

Indonesia Startup Insight 2021

(Date: 13 Nov 2021 at 10 AM – 4 PM SGT)

HYBRID Event

Including:

1. Admin & Consultation Fee
2. Pre Event
3. Online & Offline Marketing in Singapore
4. Curation
5. Event
6. Post Event
7. Dedicated management team
8. Design
9. License
10. Follow up



Past Events

For the last 5 years



Indonesia 20
Startup Insight **20**

- LIVE, by registration only, Online Competition
- Online Exhibitions
- Private offline sessions



Indonesia 20
Startup Insight **20**

Indonesia Startup Insight 2020

Hybrid Virtual Meeting

Live, recorded, and offline meetings

Target Participants

Young Startups in Indonesia

Target Audiences

Future and early founders

Target Invitees

VC, Investors & MNCs in Singapore

Target Mentors, Panelists, Judges

Singapore based Entrepreneurs,
consultants, and directors

Indonesia 20
Startup Insight 20



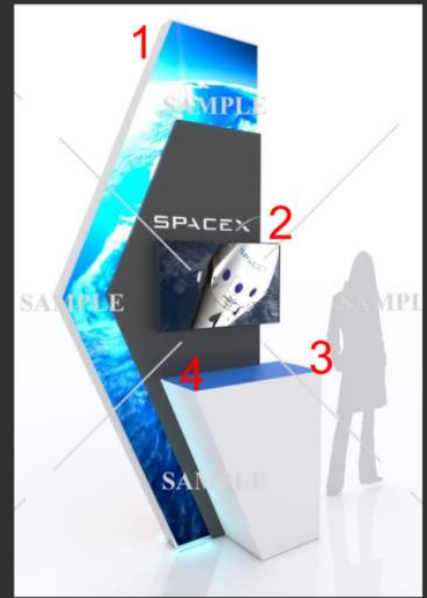
**Premium booth*



**Exhibition booth*

Features :

1. Logo with Backdrop
2. One(1) advertising board available for video or images
3. One(1) material in PDF
4. Real time chat room on 1 communication platform of exhibitor's preferences
5. Full access to event and 3 complementary tickets
6. Maximum 2 times revision
7. Exposure to event visitors



Indonesia Startup Insight 2020 - Startups




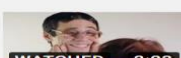

17 Videos • 1,255 views • Last updated on Dec 21, 2020



Support your favorite startup by clicking like button!

Witness the pitch Battle! FREE Registration here:
<https://startupinsight.easywebinar.li...>

Our Virtual Exhibitor :

1	 Indonesia Startup Insight 2020 Startup Insight WATCHED 1:23:42	Indonesia Startup Insight 2020 Startup Insight
2	 Depoindex Startup Insight WATCHED 1:43	Depoindex Startup Insight
3	 DOOIT Startup Insight WATCHED 2:41	DOOIT Startup Insight
4	 SOLUSI DUKA Startup Insight WATCHED 2:23	SOLUSI DUKA Startup Insight
5	 CUCIAC.CO Startup Insight WATCHED 1:34	CUCIAC.CO Startup Insight



Indonesia Startup Insight 2020 - Startups

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Our Virtual Exhibition :

- 6 **Tebengan Indonesia**
Startup Insight
WATCHED 0:49
- 7 **Anantarupa Studio**
Startup Insight
WATCHED 2:51
- 8 **Finata**
Startup Insight
WATCHED 1:56
- 9 **Auto Pilot Store**
Startup Insight
WATCHED 3:31
- 10 **Diaspora Connect**
Startup Insight
WATCHED 0:49



Indonesia Startup Insight 2020 - Startups

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Witness the pitch Battle! FREE Registration here:
<https://startupinsight.easywebinar.li...>

Our Virtual Exhibition :

- 11 **Gardata**
Startup Insight
WATCHED 2:45
- 12 **Vesta**
Startup Insight
WATCHED 1:27
- 13 **Winnerzz**
Startup Insight
WATCHED 1:38
- 14 **Helloilmare**
Startup Insight
WATCHED 0:56
- 15 **ALOO!!**
Startup Insight
WATCHED 2:37



Indonesia Startup Insight 2020 - Startups

17 videos • 1,255 views • Last updated on Dec 21, 2020



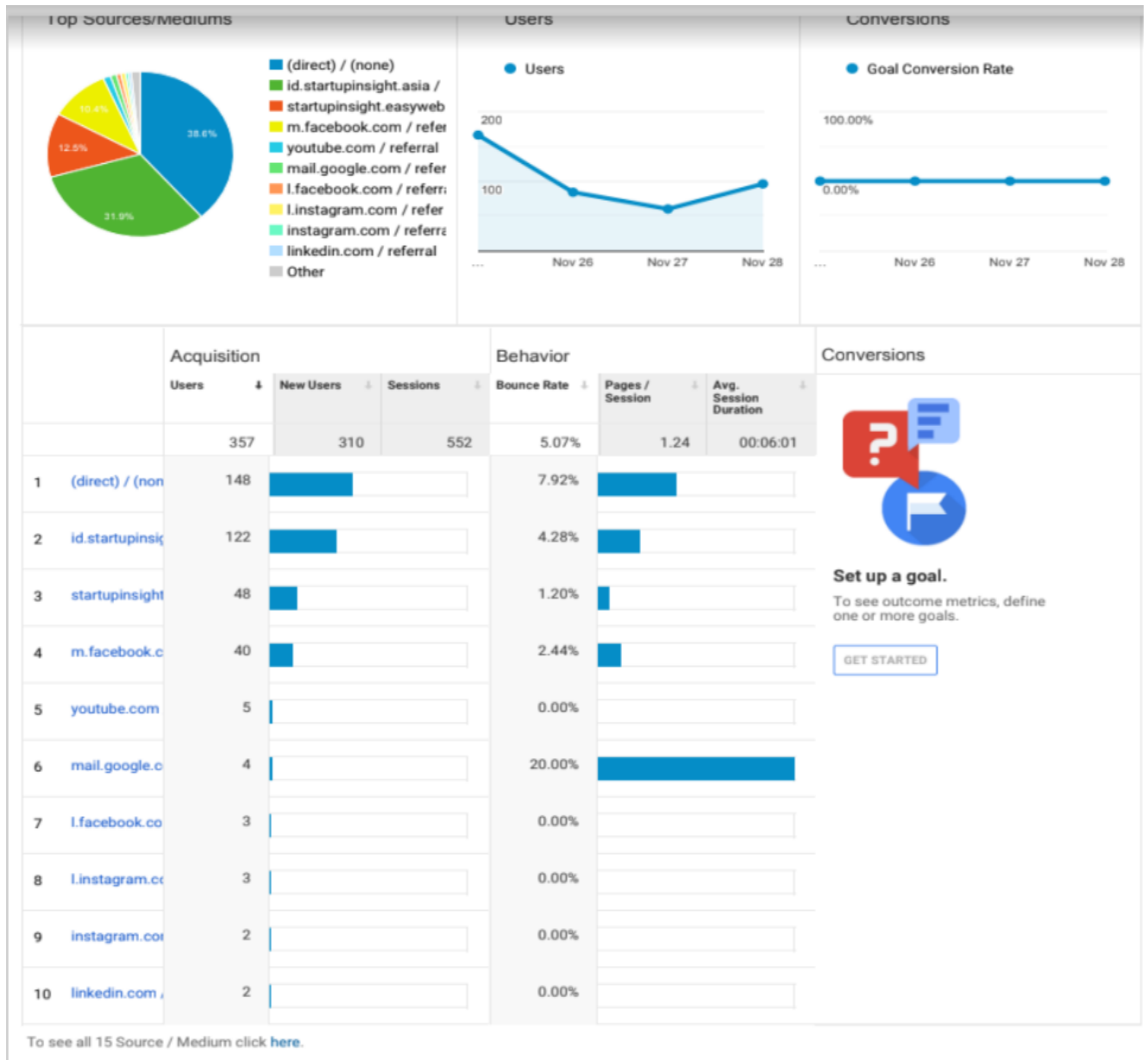
Support your favorite startup by clicking like button!

