



PROGRAM
KEWIRAUSAHAAN
MERDEKA BELAJAR-
KAMPUS MERDEKA

2021

Direktorat Pembelajaran dan Kemahasiswaan
Direktorat Jenderal Pendidikan Tinggi
Kementerian Pendidikan dan Kebudayaan



**Kampus
Merdeka**
INDONESIA JAYA



ASMI 2021

AKSELERASI STARTUP MAHASISWA INDONESIA

Dr. Wisnu Sakti Dewobroto

Potret Negara dan Inovasi Produk

INNOVATION ECOSYSTEM :

Business dynamism
(Administrative requirements & Entrepreneurial culture)

Innovation capability
(Diversity and collaboration, Research and development, Commercialization)

(World Economic Forum, 2019)

Indonesia

50th / 141

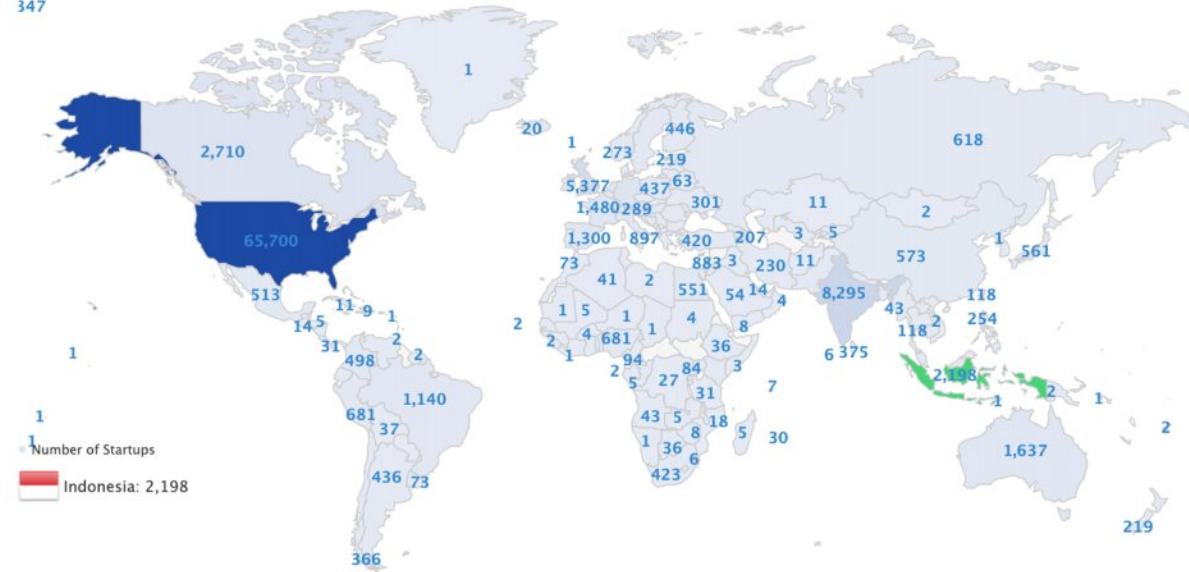
Global Competitiveness Index 4.0 2019 edition

Rank in 2018 edition: 45th/140

Performance Overview Key ◊ Previous edition ▲ Lower-middle-income group average □ East Asia and Pacific average



347



Flag	Country	Startups
	United States	65,700
	India	8,295
	United Kingdom	5,377
	Canada	2,710
	Indonesia	2,198
	Germany	2,125
	Australia	1,637
	France	1,480
	Spain	1,300
	Brazil	1,140

START-UP Indonesia

Dimulai dari Mahasiswa

Indonesia tangguh dalam kualitas start-up.

Decacorn

Gojek US\$ 11 miliar

Unicorn

Tokopedia US\$ 7 miliar

Traveloka US\$ 4,5 miliar

OVO US\$ 2,9 miliar

Bukalapak US\$ 2,5 miliar.

Tujuan Akselerasi **START-UP** Mahasiswa Indonesia (ASMI)

1. Meningkatkan motivasi kewirausahaan dan membangun ekosistem startup di Indonesia di kalangan mahasiswa;
2. Mengakselerasi startup mahasiswa Indonesia untuk menjadi *investor ready* dan mempersiapkan startup mahasiswa Indonesia menjadi startup global;
3. Membangun network startup mahasiswa Indonesia.
4. Mendukung implementasi kebijakan Merdeka Belajar Kampus Merdeka (MBKM).



