



Market Research Results.

Bridging Generation: SxConference 2025

Data-driven Insights for a Stronger SxC Alumni–Member Network

StudentsxCEOs Jakarta | Batch 13

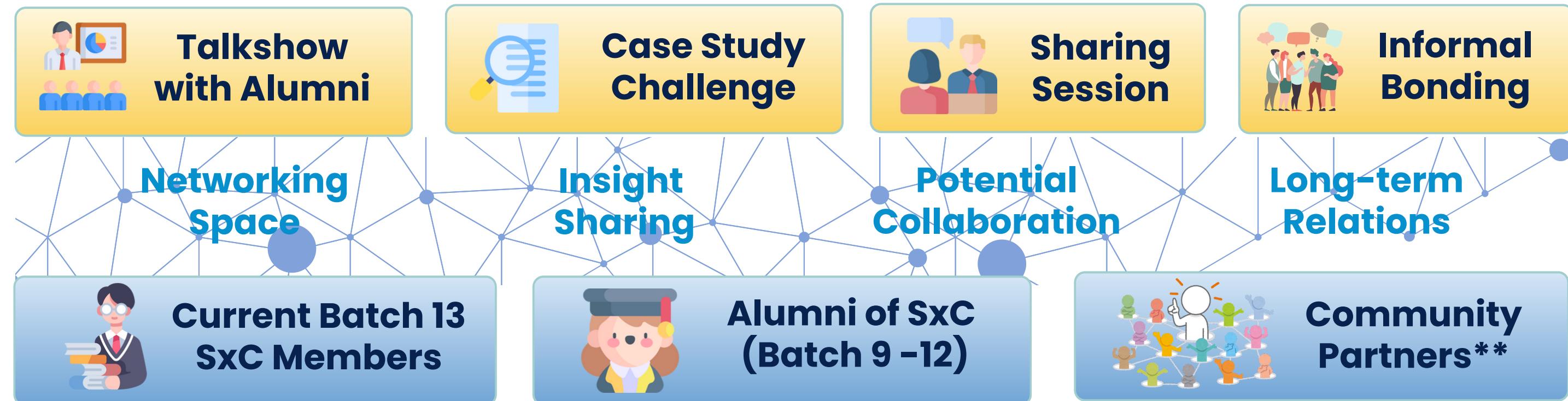
Expectations of Operation Division

What is the expected purpose and rundown of SxConference?

Description

A curated offline networking event to connect current members of SxC with its alumni

Activities



Participants

GOALS OF OUR MARKET RESEARCH

LOGISTIC

EVENT CONCEPT

EXPERTS RECS

AFTER EVENT

FINANCIAL

SESSION CONCEPT

GENERAL RECS

BENCHMARK

ABOUT

ANALYSIS

RECOMMENDATION

CONCLUSION

Respondents Profile

Who are our survey's respondents? What are their expectations for the event?

16

**Members
(Batch 13)**

26

**Alumni
(Batch 9 - 12)**

Collection Period: 23 May - 05 June

<https://bit.ly/SxConference2025>



Alumni' Motivation to Join

A high percentage **76.9% (20 out of 26)** expressed their primary motivation was **to reconnect with the SxC community**, highlighting a strong, positive emotional bond with the organization

Additionally, **11.5% (3 alumni)** chose "Spotting Fresh Talent for Collaborations," and another **11.5% (3 alumni)** selected "Sharing Knowledge or Insights," indicating a **significant willingness to contribute to the event** while also **actively identifying new talent among members & other alumni**



Members' Motivation to Join

Both "**Expanding network for future opportunities**" and "**Gaining real-world insights from alumni**" were chosen by **37.5% of current members (6 out of 16 each)**, reflecting a **strong expectation to gain practical, real-life insights into professional careers**. Also, around **12% of members (3 respondents)** are hoping **to gain inspiration for choosing or starting their career path** from more experienced alumni

Financial Contribution & Venue Selection

How much are our target audience willing to contribute? How does it affect our venue selection?



Contribution Fee

Alumni have higher financial flexibility, with **84.6% (22 out of 26)** able to contribute between **Rp. 75.000 - Rp. 125.000**. Meanwhile, above **80% of current members** tend to prefer **the price range of below Rp 75.000**, with 37% selecting a comfortable price range of below Rp 50.000

This implies **a tiered-ticketing option** with more premium price for alumni, which that could help equalize affordability



Venue Preference

Both alumni and current members indicate **flexibility**(10 alumni, 11 members) towards venue type. Therefore, venue choice should prioritize budget, area accessibility, or time availability

Nevertheless, among 5 fixed options, **Cozy Cafe / Restaurant** are the most preferred choice (**total of 11 votes**), but it is only slightly ahead of **Formal Hotel / Event Hall** (**9 votes overall**).

Balancing Budget & Ballroom

The **preference for cozy venues is largely driven by alumni**, with 9 out of 11 votes coming from them, while **support for formal venues is more evenly distributed**—5 alumni and 4 current members—suggesting **a broader appeal for a professional, sophisticated atmosphere** among the overall audience.

