



SCHOLARSHIP PROGRAM **YBM BRILIAN**

Empowering Indonesia's Future Leaders

Program Overview

Vision

Creating future leaders with strong academic, personal, and societal contributions.

Mission

To provide holistic support to first-year university students in Indonesia.

Objectives

1. Address financial and academic challenges.
2. Promote personal and career development.
3. Encourage societal impact through community initiatives.





Why Scholarships Matter



Education Access Gap

Only 42.6% of eligible students enroll in tertiary education (Kementerian Pendidikan, 2023).



Financial Barriers

Around 15.8% of new entrants face economic challenges (BPS, 2023).



Economic Impact

Higher education improves average income by 60% (Kementerian Pendidikan, 2023).



Key Metrics for Program Success



Academic Retention Rates

95% retention of scholarship recipients
(Kementerian Pendidikan, 2023).



Post-Graduation Outcomes

85% employment within six months (LPDP, 2024).



Graduation Rates

80% on-time graduation rate (BPS, 2023).



Community Contribution

20 volunteer hours/student annually (Djarum
Foundation, 2025).



Market Sizing



TAM (Total Addressable Market)

2.2 million new entrants in higher education annually (Kementerian Pendidikan, 2023).



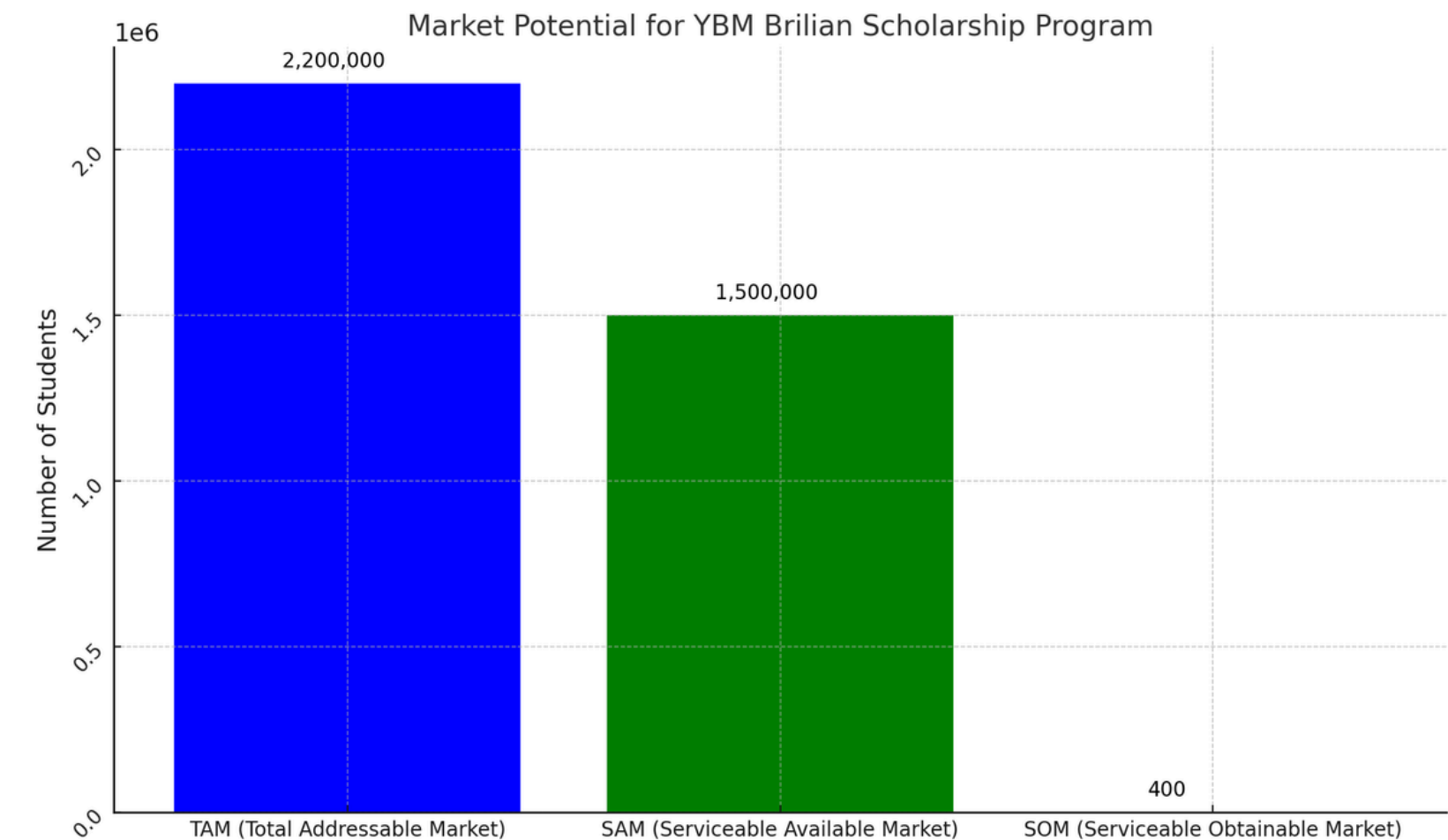
SAM (Serviceable Available Market)

