

# STARTUP

by Ben

**UNTUK MENJADI NEGARA MAJU  
DUAPERSEN  
PENDUDUK MENJADI PENGUSAHA**

Dr. David McClelland in “The Achieving Society (Van Nostrand, 1961),



Product

Customers

Pricing

Resources

Enterprise

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SIGN UP

# sli.do #MASBEN



## Every Question Matters.

The Ultimate Q&A and Polling Platform for Company Meetings and Events

# MASBEN

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or

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[schedule a demo](#)



# Miftachur Robani

also known as **Ben**

S1 Teknik Informatika UNISBANK

S2 Sistem Informasi UNDIP

Chief Marketing Officer LindungiHutan

Facilitator Gerakan Nasional 1000 Startup

Facilitator at Startup Weekend

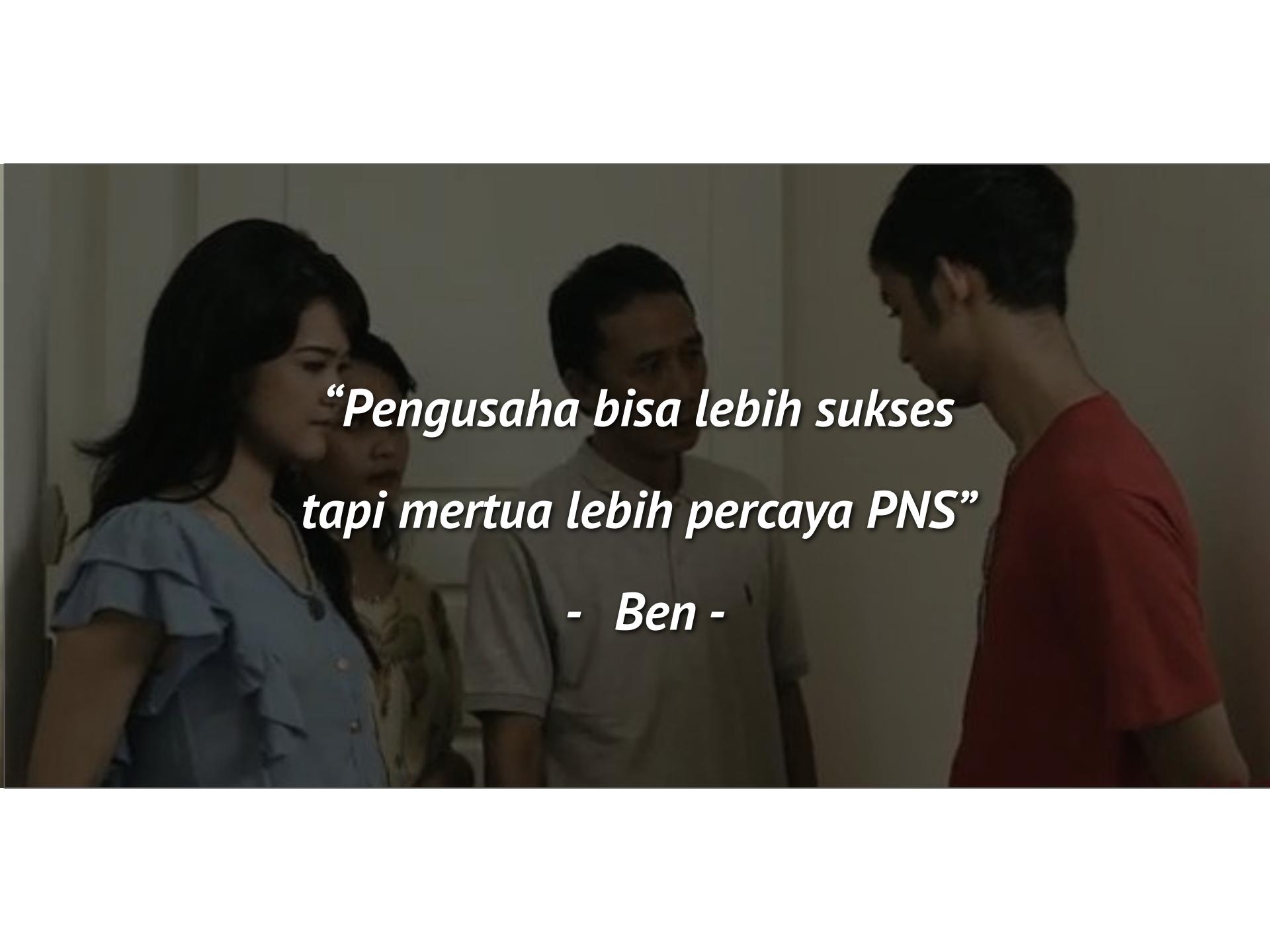
Inisiator SMART UP Semarang Startup

[medium.com/@robani](https://medium.com/@robani)

