

Tech Entrepreneurship in Indonesia

Shinta W. Dhanuwardoyo
CEO/Founder Bubu.com
Startup Mentor & Angel Investor

About Shinta



Shinta Witoyo
Dhanuwardoyo

CEO & FOUNDER of
BUBU.COM

Angel Investor/Mentor
and
Art/Batik lover

Shinta is a veteran of 19 years in the tech industry, and is known for being the *founder of bubu.com*, pioneering a web development company started in 1996 and has developed to become Indonesia's leading Digital Agency.

Shinta, was also a former *CEO of plasa.com (now called Blanja.com, Metranet)*, Indonesia's trusted and well-established eCommerce portal, which boasts the exclusive partnership with eBay.com. After successfully built and launched plasa.com, Shinta was a *General Partner at Nusatara Ventures*, a pioneering venture fund in media and technology. Now, she returns as the *CEO of Bubu.com*, while she also spares some of her time to mentor and angel invest in a number of Indonesian tech startups.

Shinta is recognised by **Globe Asia** as one of the **99 most powerful women**, **Inspiring Women Honor Roll by Forbes Magazine** and many others. She is also the Chairwoman for Online Media at the Indonesian Chambers of Commerce and Industry (KADIN) and Co-Chair for Indonesia Mobile Marketing Association.

Indonesia Digital Landscape

2015

252 Million

Indonesian Population

88,1 Million

Internet Users

7,4 Million

E-commerce consumers

US\$ 3,56 Billion

Online transactions



2016

255 Million

Indonesian Population

93,4 Million

Internet Users (est.)

8,7 Million

E-commerce consumers(est.)

US\$ 4.98 Billion

Online transactions

Indonesia In Numbers



34% Internet Penetration



52% Young Internet Users

Aged 18-34 y.o.



326.3 Million

Mobile Connections



79 Million

Active Social Media Users

125%

Mobile Penetration

67 Million

Active Mobile Social Users



69 Million

Smartphone Users

(2016 est.)

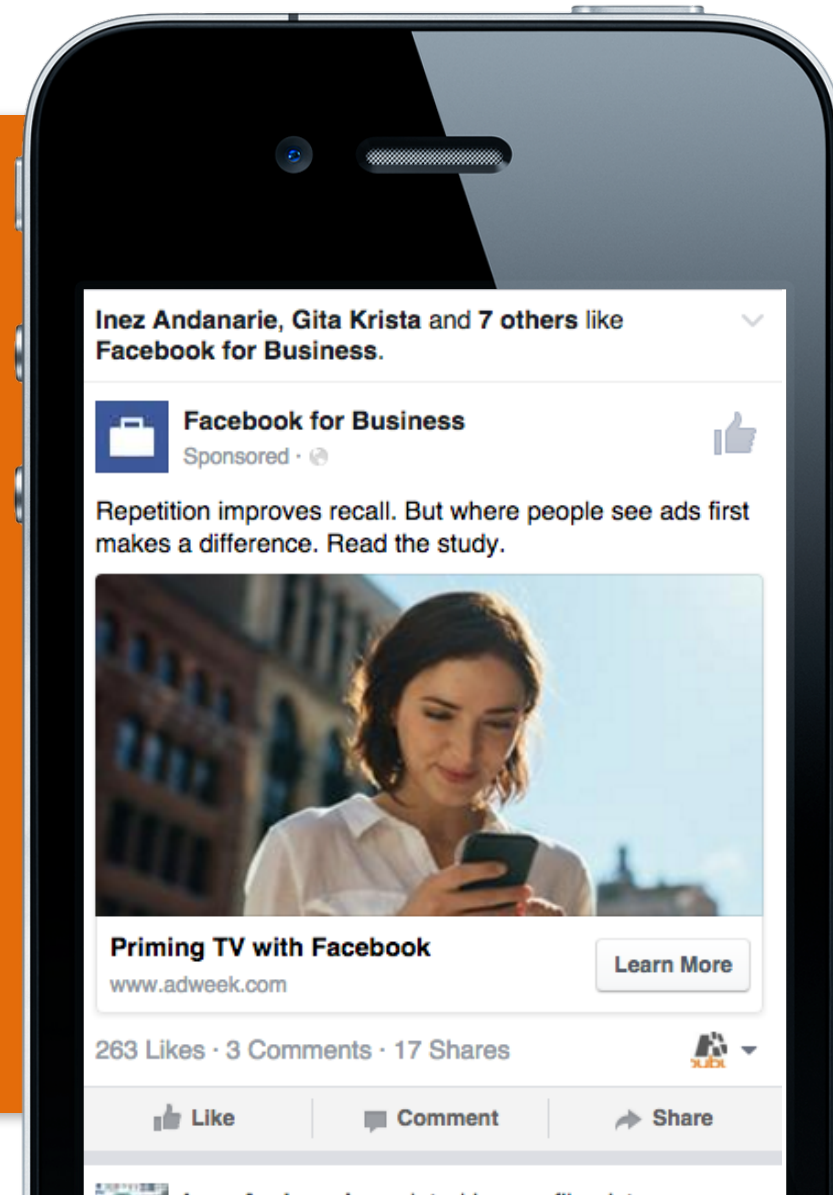
E-commerce: Accelerating Indonesia's SMEs



