

Base Indonesia Hackathon 2025

CrowdFUNding

Donate. Evolve. Impact.

UGMBCC Team, January 2026

How is the world's #1 most generous nation still using a donation model that leaks 20% of its value before it ever reaches the cause?

12.66% Financial "Tax"

The average fee for cross-border bank transfers that renders global micro-donations under \$50 financially impossible,

Source: World Bank, Remittance Prices Worldwide Report, 2023

19% Survival Rate

The abysmal retention rate for new donors; 81% of contributors exit the ecosystem after a single sterile transaction.

Source: Fundraising Effectiveness Project (FEP) Data.

5.4x Untapped Value

Recurring donors are 5.4x more valuable than one-time donors, yet platforms lack the gamified loops to unlock this lifetime value

Source: Classy, "Why Donors Give" Report, 2023.

176 Flagged Institutions

The number of Indonesian philanthropic entities recently investigated for fund misuse, creating an impenetrable "Trust Barrier" for manual systems.

Source: PPATK (Pusat Pelaporan dan Analisis Transaksi Keuangan) National Report.

This makes traditional philanthropy a multi-million dollar bankruptcy of both capital and social trust

The Cost of Inaction

Ignoring these barriers leads to a total collapse of social trust.

The Donor Death Spiral

Acquisition costs will eventually exceed donation value due to a **19%** retention rate.

The "Tax" on Kindness

A **12.66%** fee barrier keeps millions in global aid stuck in banking software.

The Generational Exit

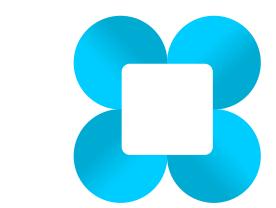
Lack of transparency permanently alienates Gen Z and Alpha from philanthropy.

Economic Stagnation

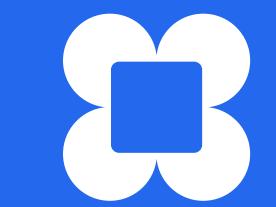
\$445M in virtual goods capital remains locked in consumption instead of community impact

What if you could donate with the instant ease of QRIS, the efficiency of Base, and the absolute transparency of a system that never lies?

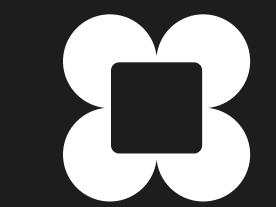
pilih model yg mana?



CrowdFUNding



CrowdFUNding



CrowdFUNding

Introducing CrowdFUNding

CrowdFUNding enables seamless, borderless philanthropy with unified IDRX settlement on the Base network.

How It's Possible?