[bit.ly/heimasben](https://bit.ly/heimasben)

[bit.ly/magangalam](https://bit.ly/magangalam)

[bit.ly/kuliahben](https://bit.ly/kuliahben)

A dark, grainy photograph showing four people from the waist up. On the left, a woman with long dark hair, wearing a light blue button-down shirt, looks towards the center. In the middle ground, a man in a grey t-shirt is looking slightly down and to his right. To his right, another man in a red t-shirt is also looking down. On the far right edge, the back of a fourth person's head and shoulders are visible. The background is a plain, light-colored wall.

*“Pengusaha bisa lebih sukses  
tapi mertua lebih percaya PNS”*

*- Ben -*



**“What unites people?**

*Armies? Gold? Flags? Stories.*

*There's nothing more powerful than good stories”*

**- Tyrion Lannister -**

**tokopedia**

**GO**  **JEK**

**traveloka** 

**Bukalapak**

A startup is an organisation formed to **search** for  
a **repeatable** and **scalable business model**.

- Steve Blank -

A startup is a human institution designed to  
deliver a new product or service under conditions  
of extreme **uncertainty**.

- Eric Ries -

*"A startup is a company designed to grow fast... The only essential thing is growth. Everything else we associate with startups follows from growth."*

\st<sup>art</sup>\* up \, n. DEFINITION:

1. A startup is a company working to solve a problem where the **solution is not obvious** and **success is not guaranteed**.

- Paul Graham (YC)

Source: Neil Blumenthal



Cari kampanye dan tekan enter

[Kampanye Alam](#)[Buat Kampanye](#)[Aktifitas Kami](#)[Dashboard](#)

# “[www.lindungihutan.com](http://www.lindungihutan.com)”

Crowdsourcing platform petestarian ekosistem hutan

## Kepedulian melestarikan hutan saja tidak cukup, tanpa aksi nyatamu.

Jadilah donatur atau menjadi relawan  
dengan ikut **Gabung Aksi** pada kampanye alam yang kami buat.

Rp

Nominal donasi



admin@lindungihutan.com

[Donasi](#)







*Mari kurangi  
penggunaan  
botol plastik  
sekali pakai!*

[www.lindungihutan.com/tumbler](http://www.lindungihutan.com/tumbler)



KODE **MASBEN** UNTUK DISKON 30%

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
<p><b>1</b></p> <p><b>EXISTING ALTERNATIVES</b></p> <p>List how these problems are solved today.</p> <p>Apa yang dilakukan untuk masalah itu selama ini *key = sebut aplikasi/cara yang dipakai customer selama ini</p>	<p><b>3</b></p> <p><b>KEY METRICS</b></p> <p>List the key numbers that tell you how your business is doing.</p> <p>Tulis di angka berapa bisnis dianggap sukses *key = sebut angka yang akan dicapai secara rasional</p>	<p><b>2</b></p> <p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Single, clear, compelling message that states why you are different and worth paying attention.</p> <p>Pesan yang singkat dan jelas mengapa anda berbeda dan orang layak membayar</p> <p>*key = apa yang anda janjikan ke customer, pakai kata positif</p>	<p><b>7</b></p> <p><b>UNFAIR ADVANTAGE</b></p> <p>Something that cannot easily be bought or copied.</p> <p>sesuatu yang sulit diambil atau ditiru orang lain *key = sebut keunggulan anda</p>	<p><b>1</b></p> <p><b>CUSTOMER SEGMENTS</b></p> <p>List your target customers and users.</p> <p>Tulis target customer *key = sebut secara detail, hindari penyebutan global</p>
<p><b>COST STRUCTURE</b></p> <p>List your fixed and variable costs.</p> <p>Tulis pengeluaran dalam jangka waktu *key = sebut secara rasional</p>	<p><b>6</b></p> <p><b>HIGH-LEVEL CONCEPT</b></p> <p>List your X for Y analogy e.g. YouTube = Flickr for videos.</p> <p>Tulis perumpamaan X untuk Y Gojek = Bluebird untuk motor *key = tiga kata yang membuat orang langsung paham</p>	<p><b>REVENUE STREAMS</b></p> <p>List your sources of revenue.</p> <p>Tulis darimana menghasilkan uang *key = adaptasi bisnis sejenis mendapat uang darimana</p>	<p><b>4</b></p> <p><b>CHANNELS</b></p> <p>List your path to customers (inbound or outbound).</p> <p>Lewat apa menjangkau costumer *key = sesuaikan dengan customer</p>	<p><b>5</b></p> <p><b>EARLY ADOPTERS</b></p> <p>List the characteristics of your ideal customers.</p> <p>Tulis kelompok yang ideal sebagai customer pertama *key = sebut kumpulan yang punya problem yang sama</p>
	<p><b>5</b></p> <p><b>RISK ITERATION PATH</b></p>		<p><b>5</b></p>	<p><b>Lean Canvas</b></p> <p>Created by Spark59 // Online version available at <a href="http://www.leancanvass.com">www.leancanvass.com</a></p>