START-UP

Bentuk Kegiatan ASMI

SSAC



Pada tahap SSAC, mahasiswa diberikan pembekalan materi dalam bentuk workshop, seminar, dan coaching oleh para startup founder atau para profesional digital business.

SSAC merupakan Upaya mempersiapkan mahasiswa dalam melakukan pitching untuk fundraise di depan calon Investor.

Mentoring



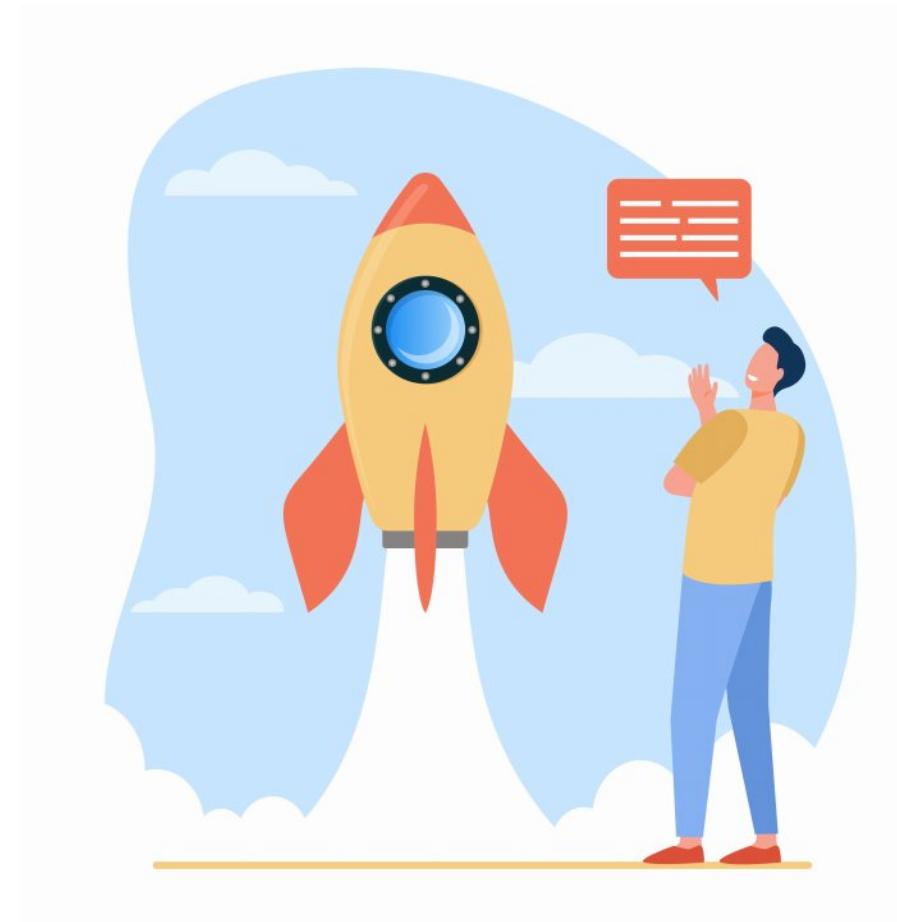
Selanjutnya peserta akan mengikuti proses mentoring lanjutan bersama startup founder Indonesia sampai akhir program.

Dalam proses mentoring, seluruh peserta dapat mengikuti Business Pitching dalam Startup Summit tahun 2021.

START-UP

Proses Pendaftaran ASMI

1. Pendaftaran dilakukan secara online pada laman SIM - PKMI , <https://sim-pkmi.kemdikbud.go.id/>
2. Proses pendaftaran calon peserta dengan mengirimkan pitchdeck sesuai format yang disediakan bersama lembar pengesahan dari Perguruan tinggi
3. Verifikasi identitas peserta meliputi biodata dan status mahasiswa dengan PD-DIKTI
4. Seleksi dilakukan secara online oleh Tim Seleksi yang ditetapkan oleh Direktorat Belmawa, Kemdikbud.