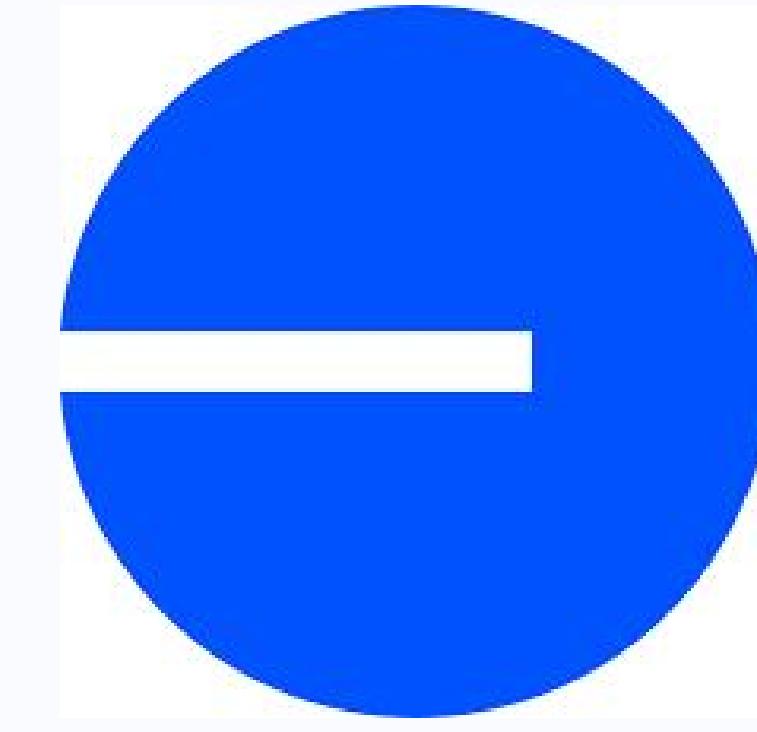
Frictionless Access Google/OAuth

Users onboard instantly via Google/Email with no seed phrases , enabling **67M+** Indonesians to donate via QRIS in seconds.



Unified Settlement (IDRX + USDC)

We bypass 12.66% bank fees by unifying global capital (USDC) and local fiat into **IDRX on Base**



A System That Never Lies

We replace slow, manual audits with real-time **Smart Contracts** that provide immutable proof of impact for every donation.

Project Showcase

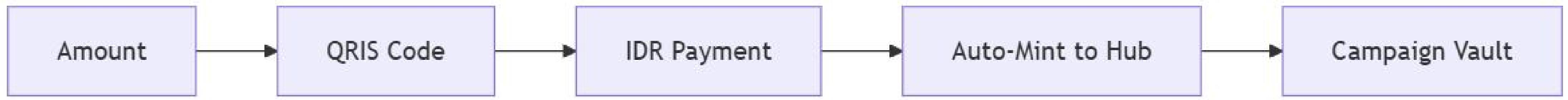
Seedless Access

As a user, I can log in instantly using my Google account, bypassing the need to manage a blockchain address or seed phrase.



Instant Fiat Gateway

As a local donor, I can scan a QRIS code with my favorite banking app to send funds that settle instantly as IDRX on the Base network.



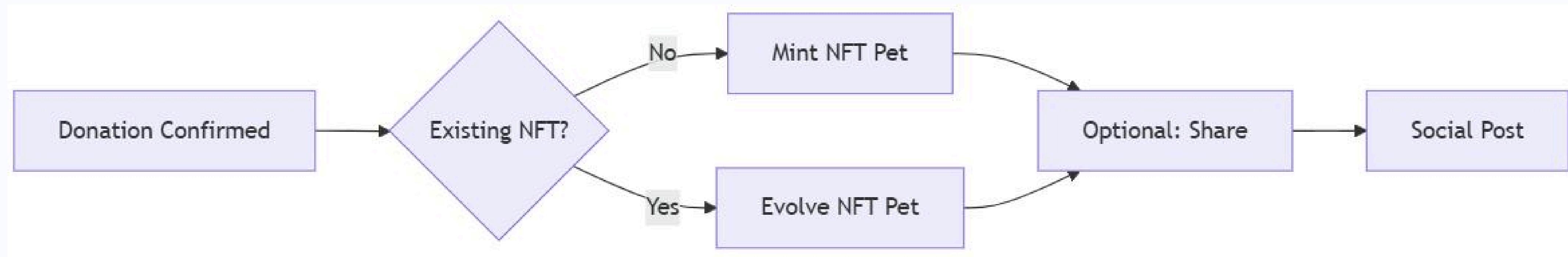
Borderless Liquidity Rail

As a global supporter, I can donate USDC or other stable coin on Base and have it automatically converted to IDRX to protect the recipient from volatility.



Dynamic Proof of Impact

As a contributor, I receive a digital pet on Base that evolves to provide a verifiable on-chain record of my impact, with an optional button to share my progress to social media.



Automated Bank Settlement

As a campaign creator, I can have IDRX funds sent directly from the Campaign Vault to my local bank account in Rupiah, ensuring the money is ready for real-world use.



Why Build on Base?