Witness the pitch Battle! FREE Registration here:
<https://startupinsight.easywebinar.li...>

Our Virtual Exhibition :
<https://perspectives.com.sg/id.startu...>

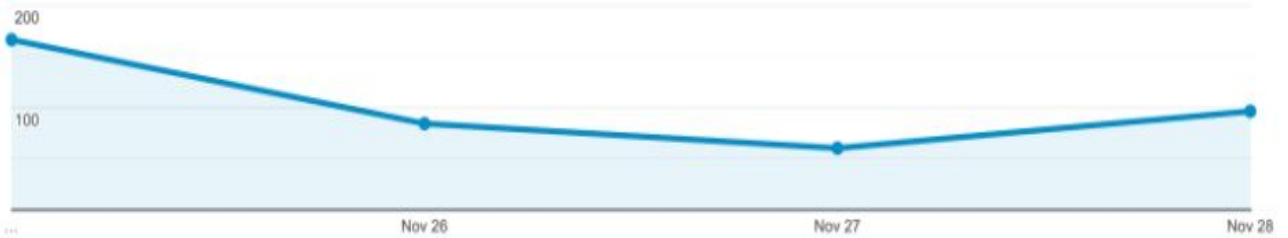
- 13 **Winnerzz**
Startup Insight
WATCHED 1:38
- 14 **Helloilmare**
Startup Insight
WATCHED 0:56
- 15 **ALOO!!**
Startup Insight
WATCHED 2:37
- 16 **ShariKuy**
Startup Insight
WATCHED 0:44
- 17 **ISI 2020 - Startup Pitch Battle**
Startup Insight
WATCHED 2:56:15

ANALYTICS



Overview

● Users



Users

357

New Users

310

Sessions

552

Number of Sessions per User

1.55

Pageviews

685

Pages / Session

1.24

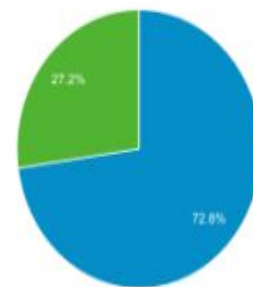
Avg. Session Duration

00:06:01

Bounce Rate

5.07%

■ New Visitor ■ Returning Visitor



Country	Users	% Users
1. Indonesia	162	45.13%
2. Singapore	113	31.48%
3. United States	39	10.86%
4. United Kingdom	5	1.39%
5. India	3	0.84%
6. Netherlands	3	0.84%
7. Taiwan	3	0.84%
8. Armenia	2	0.56%
9. Australia	2	0.56%
10. Bangladesh	2	0.56%

Location

ALL » COUNTRY: Indonesia

Nov 25, 2020 - Nov 28, 2020

 All Users
45.38% Users

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	162 % of Total: 45.38% (357)	146 % of Total: 47.10% (310)	244 % of Total: 44.20% (552)	5.74% Avg for View: 5.07% (13.11%)	1.34 Avg for View: 1.24 (7.67%)	00:07:09 Avg for View: 00:06:01 (18.85%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Jakarta	71 (42.26%)	62 (42.47%)	97 (39.75%)	5.15%	1.38	00:05:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Bandung	17 (10.12%)	14 (9.59%)	39 (15.98%)	2.56%	1.31	00:10:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Surabaya	12 (7.14%)	12 (8.22%)	18 (7.38%)	11.11%	1.22	00:10:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. South Tangerang	11 (6.55%)	9 (6.16%)	13 (5.33%)	0.00%	1.23	00:09:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Tangerang	8 (4.76%)	6 (4.11%)	14 (5.74%)	7.14%	0.93	00:04:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Medan	8 (4.76%)	7 (4.79%)	9 (3.69%)	11.11%	1.56	00:08:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Depok	6 (3.57%)	4 (2.74%)	6 (2.46%)	0.00%	1.17	00:04:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Bekasi	5 (2.98%)	5 (3.42%)	6 (2.46%)	0.00%	1.17	00:08:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Batam	4 (2.38%)	3 (2.05%)	5 (2.05%)	20.00%	1.00	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Semarang	3 (1.79%)	3 (2.05%)	4 (1.64%)	0.00%	1.00	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)