- Indonesia e-commerce market value: 1.3bn USD
- E-commerce also drives the economy through creating opportunities for SMEs to expand their market nationally.
- Top marketplace e-commerce like Bukalapak or Tokopedia have reported to have up to 500,000 sellers on their site.

Mobile-First Approach to Growth

- Indonesia is notoriously a mobile-first country.
- PWC: Internet advertising is fastest growing segment in Indonesia's media & entertainment industry.
- Mobile ad spend grew 200% to US\$ 130 million in 2015.



Why Businesses Should Embrace Digital



- **McKinsey:** Indonesian businesses have started to embrace digital to connect with customers.
- Through comprehensive upgrade of technology, businesses stand to improve efficiency, agility, responsiveness.
- **Main challenge:** shallow talent pool of IT professionals

What Makes World-Class Startups?

- Founder with strong entrepreneurial mentality and solid team
- Having a genuinely great product
- Products that solves a problem or cater to the right market
- Local content with global reach
- Consistent user base



DIGITAL HAPPINESS | DREAD OUT

Winner of **Bubu Awards** Startup Category 2013



DreadOut Story Media Demo Team Blog Store Press Contact

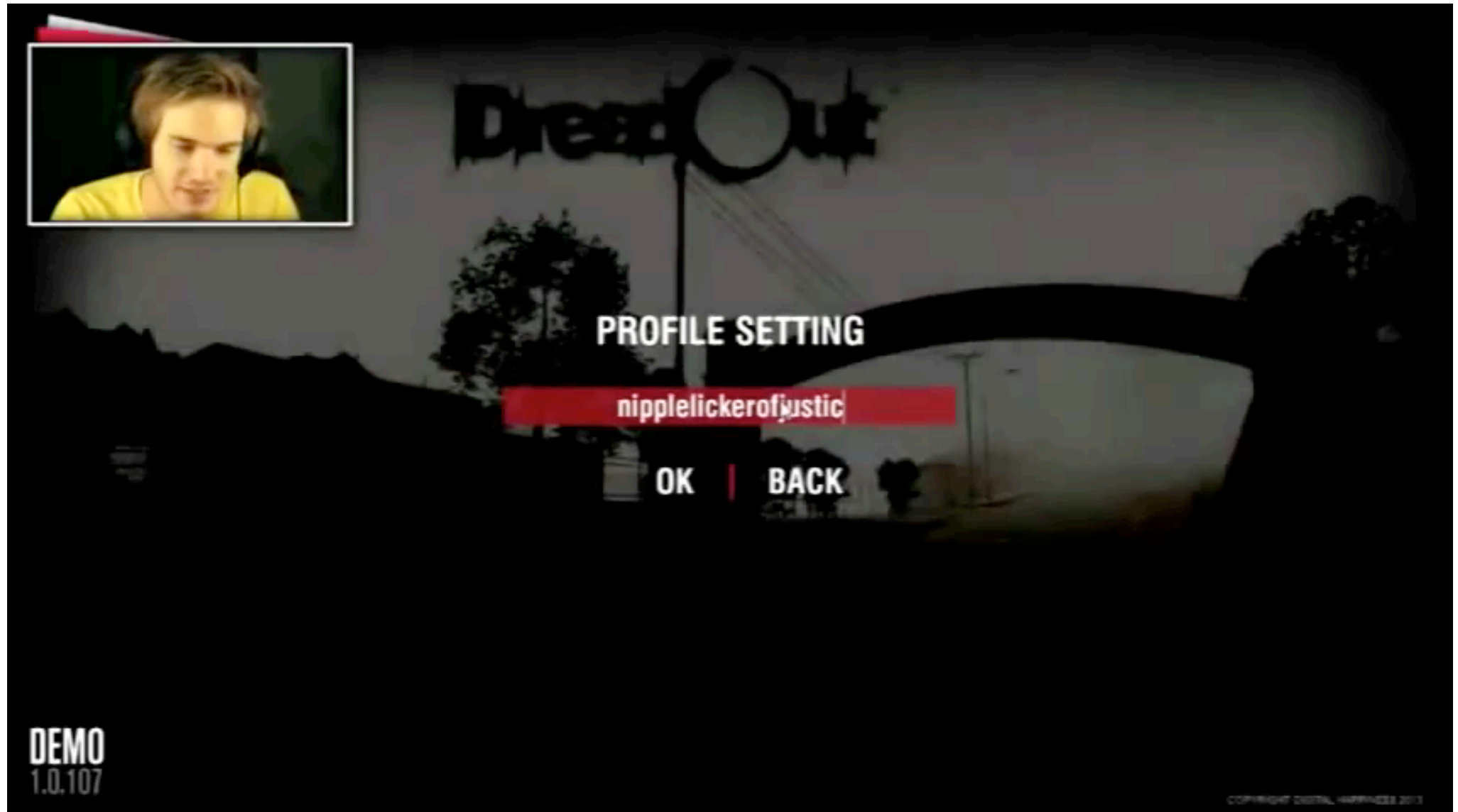
#1 Google
#1 of the hottest Google Indonesia search topic during **6-12th April 2013** *) Data July 2014

