

# Memetik Inspirasi dari Dunia Technopreneurship



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# Revolusi Industri

**Revolusi Industri 1.0** : jalur kereta & Mesin uap (1760-1840)

**Revolusi Industri 2.0** : mass production, electricity, & assembly line (akhir abad 19)

**Revolusi Industri 3.0** : digital revolution: semi konduktor (1960), personal komputer (1980), internet (1990)

# Revolusi Industri 4.0

- Ubiquitous computing & Mobile Internet
- Smaller & powerful sensors
- Artificial intelligence & machine learning

# This Revolution are Diffusing Much Faster

The Spindle took 120 years to spread outside Europe,  
Internet permeated across the globe in less than a decade,

Bisnis – Menyelesaikan Masalah







Memasuki Dunia Pertanian



Contact us



# Wikitani

Wikitani adalah sebuah sistem modern yang diciptakan untuk meningkatkan potensi dunia pertanian Indonesia. Wikitani menggunakan prinsip kolaborasi dan keterbukaan. Kemampuan yang dimiliki Wikitani:

**1. Information Management:**

memberikan informasi tentang dunia pertanian dari waktu ke waktu sehingga memudahkan Anda dalam memperoleh gambaran dan melakukan analisis

**2. Pool of Knowledge:**

menjadi perpustakaan kolaborasi pengetahuan pertanian terbesar yang pernah ada

**3. Marketplace:**

tempat mencari dan melakukan transaksi produk-produk pertanian secara langsung dan transparan