To make such a venue feasible while maintaining inclusivity and subsequent high attendance level, **this pricing strategy is recommended: capping the contribution fee at Rp50,000 for members and Rp 100,000 for alumni**.

ABOUT

ANALYSIS

RECOMMENDATION

CONCLUSION



Event Logistics

When and where are participants most available? How long is the "ideal" duration?

Time of Month Availability



65% of respondents indicated **flexible availability** for August 2025, allowing ample room for scheduling adjustments. However, the **1st week of August** emerged as the top availability window, receiving **7 approval among potential alumni contributors**. The **3rd week of August** follows as the **next-best option**, with **6 approval that are split between alumni and current members**.

Day of Week Availability

Weekends (Dinner – Evening) is the most preferred time slot overall (**18 votes**), favored by both **alumni (10)** and **members(8)**. **Weekends (Morning – Lunch)** is also decently popular (**10 total votes**), suggesting that not everyone is available for evening engagements, and a daytime alternative may help improve accessibility.



Area Preference

South Jakarta is the most accessible location (**16 votes**), followed by **Central Jakarta (12 votes)**, indicating a preference for well-connected, city-center locations.

While **West Jakarta still have 8 votes**, very few are available in East or North Jakarta, indicating clear geographic base of target audience

Duration Preference



60% of total respondents show a strong preference for **3-hour, 2-session events**, suggesting this format is optimal for **balancing depth and engagement**.

A significant 21% of participants also choose the "I'm Flexible" responses (9 in total), giving room for slight extensions or adjustments at D-day.

Around **35 of the 42 respondents**, equally distributed among members and alumni, **are flexible in regards to time and day of week availability**, providing some logistical advantage

While there is **a significant flexibility on event duration, area/location constraints are more fixed**, with **only 12% participants indicating flexibility**

Event Concept - Members Only

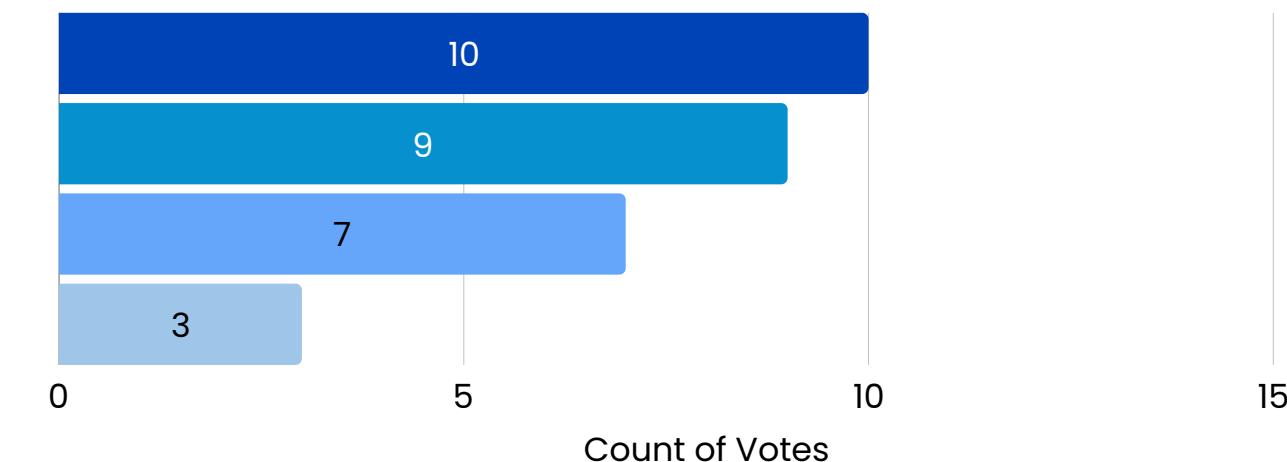
What types of session spark the most interest? What industries are members most excited to explore?

Session Type Preference

Small-group-Networking Sessions with Alumni was the **top choice**, selected by **63% members**. This indicates **a strong preference for intimate, purposeful, and conversation-driven interactions**. Closely behind, **Informal Mingling Sessions with Alumni & Other SxC Members** was chosen by **56% members**, reinforcing the **desire for casual, open-ended networking**.

