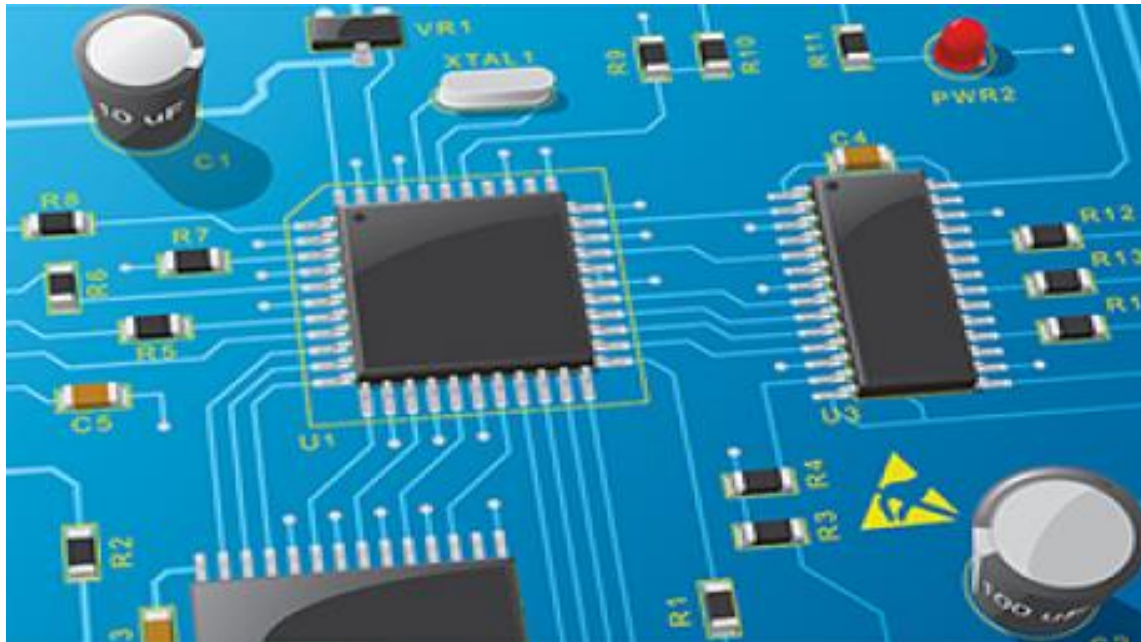




SEKOLAH TINGGI TEKNOLOGI
TERPADU NURUL FIKRI

PENGANTAR PENGEMBANGAN STARTUP



STT TERPADU NURUL FIKRI

www.nurulfikri.ac.id



VISI & MISI STT NF

Pada Tahun **2025 Menjadi Sekolah Tinggi Teknologi Yang Unggul di Indonesia**, Berbudaya **Inovasi**, Berjiwa **Technopreneur** dan **Berkarakter Religius**.

- Menyelenggarakan pendidikan tinggi berkualitas yang mengembangkan jiwa kepemimpinan dan technopreneurship berlandaskan iman dan takwa.
- Melaksanakan penelitian yang inovatif dan berorientasi pada pengembangan teknologi masa depan.
- Menyelenggarakan pengabdian kepada masyarakat dengan memanfaatkan teknologi tepat guna.
- Membangun lingkungan akademik yang kondusif bagi terwujudnya kebebasan akademik, otonomi keilmuan dan budaya inovasi.



Pengajar 1

Dr. Lukman Rosyidi, MT, MM

Program Studi : Informatika S-1

Bidang Keahlian : Infrastruktur IT

Research Interest :

Jaringan, Embedded System, Internet of Things

Latar Belakang Pendidikan :

- S1 Universitas Indonesia
- S2 Universitas Indonesia
- S3 Universitas Indonesia

Pengalaman Bisnis:

- Founder startup perusahaan bidang elektronika
- Direktur perusahaan bidang IT

Kontak: lukman@nurulfikri.ac.id





Pengajar 2

Zaki Imaduddin, ST, M.Kom

Program Studi : Informatika S-1

Bidang Keahlian : Pemrograman

Research Interest :