Analytics All Web Site Data

Go to report

Up Events

10/10/2020 - 10/10/2020

Nov 20, 2020 - Nov 21, 2020

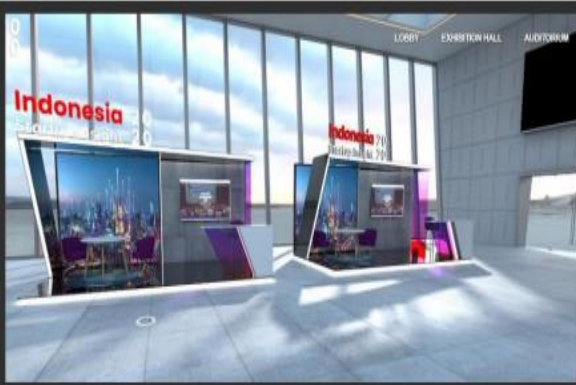
All Users

17,738,364,646

17,738,364,646

Total Events

Label	Total Events	Unique Users	Event Value	Avg. Value
402700000 - AUDITORIUM 0000	282	229	0.00	0.00
402700000 - AUDITORIUM 0000	271	160	0.00	0.00
402700000 - AUDITORIUM 0000	267	102	0.00	0.00
LOBBY 0000 - LOBBY 0000	114	63	0.00	0.00
402700000 - 402700000	114	67	0.00	0.00
LOBBY 0000 - AUDITORIUM	114	63	0.00	0.00
LOBBY 0000 - LOBBY	107	71	0.00	0.00
402700000 - 402700000	87	63	0.00	0.00
402700000 - 402700000	72	62	0.00	0.00
402700000 - 402700000	70	42	0.00	0.00
402700000 - 402700000	61	48	0.00	0.00
402700000 - 402700000	54	29	0.00	0.00
LOBBY 0000 - LOBBY 0000	54	49	0.00	0.00
LOBBY 0000 - LOBBY 0000	54	47	0.00	0.00
LOBBY 0000 - LOBBY 0000	52	42	0.00	0.00
402700000 - 402700000	46	26	0.00	0.00
LOBBY 0000 - LOBBY 0000	42	27	0.00	0.00
402700000 - 402700000	38	32	0.00	0.00
402700000 - 402700000	38	19	0.00	0.00
402700000 - 402700000	37	25	0.00	0.00
402700000 - 402700000	36	27	0.00	0.00
402700000 - 402700000	35	28	0.00	0.00
402700000 - 402700000	35	19	0.00	0.00
402700000 - 402700000	35	22	0.00	0.00
402700000 - 402700000	34	16	0.00	0.00
LOBBY 0000 - LOBBY 0000	34	16	0.00	0.00
402700000 - 402700000	33	22	0.00	0.00
402700000 - 402700000	33	19	0.00	0.00
402700000 - 402700000	32	19	0.00	0.00
402700000 - 402700000	32	12	0.00	0.00
402700000 - 402700000	32	20	0.00	0.00
402700000 - 402700000	31	12	0.00	0.00
402700000 - 402700000	31	14	0.00	0.00
402700000 - 402700000	27	7	0.00	0.00



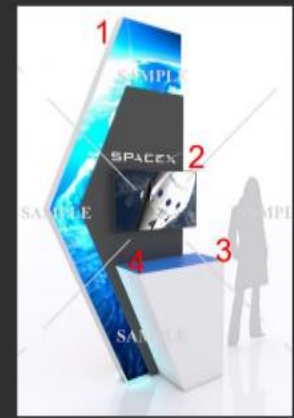
*Premium booth



*Exhibition booth

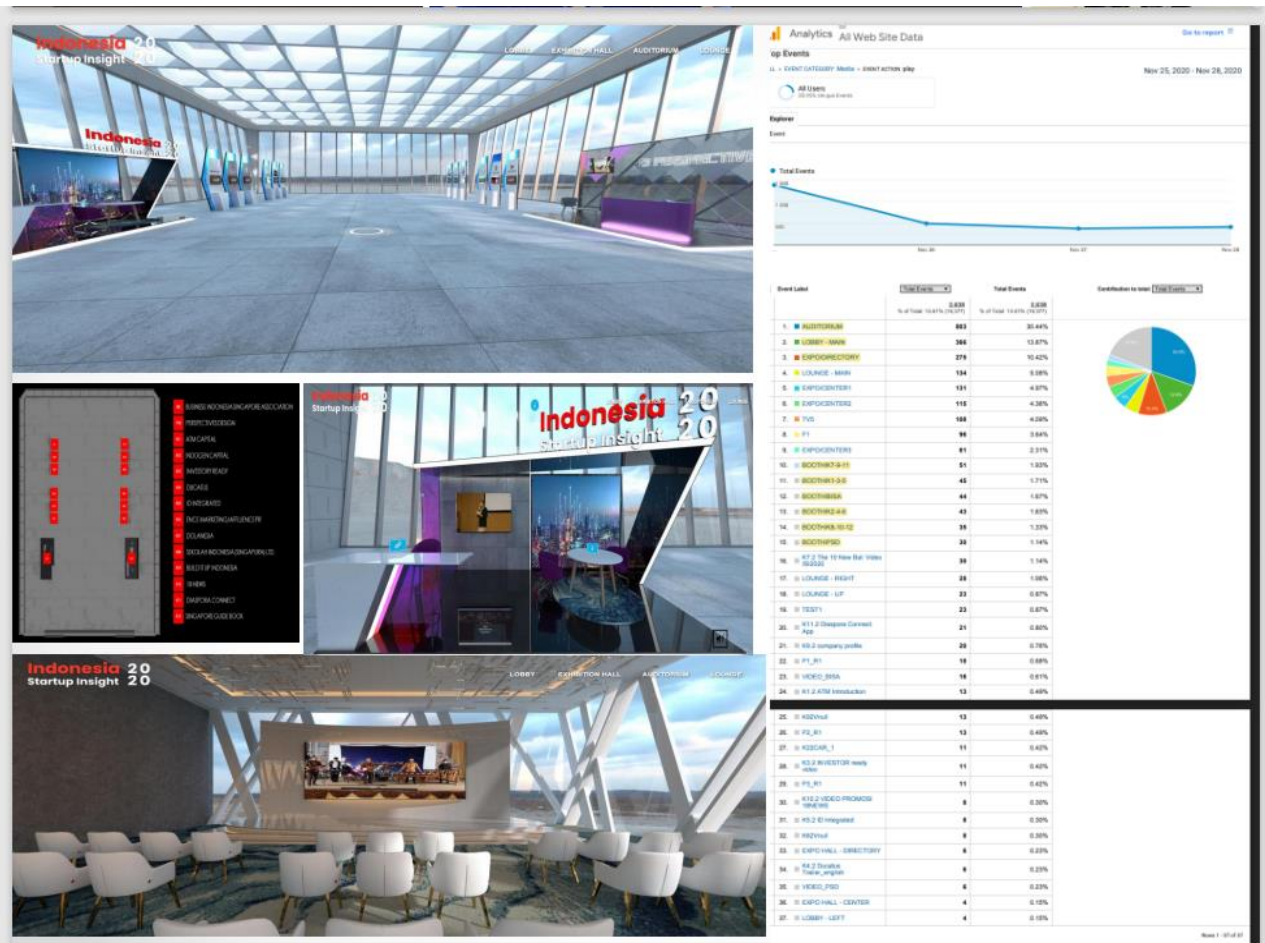
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Event Booklet





Lebih dari 1500 penonton daring tercatat mengunjungi dan menyaksikan acara Indonesia Startup Insight 2020 <https://id.startupinsight.asia/> yang bertema “Reshaping Our Future” telah berlangsung dari tanggal 25-28 Nov 2020 secara virtual dimana virtual booth tetap akan dibuka sampai tanggal 1 Jan 2021.

Kegiatan ini diprakarasi sejak tahun 2015 untuk menjadi salah satu platform bagi para startup Indonesia buat unjuk gigi ke ajang internasional yang digelar di Singapura secara offline dan di tahun 2020 ini dilakukan secara daring menyikapi situasi covid19 pandemic.

Soft launching pada tanggal 25 Nov 2020 dibuka secara resmi oleh Duta Besar Republik Indonesia untuk Negara Singapura yaitu Bapak Ir. Suryo Pratomo yang menggarisbawahi bahwa startup dan kekuatan digital ekonomi Indonesia mempunyai peran yang sangat penting dan signifikan dimana Indonesia dianugerahi dengan populasi besar dengan anak-anak muda bertalenta yang luar biasa kreatif apalagi di tengah situasi covid-19 ini dibutuhkan talenta digital yang siap bersaing secara global.