Category	Strategic Alignment	The CrowdFUNDing Solution
Mass Adoption (Retention)	Base aims for daily utility beyond speculation.	Gamified streaks turn one-time donors into Daily Active Users (DAU), solving the retention crisis.
Consumer Crypto Standard	Shifting from "PvP Casino" to "PvE Community".	We convert the \$445M virtual goods market into social impact, proving Base is the home for social apps.
L2 Efficiency (Scalability)	Scaling impact through low-cost transactions.	Near-zero L2 fees enable 2.5% flat-revenue and micro-donations that are impossible on L1.
Global-Local Rail	Building a borderless on-chain economy.	Seamless bridge connecting Global Capital (USDC) to Local Impact (IDRX) with instant settlement.



Go-To-Market Strategy

Launch (The Spark)

- 1**
- Target: Gen Z University Hubs (Yogyakarta).
 - Entry: 0-friction QRIS & Google Auth.
 - Hook: "Impact Pet" NFT social status.

Growth (The Engine)

- 2**
- Retention: Gamified "Impact Streaks" (DAU).
 - Virality: One-tap TikTok & Instagram sharing.
 - Community: Campus-wide "Donation Squad" competitions.

Scale (The Bridge)

- 3**
- B2B: Automated SDK/API for CSR.
 - Global: Fee-free USDC-to-IDRX cross-border rail.
 - Legal: Secure OJK Sandbox compliance.

Success Metrics

Metric	Goal	Why it matters
User Base	10,000+ Donors	Proves product-market fit.
Fee Efficiency	<3% Avg. Cost	Bypasses banking tolls via IDRX.
Retention	65% Repeat Rate	Confirms sustainable giving habits.
Velocity	Instant Settlement	Real-time aid for urgent causes.

Market Analysis

TAM: Global Crowdfunding — \$17.7 Billion

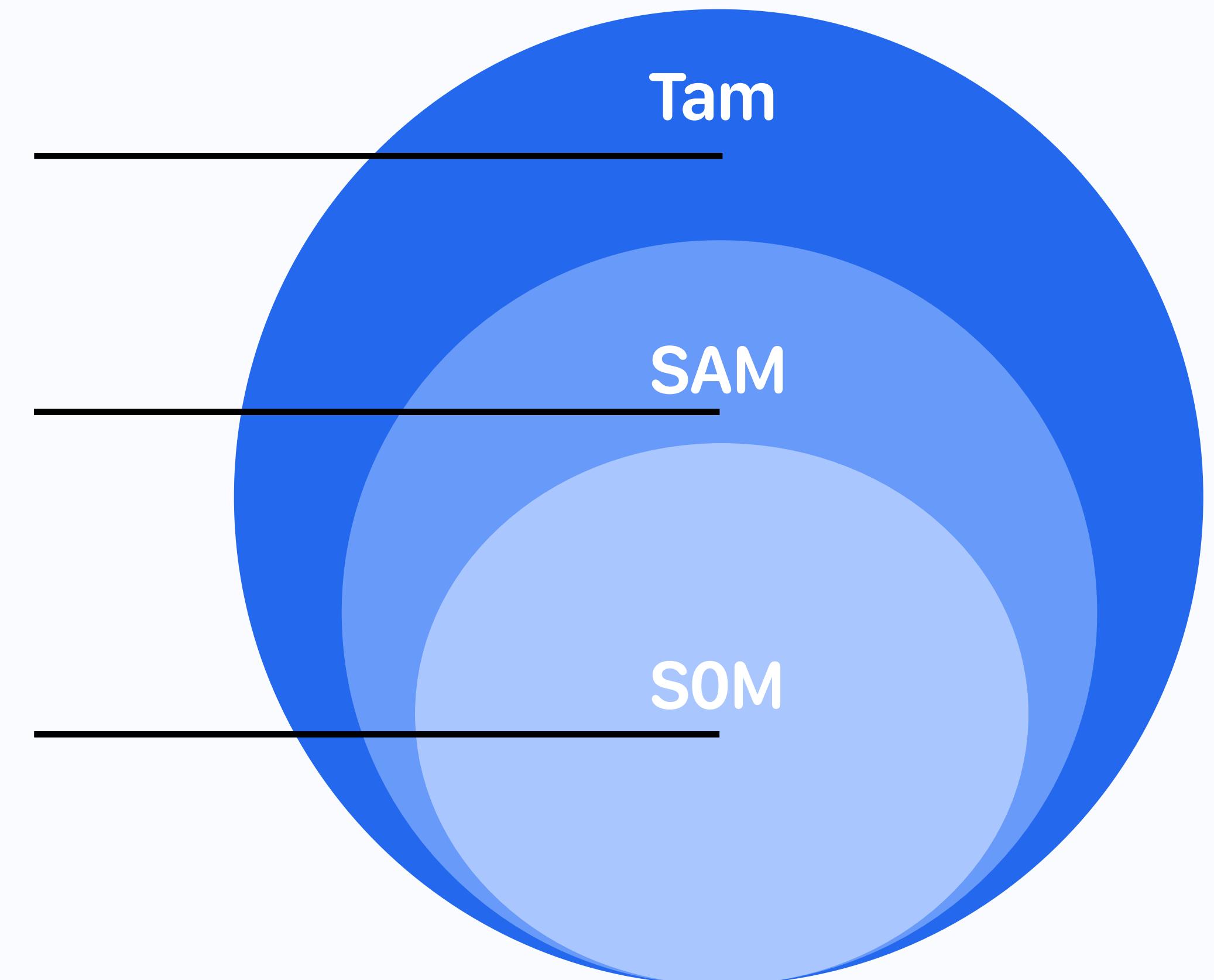
- Market Size: Projected total value for the global segment in 2024.
- Projected Growth: Expected to reach \$20.46 Billion by 2025.
- Source: ResearchAndMarkets: Crowdfunding Global Market Report 2025.