## PROBLEM

List your top 1-3 problems.

Tulis 1-3 masalah utama

\*key = gunakan kata negatif

1

## EXISTING ALTERNATIVES

List how these problems are solved today.

Apa yang dilakukan untuk masalah itu selama ini

\*key = sebut aplikasi/cara yang dipakai customer selama ini

1	4	3	9	2
8		5		
7		6		



CANVAS FILL ORDER

## CUSTOMER SEGMENTS

List your target customers and users.

Tulis target customer

\*key = sebut secara detail, hindari penyebutan global

1

## EARLY ADOPTERS

List the characteristics of your ideal customers.

Tulis kelompok yang ideal sebagai customer pertama

\*key = sebut kumpulan yang punya problem yang sama

**Lean Canvas**

Created by Spark59 // Online version available at [www.leancanvas.com](http://www.leancanvas.com)

# 1. **CUSTOMER AND PROBLEM**

DON'T  
START  
A BUSINESS.  
SOLVE  
A PROBLEM

HOW TO BUILD AND SELL  
A PRODUCT PEOPLE WANT

THOMAS OPPONG



# START

HOW GREAT LEADERS INSPIRE  
EVERYONE TO TAKE ACTION

# WITH

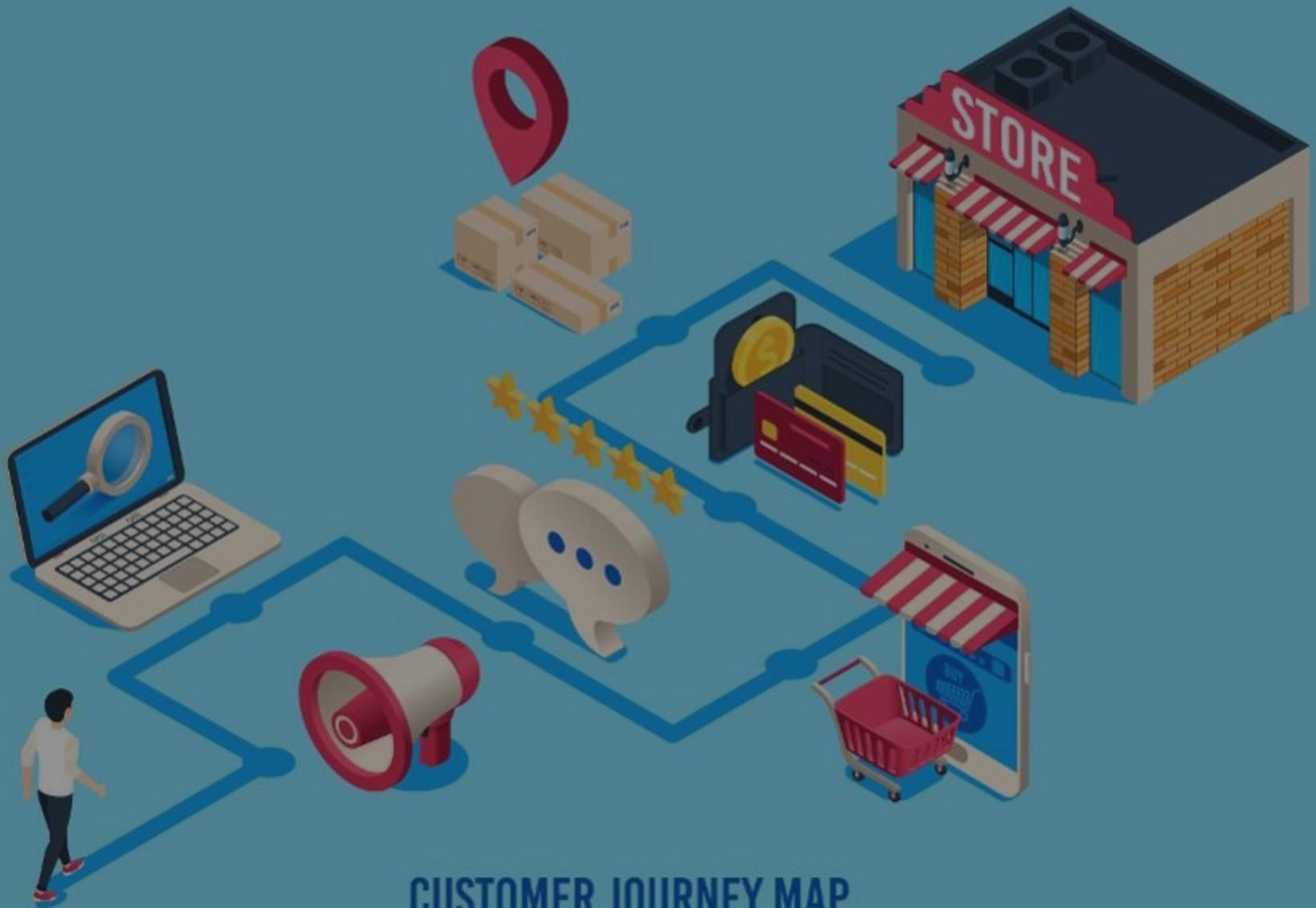
SIMON SINEK

*New York Times* bestselling author of *Leaders Eat Last* and *Together Is Better*

# WHY

MORE THAN  
ONE MILLION  
COPIES SOLD





## SOLUTION

Outline a possible solution for each problem.

Tulis 1-3 fitur utama

\*key = relevan dengan masalah dan customer

3

## UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.

Pesan yang singkat dan jelas mengapa anda berbeda dan orang layak membayar

\*key = apa yang anda janjikan ke customer, pakai kata positif

2

## CHANNELS

List your path to customers (inbound or outbound).