Kemudian selama 4 hari berlangsung diselenggarakan berbagai dialog online dengan topik-topik yang sangat relevant dan hangat di masa kini yaitu Innovations in The Constantly Changing World, Building Emphathy Amidst Digital Noise, dan Opportunities and Challenges of Our Visual Society, The Path of Sound Advise, "Gotong Royong", The Spirit

of Collaboration in Times of Challenges, Women of The Future, Women For The Future, Platform Building = Future Building, Data/AI Demystifying Data Science and Artificial Intelligence, Financial Disruptions That Transform yang menampilkan para nara sumber hebat dan praktisi yang berkecimpung di dunia startup dan didukung oleh sekitar 100 mentor, investor, exhibitor, panelist, dan supporting partner. <https://id.startupinsight.asia/speakers/>

Puncaknya pada tanggal 28 Nov 2020, acara diawali oleh Bapak Michael Goutama, Perwakilan dari KADIN Komite Singapura, Bapak Antonius Tanan selaku Komisaris Independen PT Ciputra Dev Tbk & PT Metrodata Electronics Tbk yang menjelaskan topik Startups in Pandemic Era, Bapak Oddie Randa sebagai Country Director Gushloud berbagi pengalaman dengan topik Indonesia How to Reshape the Future of Indonesia Through Influencers dilanjutkan dengan dialog bertema The Future (Topik: Education, Sustainability, and Future Startups) dan The Challenge of Building High Tech Startup in Indonesia, Which is Both Fast Growth and Sustainable yang dibawakan oleh Bapak Martyn Terpilowski selaku President Director & Investor PT Bhumi Varta Technology dan dilanjutkan dengan topik Overcoming Startup Obstacles, The Era for Founders to Reshape Our Future oleh Bapak Derek Kwik sebagai Early technology investor, start-up community leader, TEDx Speaker.

Acara semakin seru dengan tampilnya International Leader Keynote Speakers yaitu Dirjen Amerop, Bapak Ngurah Swajaya, Caroline Stockman dari Chief Executive at the Association of Corporate Treasurer and Speaker, Adam Brandely selaku Founder and CEO of America's Real Deal, The Independent Stock Market, Rebecca Zefert selaku Founder & Executive Director, Israel-Asia Center, Terrence Seow sebagai Managing Director Bank of Singapore, Duta Besar Rwanda untuk Indonesia di Singapura yaitu Bapak Jean De Dieu Uwhanganye, Prof Rohan Munasinghe dari Director of the Business Linkage Cell, University of Moratuwa, Sri Lanka, Ronny Tome selaku Successful Entrepreneur, Co-founder & CEO of Ducatus Group of Companies.

Panitia telah menyeleksi berbagai kandidat startup yang masuk dan akhirnya terpilih Depoindex, Dooit, Solusi Duka, CuciAc, Tebengan Indonesia, Anantarupa Studio, Finata, Auto Pilot Store, Diaspora Connect, Gardata, Vesta, Winnerzz, Helloilmare, Aloo!!, dan Sharikuy yang berkesempatan mengadakan showcase dan mendapat mentoring dari para praktisi di dunia startup dimana akhirnya ANANTARUPA STUDIO terpilih sebagai The 1st Winner of Indonesia Startup Insight 2020 <https://lokapala.anantarupa.com/> mendapat tiket gratis mengikuti Alibaba Entrepreneurship Fund Global Pitch Competition 2021 – Jumpstarter dan 2nd winner: SOLUSI DUKA, 3rd winner: AUTO PILOT, serta Favorite Startup (based on Voting): ALOO! akan mendapat hadiah dan e-sertifikat dari para sponsor yang akan dikonfirmasi pengaturannya setelah acara.

Acara Indonesia Startup Insight 2020 ini diselenggarakan oleh Business Indonesia Singapore Association (BISA) www.bisakita.com dengan dukungan Kedutaan Besar Republik Indonesia di Singapura, dan dukungan Diaspora Indonesia di Singapura, Bank Indonesia di Singapura, Sekolah Indonesia di Singapura, Forum Komunikasi Masyarakat Indonesia di Singapura, serta para exhibitor dan sponsor diantaranya ATM Capital, Bank of Singapore, Indogen Capital, Investor Ready, UMG Myanmar, Social Collider, dan KADIN

Indonesia Singapore Committee, Ducatus, ID Integrated, Perspectives Design, ENCE Marketing Group dan Rock Paper Scissors.

Mengusung tema “Reshaping Our Future”, dengan fokus pada tantangan dan peluang untuk membentuk kembali masa depan di lingkungan pasca-COVID-19, sesi utama akan memberikan wawasan yang komprehensif kepada para delegasi dalam menghasilkan dan menyebarkan pengetahuan yang dapat ditindaklanjuti untuk para pemula dan bisnis di Indonesia dan sekitarnya.

Dalam sambutannya, Pendiri BISA yaitu Stephanus Titus Widjaja mengucapkan rasa syukur yang tak terhingga kepada semua pihak yang sudah membantu terselenggaranya acara ini dan hal ini merupakan ajang untuk membuktikan bahwa para anak muda Diaspora Indonesia di Singapura dapat menyelenggarakan ajang internasional dimana perubahan pesat dalam teknologi dan lanskap bisnis, didorong oleh mulai dari pandemi yang sedang berlangsung, telah memunculkan peluang baru yang belum pernah terlihat sebelumnya.

<https://id.startupinsight.asia/>



OPPORTUNITIES / INDONESIA STARTUP INSIGHTS

STARTUP ENVIRONMENT IN INDONESIA

Summary:

With 1 being the most business friendly and 185 being the least, Indonesia ranks 128 in its Ease of Doing Business index.

INDONESIAN STARTUPS NEEDS MENTOR TO START THEIR BUSINESS

The Cost of Business startup procedures in Indonesia is 22.7 as a % of GNI per capita.

MANY INDONESIAN STARTUPS FINANCIALLY STRUGGLED, EVEN TO START

On average, according to the worldbank, 0.27 businesses are registered in Indonesia per year per 1000 people, placing Indonesia as the #134 highest in the world in terms of New Business density (new registrations per 1,000 people ages 15-64).

A total number of 43,775 businesses are registered in Indonesia per year, placing Indonesia as the #25 highest in the world in terms of New Businesses registered (number).

HUGE OPPORTUNITIES FOR INVESTORS AND VENTURE CAPITAL COMPANIES IN INDONESIA

Starting up a business in Indonesia requires 9 procedures and takes 47 days to be completed.

COLLABORATION AND MENTORSHIP IS CRITICALLY IMPORTANT FOR INDONESIAN STARTUPS



WE REPLACE THE
WORD "PROBLEM"
WITH THE WORD
"OPPORTUNITY" IN
ALL OUR
THOUGHTS

INDONESIA STARTUP INSIGHTS





Open with Google Docs

THERE IS A NEED FOR THE PLATFORM FOR
STARTUPS TO GAIN THE RIGHT EXPOSURE TO
MENTORS, INVESTORS AND THE RIGHT TARGET
AUDIENCE.

