

# Bina *Sustainable* Startup Tanpa Bantuan Geran & Pelabur

Dr Wan Hasifi Amin



## Wan Hasifi Amin, M.D.

Forbes U30 | 2x Exit | Accredited  
Angel Investor

Talks about #startup, #bootstrapping,  
#growthhacking, and #entrepreneurship

Kuala Lumpur, Federal Territory of Kuala  
Lumpur, Malaysia ·

**5,316 followers** · **500+ connections**



Baituljannah.com



First Moscow State Medical  
University named after I.M.  
Sechenov



**START A BUSINESS THEY SAID**



**IT WILL BE FUN THEY SAID**

1. Pembentukan jati diri pengasas
2. Beza Startup dan Perniagaan Kecil
3. Analisa pasaran dan pesaing
4. Strategi *exit* daripada syarikat
5. *Business model* & unjuran kewangan
6. Pemilihan identiti jenama
7. Pendaftaran hak cipta
8. Pembentukan pasukan pengasas bersama
9. Pembahagian tugas & pegangan saham
10. Metodologi rangka kerja
11. Cara merangka SOP
12. Pengurusan penghasilan & validasi *MVP*
13. Pelancaran & Pengurusan Produk
14. *Business metrics & unit economics*
15. *Product Market Fit*
16. Merekrut bakat baru ke dalam syarikat
17. Pengiraan nilai syarikat
18. Mendapatkan pelaburan
19. *Scaling-up*

# Pembentukan jati diri pengasas

- Pengalaman
- Persediaan mental
- Elemen penting sebagai pengasas (BA, CPO, CTO, CMO, CGO, CRO, CFO, COO & CISO)
- Fasa pengetahuan pengasas



# Malam Pesta Tema Mesra

Kelolaan Institut Negara-negara Asia dan Afrika MSU  
Persatuan Nusantara dan Kedutaan Besar Malaysia, Moscow  
Jumaat, 4 Disember 2009



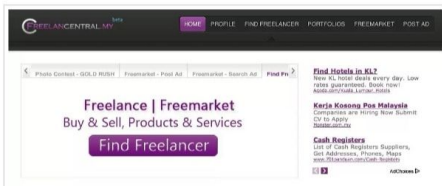


Web 2.0

## Freelancentral – Laman Sosial Untuk Pekerja Bebas Di Malaysia

Diterbitkan pada **Okt 17, 2011** oleh **Aman**.

Nampaknya, selain daripada [Faces.my](#), yang bakal dilancarkan tidak lama lagi, kini sebuah lagi laman tempatan yang turut sama memfokuskan kepada *freelancer* dilancarkan, dinamakan sebagai [FreeLancentral](#), yang mana berbeza dengan [Faces.my](#), ia lebih kepada berbentuk sebuah komuniti sosial dikalangan para pekerja bebas di Malaysia.



Lebih kepada bersifat rangkaian sosial yang lain, Freelancentral turut sama menyertakan ruangan jual-beli dikalangan para penggunanya, selain pada masa yang sama turut menyertakan ruangan untuk carian pengguna dengan mudah melaluinya.



### Weh, Freelancer~!!!

13K views · 9 years ago



138



5



Share



Download



Save



AmanWan

20.8K subscribers

SUBSCRIBE



ARE YOU A MALAYSIAN FREELANCER ?  
OR  
ARE YOU LOOKING FOR MALAYSIAN FREELANCERS ?  
DON'T BE LEFT BEHIND,  
NO MATTER WHAT IS YOUR FIELD,

JOIN US NOW, IT'S FREE!

Username

Password

Remember me

LOGIN

Forgot your Password?

Forgot your Username?

or  Sign in with Facebook

### Recent activities



Putera <http://www.puterablog1malaysia.blogspot.com/>

 13 hours ago



Wong Qiu Ling posted a new classified ad **Do you need a freelance accountant? - Provide accounting services**



**Do you need a freelance accountant? - Provide accounting services**

Price Negotiable | Wed, Feb 15 2012

- Full set of financial statements for SMEs or partnership/sole properties. - Able complete in time. - Having experience in auditing field before. - Price is negotiable. Its based on company... [View Detail](#)

 1 day ago



**Hazman Hadi Bin Hasni**

Photographer for Hire!

