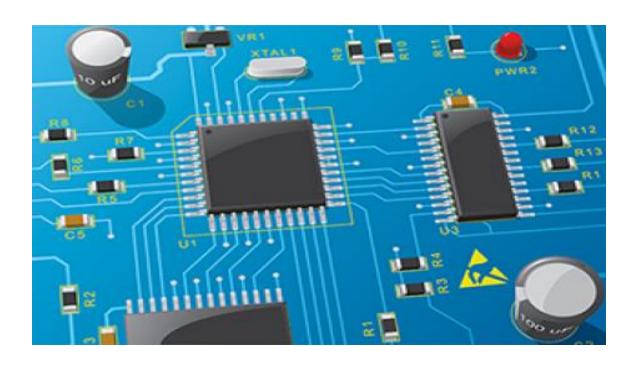


PENGANTAR PENGEMBANGAN STARTUP



STT TERPADU NURUL FIKRI

www.nurulfikri.ac.id



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 masyakrat 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 ٱلصَّلَوْةُ فَأَنتَشِرُواْ فِي ٱلْأَرْضِ وَٱبْنَغُواْ مِن فَضَلِ ٱللَهِ فَإِذَا قُضِيرًا لَعَلَكُونُ فَأَنتُشِرُواْ فِي ٱلْأَرْضِ وَٱبْنَعُواْ مِن فَضَلِ ٱللّهِ وَٱذْكُرُواْ ٱللّهَ كَثِيرًا لَعَلَّكُونُ فَلْلِحُونَ اللّهَ عَلَيْكُونُ فَاللّهُ مُونَ اللّهَ عَلَيْكُونُ اللّهَ اللّهُ عَلَيْكُونُ اللّهُ اللّهُ عَلَيْكُونُ اللّهُ اللّهُ عَلَيْكُونُ اللّهُ اللّهُ عَلَيْكُونُ اللّهُ الللّهُ اللّهُ الللّهُ الللللّهُ اللّهُ الللّهُ اللّهُ اللّهُ اللّهُ اللّهُ اللّهُ الللّهُ اللّهُ الللّهُ اللّهُ الللّهُ اللّهُ الللللّه

"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



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 Entreprenueur?

Startup or Entrepreneur: What is the Difference?





Startup has NO:

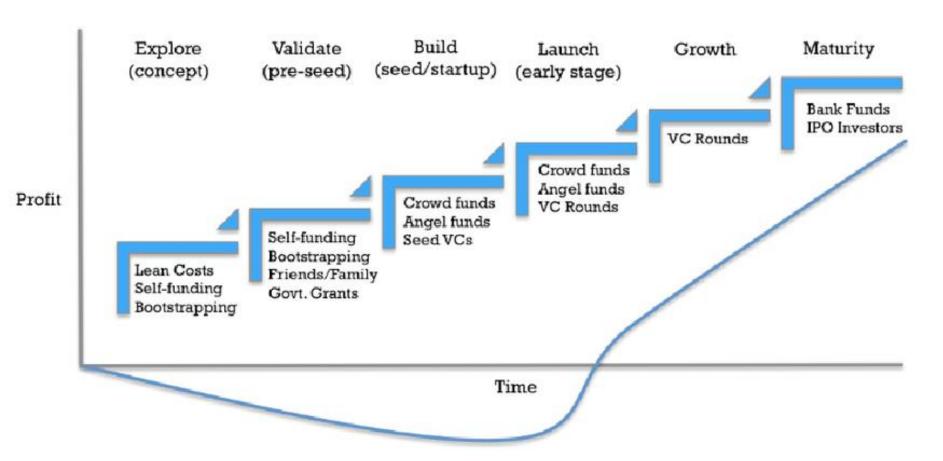
- 1. Marketplace
- 2. Customers
- 3. Customers inquiries
- 4. Initial capital

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.

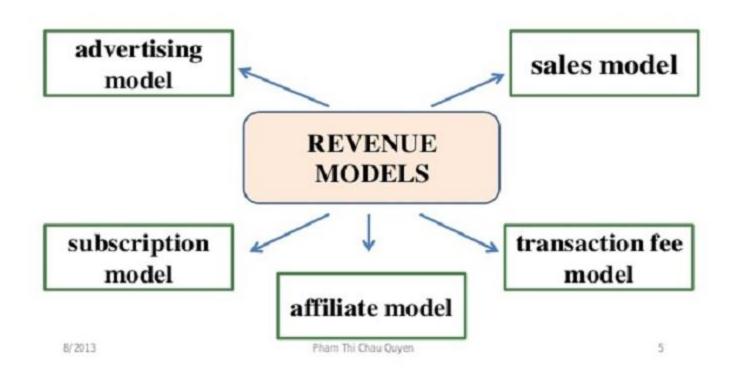
Business Model:

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

Key **Partners**



- Partners
- Suppliers
- Resources you use from partners
- Activities performed by partners

Key Activities



- Activities required by your value propositions
- Geographies
- Client relationships
- Revenue streams

Key Resources



- Resources required by your value propositions
- Distribution channels
- Customer relationships
- Revenue streams

Value Propositions



- · What value do you deliver to your customer?
- Customer problems you are helping to solve
- Services offered
- Customer needs you are satisfying

Characteristics

- Newness
- Performance
- Customisation
- Getting the job done
- Brand / status
- Price / cost reduction
- Risk reduction
- Accessibility
- Convenience / usability

Customer Relationships



- Expected customer client relationships
- Which are established?
- How do they fit with the rest of your business model?
- · How costly are they?