START-UP

Syarat dan Seleksi ASMI

1. Kelompok terdiri dari 3-5 mahasiswa aktif jenjang sarjana yang terdaftar di PDDIKTI dan belum pernah mendapatkan dana program ASMI sebelumnya.
2. Memiliki startup digital selama minimal 6 bulan
3. Memiliki pitchdeck



START-UP

Funding Opportunity



Rp. 25.000.000,-



Infrastruktur

Peningkatan kapasitas infrastruktur (server, hardware & software)



Aplikasi

Pengembangan aplikasi



Sumber Daya Manusia

Peningkatan kapasitas sumberdaya manusia (sertifikasi kompetensi, workshop, pelatihan)



Bahan habis pakai

Bahan habis pakai untuk operasional pengembangan startup

START-UP

Format Pitch Deck



Vision

Goal & Big Vision:

Produk, dampaknya terhadap masyarakat, potensi pengembangan, viability dan kemampuan tim mengeksekusi rencana



Problem

Problem:

Pain & Gain customer dan solusi saat ini yang belum menyelesaikan permasalahan.



Solution

Solution:

Value produk anda yang menyelesaikan permasalahan



Market Size

Market Size/Dynamics:

Potensi pasar dari produk / teknologi yang ditawarkan



Competition

Competition:

Kompetitor langsung dan tak langsung, bagaimana startup bisa bersaing dengan kompetitor serta perbedaan dengan kompetitor



Product

Product:

Snapshot produk dan bagaimana startup mengatasi permasalahan dengan teknologi dan (menyertakan tautan web atau mobile apps) .



Business Model

Business Model:

Model usaha startup, bagaimana bisa mendapatkan revenue, rencana jangka pendek dan panjang



Financial

Financial Snapshot:

Proyeksi keuangan saat ini hingga 3 tahun ke depan, bisa berupa pendapatan, profit, atau key metrics (traction, conversion rates)



Teamwork

Team:

Tim dan keahlian setiap personelnnya.

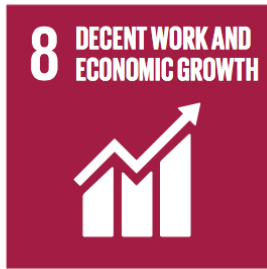
1. Goal and Big Vision

Female **in** Action

Innovation of empowering women in Indonesia with technological advancements to support sustainable development in 2030

INTERACTIVE, FLEXIBLE, AND DYNAMIC





2. Problem

1. Apa permasalahan yang ingin diselesaikan dari customer?
2. Apakah ini dirasakan banyak orang ?
3. Seberapa besar marketnya ?
4. Apakah sudah divalidasi?

Problem

Experience sexual violence by their partners

According to the *Indonesian National Women's Life Experience Survey (2016)*

2 out of 10 women in Indonesia

Source : National Commission for Women

Violence Physical and Psychological

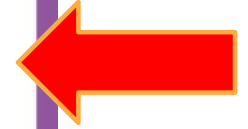
70% have developed the first increase in a year

With the case of 431.471 in the year 2020

The Lack of Containers Prevention of Violence and Protection of the Rights of Women


Problem

**Low Development of Quality
Self Developernt Women
Indonesia are Less Embodied
With Maximum**



PROBLEM


GENDER DEVELOPMENT INDEX (GDI)

 The Gender Development Index (GDI) was ranked **111 out of 166** developing countries with a ratio of **0.937**

