



## HRD CORP AND PERNAS TEAM UP TO FUEL MALAYSIAN ENTREPRENEURSHIP WITH 'PITCH & GROW' CHALLENGE

**KUALA LUMPUR, 22 May 2025** – Human Resource Development Corporation (HRD Corp) is proud to announce a strategic collaboration with Perbadanan Nasional Berhad (Pernas) to launch the **Pitch & Grow Entrepreneurship Competition**, in conjunction with National Training Week (NTW) 2025.

This partnership is one of the High Impact Activities under NTW 2025 and aims to promote entrepreneurial development by empowering aspiring entrepreneurs with the tools, guidance and visibility they need to succeed.

The Pitch & Grow Entrepreneurship Competition is a Shark Tank-style initiative that offers participants a high-stakes platform to pitch their innovative business ideas to a panel of judges. It enables them to receive expert feedback, compete for attractive prizes and potentially gain support to bring their business plans to life.

### **1. Cash Prizes Awarded by Pernas**

To reward innovation and viable business solutions, cash prizes will be awarded by Pernas to the top three winners, selected by a panel of judges from both Pernas and HRD Corp:

- **1st Place: RM10,000**
- **2nd Place: RM5,000**
- **3rd Place: RM3,000**

### **2. Business Proposal Workshop**

Participants shortlisted for the competition will undergo a Business Proposal Workshop hosted by Pernas under Franchise Institute. The session is designed to strengthen their skills in proposal development and business pitching.

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**3. Post-Competition Business Coaching**

Finalists will also benefit from three (3) to six (6) months of post-competition business coaching and support provided by Pernas. This component is crucial in helping them implement and refine their business plans effectively.

The Shark Tank-style format of the competition adds excitement and urgency to the entrepreneurial process, encouraging participants to think strategically, present with impact and refine their value propositions in front of experienced judges.

This collaboration marks another milestone in HRD Corp's continued efforts to promote upskilling, innovation and economic participation among Malaysians, in line with the broader objectives of NTW 2025.

Participation is **by 28 May 2025**. To know more about the challenge, visit:  
<https://www.nationaltrainingweek.gov.my/>

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### **About Human Resource Development Corporation (HRD Corp):**

Human Resource Development Corporation (HRD Corp), formerly known as the Human Resources Development Council (MPSM), was established in 1993. It was later incorporated as Pembangunan Sumber Manusia Berhad (PSMB) through the enactment of the Pembangunan Sumber Manusia Berhad Act 2001.

As an agency under the Ministry of Human Resources (KESUMA), HRD Corp is responsible for collecting levies from key industries and disbursing training grants through its internal mechanism which is the Human Resources Development Fund (HRDF) or Kumpulan Wang Pembangunan Sumber Manusia (KWPSM).

The rebranding of HRD Corp in 2021 reflects the organisation's renewed responsibilities, direction and mission. This includes expanding upskilling and reskilling efforts by employers to help employees achieve more sustainable productivity.

This transformation not only benefits all Malaysians but also empowers underserved communities through more inclusive income-generating opportunities.

It is aligned with HRD Corp's long-term ambition to drive the nation's aspiration of developing a highly skilled workforce.

For more information, visit the HRD Corp website at [www.hrdcorp.gov.my](http://www.hrdcorp.gov.my)

### **About Perbadanan Nasional Berhad (Pernas)**

Perbadanan Nasional Berhad (Pernas) is a company wholly owned by the Minister of Finance (Incorporated) under the Ministry of Finance, entrusted with the mandate to lead the development of the franchise industry in Malaysia and support the growth of the nation's entrepreneurial community.

Pernas is committed to empowering the growth of entrepreneurship and the franchise industry in Malaysia. From mentorship and networking opportunities to financing and training, we aim to enhance knowledge, strengthen the franchise community, and nurture the next generation of franchise talents. In

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doing so, we believe this will drive positive change across Malaysia's entrepreneurial landscape.

Laman web : [www.pernas.my](http://www.pernas.my)

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