Lewat apa menjangkau costumer

\*key = sesuaikan dengan customer

4

## HIGH-LEVEL CONCEPT

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

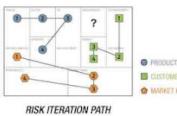
Tulis perumpamaan X untuk Y

Gojek = Bluebird untuk motor

\*key = tiga kata yang membuat orang langsung paham

1	4	3	9	2
8		5		
7		6		

CANVAS FILL ORDER



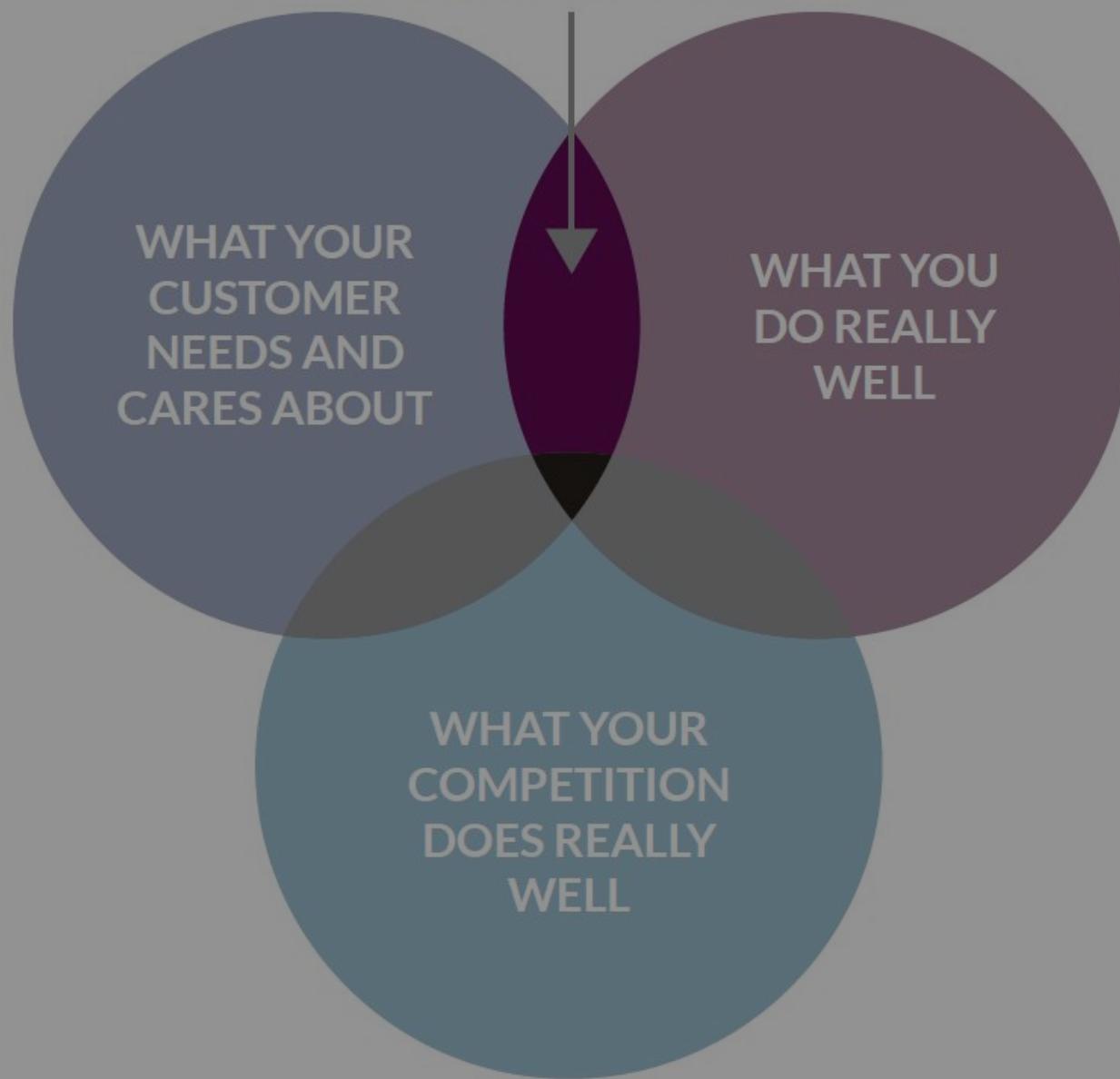
# Lean Canvas

Created by Spark59 // Online version available at [www.leancanvas.com](http://www.leancanvas.com)

2.

# UNIQUE VALUE PROPOSITION

## UNIQUE VALUE PROPOSITION



KUNCI DARI BERKARYA ADALAH BERTUMBUH  
**SEDIKIT LEBIH BEDA** LEBIH BAIK  
DARI PADA SEDIKIT LEBIH BAIK

-----  
PANDJI PRAGIWAKSONO



## High Level Concept Pitch

- Helps you on your way to your UVP
- NOT YOUR UVP!!!

Examples for a High Level Concept Pitch:

“AirBnB for Language Education”