Artificial Intelligence, Machine Learning

Latar Belakang Pendidikan :

- S1 Universitas Indonesia
- S2 Universitas Indonesia

Pengalaman Bisnis:

- Founder startup bidang IT
- Owner usaha bidang leisure

Kontak: zaki@nurulfikri.ac.id





Pembelajaran & Penilaian

Pembelajaran meliputi 14 tatap muka, ditambah UTS dan UAS. Setiap mahasiswa diharapkan dapat mengikuti perkuliahan dengan baik dan menyelesaikan tugas-tugas yang diberikan oleh dosen secara tepat waktu.

Komposisi penilaian:

Absen	(5%)
Tugas	(35%)
UTS	(30%)
UAS	(30%)

UTS dan UAS dilaksanakan berupa pitching proposal bisnis startup



Peraturan

- Mahasiswa wajib datang tepat waktu.
- Jika ada hambatan yang tidak dapat dihindarkan, maksimum keterlambatan 15 menit, lebih dari 15 menit dosen berhak tidak memberikan absen atau bahkan melarang masuk kelas.
- Jika sakit/izin maka harus melapor kepada BAAK dengan menyerahkan surat dokter/surat izin.
- Untuk dapat mengikuti ujian UTS/UAS, maka kehadiran minimal 75% (max hanya 1 kali tidak hadir sebelum UTS / UAS). Bagi yang kehadiran $< 75\%$ maka harus menghadap dosen untuk diverifikasi.
- Selama pembelajaran, harap fokus, HP harap disimpan dalam tas, hanya digunakan apabila dosen meminta untuk digunakan.



Renungan Ayat

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ
وَاذْكُرُوا اللَّهَ كَثِيرًا لَعَلَّكُمْ تُفْلِحُونَ ﴿١٠﴾

“Apabila telah ditunaikan shalat, maka bertebaranlah kamu di muka bumi; dan carilah karunia Allah dan ingatlah Allah sebanyak-banyaknya supaya kamu beruntung.”

(QS Al Jumu'ah 10)



Renungan Hadits

PRINSIP HIDUP

خَيْرُ النَّاسِ أَنْفَعُهُمْ لِلنَّاسِ

"Sebaik-baik manusia adalah
yang paling bermanfaat
bagi manusia lainnya."

(HR. Ahmad)





Tentang Mata Kuliah

Mata kuliah ini merupakan mata kuliah lanjutan untuk mempersiapkan mahasiswa memiliki kemampuan dalam membangun startup teknologi.

Melalui mata kuliah ini mahasiswa diharapkan mendapatkan pengetahuan dan pengalaman:

1. Mencari ide startup
2. Menyiapkan proposal startup
3. Melakukan pitching startup
4. Merancang produk startup

Mata kuliah pendahulu:

Technopreneurship, web lanjut, interaksi manusia dan komputer, rekayasa perangkat lunak



Silabus Mata Kuliah

1. Startup Fundamental
2. Evaluate & Validate Startup Idea
3. Market Research
4. Branding & Marketing
5. Finance for Startup
6. Build Startup Proposal
7. Pitching Preparation
- 8. UTS: Pitching #1**
9. Startup Funding
10. Agreement & Legal
11. UX Design Fundamental
12. UX Research
13. Wireframe Development
14. Mockup Development
15. Pitching Preparation
- 16. UAS: Pitching #2**



Bahan Bacaan

1. Knapp, J., Zeratsky, J., & Kowitz, B. (2016). Sprint: How to solve big problems and test new ideas in just five days. Simon and Schuster.
2. Wasserman, N. (2012). The founder's dilemmas: Anticipating and avoiding the pitfalls that can sink a startup. Princeton University Press.
3. Blank, S., & Dorf, B. (2012). The startup owner's manual: The step-by-step guide for building a great company. BookBaby.
4. Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Books.
5. Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). Value proposition design: How to create products and services customers want. John Wiley & Sons.
6. Chao Jerry, et al. The guide to mockups, UXPin



Pengertian Startup

Startup adalah suatu **perusahaan baru** yang dibangun untuk mencari, memvalidasi dan mengembangkan suatu **ide bisnis baru** dengan **model bisnis yang scalable**.

