



CORPORATE PROFILE

LAUREA PEOPLE'S SIGNATURE

Intelligence-Led Consulting & Technology Company

We don't follow the future. **WE BUILD IT.**



Who **We** Are

Laurea People's Signature is an **Intelligence-Led Consulting** and **Technology Company**. We build the platforms, systems, and decision-support that help **Governments, Enterprises, and Industries** decide with **Clarity, Speed and Confidence**.

What began as a marketing agency has grown, deliberately, into a company that unifies **Brand, AI, Digital, Growth, Cyber** and **Business Intelligence** into a single decision environment. One team.

ONE SYSTEM. ONE ACCOUNTABLE OUTCOME.

Headquarterd in Malaysia, with presence in London and Dubai.



Our Journey

A company that rebuilt itself around where value was moving, not where it was comfortable.

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- A large, stylized wireframe globe is positioned on the left side of the slide. It features a grid of latitude and longitude lines, with several glowing blue lines and dots tracing paths across its surface, suggesting a global network or digital connectivity.
- 2018** ○ Laurea People's Signature began as a provider of accounting, audit, and taxation services, supporting businesses with essential financial and corporate solutions.
 - 2019** ○ Recognising the rapid shift towards digitalisation, LPS transitioned into B2B digital marketing, helping businesses strengthen their brands and market presence.
 - 2020** ○ During the Covid-19 outbreak, LPS supported over 100 businesses in adapting to digital platforms and reaching customers through new channels.
 - 2021** ○ LPS broadened its capabilities by introducing digital learning alongside its marketing services, creating more accessible opportunities for professional development.
 - 2022** ○ LPS achieved a major growth milestone, serving more than 2,000 clients worldwide and gaining recognition for its expanding digital capabilities.



Our Journey

- 2023** ○ LPS expanded into the UK, extending its branding, marketing, and technology services while strengthening its global presence and capabilities.
- 2024** ○ Backed by USD 3.2 million in funding, LPS accelerated its growth, strengthened strategic partnerships, and expanded its global portfolio.
- 2025** ○ LPS expanded into Dubai, strengthened leadership in AI and intelligence, launched AI training, and secured 20+ projects across government and multinational sectors.

2026

Raising USD 35 million in Pre-Seed B funding, LPS repositions as an Intelligence-led Consulting and Technology company, unifying Brand, AI, Digital, Growth, Cyber, and Business Intelligence into one decision environment, and opening its new Cyberjaya office.

2027

LPS will scale its intelligence platform across three Global Markets, Strengthen Enterprise and Government Partnerships, and Develop Advanced decision-support solutions that drive Smarter, Faster, and more informed organisational decisions.

Our Success





Our Intelligence

Six Capabilities. One Decision Environment.

01

Brand Intelligence

Build brands that command Attention, Trust and Influence.

02

AI Intelligence

Turn AI into Smarter Decisions, Automation and Growth.

03

Digital Intelligence

Build Digital Systems designed to Perform & Scale.

04

Growth Intelligence

Find Opportunities. Reach the Right Markets. Accelerate Growth.

05

Market Intelligence

See the Market clearly. Move before the Opportunity does.

06

Business Intelligence

From Data to Decisions that move the business forward.



Capability Detail: Brand & Growth Intelligence

Brand Intelligence

- Brand Strategy
- Brand Identity
- Corporate Branding
- Employer Branding
- Brand Research
- Brand Positioning
- Brand Experience

Growth Intelligence

- SEO
- Performance Marketing
- Google Ads
- Social Media
- Content Marketing
- Marketing Automation
- Lead Generation

Digital Intelligence

- Website Development
- Web Applications
- Mobile Apps
- UI/UX
- Custom Systems
- CRM
- Dashboard Development

Market Intelligence

- Market Research
- Competitor Intelligence
- Consumer Insights
- Industry Analysis
- Market Entry Strategy
- Trend Intelligence
- Opportunity Mapping

AI Intelligence

- AI Business Solutions
- AI Automation
- AI Chatbots
- AI Integration
- AI Analytics
- AI Dashboards
- AI Training

Business Intelligence

- Business Strategy
- Digital Transformation
- Technology Consulting
- Business Analytics
- Data Insights
- Executive Advisory



Trusted by Business and Institutions Across Sectors



From Government Ministries to Global Retail, our clients trust us with the decisions that matter most.