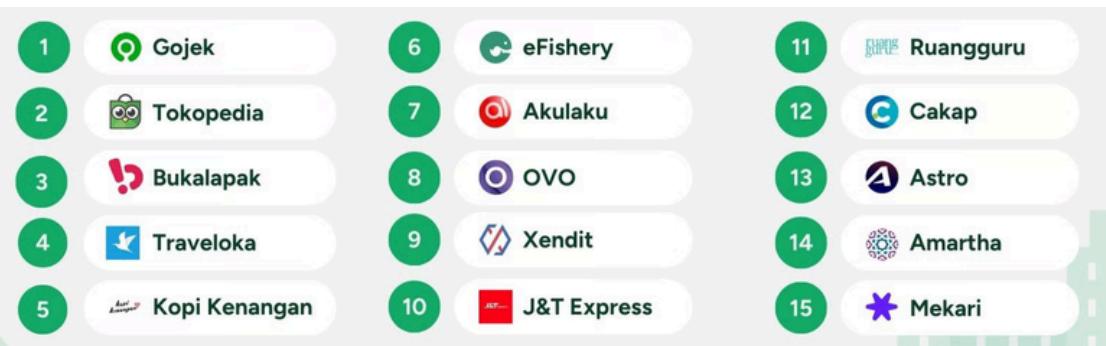
Alumni Talkshow: Professional Journey was favored by **44% of members**, indicating **a moderate interest in learning from alumni narratives in a structured setup**. Meanwhile, **Case Study Challenge with Alumni as Judges** receives approval by **25% of members**, suggesting **less enthusiasm over evaluative and competitive event formats**.

- Small-group Networking Sessions with Alumni
- Informal Mingling Session with Alumni & Others
- Alumni Talkshow: Professional Journey
- Case Study Challenge with Alumni as Judge

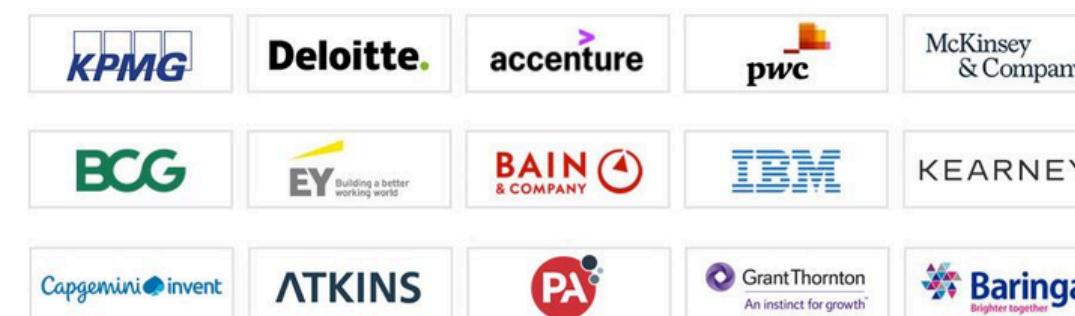


Top Industry Preference

1) STARTUPS - 62.5%



2) CONSULTING - 56.25%



3) TECHNOLOGY - 50%



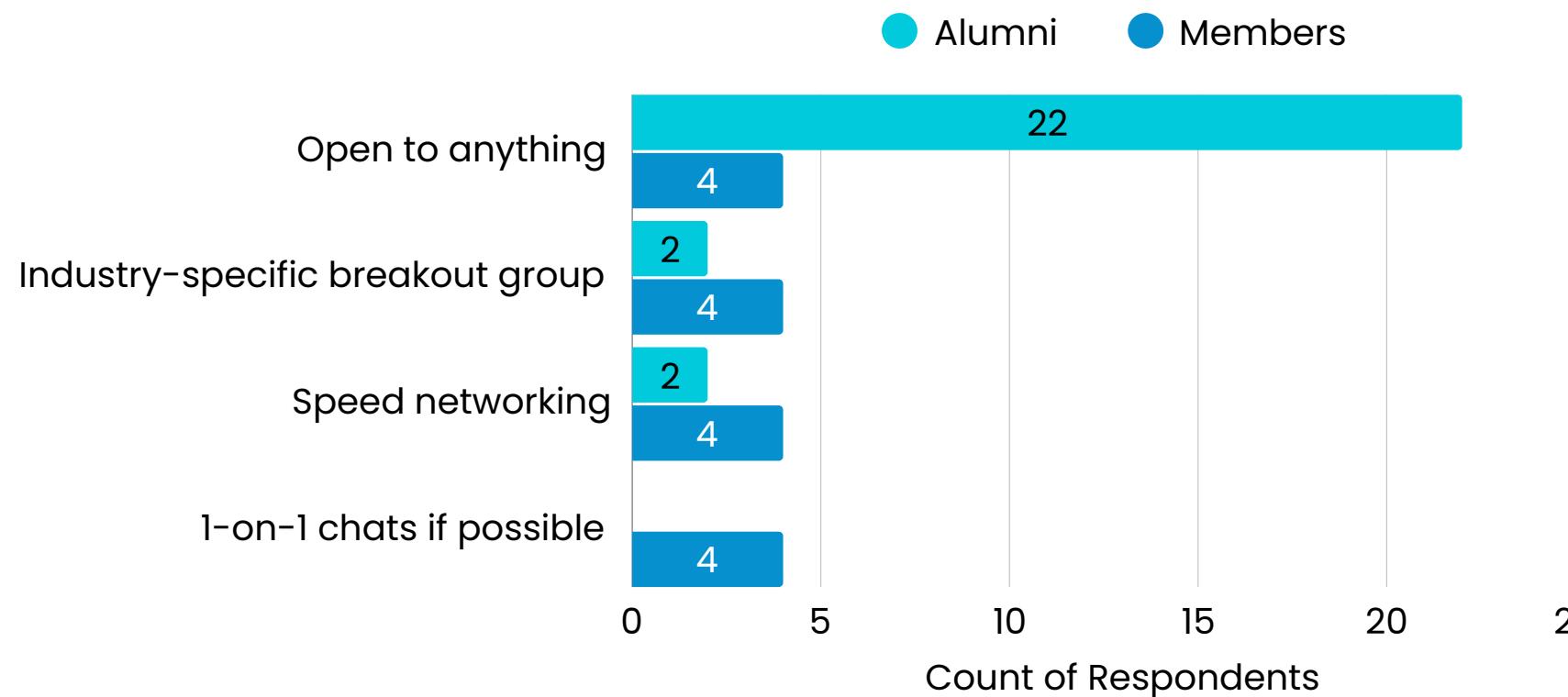
Honorary Mention: FMCG (31%)