The World Largest Organic Farm





**Petani:**  
**44% Tenaga Kerja Indonesia**  
**Buruh Tani : Rp 1,8 juta/tahun**



Backers



Customers



Farmers



Land Owners

Resources & Market

Giant  
farming  
corporation

corporate  
farming

Small holder Farmers



**3800+**

HECTARES PLANTED

**3290**

INVESTMENTS

**4000+**

FARMERS

**1000+**

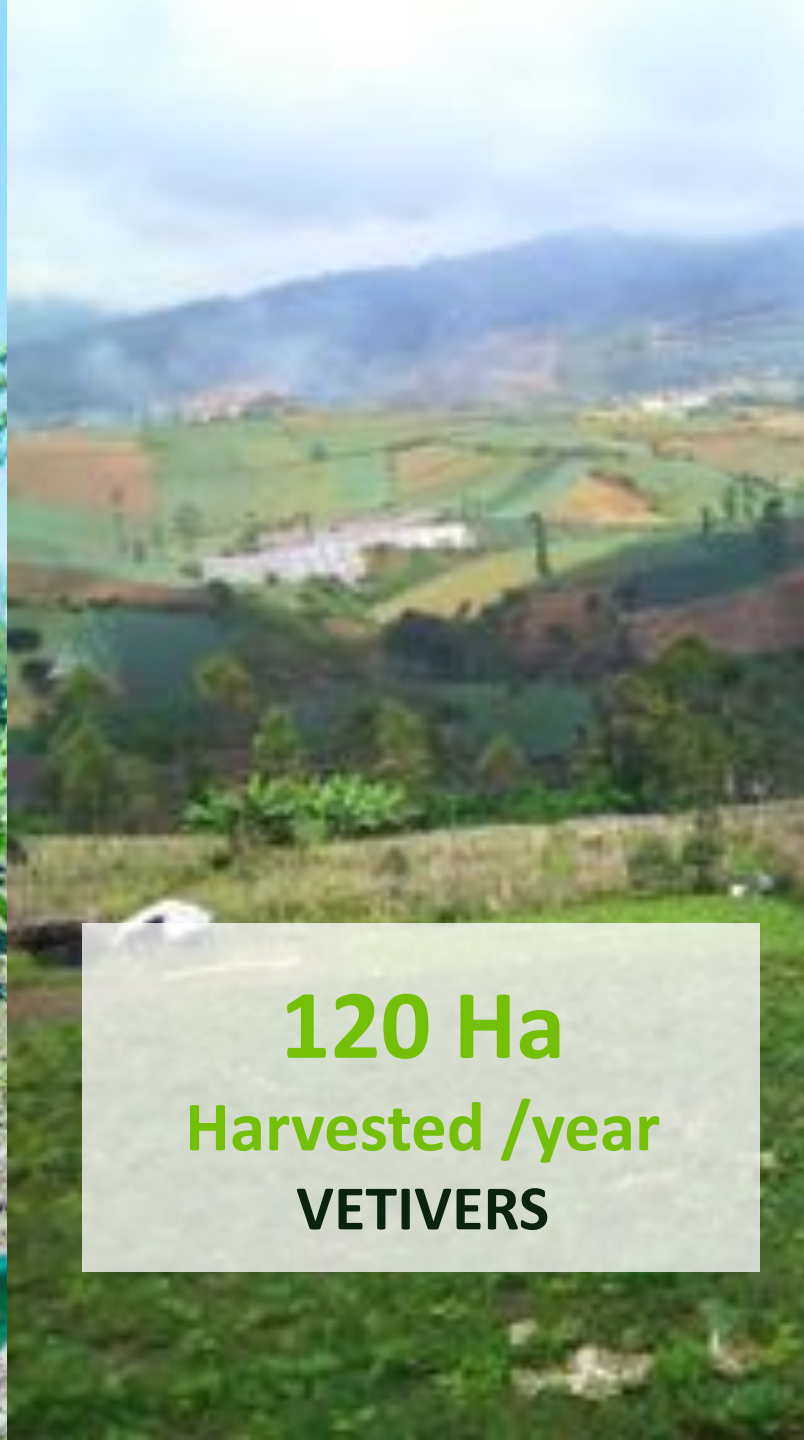
HECTARES HARVESTED

**277,992**Kg CO<sub>2</sub> ABSORBED





**20 Tons**  
**Harvested /month**  
**BANANAS**

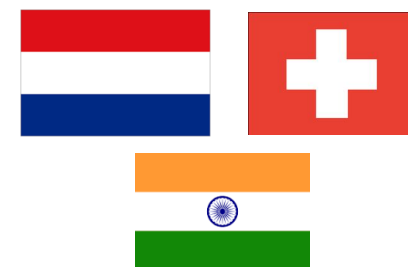


**120 Ha**  
**Harvested /year**  
**VETIVERS**



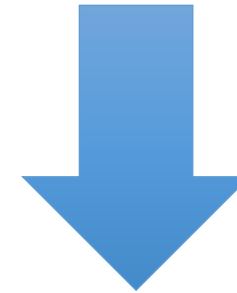
**3 Tons**  
**Harvested /month**  
**CHERRY TOMATOES**





## Problem Regenerasi Petani INDONESIA

Jumlah Petani Berdasar Kelompok Umur		
Kelompok Umur	Jumlah Petani	%
<15	3,297	0.0
15–24	229,943	0.9
25–34	3,129,644	12.0
35–44	6,885,100	26.3
45–54	7,325,544	28.0
55–64	5,229,903	20.0
≥65	3,332,038	12.7
Jumlah	26,135,469	100.0
Sumber: Diadaptasi dari Sensus Pertanian 2013		



**Petani di atas 55 tahun (32%)**  
**Petani di atas 45 tahun (60%)**



# Agriculture 4.0 : Optimalisasi Resource secara Efektif







**25%**

of all farmland is already  
rated as highly degraded

**~80%**

global deforestation driven  
by agricultural concerns

**\$1 trillion**

investment necessary until  
2050 for irrigation water  
management in  
developing countries alone