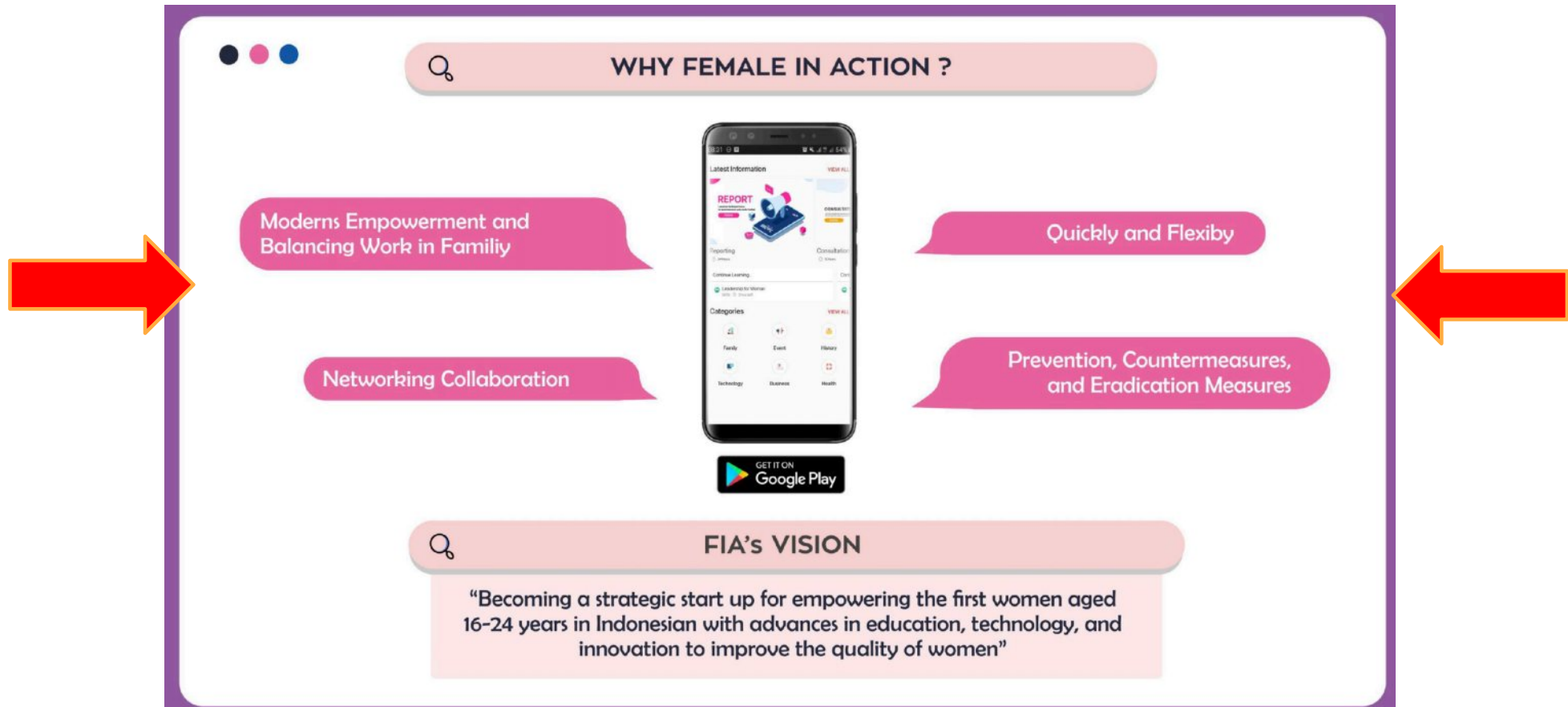
Indonesia is at a rate **below 60%** progress in calculating the SDG's 2030 score card, which describes the quality of life of women