Session Concept: Networking

How do our participants network best? Any difference between members & alumni?

Members: Networking Format Preference

The distribution of responses indicates **no single dominant networking format**. **50% of the current members** reflect a preference for more structured formats: **speed networking** and **industry-specific breakout groups**. Meanwhile, **the remaining 50% of members** are split between **those who are open to any format** and **those who favor one-on-one chats**, the latter suggesting **more personal networking format**.



Alumni Networking Format Preference

Alumni respondents strongly favor toward **flexible networking formats**, with **85% of votes** falling under **"Open to anything."** networking format.

Nevertheless, **around 15% of responses** are distributed equally among **structured networking formats**, like **speed networking** and **industry-based groups**.

Alumni Willingness >>> Networking Contribution

Working alumni were more engaged toward networking across both **structured format** (speed networking or industry-focused breakout group) and **informal format**, with the willingness to contribute to **structured, small group networking session** reaching **77%**. Meanwhile, **student alumni** show a strong preference for small group networking (**69%**), while being less inclined toward informal mingling (**31%**). Moreover, **9 out of 26 alumni (35%)** indicated **willingness to engage with members in both formats**, suggesting an accommodating mindset among alumni toward various engagement opportunities.

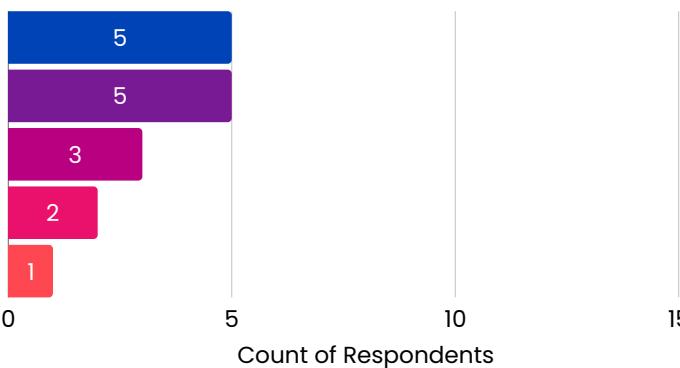
Session Concept: Talkshow & Case Study Challenge

What topics do participants prefer for the structured sessions? What about alumni's potential contribution?

Talkshow Topic Preference

Topics related to career entry and early professional development, starting a career and building a personal branding—were the most preferred, chosen by **62.5% of members**, reflecting **the relevant dilemma of navigating the academic-to-professional transition phase**. Also significant are **19% of members** who expressed interest in the talkshow topic of **how to optimize their time in university for the job market**, reinforcing a demand for strategies applicable during **the pre-graduation stage**.

- Starting a Professional Career as A Fresh Graduate
- Personal Branding: from Self-Awareness to Real Oppor...
- Maximizing Your University Years for The Job Market
- Navigating The Culture Shock of Working Environment
- Building a Startup from The Ground-up



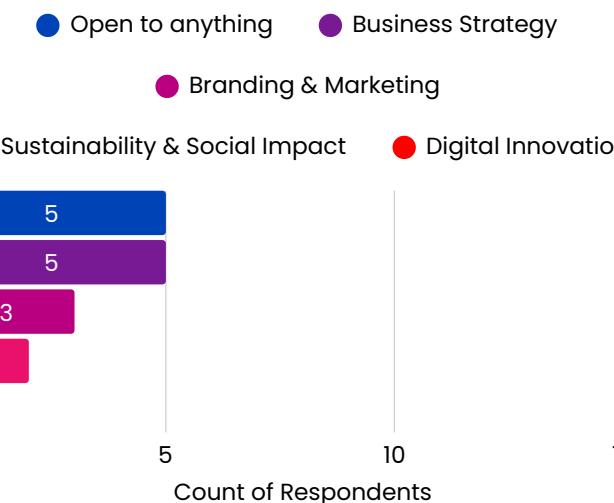
Alumni Willingness >>> Talkshow Speaker

10 out of 13 working alumni ($\approx 38.5\%$) are open to volunteer as **guest speakers**. They have experience various industries, but most predominantly in **Banking & Finance, Consulting, and Startups**.