Healthcare

Tailored solutions for patient care and management.



Government

Intelligence-driven strategies for public service efficiency.



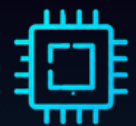
Legal

Streamlined processes for enhanced legal practices.



Education

Innovative technologies to support learning environments.



Technology

Intelligence-driven strategies for public service efficiency.



Manufacturing

Innovative technologies to support learning environments.



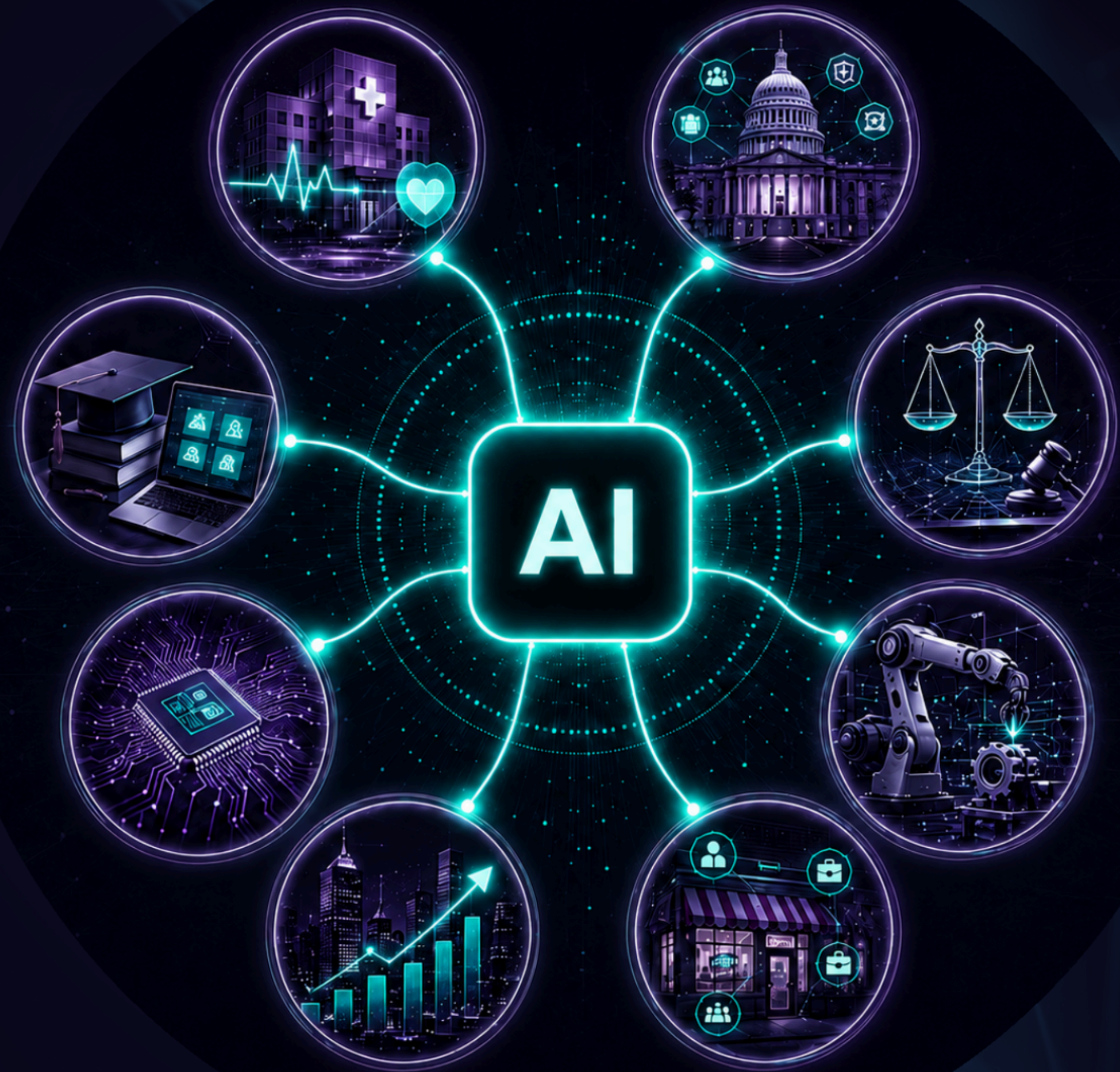
SMEs

Intelligence-driven strategies for public service efficiency.



Finance

Innovative technologies to support learning environments.



Recognised by **The Industry**





SHAMY
Blackdime International

Great customer support is very important for every business. For Blackdime we would say "Laurea people signature " response very prompt and professional. The whole team handle us very patiently and helpful and very responsive on delivering what we want. The proof with results as what they promises to us. Recommended.



MESSRS ASGHAR
Asghar Advocates & Solicitors

Simply the best! They developed my law firm website <https://asghar.co/>. They were, and continue to be, very helpful and responsive. Adjusted and re-adjusted the website again and again without complain. Worth every penny. Also reasonable priced. Totally recommended! Will definitely hire them for business development in the future.



NEMESIS TEAM
PM Enterprise

Dear Nisha & Team, the landing page you created for my Family Office is exceptional. Very clean, sharp, user-friendly, and highly engaging. My experience with your team was seamless, with great communication and professionalism throughout. Keep up the fantastic work; I'm thoroughly impressed!



WAI LING CHONG
The Purple Summit

Professional team, our website was up and running within a short period of time, and the team was always so accommodating when there were changes needed to be done, they were patient in communication and always delivered! Highly recommended!

Why Clients Stay With Us

Our Signature Initiatives

WomenAtlas Media & Events

WomenAtlas exists to give ambitious women access, relationships, and recognition, so they become seen, heard, valued, and chosen. Same standards as our client work. A longer horizon.

[Visit WomenAtlas](#)