Source : ASEAN Regional Guidelines 2019

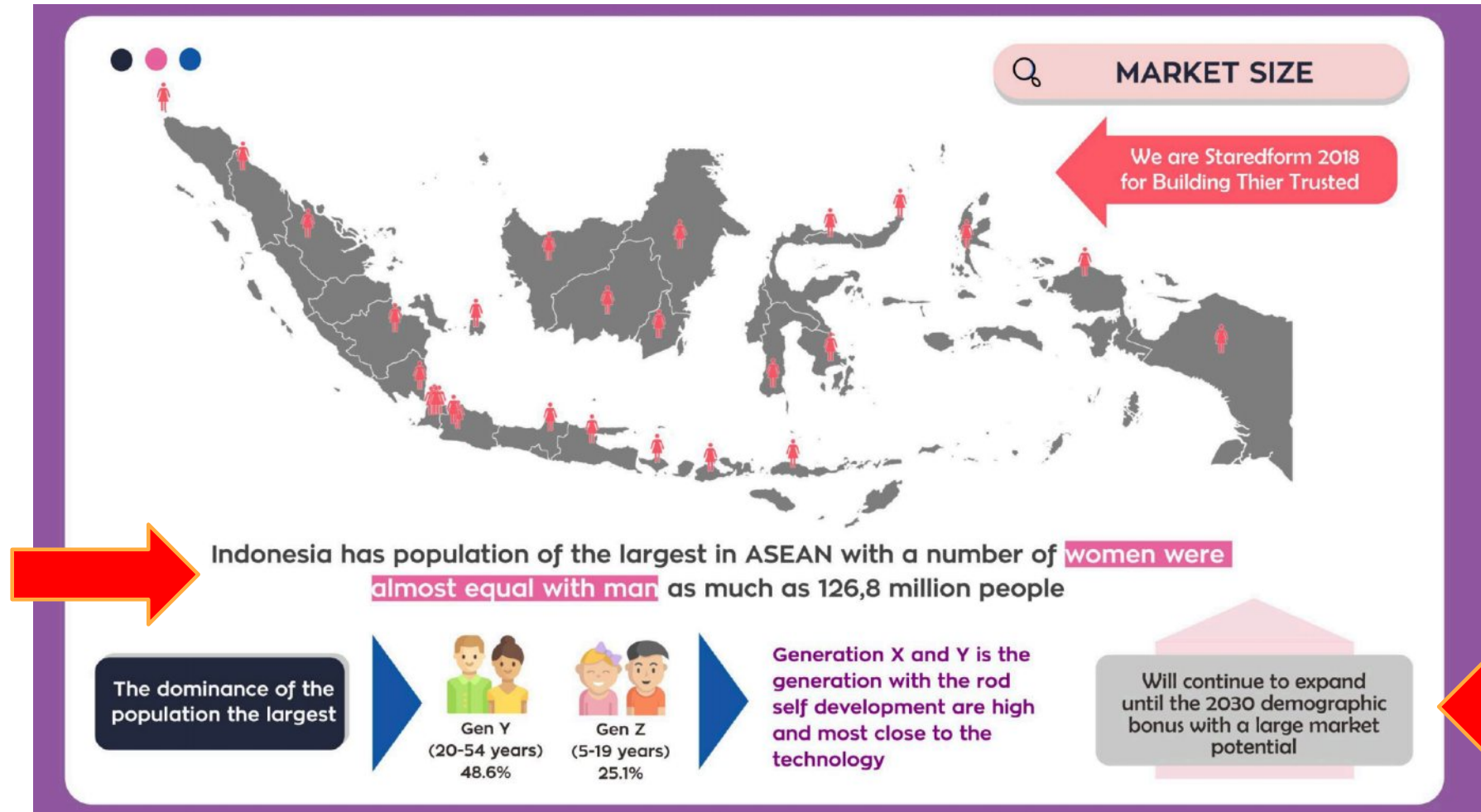
Pressure from a bad environment and a patriarchal culture



3. Solution



4. Market Size



5. Competition

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🔍

COMPETITORS

No	Aspect Comparison	Tim Products	Competitor X	Competitor Y
1	Benefits	Improve the quality of women's self-development and healing life styles with a gender responsive system	Focus on beauty and fashion products with an increasing economy	Focus on general self development
2	Product Durability	Flexible, independent, and dynamic with optimal IT levels	Only on social media and government programs	Strong IT integrity
3	Price	50,000-1,000,000 / service	200,000-1,000.00 / service	500,000-2,000,000 / service

6. Product

1. Bagaimana produknya bekerja?
2. Apa yang produk anda berikan kepada customer ?
3. Apakah sudah digunakan atau ditest kepada customer ?


6. Product



🔍 **OUR PRODUCT**

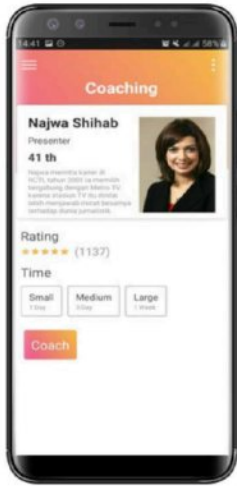
🔍 **Reporting**

Report cases of sexual harassment or violence



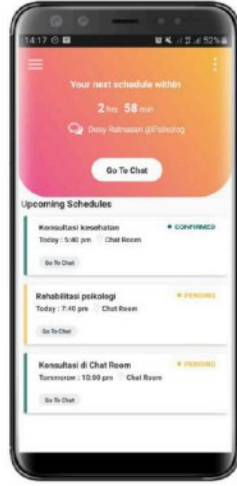
🔍 **Coaching**

Connects millennials women with a variety of expert consultants in physical and psychological health field




🔍 **Consultation**

Connects millennials women with various coach with a focus on their respective passion



🔍 **Education**

Educational feature in the form of articles and videos that can be easily accessed by users



