



START-UP & SME's INSIGHT (SSI) 2026

**Navigating Communication &
Lifestyle in The AI Era**

Date:

Venue:



About Us

We organized this startup event in 2005 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, an Indonesian ideal that sets the goal for the country to be a sovereign, advanced, fair and prosperous nation by its centennial 2045. (www.bisakita.com)



About SSI

Starting since 2015, BISA (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 Startup and SME Insight.

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



THREE TARGET GROUPS

Aspiring Entrepreneurs

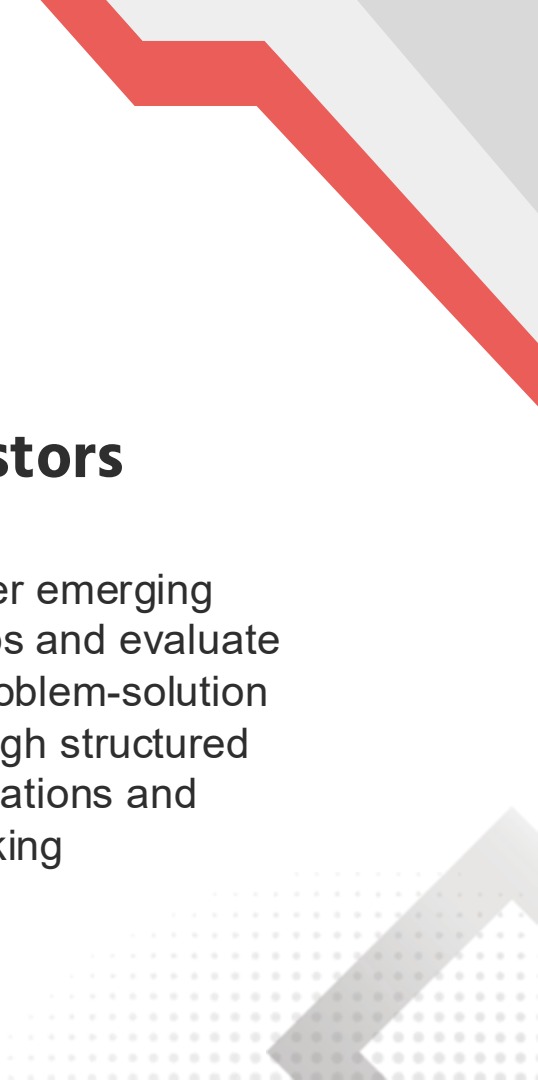
Learn how to identify problems, shape ideas, and get inspired to turn them into viable business opportunities

Start-ups & SMEs

Gain a platform to pitch their solutions, receive feedback, and connect with potential investors, partners, and future talent.

Investors

Discover emerging start-ups and evaluate their problem-solution fit through structured presentations and networking



Up to date...