46% (6 out of 13) of student alumni indicated willingness to share their experiences as **guest speakers**. Their most common achievements include **holding leadership roles in university-based organizations or committee** and being **actively involved in external communities**.

Case Study Theme Preference

62.5% of members are split equally between **"open to anything"** and **"business strategy"**, the latter being **the most common theme in business case competitions**. Meanwhile, **19% favored "branding and marketing"**, a topic that is often **the hardest challenge** in business strategy, suggesting **an interest in exploring market-oriented business execution**.



Alumni Willingness >>> Case Study Judge

6 out of 26 alumni expressing willingness to serve as **case study judges**. Among them, **4 are working alumni** with common background in **business strategy & consulting**. The **1 student alumnus** also stands out for **their cross-disciplinary experience**, including banking and finance internships, business case competitions, and research involvement.

After-Event Engagement

How do we foster long-term connection between members and alumni?

Member Willingness to Join Post-Event Networking

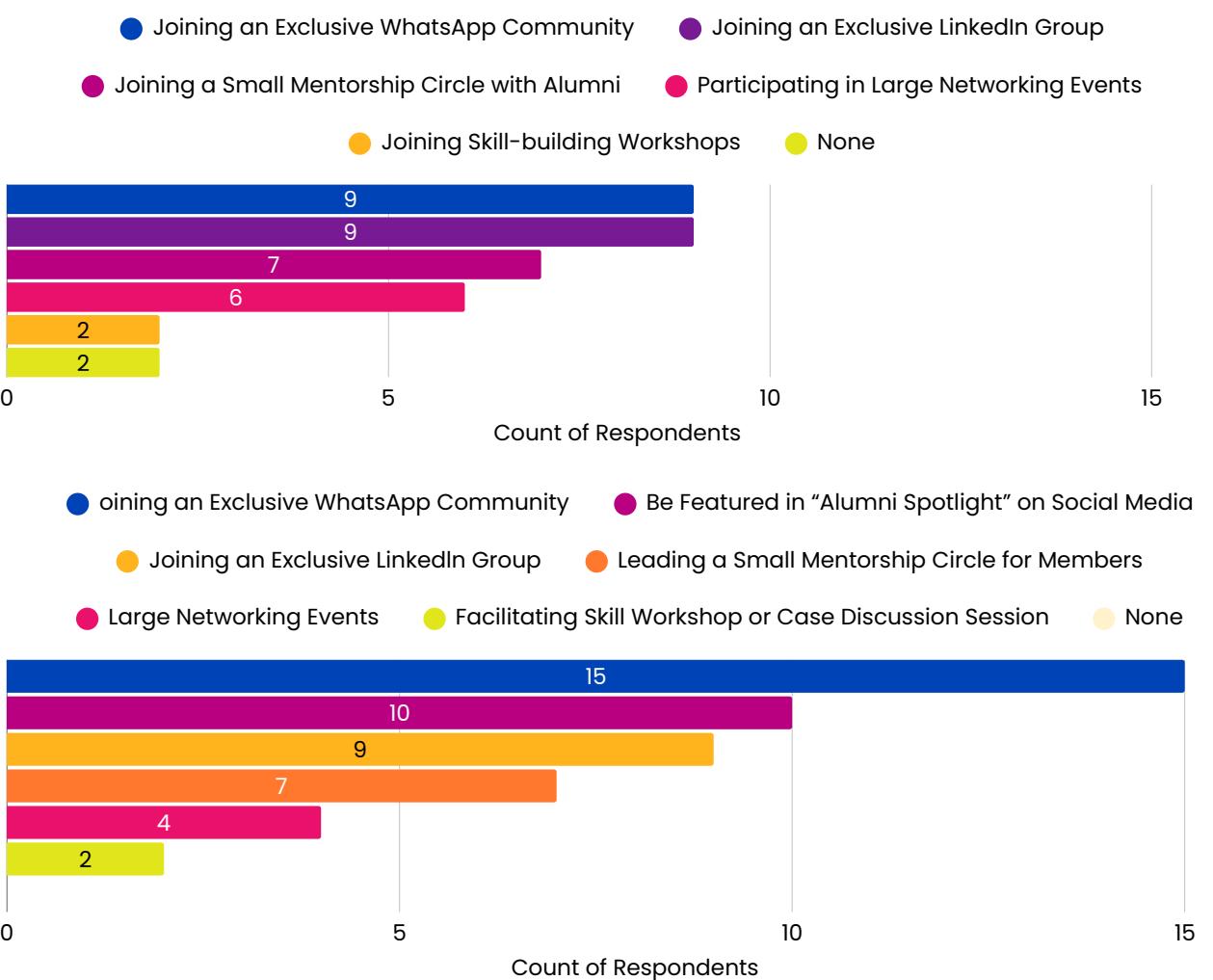
Among current SxC members, the most preferred post-event engagement formats are joining **an exclusive WhatsApp community** and **LinkedIn group**, each selected by **56.25% of respondents**. This reflects a strong interest in maintaining casual yet professional communication channels. Additionally, a significant **43.75%** are eager to join small mentorship circles with alumni. These figures suggest a strong preference toward structured engagement.