INDONESIA STARTUP INSIGHTS IS THE PLATFORM TO ANSWER THOSE NEEDS





WE SEEK PROBLEMS
AND MAKE IT OUR OPPORTUNITIES

INDONESIA STARTUP INSIGHTS

Meeting format:

Indonesia startup shall meet on Virtual Meeting upon pre-arranged meeting schedule – English Language

Target Participants:

Startups in Indonesia (Early Startup)

Target invitees:

Investors & Companies in Singapore and Asia

Preferred invitees:

Ventures Capital, Private Investor, Entrepreneur, etc.

Support by:

- Indonesia Embassy in Singapore
- Indonesia Trade and Promotion Board in Singapore
- Indonesia Diaspora Community
- Bank Indonesia in Singapore
- Indonesia Local Government
- Indonesia Business Associations
- Indonesia Communities in Singapore
- Sekolah Indonesia di Singapura



Indonesia - Startup Events from 2015 until now



SOUTHEAST ASIA STARTUP SUMMIT 2019

20th - 21st September 2019 | 198 Indonesia Registrants

PITCHING SESSION | **COACHING SESSION** | **SEMINAR**

KEYNOTE SPEAKERS

Hari Bungaran, CEO, Garuda Indonesia
 Chik Lark Hui, Managing Director, Singapore
 Sandhya Ima, Founder, Indonesia
 H. Harli Shanti, Founder, Indonesia

COACHING SPEAKER WITH EXPERTS

Norman Denny, Head, Regional Director, Singapore
 Dr. Eng. Bambang Setiawan, IT, President, Indonesia
 Aida Sanghita, Founder, Indonesia

PANELIST

Carina Widada, Managing Director, Indonesia
 Ragna Auliyah, CEO, Indonesia
 Haryati Riza, CEO, Indonesia
 Dedy Subandono, CEO, Indonesia

Company Visit | **City Tour** | **Campus Tour**

PRIZES FOR PITCHING WINNERS
 1ST 1000SGD | 2ND 500SGD | 3RD 200SGD

SPONSOR: OCBC NISP | PARTNER: LINDA, MIND, PSB

INDONESIA STARTUP INSIGHTS

TRANSFORM IDEAS INTO BUSINESS

TOTAL PRIZE WORTH S\$5000

After a huge success of our previous event, Indonesia Startup Night 2015 & 2016, we are back this year!

Whether you are a startup, investor, enthusiast or individual looking for startup partner, this event is definitely the right platform for you.

Get ready to turn your idea to business now!

VENUE: EcoWorld Gallery, 25 Singapore
DATE: Sunday, 20th - May 2019
TIME: 01.00 pm - 08.00 pm

AGENDA

- 01.00 pm Registration
- 01.15 pm Opening Speech by RFA
- 01.30 pm EcoWorld
- 01.45 pm Opening Speech by RFA of Minister
- 02.00 pm Startup % of Indonesia 1
- 02.15 pm Introduction by RFA International
- 02.30 pm Startup % of Indonesia 2
- 02.45 pm Panel Discussion 1
- 03.00 pm Panel Discussion 2
- 03.15 pm Startup Insights
- 03.30 pm Startup % of Indonesia: Presentation
- 03.45 pm Startup % of Indonesia

GUEST OF HONOR

NGURAH SWAJAYA
 Ambassador of Indonesia in Singapore

MODERATOR

ADHYANTA RAHMA
 Managing and Research Director, Indonesia

INSIGHT EXPERTS

JAYTON ONG, Founder, Indonesia
 DR. RANI SONDARAKI, Founder, Indonesia
 IFTI HUSYAINI, Founder, Indonesia
 ANITA HADIYATI, Founder, Indonesia
 JAFFRY HAJARIN, Founder, Indonesia
 A-RAHILAH USMAN, Founder, Indonesia
 RIZKI MUSTAFA, Founder, Indonesia
 JEFFREY HO, Founder, Indonesia
 LARA DONG, Founder, Indonesia

SPONSOR: Kinerjaba, PPI, BASH, EcoWorld, MIND, PSB, OCBC NISP, LINDA, TNG, AIA, Elin

INDONESIA STARTUP INSIGHTS 2018

Making Indonesia 4.0, The Digital of Asia

TOTAL PRIZE \$510000

After a huge success of our previous events, Indonesia Startup Insights 2015, 2016, and 2017 we are back this year! Whether you are a startup, investor, analyst, or individual looking for startup partner, this event is definitely the right platform for you!

VENUE
Lecture Theatre 4
PSB Academy City Campus,
Marina Square, Singapore

DATE & TIME
November 10, 2018
7am - 8 pm

CONTACT PERSON
Stephanus T.W.
+65 9355 4952
stephanustw@kinerja.com

AGENDA
12.30 - 13.30 Preparation and Registration
13.30 - 13.42 Opening Performance
13.42 - 13.50 Opening speech by Mr. Nugrah Sunjaya,
The Ambassador of Embassy of The Republic of Indonesia in Singapore
13.42 - 13.55 Opening speech by Dennis K. Cheng, CEO of PSB Academy
13.55 - 14.25 Startup pitching session 1
14.25 - 15.25 Panel discussion session 1
15.25 - 15.30 Coffee break
15.30 - 16.30 Startup pitching session 2
16.30 - 16.50 Panel discussion session 2
16.50 - 17.20 Expert Insights by Mr. Hari Sunjari
17.20 - 18.00 Closing speech by BISA and award presentation
18.00 - End Networking

NOTES
*Startup Booths will be available during the event
*VIP Room is available for speech during session with investors

CURRENT PARTICIPANTS

GUESTS OF HONOUR
Nugrah Sunjaya
Ambassador of Embassy of the Republic of Indonesia in Singapore

Moderator
Athyanta Rahma
Strategic Partnership Lead at BISA (BISAs Partner)

PANELISTS
Melissa Suter
Ella Purwandari
Dika Mardiana
Anugrah Raga
Tereza Simionescu
Rizka Sembel
Azzahra Ghani
Shady Sulaiman
Rafiqul Huda

GET READY FOR INDONESIA STARTUP INSIGHTS 2018

Making Indonesia 4.0 Digital of Asia

TOTAL PRIZE \$510000

After a huge success of our previous event, Indonesia Startup Insights 2015, 2016 and 2017, we are back this year!

Whether you are a startup, investor, analyst or individual looking for startup partner, this event is definitely the right platform for you.

Venue
Lecture Theatre 4,
PSB ACADEMY CITY CAMPUS,
MARINA SQUARE, SINGAPORE

Date
NOVEMBER 10, 2018

Time
1 p.m. - 6 p.m.