Neil Blumenthal, cofounder and co-CEO of Warby Parker:

“A startup is a company working to solve a problem where the solution is not obvious and success is not guaranteed”



Beda Startup dengan Entrepreneur?

Startup or Entrepreneur: What is the Difference?



Startup has NO:

1. Marketplace
2. Customers
3. Customers inquiries
4. Initial capital

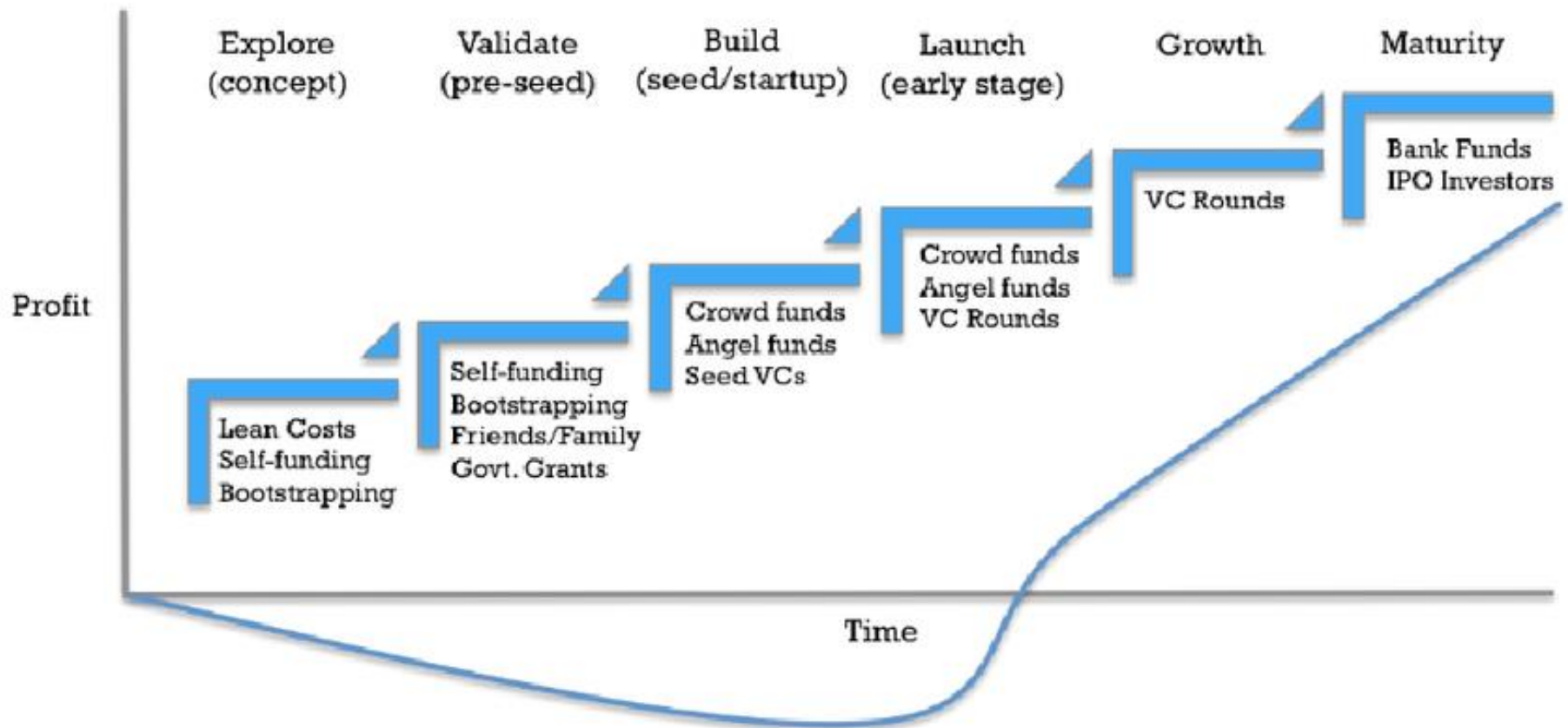
Entrepreneur has:

1. Marketplace
2. Customers
3. Customers inquiries
4. Initial capital

(Matjaz Marussig: an entrepreneur, a startup founder)



Fase Perkembangan Startup





Apa itu Business Model?