1.5 million underserved students eligible for support (BPS, 2023).



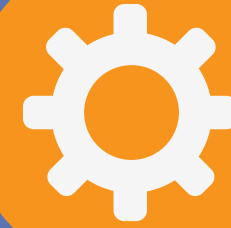
SOM (Serviceable Obtainable Market)

400 students can be supported initially with a \$2 million budget (LPDP, 2024).





Needs Assessment



Financial Needs

Tuition fees, living allowances, and technology access (KIP Kuliah, 2024).



Academic Needs

Tutoring, academic advisors, and digital tools (Kementerian Pendidikan, 2023).



Personal Development

Leadership training, mental health support (Djarum Foundation, 2025).

Program Components



Financial Support

Full/partial tuition, living stipends, and emergency funds (KIP Kuliah, 2024).



Academic Support

Access to mentors, tutors, and study resources (Kementerian Pendidikan, 2023).



Community Engagement

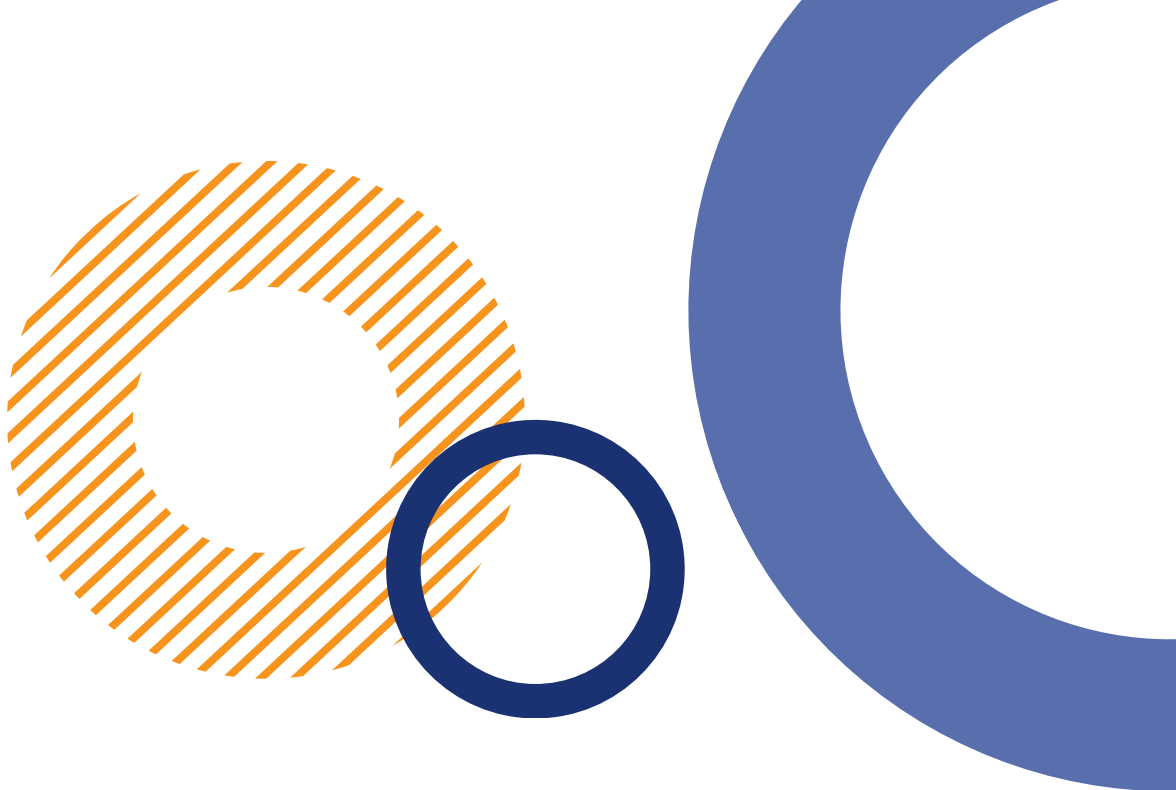
Structured volunteering and alumni networks (Beasiswa Unggulan, 2024).