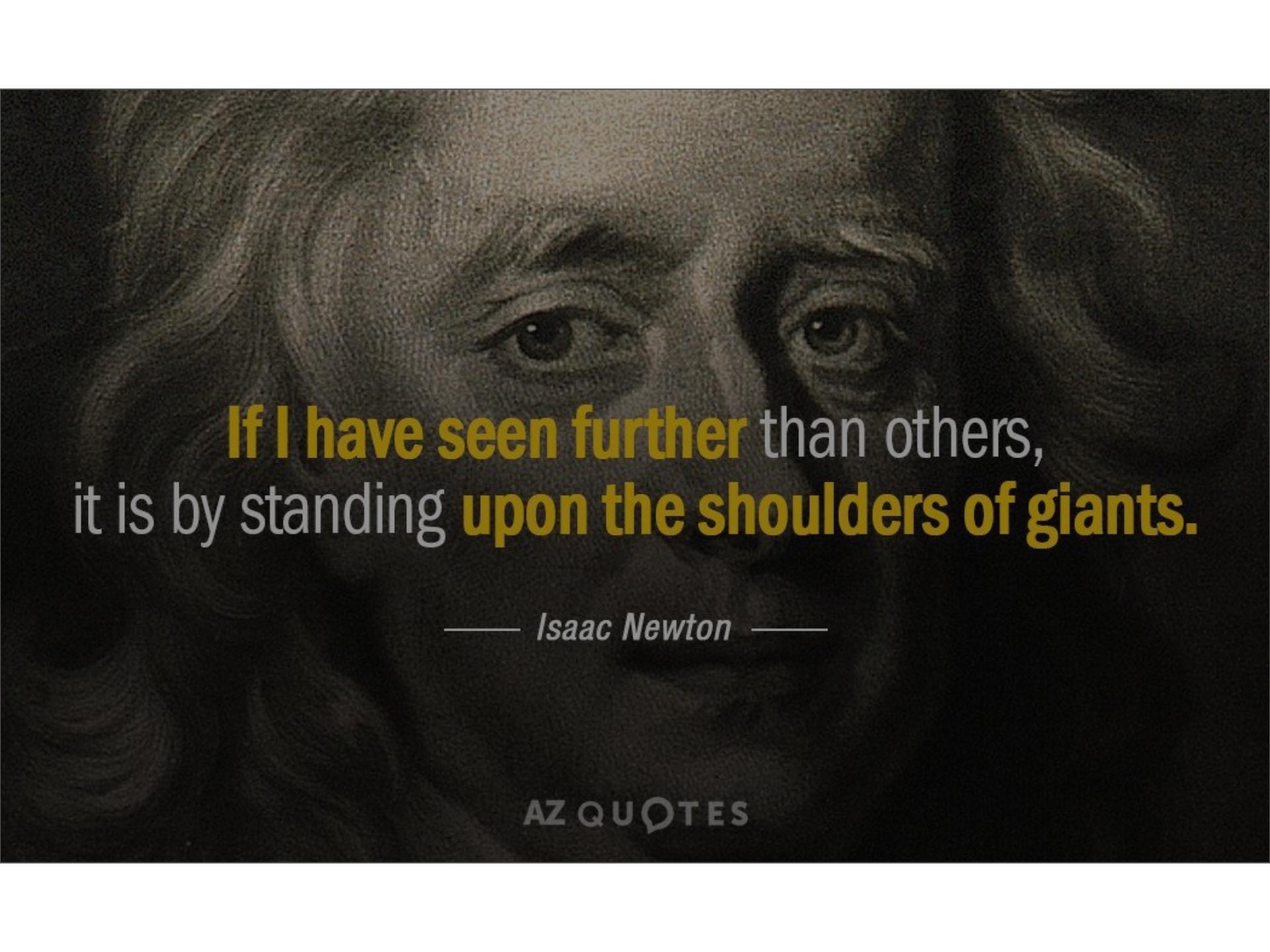
“Salesforce for Project Management”

3.

# SOLUTION

IDEAS ARE CHEAP.  
EXECUTION IS  
EVERYTHING.



A dark, close-up portrait of Isaac Newton's eyes and forehead. His gaze is directed slightly upwards and to the right. The lighting is dramatic, highlighting the texture of his skin and the veins on his forehead.

**If I have seen further than others,  
it is by standing upon the shoulders of giants.**

— Isaac Newton —

AZ QUOTES

Asumsi itu  
membunuh

A photograph of a man with short, dark hair and glasses, wearing a black t-shirt, sitting on a red couch. He is smiling and looking towards the camera. The background is a plain white wall.



