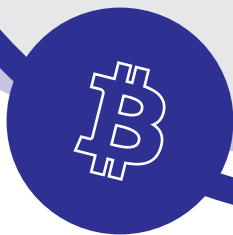




Blockchain for Business Owners [Crypto and Stablecoin]





Course Overview

The business landscape in Johor is shifting. With the rise of the Johor-Singapore Special Economic Zone (JS-SEZ) and the launch of the JMYR (Ringgit-Backed Stablecoin), local SMEs face new opportunities and new risks. This 1-day virtual masterclass is designed specifically for business owners who want to understand the business of blockchain, not the coding. We will unpack the ABCDs (AI, Blockchain, Connectivity, Data) of technology, demystify digital currencies, and teach you how to better prepare your finances. Instead of complex coding, you will watch live demonstrations of how digital trade actually works, leaving you with a clear roadmap to future-proof your business.

Course Content

» Module 1

The ABCDs for SMEs (The Big Picture)

- AI & Blockchain: Why AI needs Blockchain to be "honest."
- Connectivity & Data: How IoT sensors and data help Johor businesses prove their product quality to Singapore buyers.
- The "Trust" Crisis: Why traditional business trust is expensive (lawyers, banks) and how digital trust is cheaper.

» Module 3

The "Scam-Proof" Entrepreneur

- Anatomy of a Scam: Breaking down real Malaysian crypto scams (The "investment scheme," the "fake wallet").
- Security Hygiene: Password management, 2FA, and why "Private Keys" are the keys to the kingdom.
- Smart Contracts (Simplified): It's not magic; it's just a vending machine. "If money in, then drink out."

» Module 2

The Money Evolution (Stablecoins & JMYR)

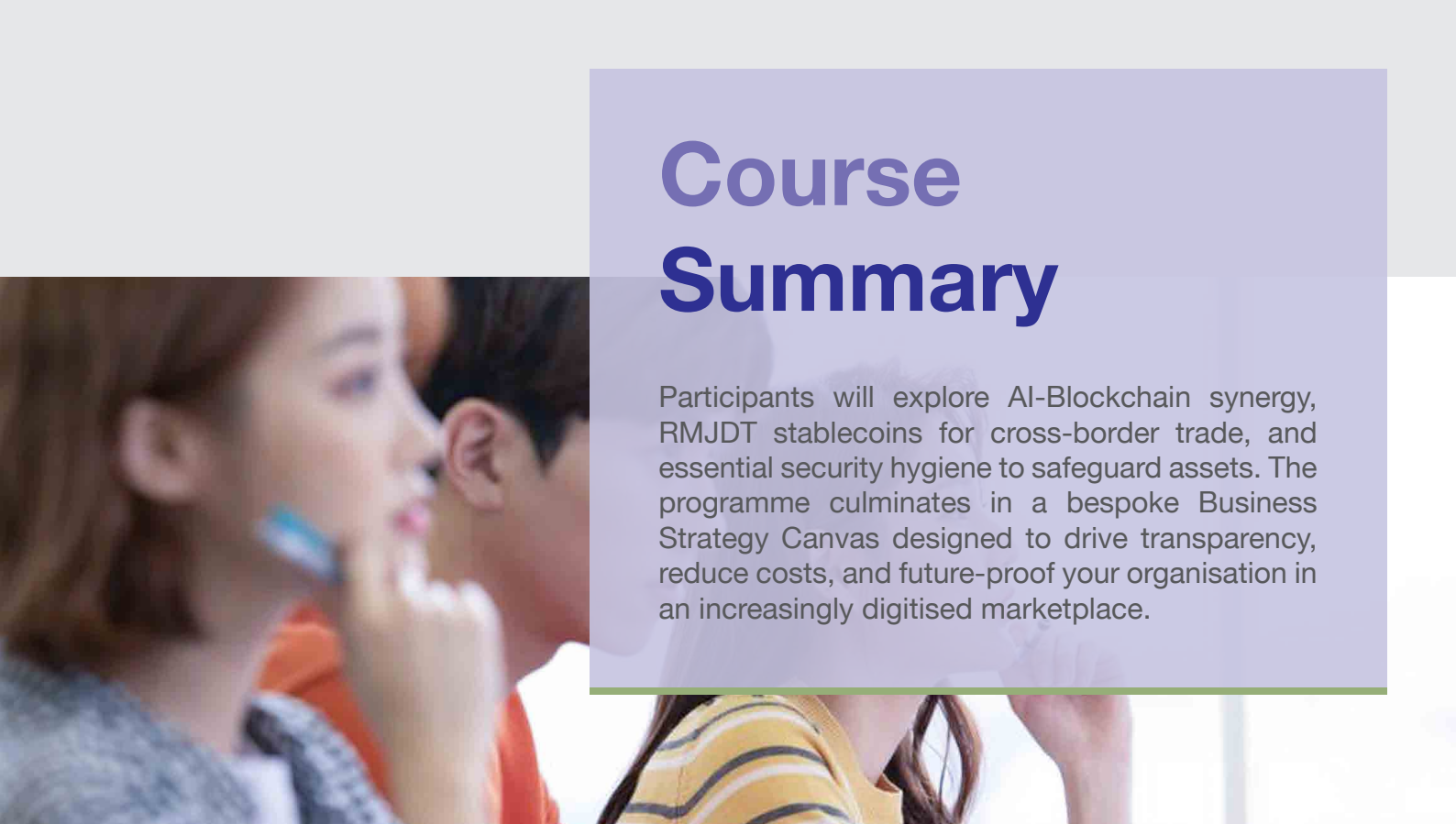
- Fiat vs. Digital: Understanding the difference between money in the bank and money on the blockchain
- The "Johor Token" (JMYR): What is a Ringgit-backed stablecoin? How does it help with cross-border friction?
- FOMO Control: separating a good business opportunity from a speculative bubble.

