

# Hello

**I'm Aditya**

co-founder and CEO of andil.id



“ Andil.id is a fintech (peer-to-peer lending) startup that focuses on developing agricultural post-harvest industrial businesses.



Andil connects farmers, industry and investors to create a synergy between capital owners who do not have expertise in agricultural business with farmers who have experience and ability in agricultural business but lack the capital to run their business. We apply sharia law as our effort to be fair to all stakeholders.



# A problem

March 2018

In 2018 the price of dried clove buds plummeted at its lowest point. The price per kilo is 90,000 rupiah.

I did research in Magelang, Kulonprogo, Wonogiri, and Pacitan to conduct interviews with 30 farmers and discovered the fact that many clove farmers lost money during harvest because the sales price was not comparable with the harvest costs.

I had idea to reduce the economic impact of falling clove prices, farmers can use clove leaves that fall from trees to be processed into oil. However, many farmers do not understand processing methods and cannot afford the equipment to process leaves into clove oil.





## Met an Expert

April 2018

I met with Martsiano Wija Dirgantara, who has experience in the essential oil industry to validate, talking about the problems I found and finding solutions.


The discussion resulted in an idea to develop a website-based digital platform that functions as a means of joint funding (crowdfunding) to build an agricultural industrial business.




## Assemble a team

April 2018

I met Wimba Prassidha and Marsa Agung Santoso talking about the idea to create a crowdfunding platform that focuses on the post-harvest agriculture industry.



Wimba joined the team as UI / UX and Marsa as a full-stack developer. The founders team has agreed. Ready to continue the next product development.



# Joined 1000 startup digital

April 2018

The team participated in 1000 digital startup programs organized by UGM Yogyakarta Innovative Academy supported by the Ministry of Communication and Information Technology RI. In this program the team learns to develop startups.



## Graduated

December 2018

Andil's team became one of the best startups due to the maturity of ideas, factual validation of problems and solutions, solid team and good progress. After graduating, Andil is active under the UGM startup incubator (UGM Innovative Academy).



# Soft Launch

January 2019

After experiencing several months of development, Andil was launched in the form of a landing page. The launching at this stage is aimed at introducing Andila and increasing the awareness of users about the problems of farmers and the industry.

## Pilot project

April 2019

Andil launched its first investment program and succeed to raise **70 million rupiah** for the construction of a clove leaf oil distillery in Magelang, Central Java and in Parigi Moutong, Central Sulawesi, funded by **24 investors** in **two weeks**.



## Pilot project completed

November 2019

The first investment program is over, and the funds have been returned to investors on time with a profit rate (ROI) reaching 20% annually and making an impact on more than a hundred farmers.



## Dayamaya Fund

November 2019

Andil was chosen to obtain research funding to implement startups in underdeveloped regions from the Indonesian Ministry of Communication and Information Technology through the Dayamaya program. Andil researched post-harvest industry development and implementation of digital solutions in Tolitoli Regency, Central Sulawesi Province.





## Dayamaya research completed

November 2019

The output of this research is that Tolitoli is suitable for Andila's nex project, and has tremendous agricultural potential but unutilized due inappropriate infrastructure.



## Second Project

March 2020

The second investment program of Andil is patchouli oil integrated industry in Madiun, East Java, covering an area of 5 hectares funded by 5 investors with a total fund raised of 40 million rupiah.





## Rest of stories

June 2020

Andil performed restructurisation for all positions. I decided to no longer handle Andil at the operational level.

Andil has taught me many lessons. I realized I did not have enough experience for this business so I am looking for opportunities and new environments for faster self-development.