SAM: Indonesia Philanthropy — \$2.62 Billion

- Scale: National target for Zakat and Alms (ZIS) collection in 2024.
- The Opportunity: Indonesia is the #1 most generous country globally for 7 years running.
- Source: BAZNAS National Alms Agency (2024) & CAF World Giving Index (2024).

SOM: Indonesian Virtual Goods — \$445 Million

- Target: Annual revenue from In-App Purchases (Virtual Goods) in Indonesia.
- Strategy: Converting the "Gaming Wallet" into social impact via NFT Pets.
- Source: Statista: Digital Media - Video Games Indonesia (2024).



Revenue Streams

Platform Fee (The Volume Game)

1

- 2.5% per donation: 50% lower than the ~5% industry standard.
- Low Friction: Maximizes transaction volume by removing cost barriers.
- Efficiency: Powered by Base + QRIS to eliminate banking leakage.

Digital Marketplace (The Margin Game)

2

- Cosmetic Assets: High-margin sales of skins and accessories for NFT Pets.
- Premium Minting: Fees for specialized "Soulbound" impact achievements.
- Status-Driven: Monetizes user engagement and ego rather than taxing altruism.

B2B Infrastructure (The Trust Scale)

3

- CSR API: Real-time impact dashboards for corporate social reporting.
- Audit-Ready: Replaces manual audits with the "System That Never Lies".
- Compliance: Turns social spending into verifiable, on-chain financial facts.