1500+

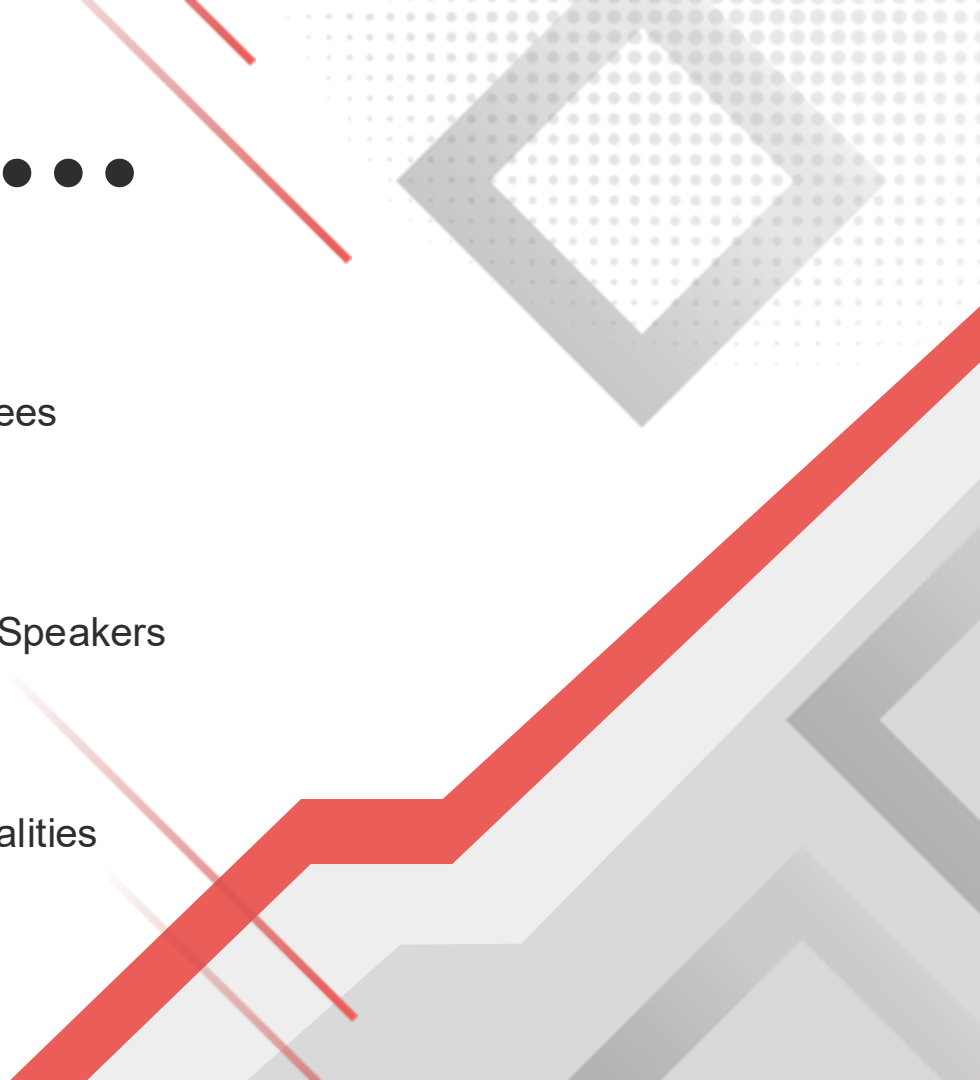
Attendees

80+

Guest Speakers

10+

Nationalities



Past Events in A Glance

100+ **Mentors & Speakers**



Anton Wibowo
TrendKhas



Tatiana Gromenko
Singapore Guide Book



Timothy Santika
Freya



Emmy Tellier
Entrepreneurship Indonesia
Diaspora Network Global



Agus Lee
Incube Asia



Kang Chin Ling
Addenda



Keith Loo
TrendKhas



Tom Courty
Ball Investment Club



ROOM ROOM SG



EATEVER



RENT TYCOONS



RILIV.CO



ANANTAIRUPA



ABUZZ WELLNESS



50+
Startups

1500+
Participants

10
Nationalities

SUPPORTED BY



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CONTENT PARTNER



EDUCATION PARTNER



MENTORSHIP PARTNER



AGENDA

MORNING PROGRAMME

09.00-10.00 Entrepreneurship Workshop

10.00-10.30 Sponsor Talk

10.30-11.00 Break

11.00-13.00 Parallel Pitch Sessions

**Pitch
Session 1**

**Pitch
Session 2**

**Pitch
Session 3**

LUNCH BREAK

AFTERNOON PROGRAMME

14.00-15.00 Entrepreneurship Workshop

15.00-15.30 Sponsor Talk

15.30-16.00 Break

16.00-18.00 Parallel Pitch Sessions

**Pitch
Session 4**

**Pitch
Session 5**

**Pitch
Session 6**

PITCH BATTLE CRITERIA



PRICE: Attendee

The following items are included when you sign up as attendee (recommended for aspiring entrepreneurs & investors):

	<u>ONLINE ATTENDEE</u>	<u>OFFLINE ATTENDEE</u>
<u>Access to entrepreneurship workshop</u>	Yes, via livestream	Yes
<u>Access to parallel sessions</u>	Yes, via livestream	Yes
<u>Access to company abstracts</u>	Yes, via online pdf	Yes, printout + online pdf version
<u>Access to QnA</u>	Yes, via livestream	Yes, priority live sessions
<u>Access to networking sessions</u>	No	Yes, in-person during breaks/sessions
<u>Food and Refreshments</u>	No	Yes, 2 breaks and 1 lunch are included
Price for 2-Day workshop	S\$100	S\$500

*Student prices are available: S\$50 for online and S\$350 for offline

PRICE: Presenter

The following items are included when you sign up as presenter (recommended for startups and SMEs):

	<u>ONLINE PRESENTER</u>	<u>OFFLINE PRESENTER</u>
<u>Access to entrepreneurship workshop</u>	Yes, via livestream	Yes
<u>Access to parallel sessions</u>	Yes, online via livestream	Yes
<u>Presentation duration</u>	15 min online (10min presentation +5 min QnA)	15 min offline (10min presentation +5 min QnA)
<u>Access to company abstracts</u>	Yes, via online pdf	Yes, printout + online pdf version
<u>Access to QnA</u>	Yes, via livestream	Yes, via live sessions
<u>Access to networking sessions</u>	No	Yes, in-person during breaks/sessions
<u>Food and Refreshments</u>	No	Yes, 2 breaks and 1 lunch are included
<u>Price for 2-Day workshop/ person</u>	S\$200	S\$600

APPLICATION CRITERIA: Presenter

Presenters are limited to startups and SMEs only

ONLINE PRESENTER

Send your pitch deck in PDF format during registration

Send your startup/ company profile video (3min max)

Send your 10-minute pitch video (to be played in case of emergency)

OFFLINE PRESENTER

Send your pitch deck in PDF format during registration

Send your startup/ company profile video (3min max)

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Pitch Deck Requirements (PDF format) - for both online and offline presenter

1. Team background and story
2. Value proposition and Product/Service Description
3. Problem that is being solved
4. Business model, market size, target segment analysis
5. Fundraising History and Plan

SPONSORSHIP OPPORTUNITIES

	<u>PLATINUM</u> \$20,000	<u>GOLD</u> \$10,000	<u>SILVER</u> \$5,000
Speaking Opportunity	Yes, 30 min session	No	No
Complimentary Ticket	5 admission tickets	2 admission tickets	1 admission ticket
Logo on website/ social media	Yes	Yes	Yes
Logo on video	Yes	Yes	Yes
Promotional Booth + Poster	Yes	Only Poster	No
Post report + Photography coverage	Yes	Yes	Yes
Session Attendee List	Yes	No	No

Thank you!



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