Revenue Model:

adalah bagaimana cara yang dibuat perusahaan untuk mendatangkan pendapatan.

Revenue Stream:

adalah sumber-sumber aliran pendapatan perusahaan.

Business Model:

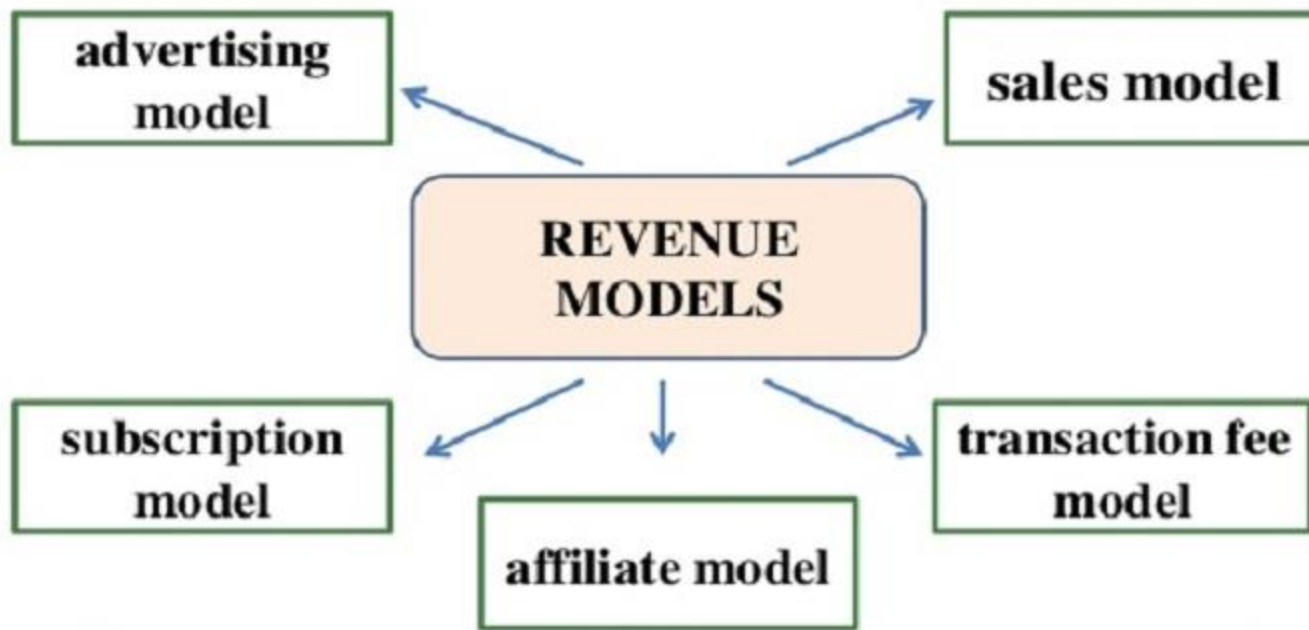
adalah bagaimana cara yang dibuat perusahaan untuk mendapatkan keuntungan, dari pendapatan yang didapat dan biaya yang perlu dikeluarkan.

Suatu perusahaan bisa punya satu atau beberapa business model dan revenue model. Setiap revenue model memiliki revenue stream.



