



**Pitch Platforms Sdn Bhd** (1158464-T)

D8-8, Menara Suezcap 1, KL Gateway  
Jalan Kerinchi, 59200 Kuala Lumpur

**5 March 2019**

**Associate Professor Dr. Mudiarasan Kuppusamy**

Chair, Centre of Business Innovation & Digitisation  
Asia Pacific University of Technology & Innovation

**EQUITY CROWDFUNDING INVESTMENT AND UPTAKE BEHAVIOUR ANALYSIS PROJECT**

pitchIN is a Malaysian company engaged in provision of online equity crowdfunding services to Malaysians at large and other communities in Asia. As part of our enhancement pathway, we are exploring ways to generate new values from our existing big data pertaining to fund seekers and fund providers.

To this end, we would like to invite Asia Pacific University's Centre of Business Innovation & Digitisation (CBID) to spearhead a project to undertake business analysis on our available datapoints, in collaboration with Ms. Raasianna Paramalingam (TP054223), the research associate of CBID.

Kindly send us a reply confirmation for our next course of action. We will require signing of a Non-Disclosure Agreement (data privacy related). You will also need to provide us with a project scope and plan, detailing the data required for the project purpose.

Kindly contact us for further enquiry, if any.

Thank you.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Kashminder Singh".

Kashminder Singh  
Director