Stephanus T.W.
+65 9355 4952
stephanustw@kinerja.com

Noverianto
+62 812 3641 2739
nover@kinerja.com

AGENDA
12.30-13.30 Preparation and Registration
13.35-13.42 Opening speech by BISA
13.42-13.50 Opening speech by CEO of PSB Academy
13.50-14.00 Opening speech by Nugrah Sunjaya
(Ambassador of the Embassy of Republic of Indonesia in Singapore)
14.00-14.40 Startup pitching session 1
14.40-15.25 Panel discussion 1
15.25-16.05 Startup pitching session 2
16.05-16.50 Panel discussion session 2
16.50-17.20 Expert insight
17.20-18.00 Closing speech by Mr. Hari Sunjari & Award presentation
18.00-End Networking

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Guests of Honour
Nugrah Sunjaya
Ambassador of Embassy of the Republic of Indonesia in Singapore

Moderator
Athyanta Rahma
Strategic Partnership Lead at BISA (BISAs Partner)

PANELISTS
Melissa Suter
Ella Purwandari
Dika Mardiana
Anugrah Raga
Tereza Simionescu
Rizka Sembel
Azzahra Ghani
Shady Sulaiman
Rafiqul Huda



Startups need a platform to learn from industry experts and gain the right exposure to mentors, investors and the right target audience.

Indonesia Startup Insights is the solution to that need.



Past Events:

2019

<https://youtu.be/mxxmoQq0c2o>

2018

<https://youtu.be/TYN8rsZ2IzU>

2017

https://youtu.be/R3smpM_NrcQ

2016

<https://youtu.be/q1VBryAcEPE>

2015

<https://youtu.be/FeoJkv5W3hI>

Past Winners:

2019

<https://eatever.com/>

2018

<https://riliv.co/>

2017

<https://www.roomroom.sg/>

2016

<https://www.renttycoons.com/>

2015

None



PRESS RELEASE

Indonesia Startup Insight 2020 to be Held Online for the First Time, Featuring a Lineup of Prominent Speakers

- Organised by Business Indonesia Singapore Association, Indonesia Startup Insight 2020 will pave the way for the future of startup and innovation in Indonesia
- Startup Pitch Battle will be held in conjunction with the event and will reveal insights in business innovation amidst the new normal post-COVID-19

16 November 2020, Singapore – To be held online as a virtual conference for the first time, Indonesia Startup Insight (ISI) 2020 will take place from 25th to 28th November 2020, bringing together movers and shakers in the Indonesian business and startup scene together to exchange ideas, bridge knowledge gaps, and reimagine how the future of business and technology will look like.

Organised by Business Indonesia Singapore Association (BISA) with the support of the Embassy of the Republic of Indonesia in Singapore, this year's event will see participation from over 100 companies and organisations, including ATM Capital, Bank of Singapore, Indogen Capital, Investor Ready, UMG Myanmar, Social Collider, and KADIN Indonesia Singapore Committee, as well as sponsors Ducatus, ID Integrated, Perspectives Design, Affluence Public Relations and Rock Paper Scissors among many others.

Stephanus Titus Widjaja, Founder and Director of BISA, said, "Since its inception in

2015, ISI has grown into a leading platform for start-ups and businesses to come

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together to explore ideas and best practices that have the potential to help advance growth and opportunities as a whole. Given the global COVID-19 pandemic, it is a challenging yet fascinating time for businesses in Indonesia and Southeast Asia, and we are expecting more native Indonesians and Indonesia Diaspora to take part this year.”

Delving into the theme of “**Reshaping Our Future**”, with a focus on the challenges and opportunities to reshape the future in the post-COVID-19 environment, the keynote sessions will provide delegates a comprehensive insight on generating and disseminating actionable knowledge for startups and businesses in Indonesia and beyond.

An esteemed panel of speakers from diverse industry and background, including business, fintech and the government, will be speaking at the keynote session, including **Ngurah Swajaya**, Director General for America and European Affairs, Ministry of Foreign Affairs of the Republic of Indonesia, **Dr. Ir. Hari Santosa Sungkari**, M.H., Deputy Chairman, Infrastructure and Destination Development, Ministry of Tourism and Creative Economy of the Republic of Indonesia, **His Excellency Jean de Dieu Uwihanganye**, High Commissioner of the Republic of Rwanda to Australia, New Zealand and Singapore and Ambassador-designate of the Republic of Rwanda to Indonesia, **Antonius Tanan**, Independent Commissioner, Ciputra Development and Metrodata Electronics, **Terence Seow**, Managing Director of Bank of Singapore, as well as **Oddie Randa**, Country Director of Gushcloud Indonesia.

Topics that will be covered include sustainability, fintech, artificial intelligence, gender equality and inclusivity, helping businesses understand the myriad opportunities that

presents itself in a rapidly-changing landscape that is getting increasingly digitalised.

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“The rapid change in technology and business landscape, driven by the onset of the ongoing pandemic, has given rise to new opportunities that has never seen before. Against this background, the keynote speakers we invited this year are all leaders and trendsetters within their respective industries. We believe that their insights and sharing on new industry and technological trends will inspire and empower businesses to do more in embracing innovation for the new generation,” added Stephanus.

Refer to **Annex A** for the list of Keynote Speakers

In addition to the keynote session, ISI will also play host to the annual Startup Pitch Challenge, a first-of-its-kind competition for start-ups based in Indonesia or established by a Indonesian diaspora.

The Challenge provides budding start-ups a platform to present their business plans, analyses and strategies to a panel of expert judges who are industry influencers and entrepreneurs from various industries including commodities, fintech and creative sectors. It also allows fellow entrepreneurs to gain first-hand insights into the innovative approaches Indonesian start-ups adopt in pivoting their businesses further.

Leading to the event, each start-up will be guided by a mentor who will provide counsel and advice on their proposals in preparation for the competition. Entries will follow a rigorous judging process, based on the originality, creativity and scalability of their proposals, with the champion to be presented a free ticket to the Alibaba

Entrepreneurship Fund Jumpstarter 2021 Global Pitch Competition.

Refer to **Annex B** for a list of judges.

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Tickets to the ISI are on sale from USD10. Full access passes to the event are also available. Detailed event programme and information, speaker profiles and tickets are available online at id.startupinsight.asia.

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About Indonesia Startup Insight

Indonesia Startup Insight (ISI) is a platform for start-ups, investors, enthusiasts or individuals looking for start-up partners to gain exposure and network on Indonesia's start-up environment.

ISI also aims to showcase innovative start-up ideas in front of the potential investors in Singapore and Asia. Since the inaugural event in 2015, ISI has grown in prominence as the biggest Indonesian start-up event in Singapore.

For more information, please visit id.startupinsight.asia.

About Business Indonesia Singapore Association

Business Indonesia Singapore Association (BISA) is a business networking platform for Indonesia and Singapore that supports businesses through various services, with the aim to help them scale their businesses in Southeast Asia and globally.

Established in 2009 by Indonesian entrepreneur Mr. Stephanus Titus Widjaja, BISA helps businesses, local and international, by providing them growth opportunities based to the latest global market trends.

BISA also organises events, training sessions, conferences, seminars, business trips/tours, corner meetings, and virtual webinars to guide, strategise, and interlink several business opportunists to the global stakeholders for their business growth.

For more information, please visit www.bisakita.com.