 DOWNLOAD NOW 108500 TOTAL (590 TODAY)	600K	 Downloads since April 1 th 2013 all platform PC, Mac, Linux
 9 OF 8894 POPULARITY ON INDIE DB	42K	 Facebook Fans since December 2012
 VOTE FOR: DreadOut Vote for this game and help it get on Steam!	1,2K	 Twitter Followers since December 2012
 230 K 3,118	 Video Views since December 2012	 Subscribers

USD\$120K ++
after 1st act worldwide release,
DreadOut has generate a modest
gross revenue under **a month of sales**

- DIGITAL HAPPINESS: 3D Independent Game Studio in Indonesia
- GREENLIGHT BY STEAM: Biggest Global Digital/Game distributor
- Top 100 best seller game in STEAM
- Dread Out got US\$ 29.000 from Indiegogo crowdfunding

Famous Gamers Supporting DreadOut...



MY INITIATIVES



Extension of our successful Bubu Awards. The event mission is to share the latest knowledge and information from respected big names in the digital industry.

IDByte features a 3-day event of exhibition, workshop, conference, with speakers who are distinguished leaders in the digital industry, both nationally and internationally.

In 2015 IDByte invited renowned digital professionals from Facebook, Disney, Google, Twitter and many more





Support from Sheryl Sandberg, COO Facebook



Networking



Sheryl Sandberg
COO of Facebook



Tony Fernandes
Group CEO Air Asia



With President
Joko Widodo



John Lasseter
Co-Founder Pixar



Mark Zuckerberg
CEO of Facebook



Steve Wozniak
Co-founder Apple



Dave McClure
500 Startups



Vision & Mission

- **Bridge and connect** the tech industry in Silicon Valley with the Indonesia tech industry.
- **Be a source of knowledge**, communication, and expertise for Silicon Valley technologists who are interested in tech in Indonesia, and vice versa.
- **Develop strong relationships** with other similar-minded organizations such as Indonesian VC's to facilitate growth of tech industry in Indonesia.



SVATA Bootcamp (April 10 – 17 2016)

The Bootcamp is an immersive one-week program for Indonesian entrepreneurs, angel investors, technology professionals, and VC's into the Silicon Valley culture and lifestyle. It is a series of seminars, panel discussions, and site visits that allow the participant to learn about the newest trends in Silicon Valley, understand best practices, and expand their network.



