MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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CROWD FUNDING & FINANCING

""Unlocking the Potential of Crowdfunding for Financing Projects and Startups""

Schedule

Date	Venue	Fees (Face-to-Face)
04 – 05 Mar 2026	Manama, Bahrain	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Crowdfunding has become a powerful tool for financing projects and startups, offering businesses a unique opportunity to raise capital from a broad audience. This 2-day course will provide participants with the knowledge and practical skills needed to successfully engage in crowdfunding and financing strategies. The course will cover various types of crowdfunding models, including equity, rewards-based, and debt crowdfunding, and provide insights into the regulatory landscape and best practices for running a successful campaign. Participants will also learn how to create effective pitches, manage backers, and structure deals to ensure project success.

Objectives

By the end of this course, participants will be able to:

- Understand the different types of crowdfunding models and their applications
- Develop strategies for creating and launching a successful crowdfunding campaign
- Navigate the legal and regulatory aspects of crowdfunding and financing
- Learn how to engage with backers and manage expectations effectively
- Understand how to structure financing deals and maximize funding potential

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Why Attend

- Gain an in-depth understanding of crowdfunding and how it can be applied to finance projects and startups
- Learn strategies to create compelling crowdfunding campaigns that attract backers and investors
- Understand the regulatory landscape for crowdfunding and how to ensure compliance
- Acquire knowledge of the key elements of successful crowdfunding, including marketing, backer engagement, and project management
- Enhance your ability to utilize crowdfunding as an alternative financing method for your business or projects

Target Audience

This program is designed for:

- Entrepreneurs and startup founders
- Small business owners seeking alternative financing options
- Project managers and team leaders interested in crowdfunding strategies
- Marketing and business development professionals
- Legal and compliance officers involved in crowdfunding ventures

Individual Benefits

Key competencies that will be developed include:

- Expertise in various crowdfunding models (equity, rewards-based, and debt crowdfunding)
- Skills in crafting successful crowdfunding campaigns and engaging with potential backers
- Knowledge of the legal and regulatory requirements for crowdfunding platforms
- Ability to manage crowdfunding projects from start to finish
- Understanding of deal structuring and funding maximization

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced ability to utilize crowdfunding as an alternative source of financing for projects and startups
- Improved ability to create and launch successful crowdfunding campaigns that attract investors and backers
- In-depth understanding of the regulatory framework governing crowdfunding and how to ensure compliance
- A proactive approach to managing backer relations and expectations during crowdfunding campaigns
- Stronger capability to structure financing deals and ensure the sustainability of crowdfunding efforts

Instructional Methodology

- Lectures to introduce crowdfunding models, strategies, and best practices
- Case studies to analyze real-world crowdfunding campaigns and what contributed to their success or failure
- Group exercises to develop and pitch a crowdfunding campaign
- Interactive discussions to share insights and strategies for engaging with backers
- Practical workshops to guide participants in designing crowdfunding campaigns and structuring deals

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Course Outline

Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 – 02:00

Day 1: Introduction to Crowdfunding Models and Campaign Strategy

- Module 1: Overview of Crowdfunding (07:30 – 09:30) • Different crowdfunding models: equity, rewards-based, and debt crowdfunding • Advantages and challenges of crowdfunding for startups and projects • Understanding backers' motivations and expectations
- Module 2: Designing a Crowdfunding Campaign (09:45 – 11:15) • Key components of a successful crowdfunding campaign • Developing a compelling story and pitch for your campaign • Identifying the right crowdfunding platform for your project
- Module 3: Workshop – Crafting a Crowdfunding Pitch (11:30 – 01:00) • Participants will work on crafting a crowdfunding pitch for their own project or business

Day 2: Crowdfunding Campaign Management, Legal Considerations, and Deal Structuring

- Module 4: Managing Backers and Engaging the Crowd (07:30 – 09:30) • Effective communication strategies with backers during the campaign • Building and maintaining a strong community of supporters • Managing feedback and expectations to ensure successful campaign execution
- Module 5: Legal and Regulatory Aspects of Crowdfunding (09:45 – 11:15) • Understanding the legal framework for crowdfunding platforms • Compliance with securities regulations, anti-money laundering (AML), and investor protection laws • Risk management strategies and ensuring transparency
- Module 6: Workshop – Structuring a Crowdfunding Deal (11:30 – 01:00) • Participants will work on structuring a financing deal for their crowdfunding campaign

Certification

Upon successful completion of this course, participants will receive a Certificate of Completion in Crowdfunding & Financing, demonstrating their ability to design and manage successful crowdfunding campaigns while adhering to legal and regulatory requirements.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

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