Annex A

Keynote Speakers for ISI 2020



Ngurah Swajaya

Director General for America and European Affairs, Ministry of Foreign Affairs of the Republic of Indonesia

Ngurah Swajaya, was the first Indonesian Ambassador to ASEAN in March 2010.

Ngurah has been involved in several international, United Nations and ASEAN negotiations. In February 2016, he was appointed as Indonesian Ambassador to Singapore.

He is currently serving as the Director General for America and European Affairs, Ministry of Foreign Affairs of the Republic of Indonesia.



Dr. Ir. Hari Santosa Sungkari, M. H.

Deputy Chairman, Infrastructure and Destination Development, Ministry of Tourism and Creative Economy of the Republic of Indonesia

Dr. Ir. Hari Santosa Sungkari is currently Deputy Chairman of Infrastructure at Creative Economy Agency of Indonesia.

As a software technopreneur, Dr. Ir. Hari is also a mentor, teacher, and coach to individuals who are seeking to improve their IT and technology skills.

With a research paper under his belt, as well as a strong knowledge and experience in the technology-business industry, Dr. Ir. Hari will provide his enlightening knowledge and insight in ISI 2010 as a speaker.



Dr. Michael Goutama

**Vice Chairman, Indonesian Chamber of Commerce and Industry (KADIN)
Chairman, KADIN Singapore Committee**

Dr. Michael Goutama is the Chairman of Indonesia Chamber of Commerce and Industry (KADIN) Singapore Committee. He has diverse businesses and investments. Several of his business have synergistically joint-ventured with several Asian and European companies. He also serves as a Strategic Advisor to various private and public-listed companies as well as government.

Dr. Goutama is currently a Professor at University of Tsukuba, Japan at the Algae Biomass and Energy System R&D Center (ABES), Graduate School of Life and Environmental Sciences.

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Caroline Stockmann

Chief Executive, Association of Corporate Treasures (ACT)

Caroline Stockmann has over 25 years' experience in senior finance, commercial and strategic posts at a number of charitable and commercial organisations including Southbank Centre, Novartis Pharmaceuticals (Switzerland) and Unilever/ Bestfoods.

Prior to her appointment as Chief Executive of ACT, Caroline held the position of Chief Financial Officer at The British Council, the UK's largest charity and prior to that at Save the Children International.



Martyn Terpilowski

President Director, PT Bhumi Varta Technology

Martyn Terpilowski has lived in Asia nearly 20 years, mainly in Tokyo and Hong Kong where he has held various positions in Financial Markets, Private Banking, Family Offices and the Hedge Fund space.

After setting up his own boutique Venture Capital business in Singapore in late 2016, Martyn moved to Indonesia during 2018 to focus on his primary investment Bhumi Varta Technology. Martyn's focus is on funding, partnerships, recruitment and all other commercial roles.



Antonius Tanan

Independent Commissioner, Ciputra Development and Metrodata Electronics

Antonius Tanan started his journey with Ciputra Group in 1987 and is now an Independent Commissioner with the company. Since 2005, Antonius has been active spreading entrepreneurship in Indonesia and other countries to provide empowerment and motivation for Indonesian migrant workers.

Having graduated from various world-class universities in Engineering, Business and Management, Urban Development, and Education, Antonius is also active in the humanitarian, social, and education sectors of Indonesia.



Terence Seow

Managing Director, Bank of Singapore

Terence Seow is Managing Director at Bank of Singapore. He has more than 35 years of banking and financial services experience in his career and has worked for many well-known global institutions.

He is fluent in English and Chinese and can speak conversational Bahasa Indonesia. Passionate in understanding about global events and disruptive changes, he is also an avid observer of world events, and he is

well regarded for his views and outlook in investments.

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Adam Brandley

CEO, The Independent Stock Market

CEO & Executive Producer, America's Real Deal

Adam Brandley is CEO of The Independent Stock Market Corporations and the CEO and Executive Producer of America's Real Deal, a new TV show where America gets to invest in new companies instead of the sharks.

Derek Kwik

Managing Partner, BraveSoldier Venture Capital

Derek Kwik is an accomplished author, lecturer, and TEDx speaker.

With more than 25 years of APAC market entry experience, his background in investment banking, direct investment and management consulting, and fundraising reflects his capabilities as a successful entrepreneur.

He is also involved in various humanitarian foundations, such as the Society for the Prevention of Cruelty to Animal (SPCA) and youth education initiatives with Junior Achievement.

Rebecca Zeffert

Founder & Executive Director, Israel-Asia Center.

Rebecca Zeffert is the founder and executive director of the Israel-Asia Center.

The Israel-Asia Center is a not-for-profit organization dedicated to building a shared future between Israel and Asia - by informing,

empowering and connecting the Israel-Asia leaders of tomorrow, and developing programs focused on building a better, more sustainable future in the Asian Century.

Ronny Tome

Co-Founder, Ducatus Global

Ronny Tome is the co-founder of the Ducatus group of businesses based in Singapore, which he founded in 2016, and is behind the launch of the commercially driven cryptocurrency, Ducatus Coin (DUC).

After graduating from university 1995, Ronny moved to Bali, Indonesia where he began building an impressive entrepreneurial career. From 1998 to 2016, Ronny gained experience as an entrepreneur, business partner and property developer, through several of his own businesses.

His Excellency Jean de Dieu Uwihanganye

High Commissioner of the Republic of Rwanda to Australia, New Zealand and Singapore

Ambassador-designate of the Republic of Rwanda to Indonesia

His Excellency Jean de Dieu Uwihanganye is High Commissioner of the Republic of Rwanda to Australia, New Zealand and Singapore and Ambassador-designate of the Republic of Rwanda to Indonesia. Previously, he was the Minister of State in charge of Transport in Rwanda.

An engineer by profession, he is a construction business leader with

experience in both operational, research, academic, managerial, and leadership roles in construction project business in developing countries.

His Excellency Jean de Dieu Uwihanganye holds a Master's in construction project management from The University of Manchester.

Oddie Randa

Country Director, Gushcloud Indonesia

Oddie Randa is Gushcloud Indonesia Country Director. He manages the business and implements rigorous management process and takes responsibility for profit, revenue, cash, and quality targets. He also oversees talent and music units. Furthermore, he provides insights and inputs on how Gushcloud could scale its presence in Indonesia.

He started at Gushcloud Indonesia as its Country Manager in 2013 and was promoted as Country Director in 2016. Under his management, he was able to grow a team of two employees to 70 today, as well as gaining trust and maintaining long-term relationships with many of Gushcloud clients.

Judges for ISI Startup Pitch Battle 2020

Andrew Glass

Founder & CEO, Avatar Commodities

Head of Sales & Partnerships Asia Pacific, Viridios Capital

Andrew Glass has had a diverse career in international commodities for over 25 years, posted in four continents, in a variety of disciplines with a range of physical trading & financial organisations.

He is a passionate advocate of leading positive evolution in commodity markets with innovation, collaboration, transparency & accountability.

In 2017 he founded Avatar Commodities, which successfully designed, built & delivered significant change & value for Anglo American, later joining them as head of iron ore trading.