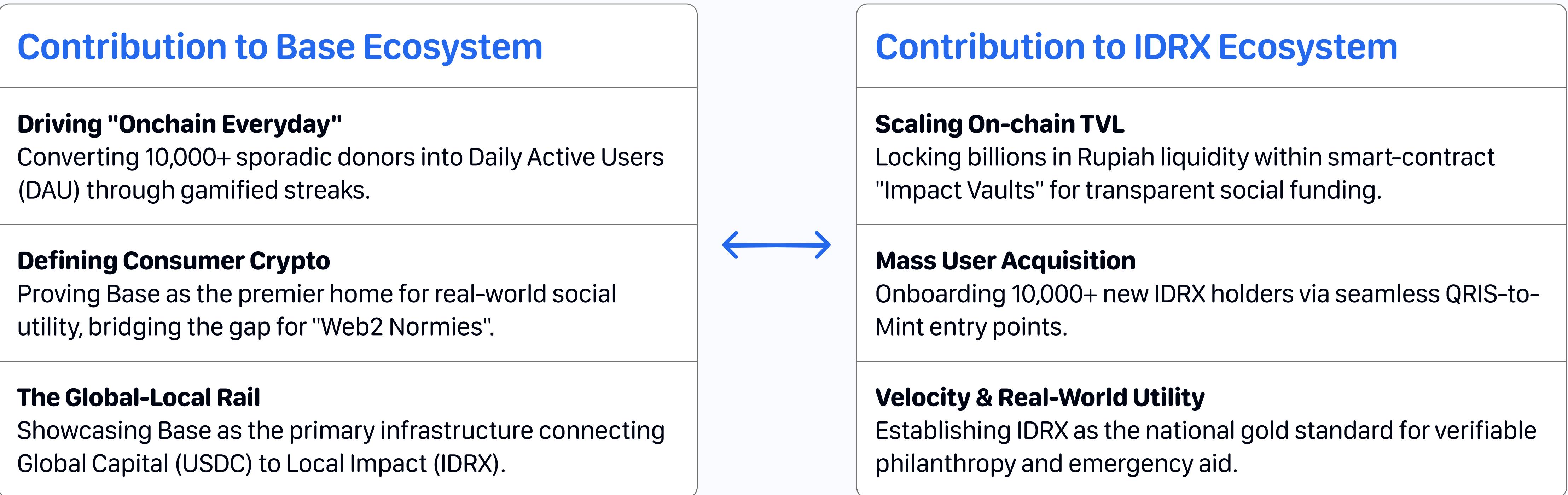
Competitive Landscape

Eliminating banking tolls to maximize social impact.

Metric	Kitabisa	BenihBaik	CrowdFUNding
Platform Fee	5% Flat	5% - 10% (Category based)	2.5% Flat
Payment Gateway	0.7% - 2% + VA Markup	1.5% - 3% (E-wallets)	Rp 0 (via IDRX QRIS)
Withdrawal Fee	Rp 2,500 - Rp 4,000	Rp 4,500 - Rp 6,500 (Avg.)	Rp 5,000 (via IDRX)
Local Settlement	3 - 5 Business Days	Batch-processed (Bank hours)	Instant
Global Settlement	7 - 14 Days (SWIFT/FX)	High Friction (Partner-based)	Instant



Dual Ecosystem Contribution



Roadmap

Q1 2026: Foundation & Compliance

- Base Ecosystem Incubation.
- Secure grants and investment.
- File OJK Regulatory Sandbox.

Q2 2026: Security & Pilot

- Complete Smart Contract Audits.
- Integrate IDRX QRIS Gateway.
- Launch Yogyakarta University Pilot.

Q3 2026: Launch & Growth

- Full Protocol Mainnet Deployment.
- Activate Genesis NFT Marketplace.
- Deploy Viral Farcaster Frames.

Q4 2026: Scaling & TVL

- Release Native Mobile Apps.
- Deploy NGO Integration SDK.
- National Grassroots Roadshow Expansion.



Meet the Team!

A collective of incubated builders and industry-trained experts leveraging diverse backgrounds to replace high-fee legacy systems with a borderless, transparent, and low-fee on-chain protocol.



Dien Scientivan

Back End

Top 10 EduChain
Hackathon 2025,
Uniswap Hooks
Incubator 18 Participant



Polikarpus Arya

Smart Contract

Software Engineer
Intern @ GDP Labs,
Smart Contract @ UGM BCC



Ilham Yusuf

Front End

Head of IT
@Technocorner UGM,
Mentor @ Sui Dev Workshop



Galang Swastika

Frontend

IT Staff @Gelex UGM
Front End @ UGM BCC



Alfian Adicandra

UI/UX

Academic UI/UX
@ GDGoC UGM
IT Analyst @180DC UGM

**Let's build a future where every Rupiah counts,
every pet evolves, and every impact is permanent.**

CrowdFUNding: Transparent. Gamified. Based.

**website
docs**