URBANIZATION  
DRIVES CHANGE IN  
CONSUMPTION  
PATTERN



**36.4 kg**

processed food and meat annual  
per capita meat consumption  
1997-1999



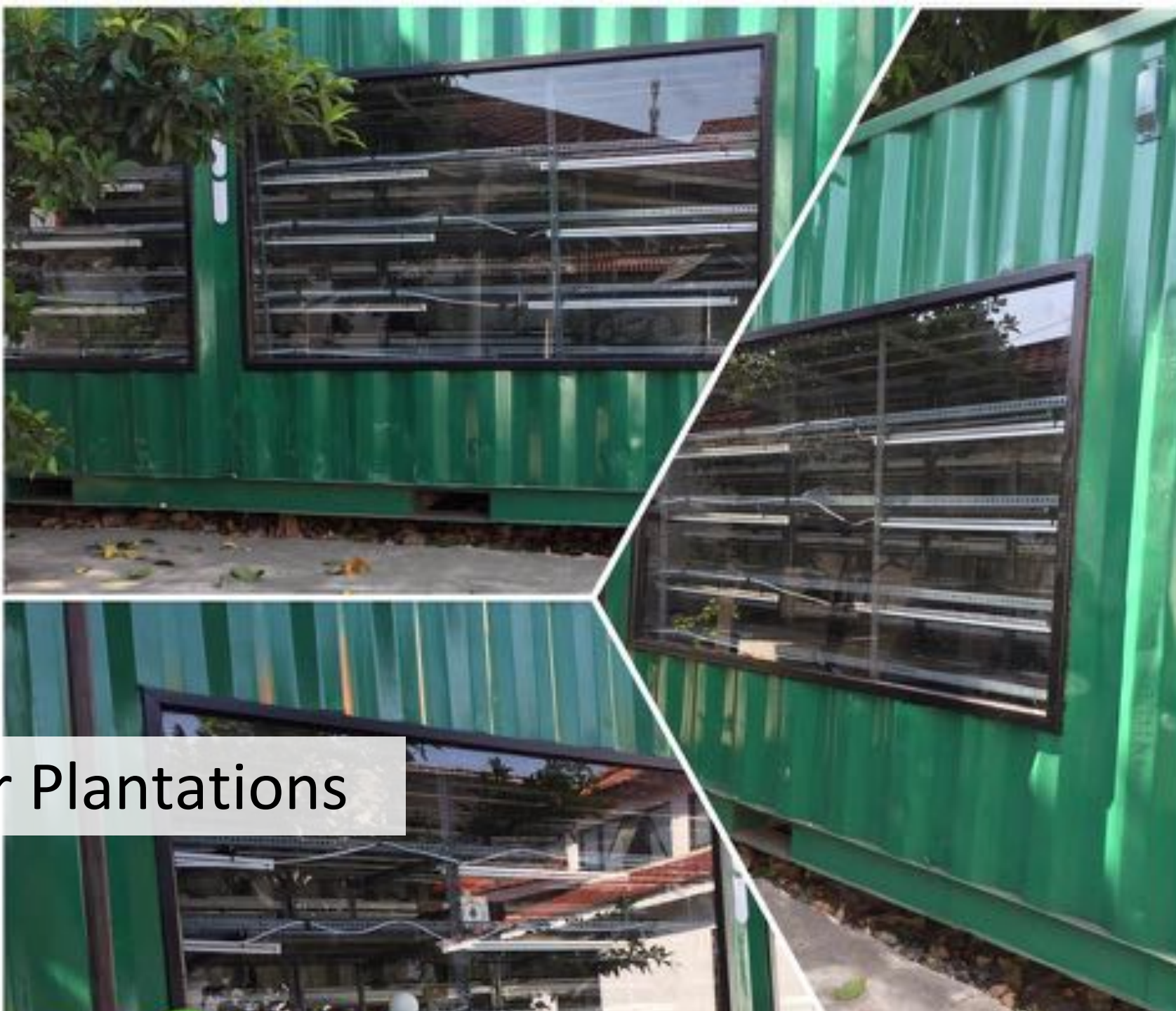
**45.3 kg**

processed food and meat annual  
per capita meat consumption  
2030



Next : IoT, 3D printing food, cultured meat, genetic modification, & seawater agriculture





Indoor Plantations



IoT Development











1 Kabupaten dengan sejumlah desa tertinggal atau sangat tertinggal. Ada lahan tidak produktif minimal 400 ha.



2 Ada dukungan penuh dari Pemerintah Tingkat 2 setempat, berupa kemudahan perijinan dan investasi di daerah yang bersangkutan. Kompensasi bagi daerah adalah terbukanya jalan untuk pencapaian sejumlah target SDGs.

3

Ada komitmen dari kalangan usaha untuk mendukung pembelian produksi hasil pertanian masyarakat setempat, berupa hasil pertanian tanaman energi atau biomassa untuk bahan bakar listrik atau pemanas.




