



**INDONESIA  
STARTUP & SME INSIGHT  
(ISSI)**

**Wed, 26 Nov 2025  
At 10 AM – 2 PM SGT  
Singapore**

## About Us

We were organized this startup event in 2015, and was named Indonesia Startup and SME Insight (ISSI).

ISSI gives insights and meaningful connections to potential partners (investor, VC, buyer, etc) to reshape the future of Indonesia.

ISSI helps Indonesian early growing startups and SME through global pitching competition, and because the event was successful, it has become an annual event since then.

ISSI is supporting The **Golden Indonesia 2045 Vision**, is an Indonesian ideal that sets the goal for the country to be a sovereign, advanced, fair and prosperous nation by its centennial in 2045.

The goal is set in 2045, since by then the republic will commemorate 100 years of its independence.

([www.bisakita.com](http://www.bisakita.com))

# Indonesia

## Startups and SME Insight

# 1,500+

Attendees

# 10

Nationalities

# 80+

Guest Speakers



INDONESIA EMAS

# Indonesia Startup and SME Pitch Battle & Showcase

## About ISSI

Starting from 2015, BISA ([www.bisakita.com](http://www.bisakita.com)) has organized a platform for Indonesia Startups to showcase their idea in front of the potential partners in Singapore and Asia.

After a huge success of our previous event, we are back this year with Indonesia Startup and SME Insight.

We will continue to bring Indonesia Startups and SME with offline event to support and give opportunities for them to meet up with potential Investors / VCs / Buyers.



# Past Events In A Glance

## 100+ Mentors & Speakers



**Anton Wibowo**  
Trendline



**Tatiana Gromenko**  
Singapore Guide Book



**Timothy Santika**  
Prya



**Emmy Teiller**  
Entrepreneurship Indonesia  
Diaspora Network Global



**Augus Lee**  
Incense Asia



**Kang Chin Ling**  
Addressa



**Keith Loo**  
Trendline



**Tom Courty**  
Ball Investment Club



ROOM ROOM SG



EATEVER



RENT TYCOONS



RILIV.CO



ANANTARUPA



ABUZZ WELLNESS



**50+**  
Startups

**1500+**  
Participants

**10**  
Nationalities

# Application Criteria

- Startup that have unique products and services
- Want to expand to foreign countries via Singapore
- One of the founders must be Indonesian or Indonesian diaspora

# How to Join?

- Send your pitch deck in Google Slide / PDF format using our pitch template
- Send your startup / company profile video (3 minutes max)
- Complete & pay registration fee

# Pitch Deck Criteria

Pitch deck with PowerPoint up to 15 slides in PDF format, including but not limited to:

1. Team Background and Story
2. Value Proposition and Product/Services Description
3. Market Size and Target Segment Analysis
4. Business Model
  - Pricing, Cost and Unit Economics
  - Acquisition, Distribution and Supply Chain
  - Entry Barrier and Competitive Analysis
  - Scalability, Growth and Risk Factors
  - Historical Milestone, Operation & Financial Traction and Future Development Plan
5. Fundraising History and Plan