Less significant portion of members (37.5%) expressed enthusiasm for **large networking events** similar to SxConference. However, less than 20% of members are interested in participating in skill workshops or case discussions (12.5%).

Alumni Willingness to Contribute to Post-Event Networking

57.69% of alumni surveyed expressed willingness to join a **WhatsApp group for continued connection**, while a smaller portion—**34.62%**—are open to joining a **LinkedIn group**. Also, a significant **38.46%** showed interest in being featured in the “**Alumni Spotlight**”, a format that could be strategically leveraged to enhance the visibility of the **SxC Grow platform on Instagram**. These figures suggest that a significant proportion of alumni are motivated by opportunities for visibility and more casual mentorship.

Notably, many alumni also demonstrate willingness for a more hands-on contribution to the **SxC community**. Specifically, **26.92%** are open to leading small mentorship circles for current members, and **23.08%** are ready to serve as guest speakers in skill-building workshops or case discussions challenges.



Hybrid Events for The Win

Among **alumni**, **50%** prefer a hybrid format for post-event engagement, while a smaller group of **9.2%**, favor **online-only interactions** and just **3.8%** selected offline-only as their sole preference. In contrast, **current members** show a noticeably stronger inclination toward **offline interaction**, with **43.75%** choosing **offline-only**. Meanwhile, **37.5% of members** prefer a **hybrid format**, suggesting openness to blended engagement. Only **6.25%** of members selected online-only, reinforcing that **current members best value in-person, personal networking**.

Recommendation 1.0 – Alumni Contributors Part 01

This list was curated based on their experience, willingness, & availability in 1st week of August 2025

Small Group Networking

Nicholas Adriel L. S.

Working alumnus with experience in Consulting, Business Development, and Content Creation.

nicholasadrieel@gmail.com
[081318591336](tel:081318591336)

Eugene Hugo Christsetya

Working alumnus with experience in Banking & Finance

eugenehugo88@gmail.com
[087765419033](tel:087765419033)

Intan Dewi Sulastri

Student alumnus with leadership in university organizations, competitions, and academic research.

sulastriintandewi@gmail.com
[intandgns_](tel:intandgns_)

Fathyah Fadillah Azzahra

Student alumnus with professional experience Business Development for FMCG sector

fathyah.fadillah@ui.ac.id
[087875120068](tel:087875120068)

Nadiyah Fairuz Zahirah

Working Alumni with experience Startups, Consulting, and FMCG

farahzahirah29@gmail.com
[farah172 \(LINE\)](tel:farah172)

Putri Jasmine Surapati

Working alumnus with international experience in Startups and Consulting

jasminesurapati@gmail.com
[081317249951](tel:081317249951)

Anisa Putri Amanda Imawan

Student alumnus with internship experience in FMCG sector

anisaimawan1@gmail.com
[085775657624](tel:085775657624)

Imtinan Shafa

Student alumnus with professional experience in Technology sector

imtinanshafaa@gmail.com
[087888713470](tel:087888713470)

Talkshow Guest Speaker

Carissa Angelina

Working alumni experienced in Consulting & Business Strategy

carissa.susanto02@gmail.com
[089651012570](tel:089651012570)

[LinkedIn](#)

Anandara Kusumaningrum

Working alumni experienced in Technology & Startups

andarakusumaningrum@gmail.com
[087882222352](tel:087882222352)

[LinkedIn](#)

Nazwa Mazaya Syailendra

Fresh graduate alumnus with experience in organizations, internship in consulting sector, study exchange program, and competition

nazwasyailendra@gmail.com
[081222942004](tel:081222942004)

[LinkedIn](#)

Auranisa Efidra Putri

Fresh graduate alumnus with internship experience in FMCG, Finance, and Data Analysis sectors

auranissaefrida@gmail.com
[08118856066](tel:08118856066)

[LinkedIn](#)

Nanda Indriana

Working alumnus experienced in Startups, Technology, and Human Resources sectors

indriana613@gmail.com
[081290165803](tel:081290165803)

[LinkedIn](#)

Case Study Challenge Judge

Fajri Alan Ghazali

Working alumnus experienced in Consulting & Business Strategy

fajrialan150@gmail.com
[081388506191](tel:081388506191)

[LinkedIn](#)

Merrilyn Pauliusman

Student alumnus with experience in multiple student organizations, internships in technology & finance sectors, and case competitions

merrilypauliusman@gmail.com
[081387657014](tel:081387657014)

[LinkedIn](#)

Recommendation 1.0 – Alumni Contributors Part 02

This list was curated based on their experience, willingness, & availability in 3rd week of August 2025