Career Development

Industry partnerships and job search workshops (LPDP, 2024)

Benchmarking Against Established Programs



| Program | Key Features | Lessons for YBM Brilian |
|----------------------------|--|--|
| LPDP Scholarship | Leadership training, dual degrees | Emphasize career-focused education |
| Djarum Beasiswa Plus | Soft skills, mental health initiatives | Incorporate personal development modules |
| Beasiswa Indonesia Bangkit | Regional aid, underserved focus | Prioritize equity and inclusivity |

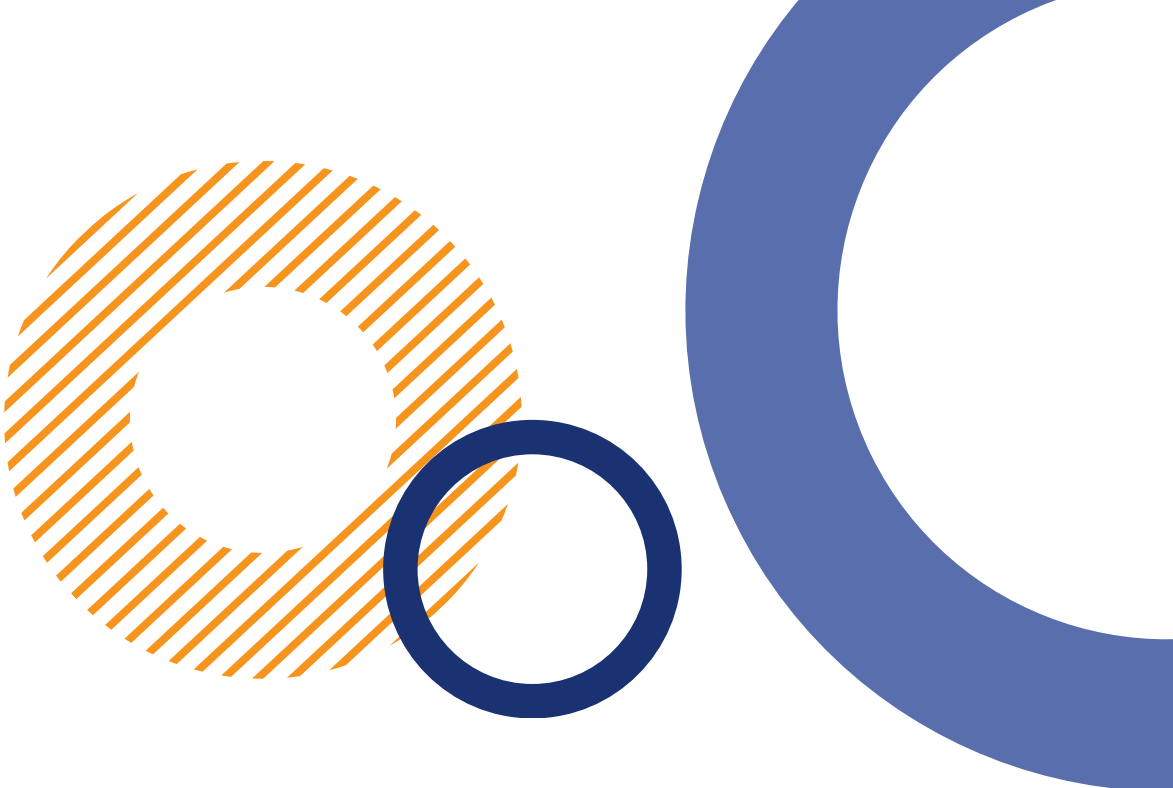
References: LPDP, 2024; Djarum Foundation, 2025; Beasiswa Indonesia Bangkit, 2024.