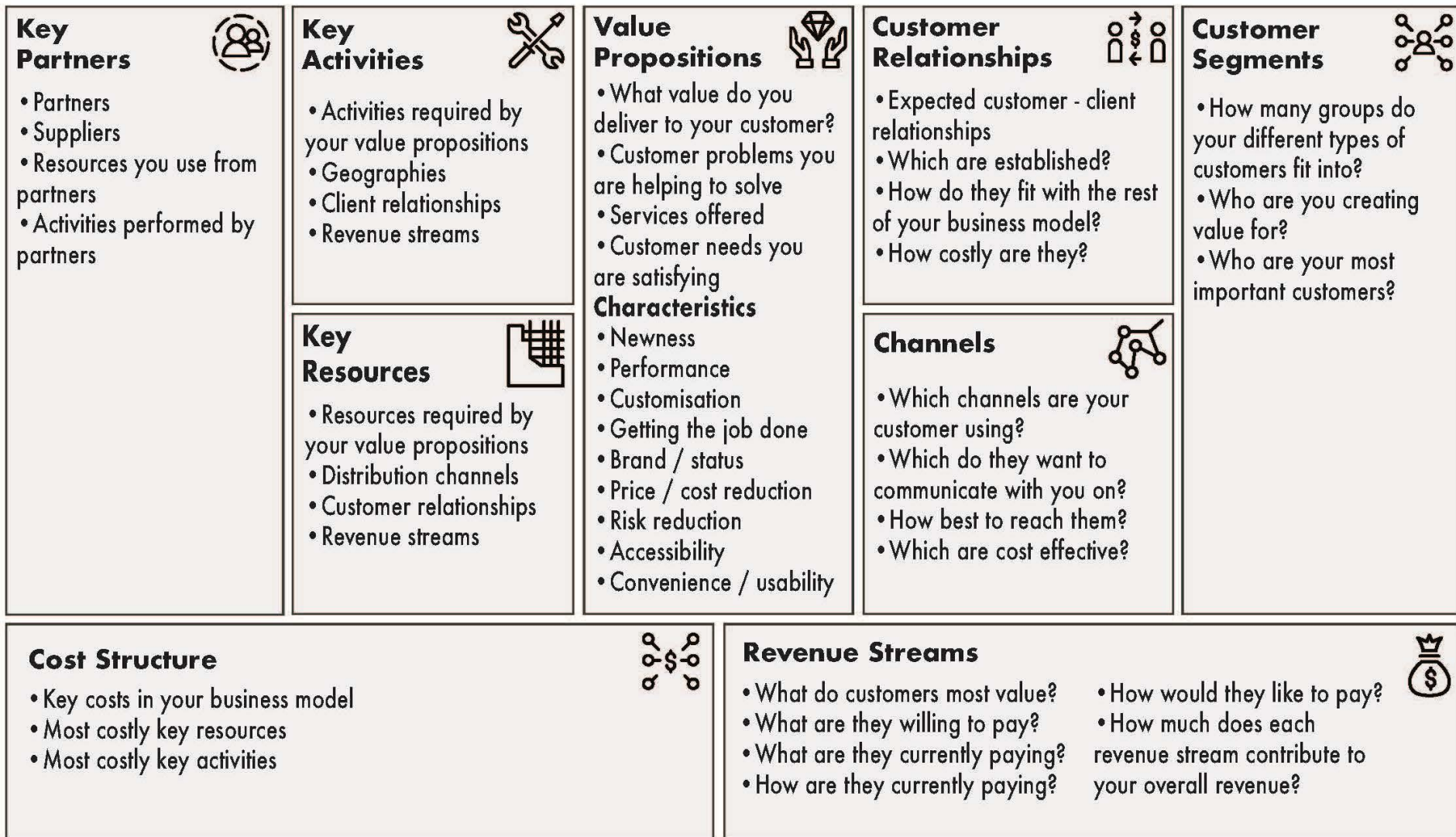
CONTOH GENERIC

3. REVENUE MODELS





BUSINESS MODEL CANVAS



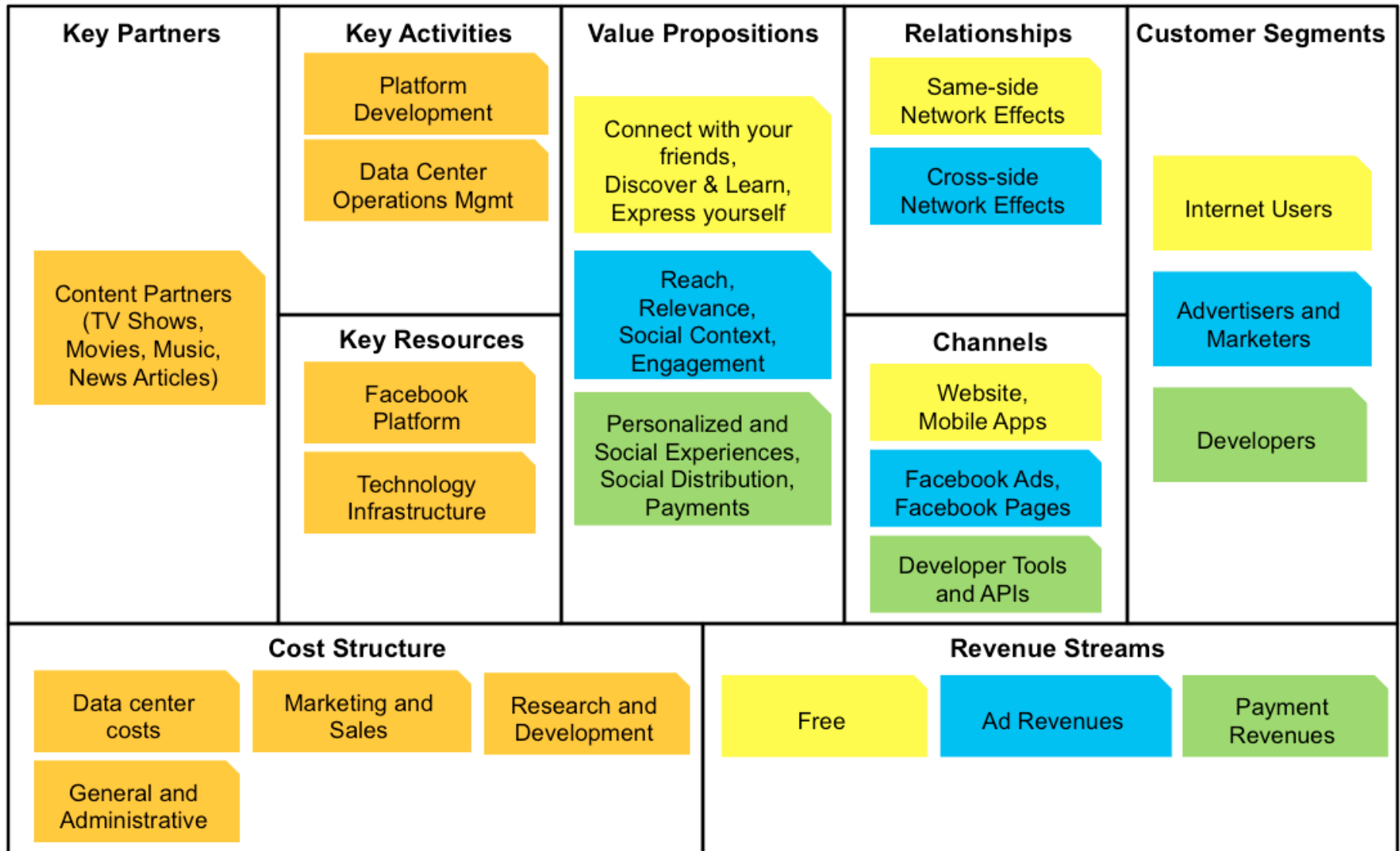


LinkedIn – World's Largest Professional Network





Facebook – World's leading Social Networking Site (SNS)





STARTUP INDONESIA

OPTIMISME TERHADAP MASA DEPAN EKONOMI DIGITAL INDONESIA

GOJEK tokopedia traveloka Bukalapak





STARTUP TEAM: CO-FOUNDER

THE HUSTLER

This person is a go-getter. With an outgoing personality and a presence that exudes confidence, they can sell just about anything.