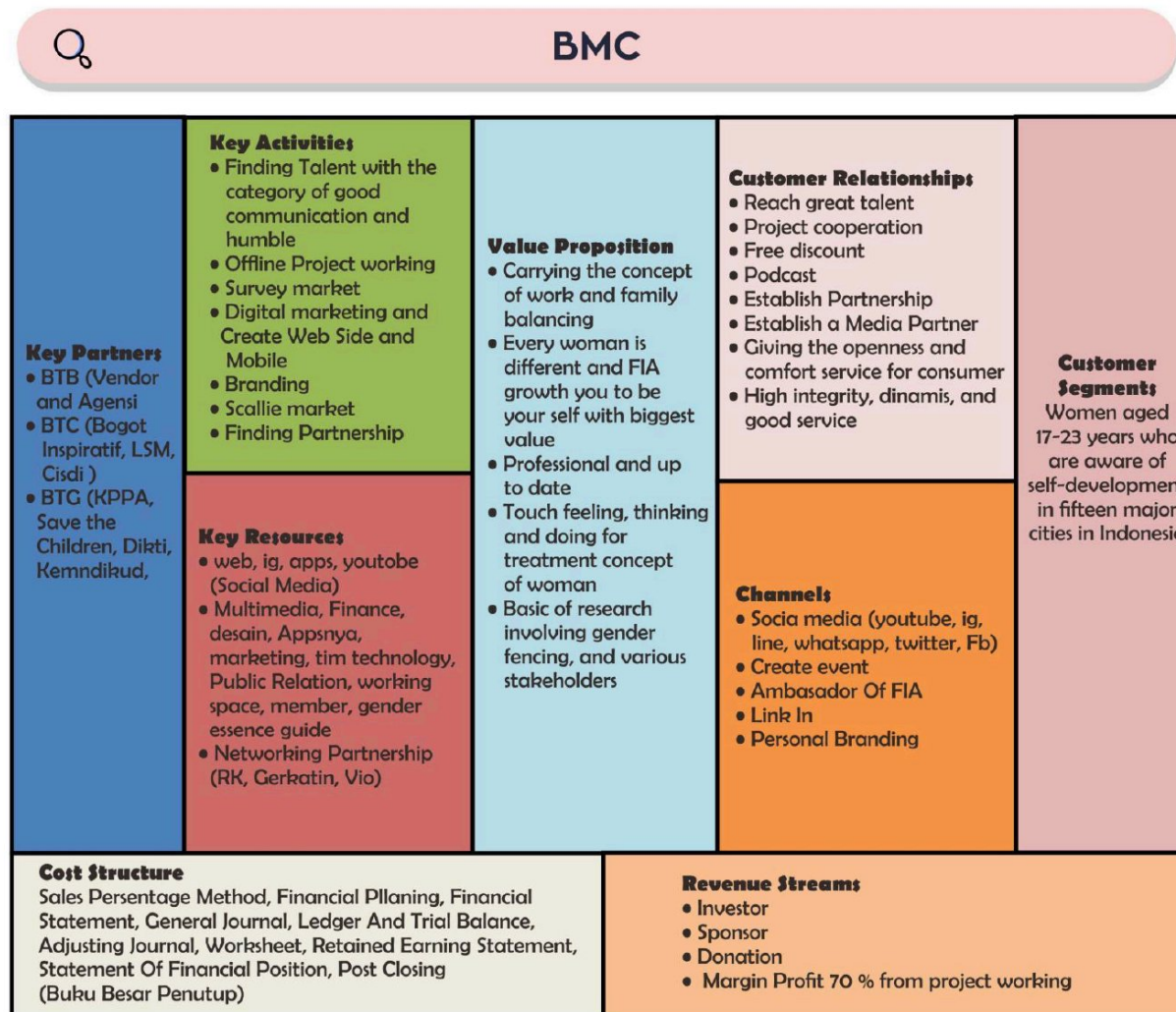
(c) 2021 Direktorat Belmawa Ditjen Dikti Kemendikbud



7. Business Model

1. Dari mana pendapatan anda?
2. Ada ruang untuk bertumbuh?
3. Bagaimana caranya anda bertumbuh dari posisi anda saat ini ?