We visited some cool companies





And met with many people



MISSION IS TO BOOST ENTREPRENEURIAL ECOSYSTEMS IN 3 WAYS:

1. Direct investments in local startups
2. Investments in local incubators / Venture Capital funds
3. Organic revenue generation via new business opportunities created through strategic partnerships with the angels (who are established entrepreneurs and executives)

NEXT STEP:

ANGEL INVESTOR CLUB

ANGEL eQ Network:

15 founding members: Adi Sariaatmadja, Adriani Onie, Andi Sadha, Budi Sadikin, Donald Wihardja, Emil Abeng, Erick Thohir, Erik Meijer, Harry Nugraha, Jerry Justianto, Kevin Darmawan, Michael Steven, Sandiaga Uno, Shinta W. Dhanuwardoyo, and Tony Fernandes

Angel-eQ
network

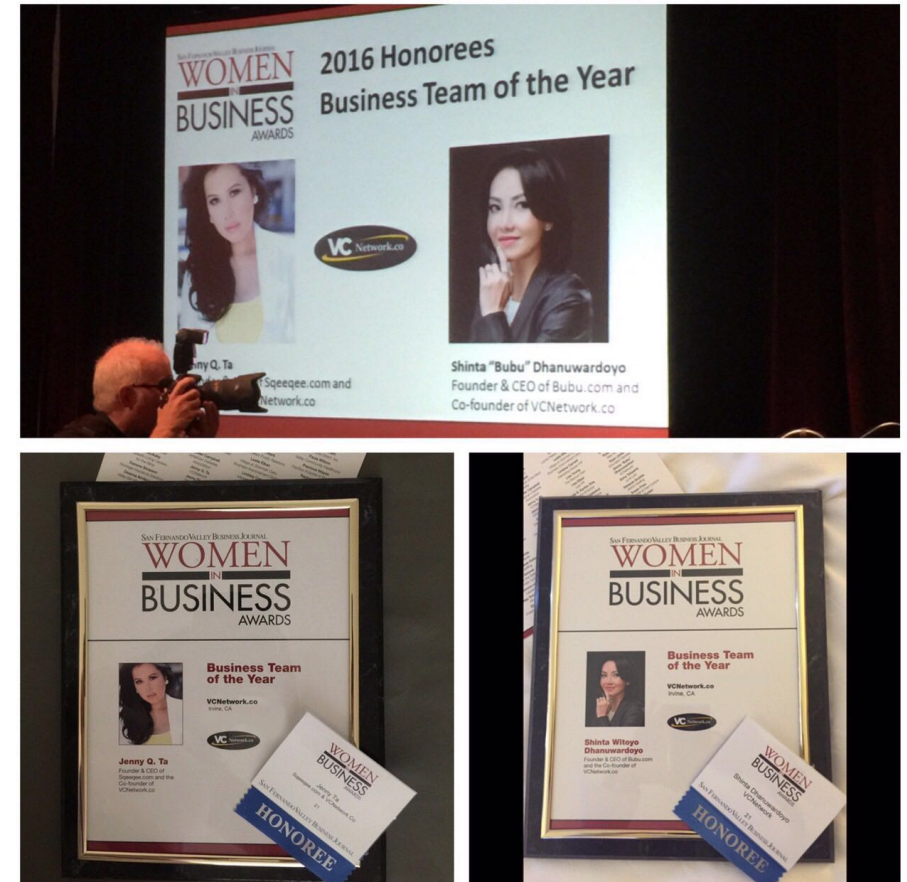


CHANGING THE WAY VCs CONNECT WITH INNOVATIVE STARTUPS

Founded by serial entrepreneur Jenny Q. Ta and Indonesian tech entrepreneur Shinta Dhanuwardoyo, VCNetwork is making it easier for startup and VCs to connect. VCNetwork recently received award at **2016 Women's Business Award from San Fernando Valley Business Journal**

How it works:

- VC Network keeps a comprehensive database of more than 300 venture capitals seeking viable startups to fund.
- Founders can upload their profile, team information and business plan.
- VCNetwork's intelligent system will couple the startup with the right VC for their business and funding needs



12TH WIEF

WORLD ISLAMIC ECONOMIC FORUM

JAKARTA, INDONESIA | 2-4 AUGUST 2016

THANK YOU

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