- (1) Applicant must open and maintain a separate bank account with a financial institution approved by MDeC for the purpose of receiving and disbursing the Grant monies.

#### 6.5. **Utilisation of Grant**

In the event this application is approved, the Grant will be made available on a reimbursement basis (other than the first drawing) in accordance with such milestones as may be specified in the Funding Agreement and the Applicant shall only utilize the Grant for APPROVED CLAIMABLE COSTS only. "Approved Claimable Costs" is defined to mean such item(s) and amount(s) that are eligible to be claimed under the Grant and incurred by the Applicant in relation to the Project as specified in the Funding Agreement.

#### 6.6. **Status of Project**

The work on the Project has not commenced.

#### 6.7. **True and Accurate**

The Applicant hereby declares that all information, financial and other statements, reports and other documents and data furnished, or to be furnished to MDeC, in connection with the Project and this application does not contain any untrue statements and were honestly provided and made upon due and careful inquiry and we have not omitted to state any fact(s), the omission of which makes such statements misleading.

#### 6.8. **Personal Data Protection Statement**

The Applicant agrees that, with regard to the personal data relating to individual(s), which are provided to MDeC in this application form, the Applicant has obtained the following from such individual(s):

- (a) his/her consent for MDeC to process his/her personal data provided in this application form, and any other additional personal data which may be further provided to MDeC in connection with this application form;

- (b) his/her consent for MDeC to process his/her personal data for the purpose of the application herein, for the purpose of administering the relationship between MDeC and the Applicant and for the purpose of providing the Company with information about MDeC's activities, products and programmes;
- (c) his/her confirmation that his/her personal data provided are complete and accurate;
- (d) his/her acknowledgment that he/she is entitled to obtain access to and to request correction of the personal data provided to MDeC and that he/she can request MDeC to cease processing his/her personal data. For this purpose, he/she should contact MDeC, either by sending a signed email to [cllc@mdec.com.my](mailto:cllc@mdec.com.my) or by sending a letter to MDeC at MSC Malaysia Client Contact Centre (ClC), Multimedia Development Corporation, MSC Malaysia Headquarters, Persiaran APEC, 63000 Cyberjaya, Selangor Darul Ehsan, Malaysia; and
- (e) his/her consent that MDeC may disclose his/her personal data to:
  - i. any MDeC's vendor(s), contractor(s) and/or outsourcing company(ies) engaged by MDeC, for purposes in connection with this application form; and/or
  - ii. Government authorities, agencies and and/or any other regulatory body, to the extent that the Government or other authorities, agencies and/or any other regulatory body need to know, or as permitted by applicable laws and regulations.

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**Submitted by and on behalf of** .....<Individual/Business/Company name>.....<NRIC No. / Business Registration No. / Company No.>:

**Signature** :

**Date** :

**Name / NRIC** :

**Designation** :

**Email** :

**Phone** :

**Signature of witness :**

**Date** :

**Name / NRIC** :

**Designation** :

**Email** :

**Phone** :



**Sample Board Resolution**

**[COMPANY'S NAME]**  
**(Company No. xxx)**  
**(Incorporated in Malaysia)**

**DIRECTORS' RESOLUTION PURSUANT TO ARTICLE [XX] OF THE COMPANY'S ARTICLES OF ASSOCIATION**

We the undersigned, being all the Directors of the abovenamed Company, at this date, do hereby pursuant to Article [xx] of the Company's Articles of Association resolved :-

1. THAT authority be and is hereby given to the Company to submit to Multimedia Development Corporation Sdn Bhd ("MDeC") the Application Form to apply for funding under the ICON Developer Assistance Programme ("ICONdap") in relation to Project [Name of Project];
2. THAT subject to and upon approval of the application thereof, to accept the grant under the ICONdap upon such terms and conditions as may be stipulated in the Agreement for the ICONdap and / or such other documents as may be stipulated by MDeC;
3. THAT authority be and is hereby given to the Company to enter into the Agreement for the ICONdap with MDeC and / or such other documents as may be stipulated by MDeC;
4. THAT the Directors of the Company be hereby authorized to give effect to all documentations with full power to assent to any conditions, variations, modifications and/or amendments in any manner as may be required by any relevant authorities and to deal with all matters relating thereto and to take all steps and do all acts and things in any manner as they may deem necessary or expedient, finalize and give full effect to the aforesaid;
5. AND THAT authority be and is hereby given to [Name] to execute all relevant documents pertaining to the above for and on behalf of the Company and if required, the Common Seal of the Company be affixed onto the relevant documents in accordance with the Articles of Association of the Company.

BOARD OF DIRECTORS

[Name:] .....

NRIC No:

[Name:]  
NRIC No:

.....

Dated: