

## FREQUENTLY ASKED QUESTIONS (FAQ)

### 1. What is ELSA (Enterprise Lifecycle Scoring Assessment)?

The Enterprise Lifecycle Scoring Assessment (hereafter “ELSA”) is designed to provide assessment of SME Lifecycle stages. The application of ELSA is developed by Centre of Entrepreneur Development and Research (CEDAR) which is a wholly-owned subsidiary of SME Bank.

The ELSA application mainly will assist CEDAR as followings

- Profiling of resources/capacities help to navigate the SME through its lifecycle and strive for higher achievement.
- Evaluates performance for each factor as a whole and sub-factor, highlighting the typical business challenges and priorities of each stage, as well as alignment issues in terms of resources/capacities;
- Supports a contextualised assessment for SMEs of different size and business sector by assigning an importance or significance weighting to each sub-factor. The assessor will be given a choice to use prescribed weights (perception-based weights which primarily consider SME size) or his/her assigned weight factor.
- To help the SME map its areas of need in terms of business coaching, other enabling intervention, etc. based on the phase it is in or about to transition to, and to link the SME to corresponding support services.
- Facilitate monitoring of the growth and development of an enterprise over time

### 2. Who developed ELSA?

ELSA is developed through strategic partnership between CEDAR, SME Bank and Malaysia Rating Corporation.

### 3. Who can use ELSA application?

ELSA application is used by all Malaysia entrepreneurs with MINIMUM ONE (1) year in doing business. The application however only applicable for businesses CATEGORIZE as SME as per below definition.

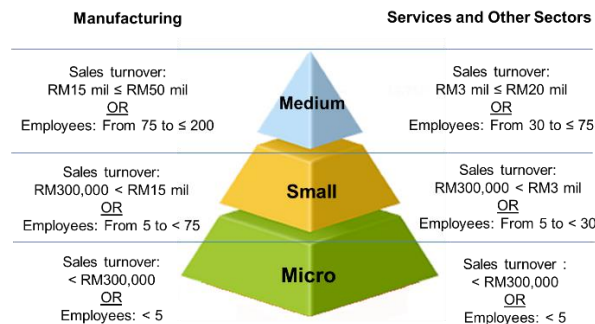


Figure 1: SME definition

Source: SME Corp. Malaysia



#### 4. How will the information submitted through the application help CEDAR and its strategic partners to assist SME development?

ELSA application helps CEDAR and its strategic partners a rigorous and systematic way to identify where the enterprise is in its stage of development and what additional resources or improvements may be needed to navigate successfully through their lifecycles. The ELSA Methodology consists of a resource/capacity profiling grid, Lifecycle Transition Guidance, identification of priority areas for improvement and a tiered framework for support. To this end, ELSA facilitates an analysis of desired resources/capacities against existing resources/capacities by generating an understanding of existing resources and needs. Such an understanding serves as input for clarifying the types of resources that could be strengthened. ELSA can also set the baseline for continuous monitoring and evaluation of progress.

#### 5. Do I have to pay to use ELSA application?

No, at the moment ELSA application is FREE to use.

#### 6. What are the enterprises assessment factors measure for ELSA?

ELSA assessment factors are as followings.

#	Factor	Sub Factor
1	Operating History/ Experience	Operating History/ Experience
2	Industry Growth Potential	Industry Growth Potential
3	Business Resources	Product Types/ Services
		Product and Service Quality
		Usage of ICT
		Business Development Capacity
4	Leadership and Capacity Development	Organization Structure
		Succession Planning
5	Personnel Resources	Staffing Levels
		Staff Performance Management
6	System Resources	Operational Execution Capacity
		Operational Planning and Budgeting
7	Financial Resources	Finances
		Financial Systems

Table 1: ELSA assessment factors

## 7. How ELSA measure its score?

ELSA assessment provide questionnaire that required to fill up by entrepreneurs. Each questionnaire represents the assessment factors and will then generate the score. The scores generated are driven by machine learning according to historical study from CEDAR business coaches to sets of entrepreneurs' data.

The scoring of ELSA is divided to six (6) categories as following illustration:

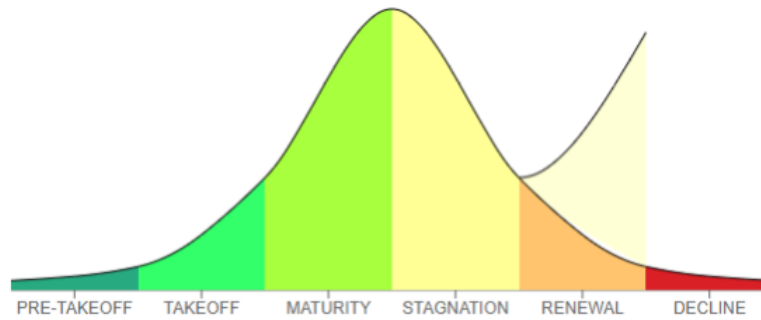


Figure 2: SME Development Lifecycle Score/Stage in ELSA

The SME development Lifecycle Score / Stage will indicate the Tiered interventions, coaching and etc. are recommended based on sub-factor capacity assessments in the following manner:

Intervention tier	Life cycle score / stage
Tier 3 - More intensive intervention	Decline, Stagnation
Tier 2 - Extra support required	Pre-take off, Take off
Tier 1 - Awareness (Ready to next life cycle stage)	Maturity, Renewal

Table 2: Tiered intervention guide

## 8. What is ELSA evaluation and Lifecycle Transition Guide

ELSA evaluation is given by the machine learning algorithm according to the assessment questionnaire filled by entrepreneurs. It is the analysis of general challenges faced by entrepreneurs according to SME development scores.

Life cycle Transition Guide is set of prescriptive recommendation for entrepreneurs to consider to undertake to improve their business.

## 9. How do I register in ELSA application?

To register, you need to follow these steps:

- Logon to <https://www.elsa.my>
- Click "Register"
- Enter information required accordingly



**10. Is my personal information shared in the application secure?**

ELSA is owned, operated and administered by CEDAR and SME Bank. Unless consent are given by entrepreneurs the information may be share with CEDAR strategic partners STRICTLY for the purpose of entrepreneurship development and/or generating statistical report.

**11. Where can I get help for technical issues?**

User can submit complaints and inquiry via email [support@cedar.my](mailto:support@cedar.my)