7. Business Model





COMPANY DEVELOPMENT PLAN

Short-Range (September – December 2020)

Commercial Applications

3.000 users with income 30.000.000

Human Resource Development Progress

Administrative Requirements

Long Range (1 - 3 Years)

Investors

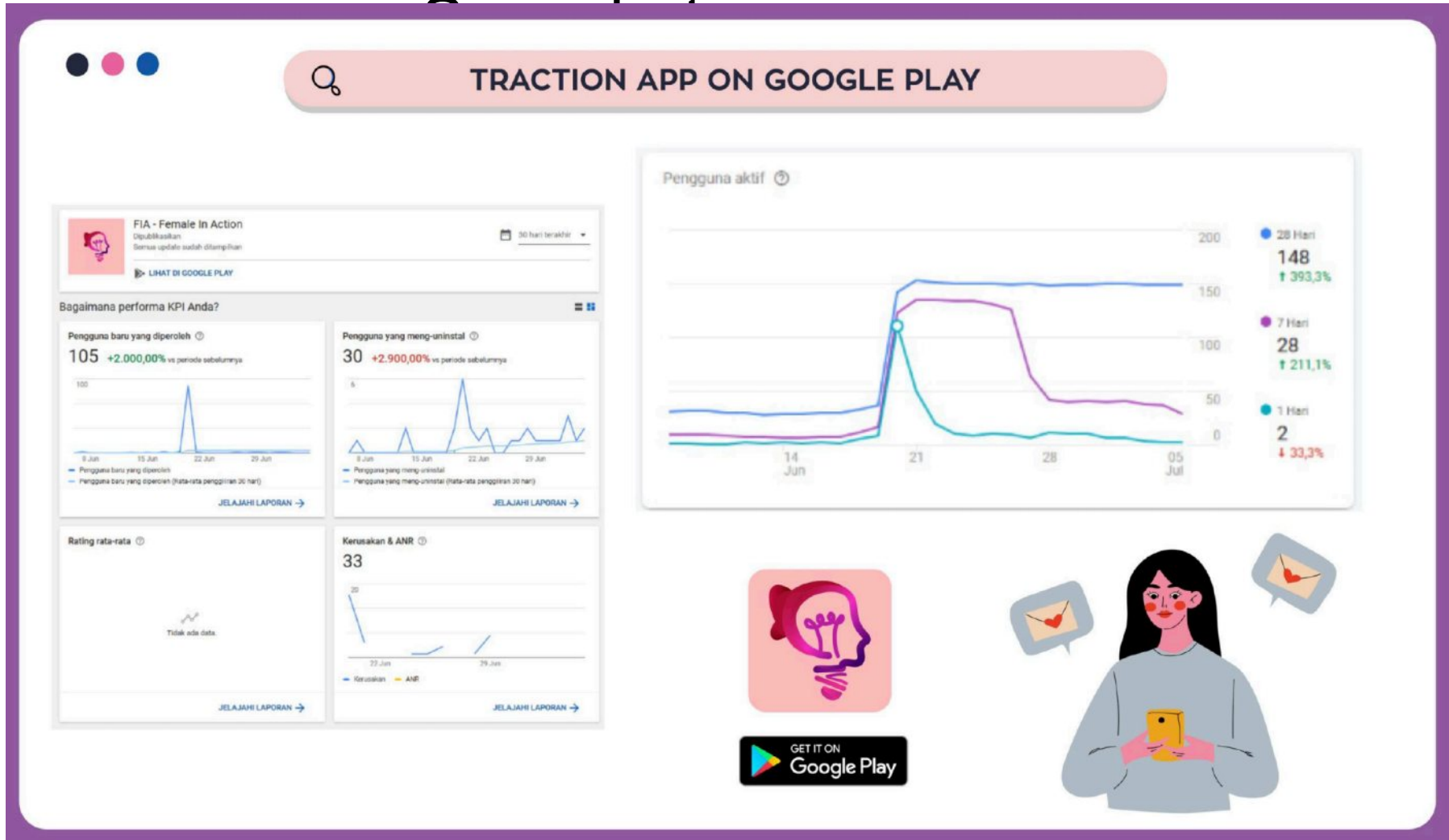
Application Income 1,5 trillions

Application Users > 10.000 Users

> 20.000 members

The Legality of the Company

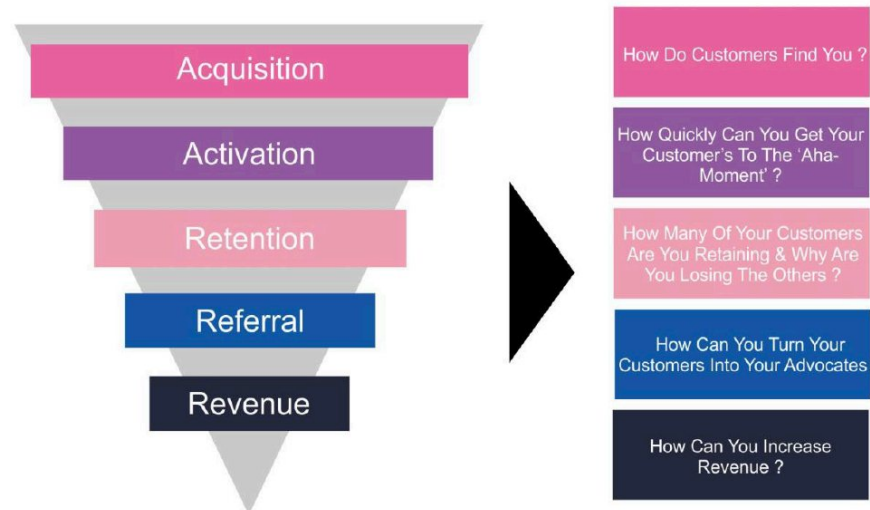
8. Financial



Service	Price (per person)	Volume (time)	Revenue (per person)
Paid Online Class	250.000	One Week	175.000
Coaching and Consultant	50.000	45 Minute/Day	
	120.000	One Week	60.000
	250.000	One Month	125.000
	550.000	Three Mont	275.000



Dave McClure's Pirate Metrics for Startup Growth





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🔍 PROJECTION PRODUCT


Product Omzet and Profit			Production		
Result			Achievement of Production		
Year	Omzet (IDR)	Profit (IDR)	2017	2018	2019
2019	-	-	-	-	-
Projections			Product Projections		
Year	Omzet (IDR)	Profit (IDR)	2020	2021	2022
2020	100.000.000	40.000.000	3.075	6.100	12.770
2021	145.000.000	58.000.000			
2022	211.000.000	84.400.000			

Enterprise Omzet and Profit			Sales		
Result			Achievement of Production		
Year	Omzet (IDR)	Profit (IDR)	2017	2018	2019
2019	28.000.000	11.200.000	-	-	IDR 1.000.000
Projections			Product Projections		
Year	Omzet (IDR)	Profit (IDR)	2020	2021	2022
2020	150.000.000	60.000.000	IDR 100.000.000	IDR 145.000.000	IDR 211.000.000
2021	218.000.000	87.000.000			
2022	3.124.000.000	1.249.600.000			

9. Team


TEAM



Zulfa Fauziah




Founder & Chief Executive Officer (CEO)

- Tenant incubation of BTP start-up Bandung 2020