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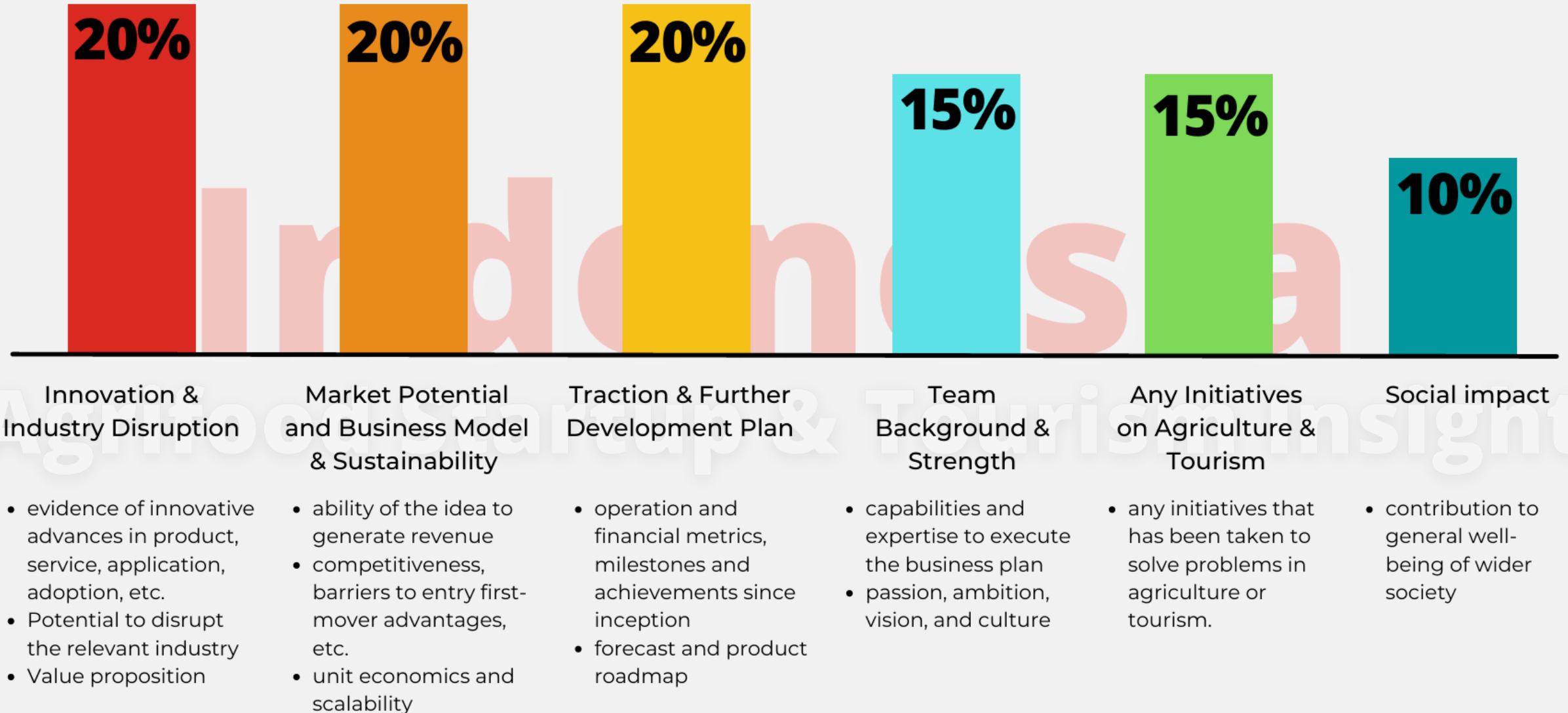
MENTORSHIP PARTNER



VC PARTNER



# Pitch Battle Criteria



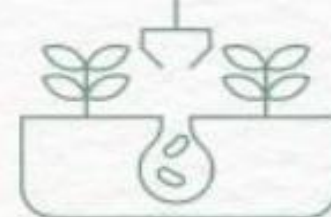
# Agenda

- Day 1 ● Industry Visit Day 1
- Day 2 ● Industry Visit Day 2, Startup Workshop
- Day 3 ● Pitching Battle, Networking

Subject to Approval



# Sponsorship Opportunity



	Platinum \$20,000	Gold \$10,000	Partners \$5,000
Speaking Opportunity	●	●	
Additional Tickets	●	●	●
Logo Acknowledgement on marketing collateral include: event websites, social media	●	●	●
Logo Acknowledgement on Video	●	●	●
Mention in press release	●	●	●
Post Report	●	●	●
Compile Session Attendee List	●		
Photography Coverage	●	●	●



# contacts

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