Small Group Networking

Fathyah Fadillah Azzahra

Student alumnus with professional experience Business Development for FMCG sector

 fathyah.fadillah@ui.ac.id
 087875120068

Jovanka Kathryn Thomas

Working alumni experienced in Technology, Risk Management, and Business Strategy

 jovankacathrynnthomas@gmail.com
 082226692222

Auranisa Efifra Putri

Fresh graduate alumnus with internship experience in FMCG, Finance, and Data Analysis sectors

 auranissaefrida@gmail.com
 08118856066

Phoebe Shafa Florentina

Student alumnus with internship experience in Graphic Design, Startups, and Beauty & Fashion

 phoebesfiorentina@gmail.com
 081212113089

Arbadza Rido Adzariyat

Working alumnus with experience in Startups, Education, Entrepreneurship

 arbadzarido03@gmail.com
 088297253491

Putri Jasmine Sarapati

Working alumnus with international experience in Startups and Consulting

 jasminesurapati@gmail.com
 081317249951

Anisa Putri Amanda Imawan

Student alumnus with internship experience in FMCG sector

 anisaimawan1@gmail.com
 085775657624

Kenneth Ang

Working alumnus experienced in Finance and Consulting

 kennethang78@gmail.com
 081315156906

Talkshow Guest Speaker

Putri Jasmine Sarapati

Working alumnus with international experience in Startups and Consulting & Business Strategy

 jasminesurapati@gmail.com
 081317249951

[LinkedIn](#)

Auranisa Efifra Putri

Fresh graduate alumnus with internship experience in FMCG, Finance, and Data Analysis sectors

 auranissaefrida@gmail.com
 08118856066

[LinkedIn](#)

Kenneth Ang

Working alumnus experienced in Accounting, Finance and Business Strategy & Consulting

 kennethang78@gmail.com
 081315156906

[LinkedIn](#)

Anandara Kusumaningrum

Working alumnus experienced in Technology & Startups

 andarakusumaningrum@gmail.com
 087882222352

[LinkedIn](#)

Case Study Challenge Judge

Fajri Alan Ghazali

Working alumni experienced in Consulting & Business Strategy

 fajrialan150@gmail.com
 081388506191

[LinkedIn](#)

Jovanka Kathryn Thomas

Working alumni experienced in Technology, Risk Management, and Business Strategy

 jovankacathrynnthomas@gmail.com
 082226692222

[LinkedIn](#)

Recommendation 2.0 – Respondents' Suggestion

What do our target audience have to say about our planned event? Any suggestion for venues?



INCLUSIVITY

Please make sure everyone feels included – avoid leaving participants to form mini-cliques as much as possible by creating an open, safe space and circling small groups



DYNAMIC

If it's just a casual gathering, maybe do a small circle sharing with speed networking vibe divided based on interest or subject matter expertise to keep the energy up. Get people moving and talking in different circles, not stuck in the same bubble.



AUTHENTIC

I hope the SxC Conference becomes a space where students feel confident to ask meaningful questions, and alumni share deep, authentic stories beyond surface-level highlights.

Venue Ideas

• **Teater TIM
Taman Ismail
Marzuki, Jakarta**

• **Teater Salihara
South Jakarta**

• **MNC Land
Conference Hall
Central Jakarta**

• **Citywalk
Gajah Mada
West Jakarta
CP: Fitria
081295937363**

**Multiple Venues
in Jakarta w/
special prices
CP: Arbadza Rido
(Alumni)
088297253491**



PREPAREDNESS

Please ensure the rundown is well-structured and clear for a smooth event execution, especially if this is going to be a continued event. Also be sure to contact and remain the alumni via Whatsapp (not only email) so they wouldn't miss it



CASUAL ENGAGEMENT

Lebih banyak sesi ngobrol santai dan games (Senin–Jumat udah capek kerja & kuliah jadi butuh refreshing), with food & souvenirs preferably. Tbh, the case study challenge is not necessary. . .



HYBRID FORMAT

I hope there will be possibilities for a hybrid format or online version, especially for fostering long-term connection, since many alumni (like me) no longer live in Jabodetabek

Recommendation 3.0 – Event Benchmark

Get inspired by past successful networking events!

Gandeng Connect & Empower

Gandeng Foundation
South Quarter, Jakarta
Saturday, May 17 2025
17.00 – 20.30



Concept

Case study session, informal networking dinner, open networking circles

Participants

65+ attendees from 15 universities and 15 mentors from FMCG, Tech, Consulting, Finance, & Marketing

Highlights

- Organic and intimate conversations over free-style networking & dinner
- Real-world insights from industry practitioners over case discussion

FEB UGM Alumni Sharing 2025

Gadjah Mada University
UGM Campus, Yogyakarta
Monday, 25 February 2024
09.30 – 12.45



Concept

Talkshow with Q&A, networking lunch, industry-grouped breakout sessions

Participants

200+ FEB UGM students and selected alumni in banking, consulting, entrepreneurship, public policy, & tech sectors.

