

Ak'sara Initiative

Advancing Indonesia Digital Literacy

Building Indonesia's digital independence through accessible, locally-developed software solutions

Executive Summary

Mission: Strengthen Indonesia's digital independence through comprehensive ecosystem of open-source software tools

Problem: Rising unemployment + expensive foreign software dependency + limited digital access

Solution: Locally-developed, accessible software ecosystem serving 100,000+ Indonesian businesses

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\$1M+

1000+

Problem Statement

Global Economic Challenges

- **Rising unemployment** rates in developing nations
- **Heavy dependency** on expensive foreign software solutions
- **Limited access** to affordable digital tools for Indonesian businesses
- **Currency weakness** due to technology import dependency

Indonesia-Specific Issues

- Small businesses cannot afford enterprise software licenses
- Language barriers with English-only interfaces
- Lack of cultural context in foreign solutions
- **Limited local technical expertise development**

Our Solution: Three-Phase Approach

Phase 1: Aksara IS (Priority - 12-18 months)

- **No-code platform** for business applications
- **Svelte-based** technology stack
- **Indonesian language** interface
- **Offline-capable** applications

Phase 2: Personal AI Assistant (18-24 months)

- **Offline AI** in Bahasa Indonesia
- **Tauri + Local LLM** integration
- **Privacy-focused** design
- **Cultural context awareness**

Phase 1: Aksara IS (Information System)

Core Features

- **Drag-and-drop application builder**
- **Database integration** (local & cloud)
- **Export to web and mobile**
- **Template marketplace**
- **Multi-tenant architecture**

Target Market

- **Small-medium businesses** (100,000+ potential users)
- **Government agencies** (digital transformation)
- **Educational institutions** (administration systems)

Market Opportunity

Total Addressable Market (TAM)

- **64.2M SMEs** in Indonesia (2023)
- **\$2.4B** software market size
- **8.5%** annual growth rate

Serviceable Addressable Market (SAM)

- **2M digitally-ready** SMEs
- **\$240M** no-code/low-code segment
- **Government digitization** initiatives

Immediate Target Market

- **100K businesses** (Phase 1)

Technology Stack & Architecture

Frontend: Modern Web Technologies

- **Svelte/SvelteKit** - Fast, lightweight framework
- **TypeScript** - Type safety and developer experience
- **Tailwind CSS** - Rapid UI development
- **Progressive Web App** - Offline capabilities

Backend: Scalable Infrastructure

- **Node.js/Deno** - JavaScript runtime
- **PostgreSQL** - Primary database
- **Redis** - Caching and sessions
- **Docker** - Containerization

Strategic Partnerships

Indonesian Hardware Manufacturers

Target Partners: Advan, Polytron, Axioo

Value Proposition:

- Differentiate from Windows-only offerings
- Reduce licensing costs for customers
- "Made in Indonesia" software stack advantage
- Bundle deals with MerdekaOS

Technology Companies

Local Partners: Jatis, Remala Abadi, Metrodata

- Market distribution channels

Financial Projections

Phase 1 Investment Requirements

- **Development Team:** \$150,000/year (5-7 developers)
- **Infrastructure:** \$25,000/year (cloud, tools, licenses)
- **Marketing & Sales:** \$50,000/year
- **Operations:** \$25,000/year
- **Total Year 1:** \$250,000

Revenue Model

- **Freemium SaaS:** \$0-50/month per organization
- **Enterprise licenses:** \$500-2000/month
- **Professional services:** \$100-200/hour

Risk Analysis & Mitigation

Technical Risks

Risk: Complex development timeline

Mitigation: Proven technologies, iterative development, strong QA

Risk: Scalability challenges

Mitigation: Cloud-native architecture, microservices design

Market Risks

Risk: Competition from international players

Mitigation: Local advantages, cultural relevance, price positioning

Risk: Slow adoption by traditional businesses





Mitigation: Strong onboarding, local support, success case studies

Success Metrics & Milestones

Year 1 Targets

-  **Aksara IS MVP** with 100 beta users
-  **3 strategic partnerships** established
-  **\$200,000 funding** secured
-  **Core team of 5** developers hired

Year 3 Targets

-  **10,000 active users** on Aksara IS
-  **Personal AI Assistant** public release
-  **MerdekaOS alpha** version
-  **Self-sustaining revenue model**

Team & Governance

Core Team Structure

- **Technical Lead** - Architecture and development oversight
- **Product Manager** - User experience and market fit
- **Business Development** - Partnerships and sales
- **Marketing Lead** - Brand and community building

Advisory Board

- **Technology Advisor** - Industry veteran
- **Government Relations** - Policy and regulation expertise
- **Financial Advisor** - Investment and growth strategy
- **Cultural Advisor** - Indonesian business practices

Investment Opportunities

Seed Round: \$500K (12 months runway)

- **Product development** (60%)
- **Team building** (25%)
- **Market validation** (10%)
- **Operations** (5%)

Series A: \$2M (24 months runway)

- **Market expansion** (40%)
- **Product enhancement** (30%)
- **Team scaling** (20%)
- **International partnerships** (10%)

Social Impact

Digital Literacy Advancement

- **Training programs** for 50,000+ users
- **Documentation** in Bahasa Indonesia
- **Community support** networks
- **School partnerships** for education

Economic Development

- **Local job creation** in technology sector
- **Reduced technology import** dependency
- **SME productivity** improvements

- **Innovation ecosystem** development

Implementation Roadmap

Quarter 1-2: Foundation

- Core team recruitment
- Technology stack finalization
- MVP development start
- Partnership discussions

Quarter 3-4: MVP Launch

- Beta testing with 50 businesses
- User feedback integration
- Market validation

• Seed funding completion

Call to Action

For Investors

- **High-growth market** with strong local advantages
- **Proven team** with Indonesian market expertise
- **Clear monetization** path and revenue model
- **Social impact** aligned with ESG goals

For Partners

- **Market access** to Indonesian SME segment
- **Technology collaboration** opportunities
- **Brand differentiation** through local partnership
- **Corporate social responsibility** alignment

Contact Information

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Media & Press

Together, Let's Build Indonesia's Digital Future

Ak'sara Initiative: Where Innovation Meets Independence

Good applications are created from source code composed by characters

Appendix: Technical Specifications

System Requirements

- **Minimum:** 2GB RAM, 1GB storage
- **Recommended:** 4GB RAM, 2GB storage
- **Browser Support:** Chrome 90+, Firefox 88+, Safari 14+
- **Mobile:** Android 8+, iOS 12+

Security Features

- **End-to-end encryption** for sensitive data
- **Role-based access** control
- **Audit logging** for compliance
- **Data sovereignty** options