Charina Widjaja

Managing Director & CEO, DFW Creative Pte Ltd

CMO, Geekzilla Pte Ltd

Charina Widjaja is Managing Director and CEO of DFW Creative Pte Ltd, an integrated marketing agency, as well as CMO of Geekzilla Pte Ltd.

A visionary leader with a results-driven attitude, Charina has over 8 years of experience leading and increasing growth in small and medium businesses.

She has worked with clientele from lifestyle brands to Fortune 500 companies, her foresight has led her to create innovative marketing platforms such as Digital Fashion Week, generating more than SGD\$28 million in PR value.

Frans Budi Pranata

CFO, PT Ucoach Djivasrana Grahasada

Frans Budi Pranata is a seasoned Finance Director and CFO with 29 years of professional experience in a wide range of industries, including manufacturing and retail, in both multinational and local companies.

He started his career in one of the “Big Four” public accountant firm, before focusing on corporate finance roles by taking on the role of finance director in various enterprises, including Zalora.

Frans holds a PhD in Management, as well as MBA and bachelor’s in accounting. He is also a certified CFA, registered accountant, and business coach.

Daniel Stuart Smith

Head of Corporate Development, MatchMove Pay Pte. Ltd

Daniel Stuart Smith is skilled in business strategy, transaction origination & negotiation, portfolio management, business transformation, executive leadership, and corporate finance.

Daniel has been Senior Investment Advisor and CFO for three prominent Family Offices in London and Singapore. In addition, he has held executive leadership roles across Asia & Europe focusing on Strategy, Corporate Development and Investments. His experience includes executive leadership and portfolio management of private equity-backed businesses.

Jeffrey Nah**Managing Director, JN Capital & Growth Advisory Pte Ltd**

Jeffrey Nah is a former banker turned entrepreneur and investor with 40-years business experience across Asia Pacific. He has lived in 7 countries and built businesses across Singapore, Indonesia, Vietnam, Thailand.

He is a Venture Builder and Investor in technology, education, healthcare, security and media startups and venture capital funds, including 500Startups, Wavemaker Partners, Blue Cloud Ventures. He is also an adjunct lecturer with universities such as NTU Singapore and NUS.

Russ Neu**Founder & CEO, Social Collider****Associate Director, Impact Initiatives, at Quest Ventures**

Russ Neu is the Founder and CEO of Social Collider, an aggregator of resources for social enterprises and impact organisations in Singapore. He is also an Associate Director, Impact Initiatives, at Quest Ventures, a leading venture fund for technology companies that have scalability and replicability in large internet communities.

In his former role as the global lead for diversity and inclusion at Flex, one of the world's largest solution providers that designs and builds products for smarter living, Russ was responsible for crafting and executing programs for the company and society at large.

Dr Nisha Kohli

Founder & Executive Director, Nichefin Consulting

Dr. Nisha Kohli is passionate about bringing positive changes in the start up ecosystem as well as corporate value creation. She helps start-ups and scaling up companies in raising finance (equity and debt) by performing preliminary due diligence, financial projections and valuations, preparing pitch decks, and introducing them to investors.

Dr. Nisha is an International Partner at World Business Angel Investment Fund and was awarded Corporate Governance Research Scholar Award in 2018 from the International Corporate Governance Network.

Challenge Yourself to Expand Your Business Globally with BISA-A Business Networking Platform for Indonesia and Singapore

Singapore, October 23, 2020 --- Finding a trustworthy platform that could help in expanding the business worldwide is hard in 2020 when the market is full of such scammers who deceive business partners or investors for the sake of gaining their personal interests. But fortunately, BISA-the Business Indonesia Singapore Association is a distinguished one.

BISA is actually a business networking platform for Indonesia and Singapore that supports smaller and larger businesses through various services that aim to help them in growing their businesses internationally especially in South East Asia.

This platform has been established since 2009 by Indonesian entrepreneur Mr. Stephanus Titus Widjaja to support businesses locally and internationally by providing them various growth opportunities according to the latest trends of the global market of businesses.

“We live in the era of uncertainty and connectivity with challenges and opportunities to work with your heart and develop your creativity to solve it and embrace it until your dream come true, said Stephanus Titus Widjaja, the Founder, and Director of BISA. “I can provide business opportunities to clients and partners that harness the spirit of sharing and collaborating among stakeholders in ecosystem. BISA is not just a platform, it’s a family where every business-minded creative person gets equal opportunities to expand its growth globally.”

This Business Indonesia Singapore Association (BISA) has a vision of creating a strong international market of business owners, investors, partners, entrepreneurs, and shareholders based on interconnected mutual interests.

In addition to this approach, this business hub also assists in finding local retailers, distributors, business partners, private/public companies, and customers according to the business circumstances of both Singapore and Indonesia.

This independent business aggregating boutique works beyond its limits to provide the best outcomes to their customers. From consultation to planning, implementations to administration, monetization to analyzation they have a team of creative professionals who help customers to make the most of their business decisions.

Some of their prominent business partners are ARC Capital Group, Statrys Hong Kong, AESIR Partners, 1291 Group, Bank Indonesia, Indonesia Embassy in Singapore, Indonesia Trade and Promotion Centre, Lynn Acc, BSP Consultancy, Hawkford, Raffles Acc, Indonesia Diaspora Global, etc. BISA also an introducer for some business services such as Mergers, Acquisitions, Trade Sales, Strategic Stake Sales, Leveraged Buyouts, IPO, Management Buyouts, Strategic Partnership, Joint Ventures, Corporate Restructurings, Equity and Mezzanine Capital, and Debt Financings.



Besides all these above-mentioned extra-ordinary features of BISA, this platform also organizes various events, training sessions, conferences, seminars, business trips/tours, corner meetings, and virtual webinars to

guide, strategize, and interlink several business opportunists to the global stakeholders for their business growth.

So, if you are looking for someone who could support you in expanding your business globally then BISA is the right choice to collaborate.

For more information visit www.bisakita.com

About Founder:

Stephanus Titus Widjaja is the Founder and Director of BISA. He is an Indonesian entrepreneur who is a passionate hard working, and a devoted man. He has been working with several companies as a representative to grow their businesses internationally. This was Stephanus who makes this platform a globally leading business hub for all the business owners, retailers, entrepreneurs, investors, and business partners. He believes in taking risks to challenge the business limits for developing a successful business profile and market value. He is an active member of many Singapore business networking communities. Under the umbrella of BISA, he has organized many successful events and business programs to prosperous the journey of the business networking field. Check out his full profile here [LinkedIn Stephanus Widjaja](#).

Payment:

Transfer to DBS Singapore

BISA Pte Ltd, Account No : 008-902542-2
Branch Great World City

Address of Beneficiary Bank

12 Marina Boulevard, DBS Asia Central,
Marina Bay Financial Centre Tower 3, Singapore 018982
Country : Singapore
SWIFT Address / Code : DBSSSGSG

Regards

Stephanus Titus Widjaja

Director

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