Taking any 'small' gathering, grouping, meeting, individuals portraiture and the likes. Anything to capture your moment of interest and change it into tokens of magical memories. Accepting sessions for both indoor and

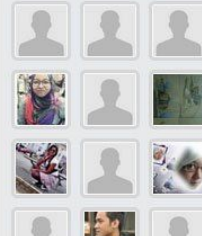
### Search



[Advanced Search](#)

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# MedMy

Brightens Your Life

Follow us

Sign in | Sign Up

## How it works ?

1 180

Patients Registered

0 90

Doctors Registered

1 150

Medical Students Registered

2 50

Questions Posted

5 50

Answers posted

Time 0

Image

Details

Testing

Testing

Testing

Testing

Ask New Question

As featured in...

1

2

3

4

5

Bottom menu

- Menu 1
- Menu 2
- Menu 3
- Menu 4

Follow us

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- Twitter

Profile > Doctor > Basic Information:

# MedMy beta

Brightens Your Life

Ask  
New Question

Browse

My Profile

▼

DOCTOR

Dr Full name

Specialties

- Dermatology
- General Medicine

MMC No Certification A12345

Profile Completion

██████████ 100% ██████████

Basic Information

Posted Answers

Posted Questions

Verification

Email Verified	✓
FB Connected	✓
Twitter connected	✓

Reliability Badge

Yes	8
No	0

Posted Answers

10
----

Posted Questions

0
---

Sponsored

Work Information

Since 2008 to Present  
at Klinik Whawz, Serongor, Malaysia

Education Information

Level: Master in Dermatology  
Graduated year in 2007  
University: MSME, Russia

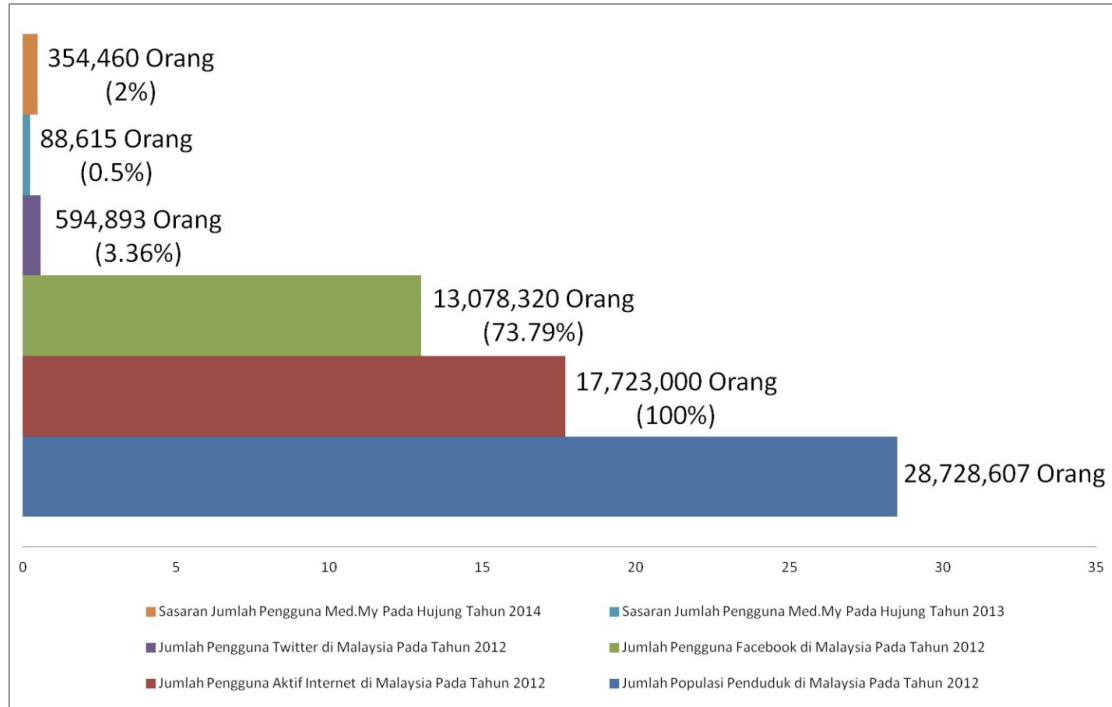
Level Degree in MBBS  
Graduated year in 2005  
University: MSME, Russia

Facebook Page

http://fb.com/whawz

Year	2013	2014	2015	2016	2017
Target user profiles	35446	70892	141784	283568	567136
Number of question posted	354460	708920	2126760	4253520	8507040
Targeted page views	17723000	49624400	212676000	425352000	850704000
Revenue earned through CPM, RM	108110	302709	1297324	2594647	5189294

### Statistik Sasaran Jumlah Pengguna Med.My Pada Hujung Tahun 2013 dan 2014





# TAM

## **Total Addressable Market or Total Available Market**

*"How big is the largest possible market?"*

Total possible demand for your product or service without any limitations to product, geography, etc.