SWOT Analysis



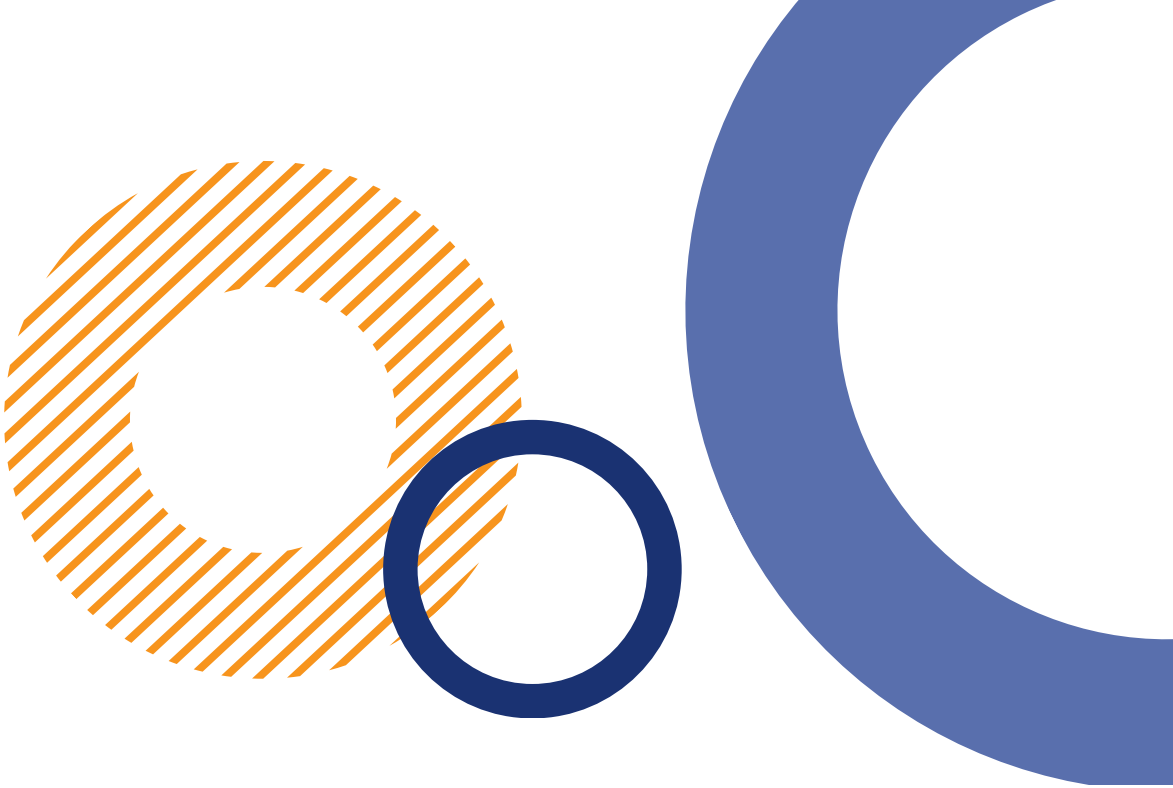
| Aspect | Details |
|---------------|--|
| Strengths | - Comprehensive program design. |
| | - Strong benchmarks from successful programs (LPDP, Djarum, etc.). |
| | - Focus on both academic and personal development. |
| Weaknesses | - Limited initial funding for scaling. |
| | - High administrative requirements for program execution. |
| Opportunities | - Potential for corporate and alumni partnerships to increase funding. |
| | - Growing demand for scholarships among underserved communities. |
| Threats | - Competition from other well-funded scholarship programs. |
| | - Potential cultural and logistical challenges in rural areas. |

