



Mastermind University Session Summary

04 Aug 2025

Fundraising Code: 3 Secrets to be Investor-Ready with Harvey Foo

This document is exclusively intended for the education and benefit of members of the Vince Tan Mastermind only.

Overview:

The meeting focused on the topic of fundraising, featuring Harvey, who has extensive experience in writing business plans and successfully helping numerous companies raise funds. With over 400 business plans under his belt, he emphasized the importance of being prepared for fundraising, as opportunities can arise unexpectedly. Harvey encouraged attendees to engage actively during the session and to take action on the insights shared. He presented several case studies illustrating how various companies, even during challenging times like the pandemic, successfully raised funds by adapting their business models and demonstrating potential to investors. He stressed that fundraising is a vital skill for entrepreneurs, regardless of their industry or background, and shared practical strategies for effectively attracting investment. The session concluded with an invitation to a masterclass aimed at empowering entrepreneurs with the knowledge and tools needed to navigate the fundraising landscape successfully.

Notes:

Introduction & Speaker Background (00:00 - 13:15)

- Vince introduces Harvey, a fundraising expert who has written 400+ business plans for successful campaigns.
- Harvey sets three ground rules: active participation, 200–500% effort, and post-session action.
- Announces a special WMC offer to be revealed at session's end.

Success Stories & Pattern Recognition Game (13:15 - 25:32)

- **Kun Kuan:** Pivoted from offline to online and entered the Indonesian market a year early during the pandemic.
- **Bird's Nest company:** Expanded operations during MCO, building new facilities in preparation for post-pandemic demand.
- **Apple (1997):** Rescued from bankruptcy by a \$150 million investment from Microsoft.
- **Key Pattern:** Every success story involved fundraising to bring business plans to life.

Harvey's Professional Journey (25:32 - 37:09)

- Grew up in Ipoh, studied accounting to understand business fundamentals.
- Career began as a private equity analyst, worked with major clients including Mr. DIY.
- Founded **Sparta House** to help SMEs access funding typically unavailable via big PE firms.
- First major success came from client Alice after six months of struggle.
- Helped an aesthetic clinic raise enough to open seven new branches in one month.

Track Record & Achievements (37:09 - 42:42)

- Completed 441 projects across 38 industries in 6 countries.
- Largest fundraising: RM30 million.
- Clients span all ages and races, including Sarawak Bumiputera businesses.
- Personal wins: bought dream home during MCO and completed a four-generation trip to Japan.
- Now operates as an angel investor, driven by a "give and take" philosophy.

Three Secrets of Successful Fundraising (42:42 - 59:41)

- **Secret #1:** Lack of funding is the biggest barrier to SME growth—not talent or the market.
- **Secret #2:** Fundraising success isn't dependent on education.
- **Secret #3:** You can raise funds even with zero revenue, as shown in multiple case studies.

Optimal Fundraising Timing (01:02:34 - 01:08:14)

- Best time to raise funds is when your company has cash—not when you're desperate.
- Banks lend to businesses that *don't* urgently need money.
- More money = more flexibility and better opportunities.

Six Detailed Case Studies (01:08:14 - 01:30:56)

- **Case 1:** Fiberglass Pot Company – Durable, lightweight products with mass market potential.
- **Case 2:** Soft Frog Fishing Bait – Niche market with eco-friendly mission.
- **Case 3:** Swimming Academy – Scalable education model in partnership with government.
- **Case 4:** ECU Remapping – Automotive performance tuning with strong fundraising potential.
- **Case 5:** Private Island Resort – Strategic infrastructure and location make it investor-friendly.
- **Case 6:** Gold Mining in Mongolia – High growth potential with proven reserves.

Three Fundraising Paths & Masterclass Offer (01:30:56 - 01:49:16)

- **Path 1:** Wait 6–24 months (not recommended).
- **Path 2:** Try fundraising alone or with random consultants (low success rate).
- **Path 3:** Learn Harvey's "fundraising code" via a structured program.

Q&A Session Highlights (01:43:04 - 01:49:16)

- Any legal product/service can raise funds, including niche industries.
- Cradle CIP requires proprietary tech and milestone commitment.
- Masterclass access included under Vince's sponsorship program.

Action items

- Scan QR code and register for the Aug 16–17 fundraising masterclass (01:41:38)
- Share top 3 learnings from the session in the Telegram group (01:43:04)
- Take action on the session's insights—don't wait until you feel "ready" (01:47:52)