MAWA EVENTS

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

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EQUITY CROWD FUNDING (ECF)

""Leveraging Equity Crowdfunding for Business Growth and Capital Raising""

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

Equity Crowdfunding (ECF) has revolutionized the way businesses raise capital, allowing companies to obtain funding from a large pool of investors via online platforms. This 2-day course will provide participants with the skills and knowledge to understand, navigate, and leverage equity crowdfunding as a tool for raising capital. Participants will explore the legal, financial, and operational aspects of ECF, including the creation of compelling campaigns, engaging with investors, and complying with regulations. Through case studies and practical exercises, participants will learn how to structure deals, communicate with investors, and execute successful equity crowdfunding campaigns.

Objectives

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

- Understand the fundamentals of equity crowdfunding and its role in capital raising
- Develop a clear understanding of the legal, regulatory, and financial aspects of ECF
- Create a compelling equity crowdfunding campaign that attracts investors
- Learn how to structure deals, determine valuation, and set funding targets
- Effectively engage with investors, manage expectations, and report progress during the campaign

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Why Attend

- Gain practical knowledge on leveraging equity crowdfunding as a financing tool for businesses
- Learn how to develop and launch a successful equity crowdfunding campaign
- Understand the regulatory framework and compliance issues related to equity crowdfunding
- Enhance your ability to connect with potential investors and raise capital for your business
- Learn how to structure equity deals and manage investor relations effectively

Target Audience

This program is designed for:

- Entrepreneurs and startup founders looking to raise capital
- Business owners seeking alternative funding sources
- Investment managers and financial professionals
- Legal and compliance officers in charge of crowdfunding campaigns
- Business development and project managers

Individual Benefits

Key competencies that will be developed include:

- Knowledge of the equity crowdfunding process from start to finish
- Skills in designing and launching a successful crowdfunding campaign
- Understanding of legal and regulatory issues related to equity crowdfunding
- Ability to engage with investors and manage fundraising campaigns
- Expertise in structuring deals and managing equity investments

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced ability to raise capital through equity crowdfunding campaigns
- A deeper understanding of the legal and regulatory environment for ECF
- The ability to structure attractive investment deals and engage with a broad investor base
- Improved internal processes for managing equity crowdfunding projects
- Strengthened relationships with investors, leading to long-term growth and funding opportunities

Instructional Methodology

- Lectures to introduce the principles and practices of equity crowdfunding
- Case studies to review successful ECF campaigns and lessons learned
- Group exercises to develop crowdfunding campaigns and investor communication strategies
- Interactive discussions to address industry-specific challenges and opportunities
- Practical workshops to simulate campaign creation, deal structuring, and investor management

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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 Equity Crowdfunding (ECF) and Legal Framework

- Module 1: Fundamentals of Equity Crowdfunding (07:30 – 09:30) • Overview of equity crowdfunding and its benefits for businesses • How ECF differs from other forms of crowdfunding (e.g., rewards-based, debt) • Key players in the ECF ecosystem: businesses, investors, platforms
- Module 2: Legal and Regulatory Aspects of ECF (09:45 – 11:15) • Understanding the regulatory environment for ECF in different jurisdictions • Securities laws, investor protection, and compliance requirements • Licensing and registration of crowdfunding platforms
- Module 3: Workshop – Developing an ECF Campaign Strategy (11:30 – 01:00) • Participants will develop a basic strategy for launching an equity crowdfunding campaign

Day 2: Structuring Deals, Engaging Investors, and Campaign Execution

- Module 4: Structuring Equity Deals and Valuation (07:30 – 09:30) • Determining business valuation for equity crowdfunding campaigns • Structuring the equity deal: percentage offered, investor rights, exit strategies • Setting realistic funding targets and timelines
- Module 5: Investor Engagement and Campaign Management (09:45 – 11:15) • Effective communication strategies with investors during the campaign • Managing investor expectations and addressing concerns • Utilizing social media and digital marketing to boost investor engagement
- Module 6: Workshop – Structuring an ECF Deal and Pitch (11:30 – 01:00) • Participants will work on structuring an equity deal and crafting their investment pitch

Certification

Upon successful completion of this course, participants will receive a Certificate of Completion in Equity Crowdfunding, demonstrating their ability to navigate the ECF process, create effective campaigns, and manage investor relations.

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.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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