4

iGrow bersama investor bersedia mendanai penanaman tanaman energi dan pembangunan pembangkit tenaga listrik off-grid/captive berbahan bakar biomassa produksi petani setempat. Target tercapai sebagian besar SDGs tahun 2030







*Ribuan usaha  
untuk satu sasaran*

**( 10 JUTA  
KEBAIKAN )**

**HARIAN**

CROSS  
FUNCTION



Yawme



TemanBisnis



Paytren Academy



NF Juara



Co-working Space

**What's a Startup?**

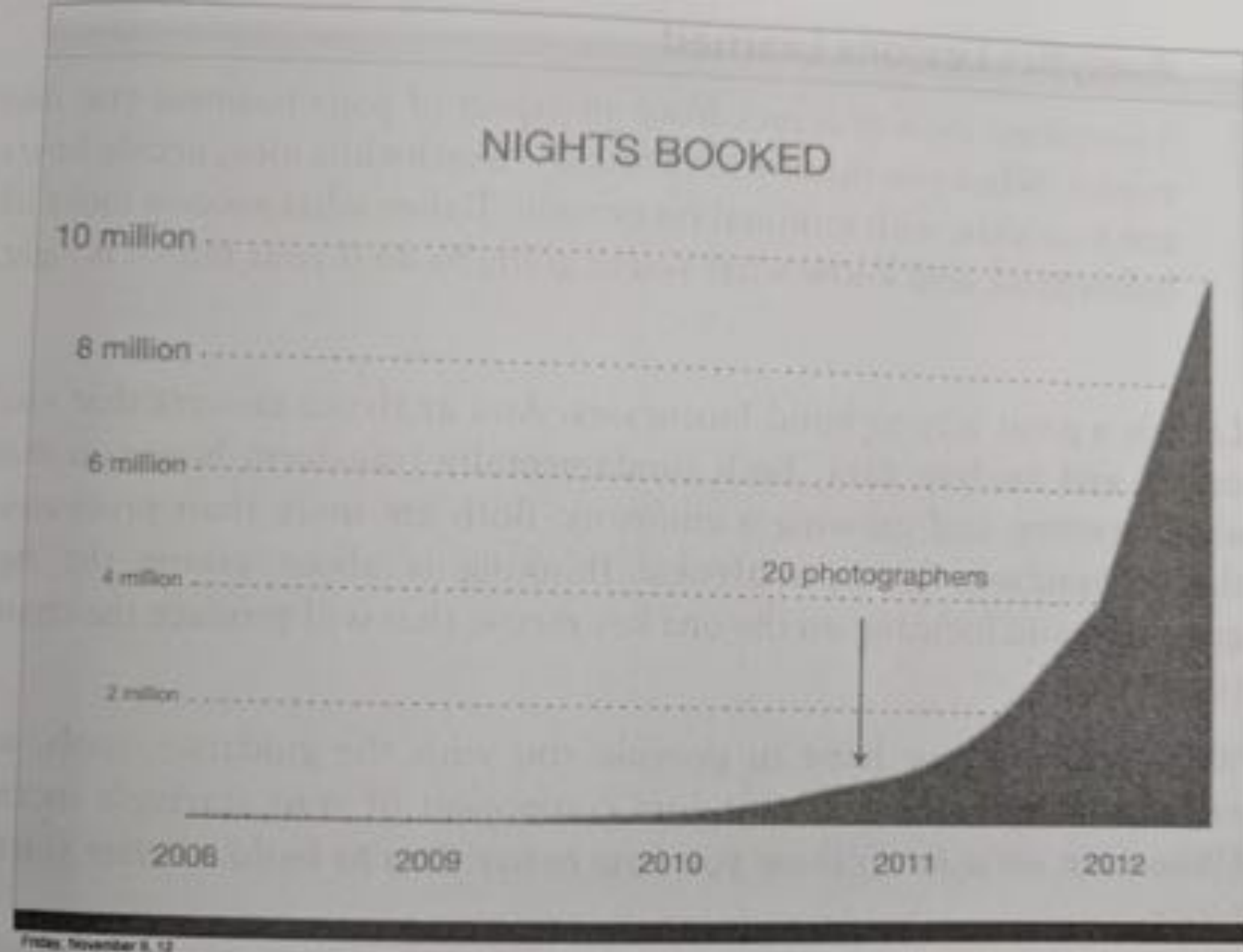
**Startups are not just smaller  
version of companies?**