» Module 4

The Digital Trade (Watch & Learn)

- The "Open Ledger": We look at a "Block Explorer" together. Can we see the transaction? Is it really transparent?
- Business Strategy Canvas: A guided session where participants fill out a simple PDF strategy map for their own business.



A blurred background image showing a group of people in a meeting or classroom setting. A woman in the foreground is looking towards the right, and other people are visible behind her.

Course Summary

Participants will explore AI-Blockchain synergy, RMJDT stablecoins for cross-border trade, and essential security hygiene to safeguard assets. The programme culminates in a bespoke Business Strategy Canvas designed to drive transparency, reduce costs, and future-proof your organisation in an increasingly digitised marketplace.

Course Objectives

- ▶ Demystify blockchain technology specifically for the business environment without needing a technical background.
- ▶ Identify how stablecoins like RMJDT can be used for more efficient cross-border payments.
- ▶ Evaluate business opportunities versus speculative bubbles to avoid FOMO-driven mistakes.
- ▶ Secure your business assets against digital fraud and common cryptocurrency scams.
- ▶ Analyse the strategic impact of the Johor-Singapore Special Economic Zone (JS-SEZ) on regional digital trade and financial integration.
- ▶ Formulate a bespoke blockchain implementation roadmap using a Business Strategy Canvas to identify high-value opportunities within your organisation.
- ▶ Examine the mechanics of "Digital Trust" to reduce reliance on costly third-party intermediaries and traditional escrow services.
- ▶ Utilise real-world tools, such as Block Explorers, to achieve radical transparency and real-time auditing of business transactions.
- ▶ Understand the practical application of Smart Contracts to automate supply chain workflows and reduce administrative overheads.

Course

Learning Outcomes



1.

Strategise a blockchain implementation plan using a guided Strategy Canvas for your specific business model.

2.

Differentiate between various digital assets, including Stablecoins, Cryptocurrencies, and Fiat-backed tokens.

3.

Implement essential security protocols to protect your business from the "Anatomy of a Scam".

4.

Navigate the "Open Ledger" to track and verify transactions independently using a Block Explorer.

5.

Utilise digital trade concepts to reduce administrative burdens and costs associated with traditional banking.

6.

Evaluate the synergy between Artificial Intelligence and Blockchain to enhance data integrity and operational transparency within your organisation.

7.

Assess the regulatory landscape and compliance requirements for digital assets in Malaysia to ensure your business remains legally and financially secure.

Testimonials

I would like to thank the trainers for sharing their knowledge on the application and operational skills of AI in marketing and business. This course has been engaging, filled with surprises, and has equipped me with new skills.

Kelvin Lok Kerk Tee

Genting Property Sdn Bhd

I attended this course via Zoom. Overall, the training experience was great. Trainer was kept the presentation more lifestyle with examples that were applicable to what we faced in daily lives. He was able to answer my questions asked and very helpful.

Lim Chai Chin

Big Grain Capital Sdn Bhd

My company has enrolled me in one of their courses, and I'm impressed with the quality of the training. The materials were comprehensive, the trainer was knowledgeable, and the content delivered was solid and well-structured, Which is actually helping me in improving business knowledge. I would highly recommend this academy to anyone who is looking to upskill their career.

Ch'ng Shee Kei

VMM Holdings Sdn Bhd

Thank you Mr Martin for the training session, he is well delivered his knowledge and making the training interesting, overall quite enjoy this lesson and know more about prompt for AI. Maybe can have more question on classpoint, excited to answer it.

Jong Siaw Tsui

Pansar Company Sdn Bhd

Certified Trainer



Johnson Lai

HRD Corp Accredited Trainer

Johnson Lai is a pioneer in the digital marketing landscape, holding the distinction of being one of the first few Facebook Certified Lead Trainers in Malaysia and the first to achieve this prestigious badge in Johor Bahru. With a rare combination of MBA-level strategic thinking and deep-in-the-trenches technical execution, Johnson doesn't just teach theory, he delivers actionable, ROI-focused frameworks that empower businesses to dominate their digital space.

Koh How Tze

Co-Founder of Crypto Valley Malaysia (CVM)

Koh How Tze is a seasoned technology strategist and futurist with over 25 years of experience in ICT, retail, and media. Unlike typical technical trainers who focus only on coding, Koh specializes in applying emerging technologies to business. He created the ABCDE Framework, which combines Artificial Intelligence, Blockchain, Connectivity, Data, and Ethics. This framework helps Malaysian SMEs transition to the new digital economy.



Course Duration:

1 Day

Course Fee:

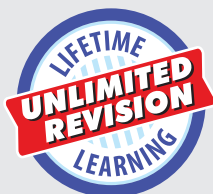
RM1,250 + 8% SST
*per pax

Time:

9:30am - 5:30pm

Delivery Method:

Online (Zoom)





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