Challenges & Solutions

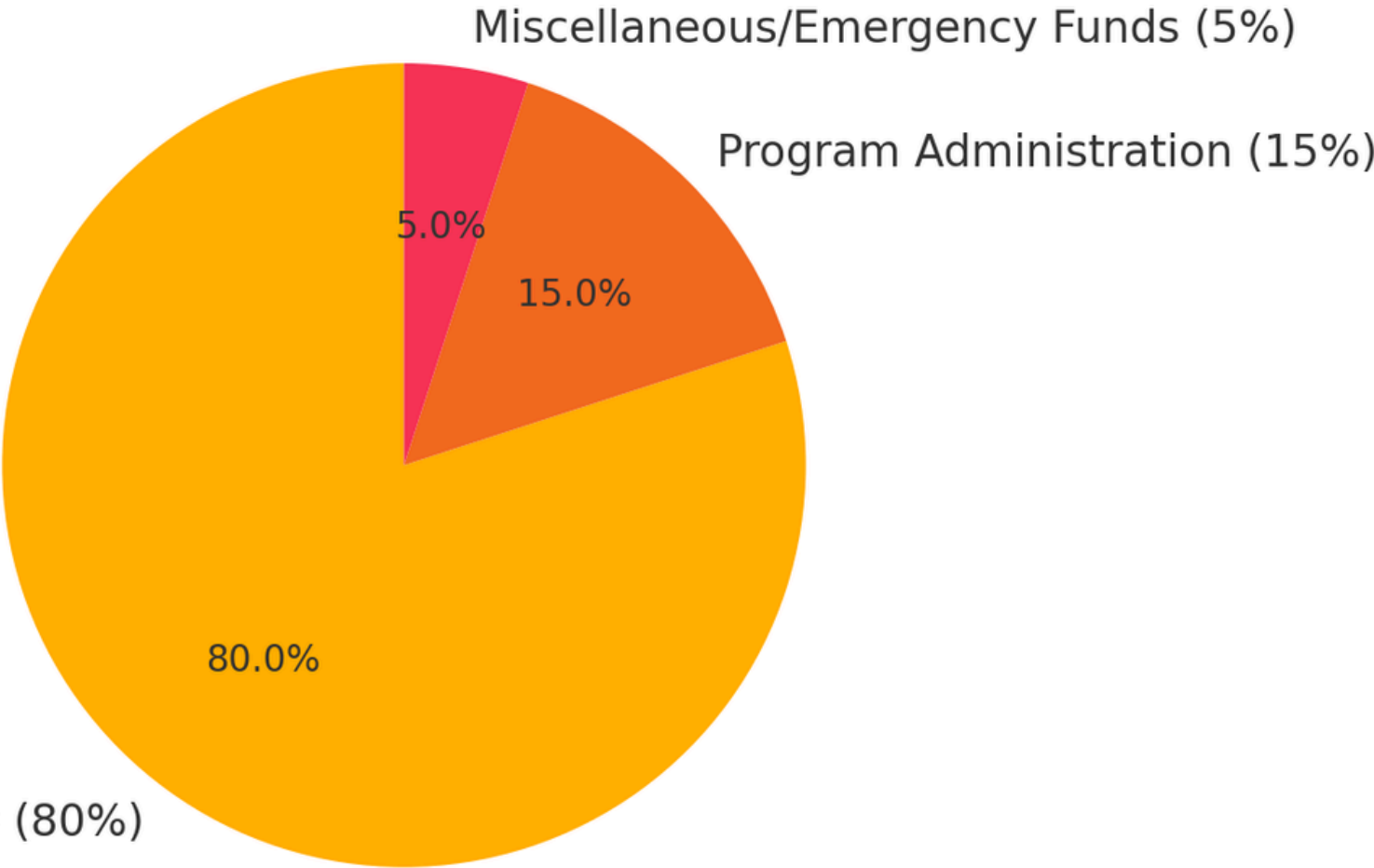


| Challenges | Proposed Solutions |
|--|--|
| Financial Sustainability | <ul style="list-style-type: none">- Establish corporate sponsorships and alumni contribution programs. |
| | <ul style="list-style-type: none">- Leverage government grants and philanthropic donations. |
| Operational Efficiency | <ul style="list-style-type: none">- Adopt scholarship management platforms to streamline application and monitoring. |
| | <ul style="list-style-type: none">- Automate financial disbursements and performance tracking systems. |
| Student Integration and Adjustment | <ul style="list-style-type: none">- Develop peer support networks and mentorship programs. |
| | <ul style="list-style-type: none">- Provide access to counseling and mental health resources. |
| Program Scalability in Underserved Regions | <ul style="list-style-type: none">- Collaborate with regional universities and local organizations. |
| | <ul style="list-style-type: none">- Use tiered funding to address region-specific needs. |