# SAM

## **Serviceable Available Market**

*"What portion of the market can we actually serve?"*

The portion of the market you can actually reach, given limits such as product, geography, and demographics.

# SOM

## **Serviceable Obtainable Market**

*"What portion of the market do we expect to serve?"*

The target market share you can expect to acquire, given your go-to-market investment and competition.

## **Market Share**

*"What is our current revenue compared to SAM?"*

Simply your current revenue as a percentage of the market, typically SAM but sometimes TAM.

Dear En Wan Hasifi,

Thank you for your keen interest in Dana Belia and we do apologise if the delay has caused you some anxiety. We receive thousands of applications that come in directly through Dana Belia's website and also via our other partners. It will take us sometime to run through these applications as we practice a strict evaluations process which includes several tiers of evaluation by different sets of panelists.







However, after thorough evaluation, we are unable to support your project. While it is a worthwhile project, the Med.my proposal does not meet some of the major criteria and requirements of Dana Belia, which include :-







- 1) Strong youth involvement and unity element
- 2) Not a business start-up and/or personal gain to the applicant
- 3) High multiplier effect

Based on your proposal, you may want to consider applying to or collaborating with relevant Govt agencies or healthcare professional bodies as you may require their support or buy-in. However, we hope this is not a deterrent for you to submit for other projects and we always welcome projects that are relevant to Dana Belia's aspirations. On that note, we would strongly suggest for you to run through the list of our recipients for you to have a better idea on the type of projects that Dana Belia supports at [www.danabelia.com.my](http://www.danabelia.com.my).

Regards

Azura Annuar  
Vice President, CSR  
1Malaysia Development Bhd

-  Logout
-  Home
-  Doctor
-  Patient
-  Medical Center
-  Insurance
-  Application List
-  Add University
-  Add Specialties
-  Control Doctor Access
-  Manage Page Content
-  Manage Payment
-  Manage Question
-  Manage Question Language
-  Manage Reason for Visit

Bil	Language	Status	Activate / Deactivate	Edit Title
1	Bahasa Malaysia	Active		
2	English	Active		
3	Language 3	Inactive		

MED.MY



DR. MOHD KHIR REZZA BIN RAHIMI M.D.

LELAKI, 28 TAHUN

4 DR BERSETUJU

3 TERIMA KASIH

IKUTI SAYA



TOPIK

DOKTOR



SOALAN YANG DIJAWAB OLEH DR. MOHD KHIR REZZA BIN RAHIMI M.D.



Apakah faktor faktor yang boleh menyebabkan munculnya tompok kemerahan pada perm..  
Anda mungkin mengalami Allergic Dermatitis : Keadaan kulit seperti itu mungkin berlaku jik..

28 minit lepas



Bagaimana caranya untuk hilangkan post-pregnancy baby bump?..  
Pertama sekali tahniah diucapkan! :)

Setelah melahirkan anak tidak kisah sama ada dari ..

40 minit lepas



saya berumur dalam lingkungan awal 20 an..  
saya mempunyai masalah jari2 yang ber..  
Keadaan ini dipanggil Tremor.  
ada beberapa sebab antaranya; 1. Neurogenic - masalah daripa..

56 minit lepas



saya ada ketulan di ketiak. selalunya, dalam

NO PENDAFTARAN MMC

45475

BERKHIDMAT SEBAGAI

Pegawai Perubatan (MO)

PENDIDIKAN [UNDERGRADUATE]

Russian State Medical University (RSMU)

HOSPITAL AFFILIASI [KERAJAAN]

Angkatan Tentera Malaysia





Med.My Messages ▾

## Klinik Serdang Jaya



### Klinik Serdang Jaya

Salam,

Doktor kami berminat untuk berjumpa untuk berbincang prospek kerjasama bersama membina laman web & software perubatan.

Sila berikan no cntc person jika berminat.