Channels



- Which channels are your customer using?
- Which do they want to communicate with you on?
- · How best to reach them?
- Which are cost effective?

Customer Segments



- How many groups do your different types of customers fit into?
- Who are you creating value for?
- Who are your most important customers?

Cost Structure

- Key costs in your business model
- Most costly key resources
- Most costly key activities



Revenue Streams

- What do customers most value?
- What are they willing to pay?
- What are they currently paying? How are they currently paying?
- How would they like to pay?
- How much does each revenue stream contribute to your overall revenue?



LinkedIn – World's Largest Professional Network

Key Partners	Key Activities	Value Pro	positions	Relationships	Customer Segments
	Platform			Same-side Network Effects	
Equinix (for data center facilities)	Development	Manage Pr Identity a Profession	nd Build	Cross-side Network Effects	Internet Users
		Identify and Reach the Right Talent			Recruiters
	Key Resources	ule Rigil	t raiont	Channels	Recruiters
Content Providers	LinkedIn Platform	Reach th Audio		LinkedIn Website, Mobile Apps	Advertisers and Marketers
		Access to Database 0 APIs and	Content via	Field Sales	Developers
Cost Structure			Revenue Streams		
Web Hosting costs	Marketing and Product Development		Free Offerings and Premium Subscriptions Hiring Solutions Solutions		
General and Administrative					

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

Key Partners Key Activities Value Propositions Relationships **Customer Segments** Platform Same-side Development **Network Effects** Connect with your friends. **Data Center** Cross-side Discover & Learn. **Operations Mgmt Network Effects** Internet Users Express yourself Reach. **Content Partners** Relevance. Advertisers and (TV Shows, Social Context, **Key Resources** Marketers Channels Movies, Music, Engagement News Articles) Facebook Website. Platform Mobile Apps Personalized and Developers Social Experiences, Social Distribution. Facebook Ads. Technology **Payments Facebook Pages** Infrastructure **Developer Tools** and APIs **Cost Structure** Revenue Streams Data center Marketing and Research and **Payment** Free Ad Revenues costs Sales Development Revenues General and Administrative



STARTUP INDONESIA



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

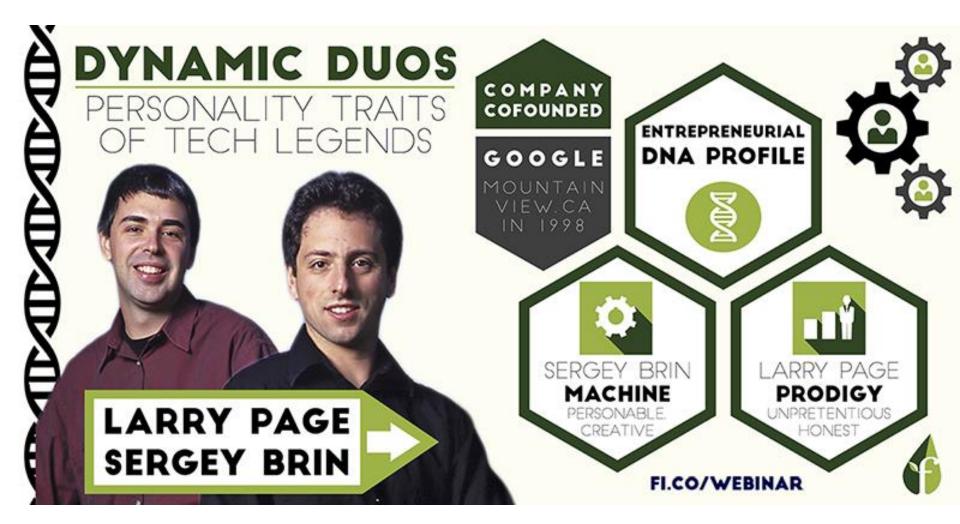
A creative and tactical thinker, The Strategist is always coming up with effective and efficient game plans.

THE VISIONARY

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















HOW TO

START A START-UP











live in the future, ahead of your time

what is missing in the world?

write it down and bounce ideas around

make a prototype

show the prototype to 100 people







look for funding and build version one at the same time

yes, they are

coming back



find a co-founder register your C-corp, split equity



iterate on the prototype until it makes sense





2018



follow up with users. Are they coming back?



get to 1,000 users



grow 5% a week (hard, but proven possible)





launch again (after iterating) launch until users stay (AirBnB launched 3 times)



FOT Funders and Founders

START A STARTUP: LEAN CANVAS

PROBLEM

List your customers' top 3 problems

2

EXISTING ALTERNATIVES

List how these problems are solved today

SOLUTION

Outline possible solution for each problem

4

KEY METRICS

List key numbers telling how your business is doing today

8

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that turns an unaware visitor into an interested prospect

3

HIGH-LEVEL CONCEPT

List your X for Y analogy (e.g., YouTube = Flickr for videos)

UNFAIR ADVANTAGE

Something that can't be easily copied or bought

9

CHANNELS

List your path to customers

CUSTOMER SEGMENTS

List your target customers and users

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

COST STRUCTURE

IT infrastructure and development

Marketing, PR and legal costs

Drivers recruitment and management

REVENUE STREAMS

25% of a fare based on route and idle time

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 komposis tim dan ide startup mu di depan kelas