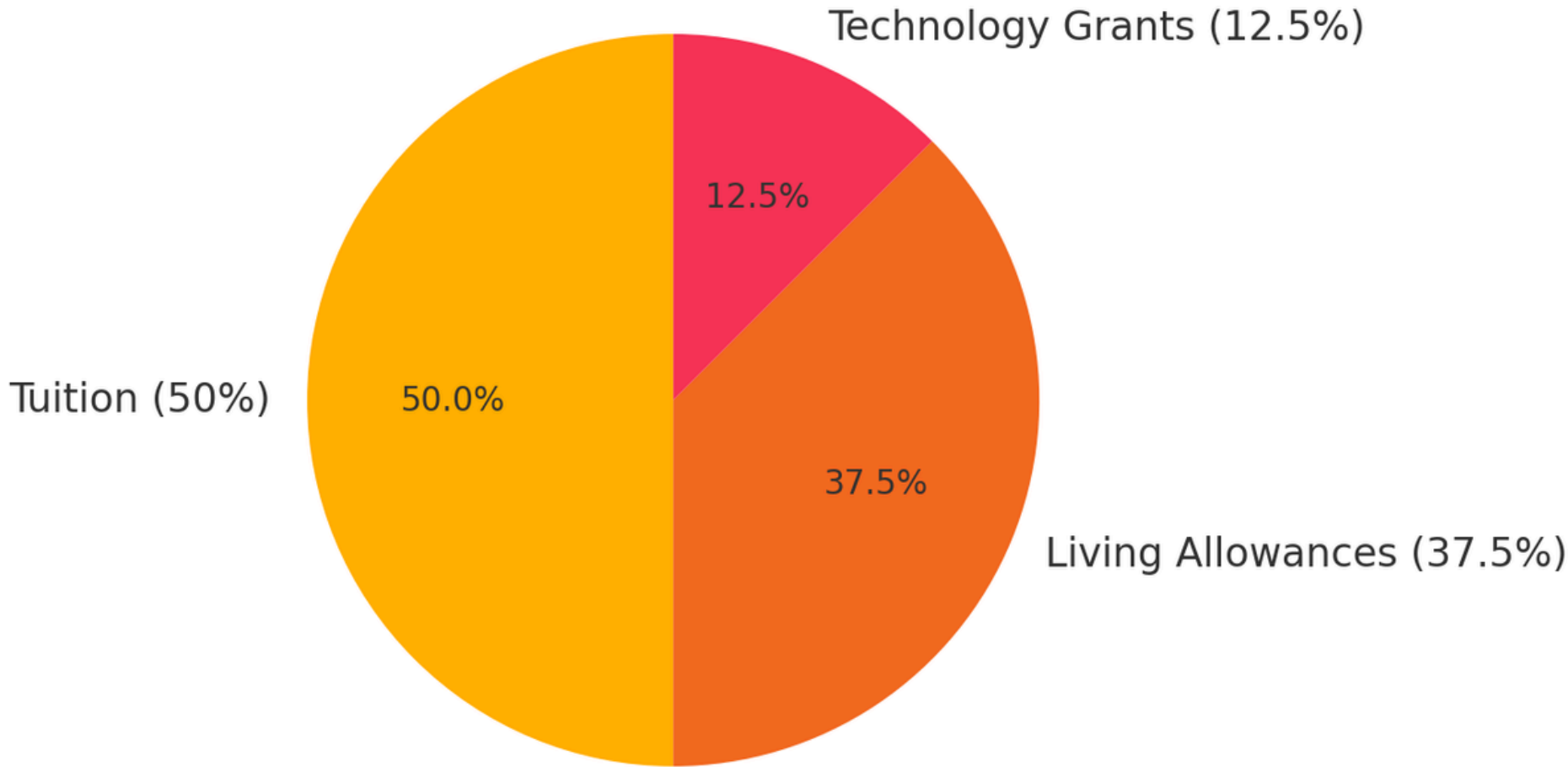
Budget Overview



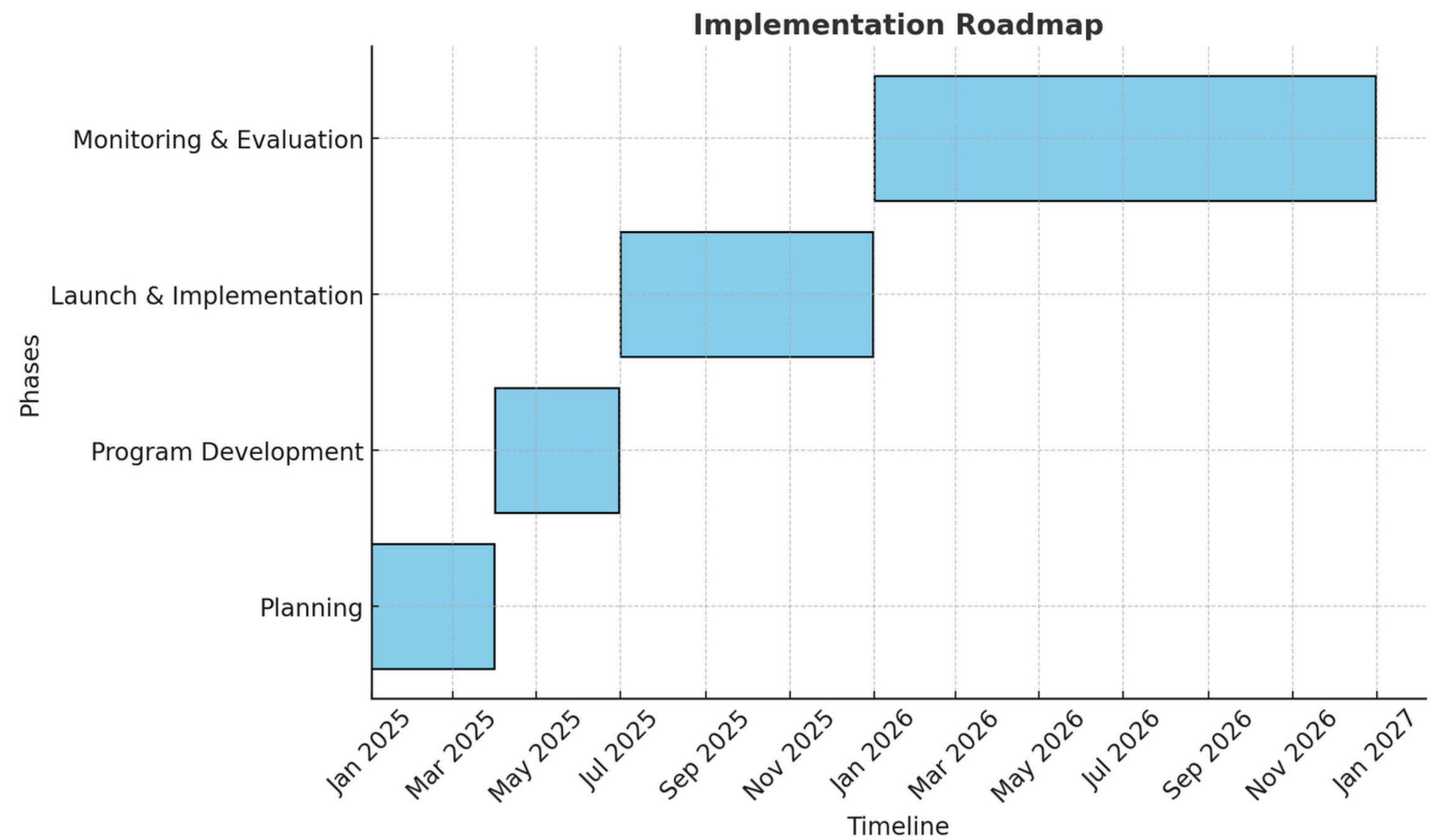
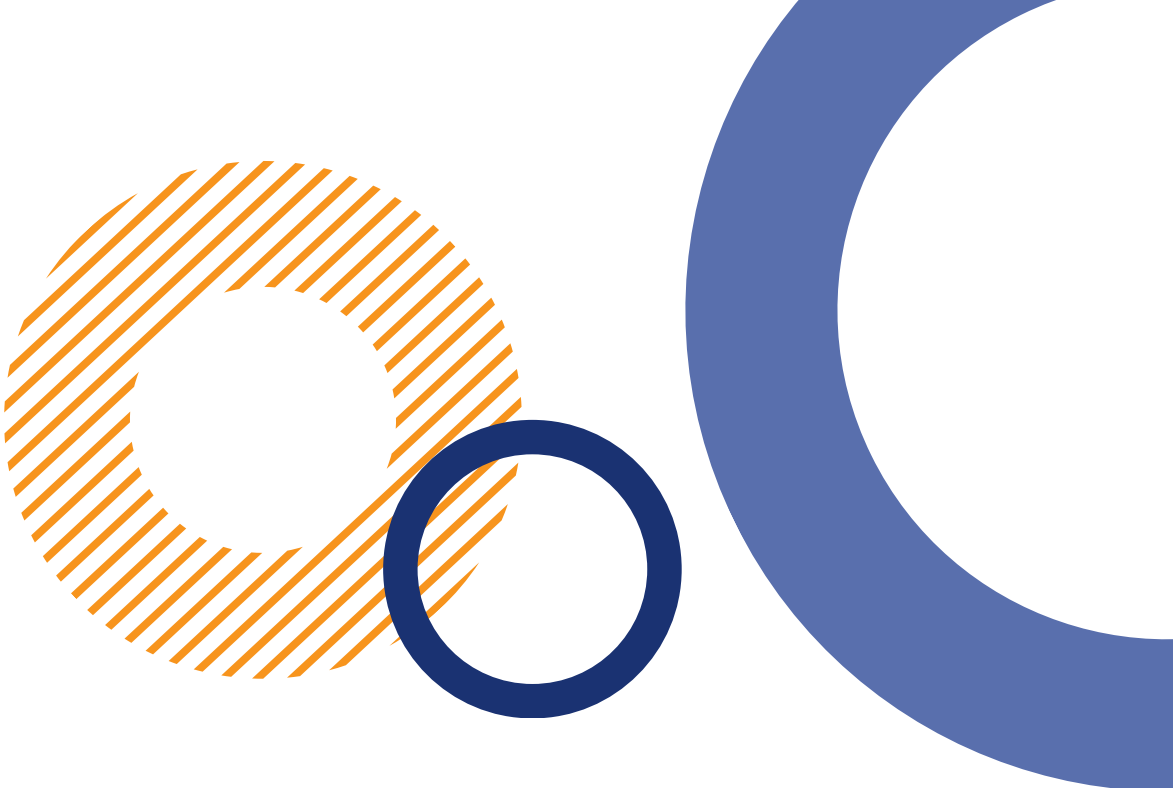
Overall Budget Allocation (in Rp)



Scholarship Funds Breakdown (in Rp)



Implementation Roadmap





Long-Term Societal Impact



Equity

Bridge gaps in higher education access (BPS, 2023).



Economic Growth

Develop a skilled workforce contributing to national productivity (Kementerian Pendidikan, 2023).



Civic Engagement:

Foster socially responsible leaders through structured volunteering (Djarum Foundation, 2025).



References



- BPS, 2023: Education Statistics.
- Kementerian Pendidikan, 2023: Higher Education Statistics.
- KIP Kuliah, 2024: Program guidelines and financial structures.
- LPDP, 2024: Career development and leadership modules.
- Djarum Foundation, 2025: Personal development and mental health initiatives.
- Beasiswa Unggulan, 2024: Community engagement benchmarks.



THANK YOU

FOR YOUR ATTENTION

ADAM DANDI

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