### Med.My

Walaikumussalam,

Ini contact person number:

1) Wan Hasifi Amin :  
Tel: +79154381995  
Email: whawz\_07@yahoo.com.my



## Scalable Startups

vs

## Small Businesses

### Scalable Startups:

- New product
- New market
- Unknown customers
- Seeking to create a big company with high potential of growth
- Very risky, but very rewarding

### Scalable Startups

Scalable Startups are companies with founders that have a vision to become big and world class companies and usually these companies are considered very innovative

### Key Characteristics

- Create 1,000s of jobs
- Attract international talents
- Revenue > US\$100M
- Change the world to a better place

### What do they need? (Ecosystem elements)

- Mentorship and advice
- Talent and skills
- Education
- incubators
- Early stage investors
- Late stage investors
- Easier regulation
- Global network

≠

### Small Businesses

Small Businesses are companies built to make enough to feed their families. Usually there founders prefer to stay small and let their family members manage the business for generations

### Key Characteristics

- Create 10-100 of jobs
- Attract cheap labor
- Revenue > US\$1M
- Want to feed the family

≠

### What do they need? (Ecosystem elements)

- Initial investment
- Grants and Loans
- Land
- Regulations that support their products

≠

### Small Businesses:

- Known product/ service
- Known customer
- Low risk
- Want to keep it small within the family
- Have small potential to grow







Search Facebook



### SIMPLEHIJAB (affiliate agents)

Private group · 7.1K members

+ Invite



Browse

Manage 20+



Community home



Overview

Admin tools



Community chats

3 chat suggestions for your group



Admin Assist

0 actions, 0 criteria



Member requests

0 new today

20+



Badge requests

0 new today



Membership questions



Pending approvals

0 new today

20+



### SIMPLEHIJAB (affiliate agents)



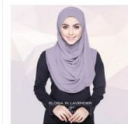
Wan Hasifi Amin

Admin · March 5, 2016 · 🌐

✓ RESTOCKED ✓

Cepat cepat sebelum out of stock lagi semua Eloisa ni. Nak tunggu restock mungkin ambil masa seminggu juga. Kepada dropshippers, sila pastikan check dulu di website ada stock ke tak dan dah confirmkan order di website baru ambil payment from customer ye. Selagi tak add to cart sampai confirm address, system tak reservakan stock tu untuk anda tau. 😊

ELOISA INSTANT SHAWL ... See more



Eloisa In Lavender

Type: Instant Shawl · Material: Heavy Chiffon...

RM53.00

ADD TO CART



Eloisa In Lilac

Type: Instant Shawl · Material: Heavy Chiffon...

RM53.00

ADD TO CART



Eloisa In Cherry Red

Type: Instant Shawl · Material: Heavy Chiffon...

RM53.00

ADD TO CART



Eloisa In Forest Green

Type: Instant Shawl · Material: Heavy Chiffon...

RM53.00

ADD TO CART



Eloisa In Sand Brown

Type: Instant Shawl · Material: Heavy Chiffon...

RM53.00

ADD TO CART



Eloisa In Pink Bloom

Type: Instant Shawl · Material: Heavy Chiffon...

RM53.00

ADD TO CART



Eloisa In Cameo Pink

Type: Instant Shawl · Material: Heavy Chiffon...

RM53.00

ADD TO CART



Eloisa In Royal Purple

Type: Instant Shawl · Material: Heavy Chiffon...

RM53.00

ADD TO CART



Eloisa In Celadon

Type: Instant Shawl · Material: Heavy Chiffon...

RM53.00

ADD TO CART



Eloisa In Boysenberry

Type: Instant Shawl · Material: Heavy Chiffon...

RM53.00

ADD TO CART

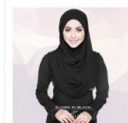


Eloisa In Eggplant

Type: Instant Shawl · Material: Heavy Chiffon...

RM53.00

Out of Stock



Eloisa In Black

Type: Instant Shawl · Material: Heavy Chiffon...