THE INNOVATOR

Armed with an adventurous and forward-thinking attitude, Innovators are all about experimenting with the old and exploring the new

THE MACHINE

Equipped with a strong sense of duty and an aptitude for solving problems, The Machine always delivers a product on schedule.

THE PRODIGY

The Prodigy is blessed with an inherent business sense and instinct, and leverages these skills across all facets.

THE STRATEGIST

A creative and tactical thinker, The Strategist is always coming up with effective and efficient game plans.

THE VISIONARY

The Visionary is constantly on the lookout for new and innovative ideas, and devising new ways to put them into action.





STARTUP TEAM: CO-FOUNDER

DYNAMIC DUOS

PERSONALITY TRAITS
OF TECH LEGENDS



LARRY PAGE
SERGEY BRIN



FI.CO/WEBINAR





STARTUP TEAM: CO-FOUNDER

DYNAMIC DUOS
PERSONALITY TRAITS
OF TECH LEGENDS

PETER THIEL
ELON MUSK

COMPANY COFOUNDED
PAYPAL
PALO ALTO
CA
IN 1998

ENTREPRENEURIAL DNA PROFILE

PETER THIEL
VISIONARY
IDIOSYNCRATIC,
IDEALISTIC

ELON MUSK
PRODIGY
AUDACIOUS
GENIUS

FI.CO/WEBINAR



STARTUP TEAM: CO-FOUNDER

DYNAMIC DUOS

PERSONALITY TRAITS
OF TECH LEGENDS



JULIA HARTZ
KEVIN HARTZ

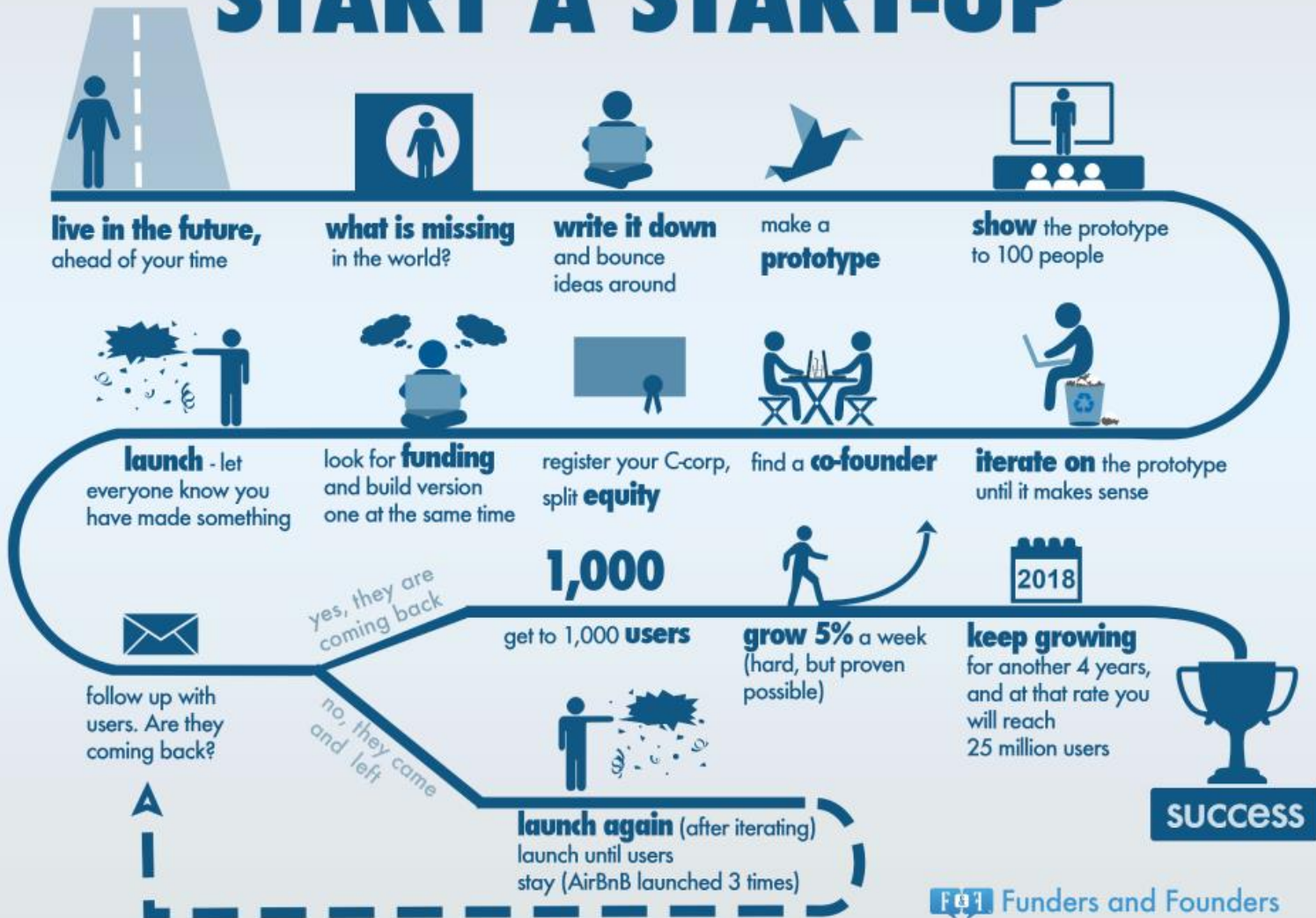


[FI.CO/WEBINAR](https://fi.co/webinar)





HOW TO START A START-UP





START A STARTUP: LEAN CANVAS

PROBLEM List your customers' top 3 problems 2	SOLUTION Outline possible solution for each problem 4	UNIQUE VALUE PROPOSITION Single, clear, compelling message that turns an unaware visitor into an interested prospect 3	UNFAIR ADVANTAGE Something that can't be easily copied or bought 9	CUSTOMER SEGMENTS List your target customers and users 1
EXISTING ALTERNATIVES List how these problems are solved today	KEY METRICS List key numbers telling how your business is doing today 8	HIGH-LEVEL CONCEPT List your X for Y analogy (e.g., YouTube = Flickr for videos)	CHANNELS List your path to customers	EARLY ADOPTERS List characteristics of your ideal customer