# What's a Company?

A business organization which sells a  
product or service in exchange for  
**revenue and profit**

# What's a Startup?

A **temporary organization** designed to search for a **repeatable** and **scalable** business model



*Figure 1-1. It's amazing what you can do with 20 photographers and people's apartments*



**Startup**

*Search*

**Company**

*Execute*

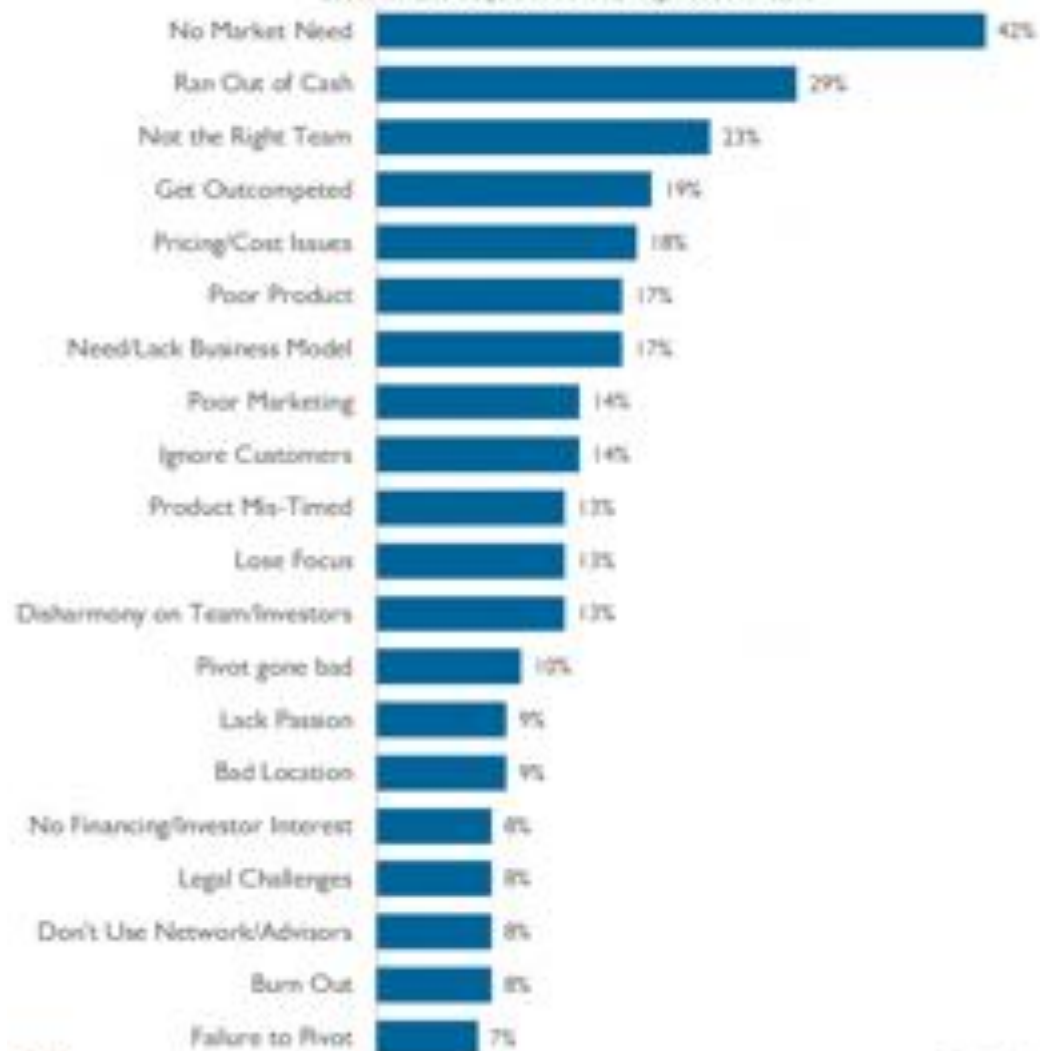
<b>Acquisition channel</b>	How the visitor, customer, or user finds out about the startup.	Paid advertising Search Engine Mgmt. Social media outreach Inherent virality Artificial virality Affiliate marketing Public relations App/ecosystem mkt.	Banner on <a href="#">Informationweek.com</a> High pagerank for <a href="#">ELC</a> in kids toys Active on Twitter via <a href="#">Kissmetrics</a> Inviting team member to <a href="#">Asana</a> Rewarding <a href="#">Dropbox</a> user for others' signups Sharing a % of sales with a referring <a href="#">blogger</a> Speaker submission to <a href="#">SXSW</a> Placement in the <a href="#">Android</a> market
<b>Selling tactic</b>	What the startup does to convince the visitor or user to become a paying customer.	Simple purchase Discounts & incentives Free trial Freemium Pay for privacy Free-to-play	Buying a PC on <a href="#">Dell.com</a> <a href="#">Black Friday</a> discount, loss leader, free ship Time-limited trial such as <a href="#">tBt Premium</a> Free tier, relying on upgrades, like <a href="#">Evernote</a> Free account content is public, like <a href="#">Slideshare</a> Monetize in-app purchases, like <a href="#">Angry Birds</a>
<b>Revenue model</b>	How the startup extracts money from its visitors, users, or customers.	One-time transaction Recurring subscription Consumption charges Advertising clicks Re-sale of user data Donation	Single purchase from <a href="#">Fab</a> Monthly charge from <a href="#">Freshbooks</a> Compute cycles from <a href="#">Rackspace</a> PPC revenue on <a href="#">CNET.com</a> <a href="#">Twitter's</a> freemium license <a href="#">Wikipedia's</a> annual campaign
<b>Product type</b>	What the startup does in return. May be a product or service, may be hardware or software; may be a mixture.	Software Platform Merchandising User-generated content Marketplace Media/content Service	<a href="#">Oracle's</a> accounting suite Amazon's <a href="#">EC2</a> cloud <a href="#">Thinkgeek's</a> retail store Facebook's status update <a href="#">Airbnb's</a> list of house rentals CNN's news page A hairstylist
<b>Delivery model</b>	How the product gets to the customer.	Hosted service Digital delivery Physical delivery	<a href="#">Salesforce.com's</a> CRM Valve purchase of desktop game Knife shipped from <a href="#">Sur La Table</a>