Highlights

- Deeper understanding of diverse career pathways (big corporations, gov institutions, & establishing a business)
- Opportunities to build valuable mentorship links

Tech in Asia Jakarta 2024

Tech in Asia
Wednesday – Thursday
23–24 October 2024
Ritz-Carlton Jakarta



Concept

Career-focused panels, startup arena for live pitching, dynamic career fair with job-info booths

Participants

1,500+ attendees including startup founders, tech professionals, jobseekers, and university students

Highlights

- Targeted networking via booth interactions and 1-on-1 sessions (for Pro Pass)
- Company-specific information into career pathways & recruitment

✓ Personalized Networking

Emphasize small-group and curated networking formats to foster meaningful conversations

✓ Real Professional Insights

Foster direct exposure to real-world industry knowledge, recruitment pathways, and sector-specific tips

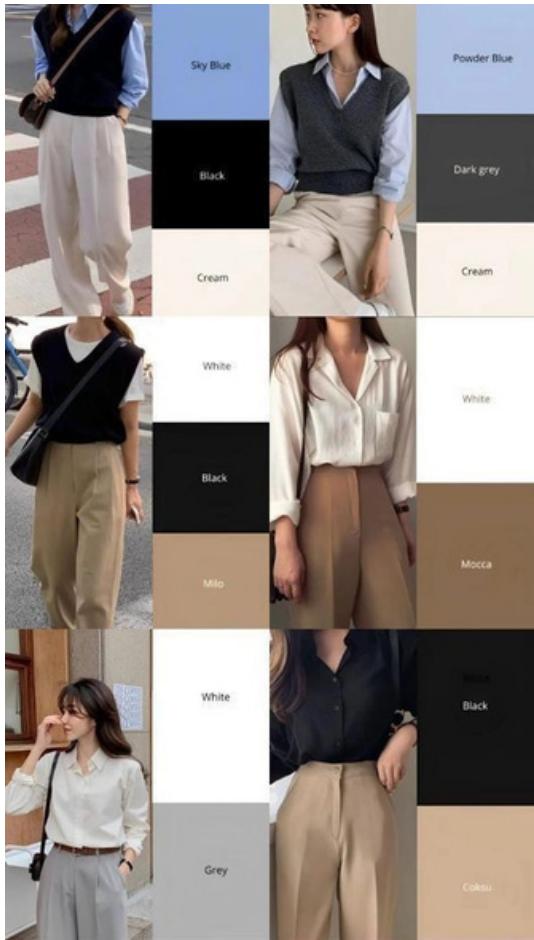
✓ Tangible Benefits

Each event offers opportunities for meaningful career preparation & development, not just insights

Recommendation 4.0 & 5.0 - DC & Merch

Get inspired by these networking “essentials”

Dresscode Ideas



Merchandise ideas



TOP 5 EDUCATION PROMOTIONAL PRODUCTS

- 1 Hoodies
- 2 Lanyards
- 3 Shoppers
- 4 Travel Mugs
- 5 Contour Wrap Ballpen

🎩 Business Casual + Elegance
🌟 Think “Old Money” Style
❤️ Neutral tones (ivory, taupe, grey, black)
❤️ With a touch of blue – for SxC

🛍 Offer lanyards and stickers for purchase at the event – they're budget-friendly, fun, and great for memorabilia!
🛍 Give physical certificates and social media shoutout to alumni contributors – visibility is currency!
🛍 Design limited edition T-shirts or tote bags to foster a sense of identity after the event, available at pre-order
🛍 Add unique, more premium items (e.g. tumblr, mug sleeves for pre-order) – perfect for busy, on-the-go lifestyle

Dyno Printing
(085280059274)

Wellen Print
(088999898888)

Intiprint
(081288831368)

Prima Graphia Digital Printing
@primagraphiaofficial

Conclusion of Market Research

SxConference 2025 – Batch 13

Data Source:

G-Form Survey Responses

References to

[@gandengfoundation](#)

[@ugmalumni](#)

[@techinasia](#)

Image Sources:

[Pinterest](#)

[Instagram](#)

ABOUT

ANALYSIS

RECOMMENDATION

CONCLUSION



- 1st or 3rd week of August
- Weekend @3 -4 hours
- Formal Venue (with DC / souvenirs)
- Fee capped at 125K for alumni & 75k for members



- Prioritize semi-structured networking that are personal yet inclusive and measureable (e.g. speed circles or breakout groups based on industry / subject matter)
- After-event connectivity is crucial, consider leveraging existing platform, like WhatsApp community, @growatsxc, and other events for alumni to contribute in like division or batch trainings for more efficient implementations.



- Talkshow guest speaker(s) need to come from Startups, Consulting, Tech, and FMCG, while searching for those with multiple areas of expertise for a relatable experience for all.
- Talkshow & group networking sessions should focuses on real-world insights on entering the workforce & career preparation in university years
- Case study challenge could be held if judges & time are available, while still ensuring low-pressured, non-competitive overall environment.



THANK YOU

StudentsxCEOs Jakarta | Batch 13

Prepared by: Marbella Elpantja
Requested by Operation Division