- Tenant incubator Cubic.id start up 2019
- Student of Merry Riana Business Academic

Expertise: Digital marketer, public realation and Research Business Development



Wanda Kristini




Chief Information Officer (CIO)

- General Secretariat of BUD CSR PT Adaro Indonesia
- Secretary of Student Resource Development Division of Soil Science Department IPB University
- Member in Academi Bussiness Digital

Expertise: Data analytic, administration and social impacter



Reza Rifat Basya




Chief Technology Officer (CTO)

- Finalists for futuristic and constructive ideas of 2019 Dikti funding
- Web developer Analysis of the 2019 Ministry of Home Affairs local regulation needs
- Androit developer Memoria 2020

Expertise: Web and Android developer



Siti Alya Maharani




Chief Marketing Officer (CMO)

- Head of the MMD OU2 division
- Deputy Chair of Student Representatives

Expertise: Research and Development Business



Vinnia Witri




Chief Finance Officer (CFO)

- Accounting staff of the Ministry of Villages, Regional Development and Transmigration of the Republic of Indonesia
- The Indonesia Capital Market Institute (TICMI)

Expertise: Financial strategic and financial projecter


Elvin Khairunnisa



Human Resource Development (HRD)

- Secretary to Director SEAMEO SEAMOLEC, South Tangerang (Indonesia)
- As SEAMEO SEAMOLEC Facilitator at Training on E-Learning for Indonesian School

Expertise: Trainer and Human development strategic, Digital Analysis

HASIL SELEKSI ASMI 2020

- MVP / Application
- Traction
- Business Model
- Lain lain (Funding, Team dll)



**Wirausaha Indonesia
Dimulai dari Mahasiswa**