Conferences · Forums · Awards · Publications ·
Leadership · Branding · Influence





The People **Behind The Intelligence**

Mehmil Abid

REGIONAL LEAD, MARKETING &
COMMERCIAL GROWTH



Darshvini Malar

SENIOR BRANDING & STRATEGIC
PARTNERSHIP ANALYST



Nurul Syahirah

SENIOR BRAND &
DIGITAL LEAD



Nisha Meng Mingg Li
FOUNDER & CEO



Nur Liyana

HEAD OF FINANCE &
HR



Soumya Gangouly

SENIOR ASSOCIATE
DEVELOPER

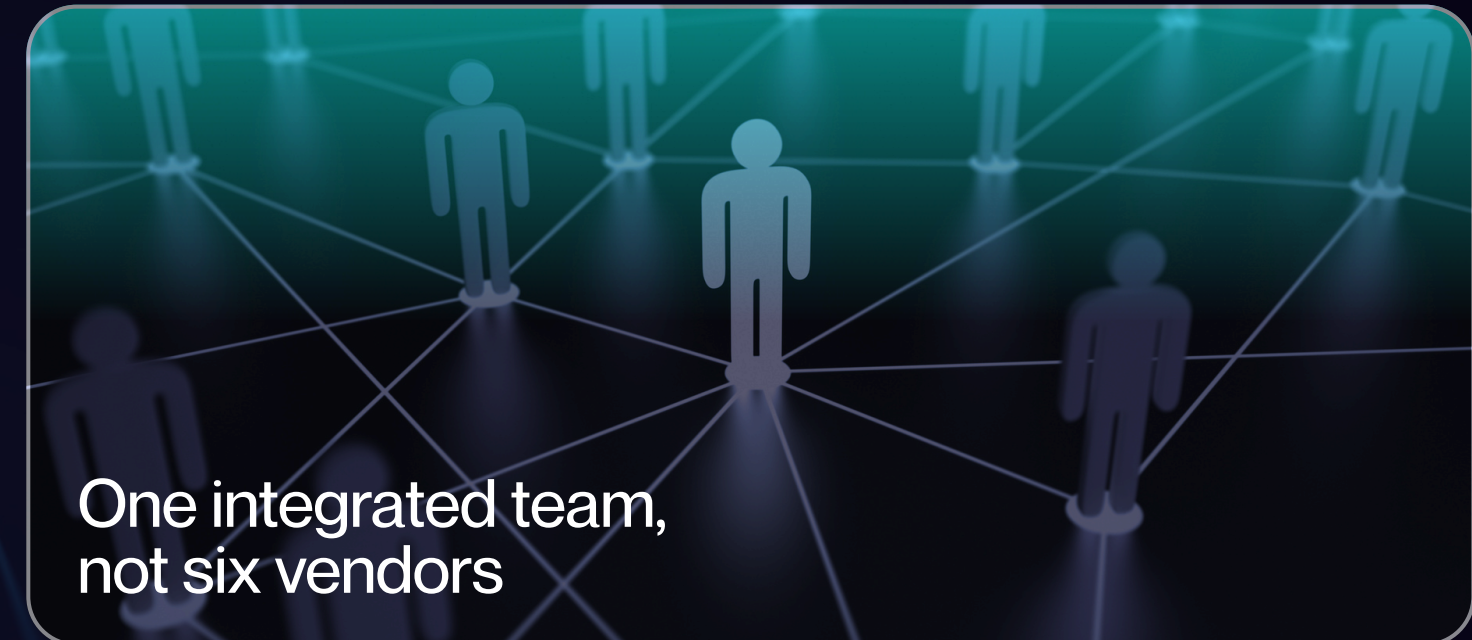


Ulul Azmie

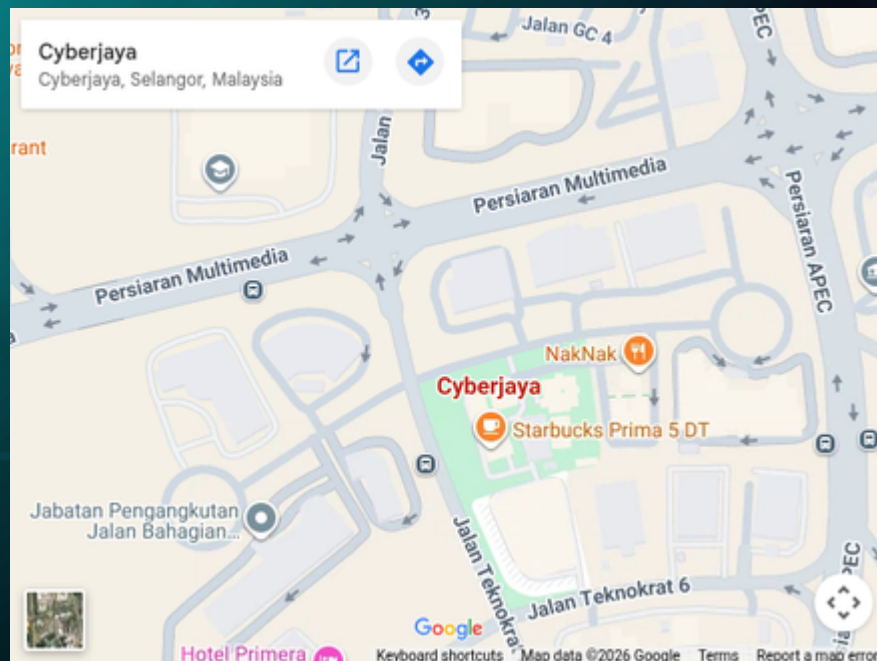
DIGITAL BRAND &
UI DESIGNER



Why LPS

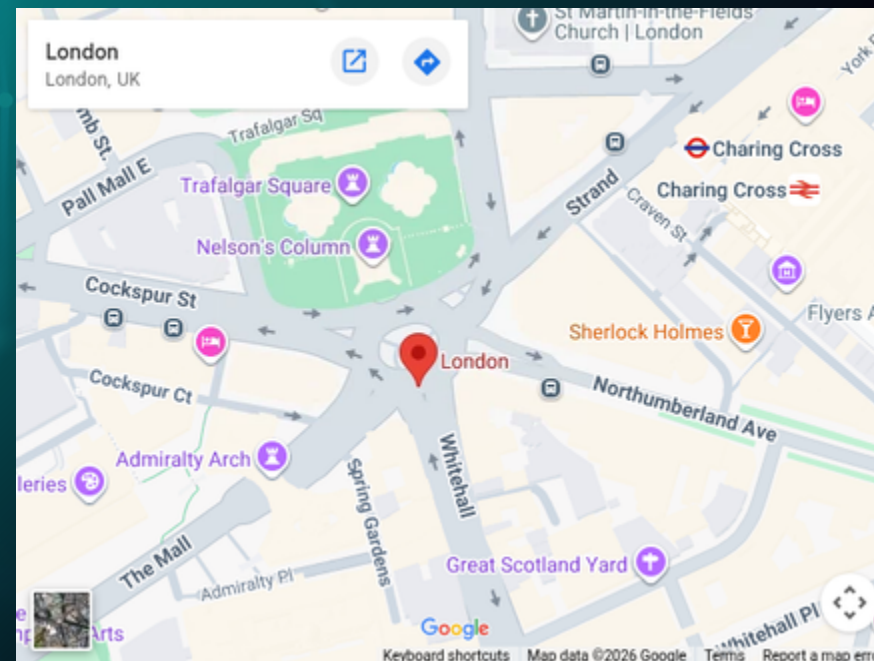


Where We Operate



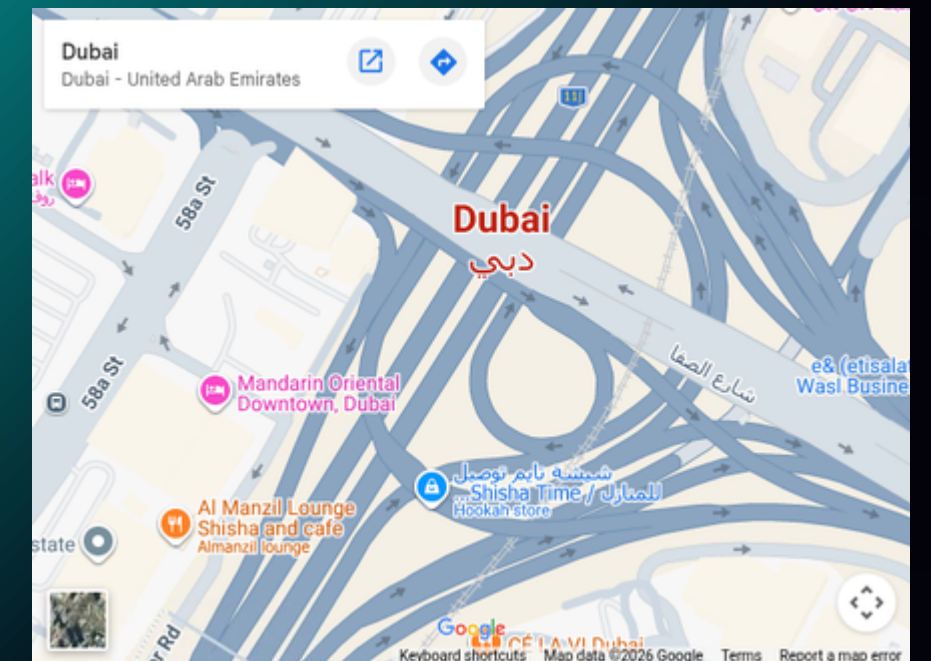
Headquarters

Cyberjaya, Malaysia



Office

London, United Kingdom



Office

Dubai, United Arab Emirates



Let's **Build What's Next**

Book a discovery call. We map your ambition into an actionable roadmap, typically within one working week.



Email

support@laureapeoplessignature.com



Phone

+60 16 644 1334



Website

www.laureapeoplessignature.com



Thank You

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