RM53.00

Out of Stock

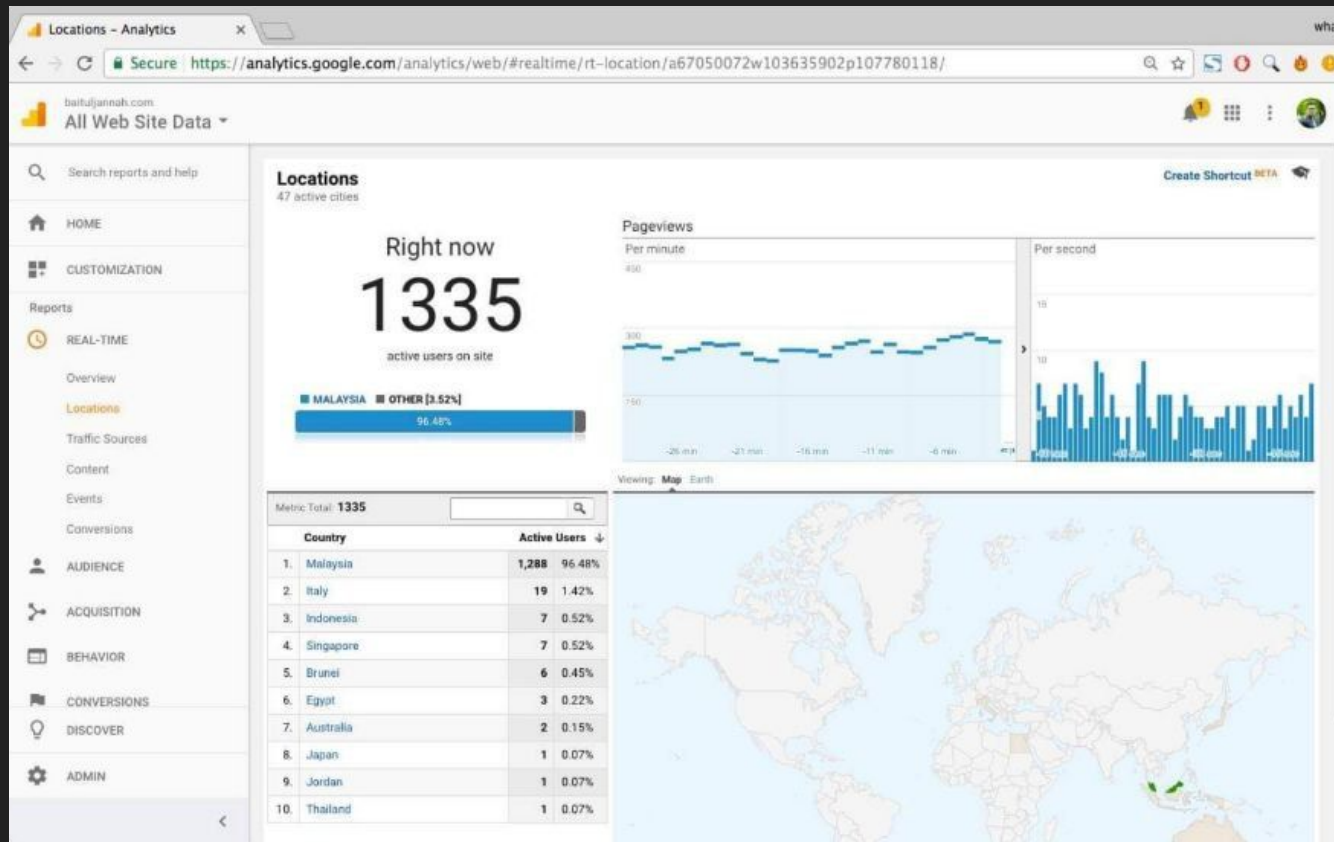
https://baituljannah.com

**baituljannah**

# Anda masih keseorangan?

Bina profil di **Baituljannah.com**, sebuah laman web patuh syariah yang membuka peluang untuk anda bertemu calon pasangan sejati yang dicari. Jadi salah seorang daripada **50,528 orang** yang sudah mendaftar.

Mulakan langkah anda. Daftar sekarang juga!



 Home

Create

Manage Explore

 Edit



**Redaksi**

**Redaksi.com**

2,500,324

Facebook Followers >

 Home

Create

Manage Explore

 Edit



**Baituljannah.com**

2,066,766

Facebook Followers >

194,874

Instagram Followers >







# How does ISO 27001 work?

The main focus of ISO 27001 is to protect three aspects of information:

## Confidentiality

Access to information must not be available or disclosed to unauthorised people, third parties or processes.

## Integrity

Data is complete, accurate and protected from corruption.

## Availability

Information must be accessible and usable as and when authorised users require it.

## DATA GOVERNANCE

VS

## DATA MANAGEMENT



Building  
Data Framework



Execution  
of Framework



Developing  
Data Policies



Maintaining  
Processes



Stakeholder  
Management



Technical  
Management



Defines  
Structure for Data



Administrative  
Controls for Data



Compliance,  
Security, Ownership



Ensuring  
Data Standards



# Business Continuity vs. Disaster Recovery









Q

&

A