Buat Karya itu Sulit atau  
Mudah?

**9 out of 10 Startups Fail**

## Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems



AHMAD LAILA REBORN	»
BADR ACADEMY	»
BADR AUGMENTED GAMES	»
BADR INTER...TIVE READER	»
BADR PERSONAL APPS	»
BADR UNIVERSE	»
BI STREAM RADIO	»
DAI LIST	»
DIANTERIN	»
DUA IN QURAN	»
EVALUASI IBADAH	»
GAME RUKUN YUK	»
GERAI NISA	»
HAPPYTESTING	»
HUDA	»
HUNGER ZONE	»
INSPIRE	»
KUNANG-KU...EMENT APP)	»
KUSUMA (A...JIAN MASUK)	»
LAST FEET	»
MASJEED	»
MOBILE QUIZ	»
MOBILE REP...ING SYSTEM	»
O-JEX	»
OLEA	»
PINGPOIN	»
PROJECTSDB	»
QURAN PRIZE	»
RAMADHAN GUIDE	»
SELLIDE	»
SISTEM INF...H (SPHUTER)	»
SISTEM INFO...UMAH SAKIT	»
SMART HOME	»
TRIPSTARTER	»
URBANQURBAN	»
USTADZ BADR	»
VERIVY	»
WAQF.ID	»
WIKITANI	»

# OJEX

Ini dia! Aplikasi ride-sharing pertama di Indonesia, dengan aplikasi ini pengguna bisa saling berbagi tumpangan atau menumpang dengan pengguna lain di sekitar yang mempunyai tujuan dan waktu yang sama.

Fitur :

Post tumpangan/keinginan menumpang berdasarkan lokasi dan waktu

Mencari tumpangan/penumpang berdasarkan waktu dan tempat.

Melihat profil

Sistem pembayaran dengan metode tunai dan deposit (point payment)







# UrbanQurban

UrbanQurban adalah aplikasi permainan merawat hewan kurban dengan tujuan memperkenalkan ibadah kurban dengan konsep yang menyenangkan.

**Fitur :**

Permainan yang interaktif (memberi makan, memandikan, bermain dan mengistirahatkannya)  
Dilengkapi dengan gambar yang menarik.