COST STRUCTURE List your fixed and variable costs 7			REVENUE STREAMS List your sources of revenue 6	



UBER LONDON - PASSENGERS

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
Difficult to find a cab when you need it	Guaranteed fast pick up from a car through an app tracking your location	We allow Londoners to get from A to B in a comfortable, safe and reasonably priced ride by hailing a car through an app in 1 click	40K drivers already active	Young (18-24 yo are 30%), internet-savvy Londoners and tourists
Minicabs needs to be booked in advance	See who the driver is and his rating, car plate and car model in advance		Brand awareness 84% among adults (2016)	25- 44 yo young adults (26%) Londoners and tourists
Never know who is driving the minicab, and cars are often old and not in decent conditions	Pay a reasonable price directly from the app, automatically			
Black cabs are expensive	KEY METRICS		CHANNELS	
Cabs mostly don't accept cards	Apps installed		PR	
	Accounts created		Referrals - invite friend and get discount	
EXISTING ALTERNATIVES	Journeys booked	HIGH-LEVEL CONCEPT	Outdoor adverts	EARLY ADOPTERS
Black cabs and minicabs	Money spent on trips per month	Like taxi but cheaper, easier and safer		American tourists opening the app
Public transports	Users referred			Wealthy and busy professionals
Own means of transport				
COST STRUCTURE		REVENUE STREAMS		
IT infrastructure and development	Drivers recruitment and management	25% of a fare based on route and idle time		
Marketing, PR and legal costs				



Tugas sekarang

Tuliskan 3 ide startup yang dapat kamu pikirkan saat ini

Tugas 1 minggu

1. Buat kelompok startup mu (maksimal 3 orang)
2. Ketemu bareng dengan tim mu untuk mencari ide startup
3. Tuangkan ide startup terbaikmu dalam lean canvas (buat di power point)
4. Presentasikan komposisi tim dan ide startup mu di depan kelas