**#1 Empati**

# HIDDEN CAMERA SOCIAL EXPERIMENT PROVES



# MOST PEOPLE ARE SHEEP



# **#2 Kompetensi**

founders@ingu-solutions.com

angel.co/ingu-solutions



The Future of Pipeline  
Inspection

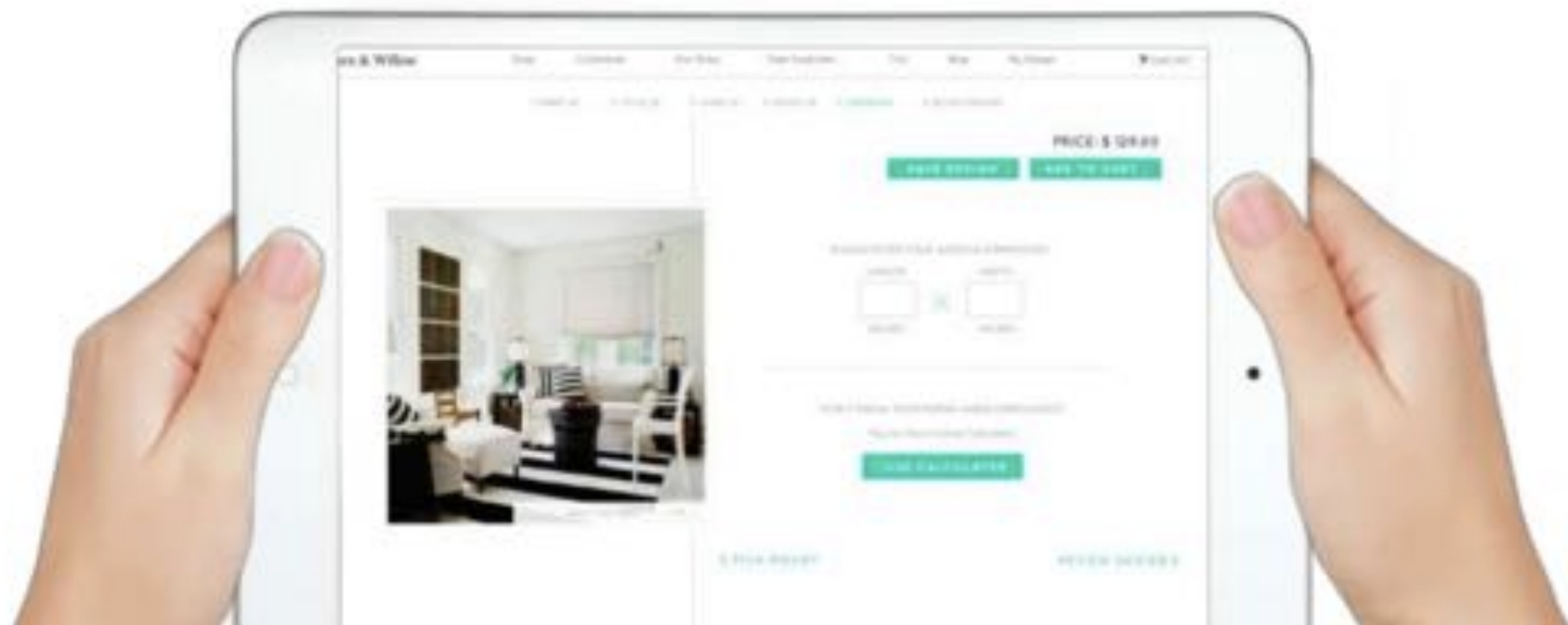






# Barn & Willow

REIMAGINING YOUR WINDOW TREATMENT SHOPPING EXPERIENCE



# **#3 Berani dan Tangguh**

# Case Study: Google & AOL

- Deal announced May 2002
  - 85% of revenue to AOL, 15% to Google
  - \$150,000,000 guaranteed annual minimum
  - Google had less than \$15,000,000 in the bank
  - Competitors Inktomi & Overture were publicly traded
  - NASDAQ in free fall; would near 1,100 that Autumn (down from 5,000 in March 2000)



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- Google revenue in 2001: \$19 million
- Google revenue in 2003: \$347 million







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