W. Edwards Deming



[www.bexsolutionz.com](http://www.bexsolutionz.com)



BASED ON ANALYSIS OF 101 STARTUP POSTMORTEMS

## Top 20 Reasons Startups Fail





---

HOW NOT TO BUILD A MINIMUM VIABLE PRODUCT

---



1



2



3



4

---

ALSO HOW NOT TO BUILD A MINIMUM VIABLE PRODUCT

---



1



2



3



4

---

HOW TO BUILD A MINIMUM VIABLE PRODUCT

---



1



2

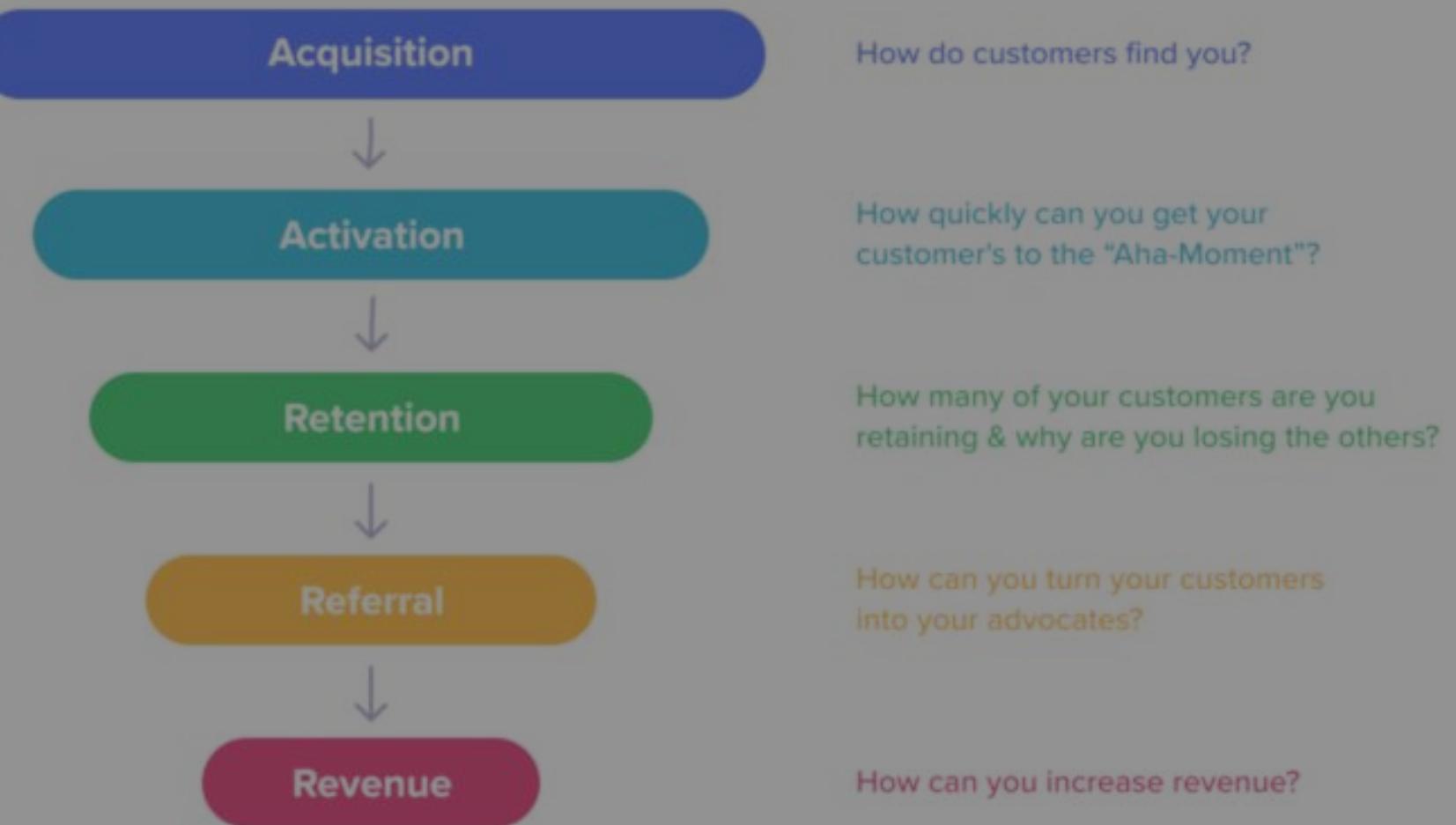


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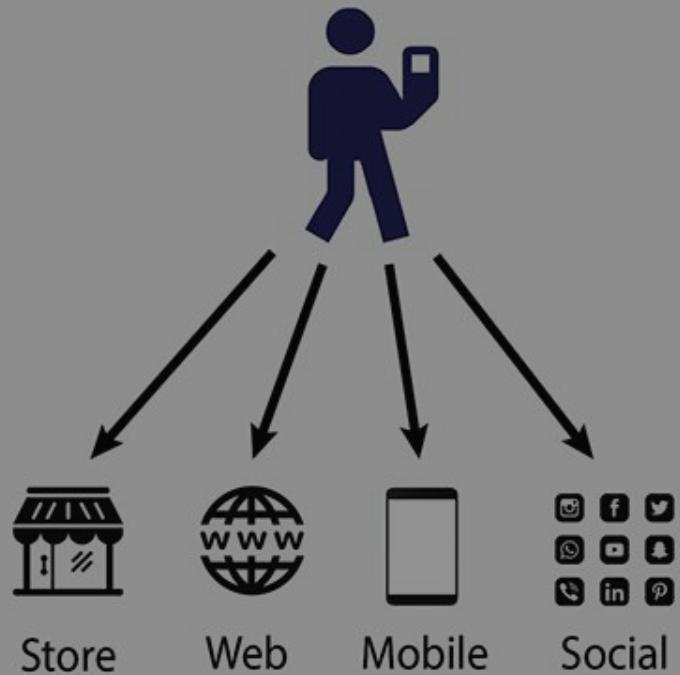


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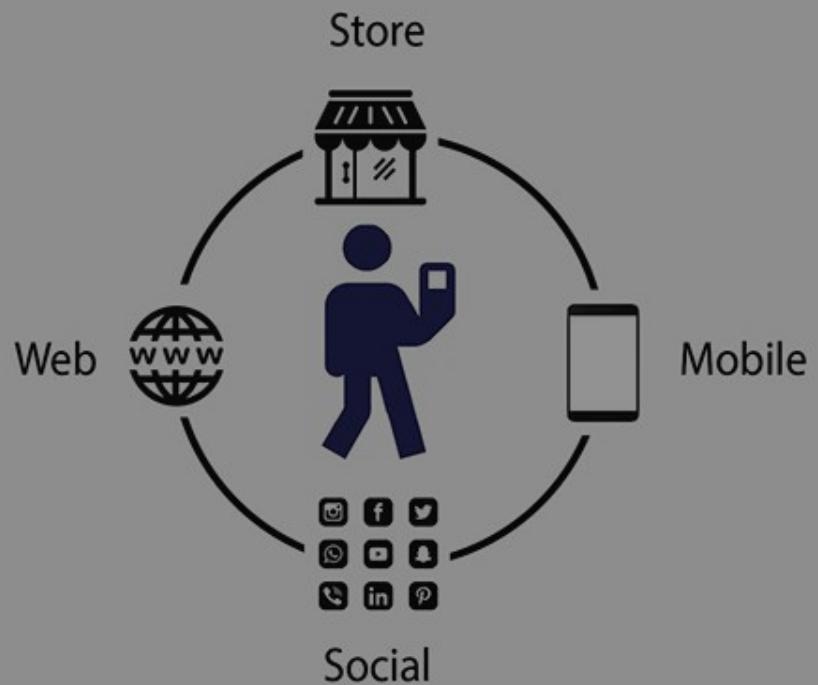
4.  
**CHANNEL**



# Multichannel



# Omnichannel



# The Omni Customer Experience

## Property Messaging

- Monitors
- In room TV
- In room phone



## Franchisee Relationships

- Contracting
- Site Selection
- Brand communications



## Property Locations

- Transactions
- Purchase history
- Guest Behaviors
- Preferences



## Loyalty Programs

- Clubs and contests
- Co-branded credit card
- Loyalty tier and point balance
- Travel partners



## Call Center

- Issue resolution
- Surveys
- Reservations, call notes



## Traditional Media

- Radio, TV, Newspaper
- Billboards
- Magazines



## Kiosks

- Offers
- Transactions



## Web Channel

- Brand.com and non brand.com
- Transactions, abandons, cancels
- OTA's
- Surveys, Wish lists



## Mobile Channel

- App activity
- Digital, SMS
- Location

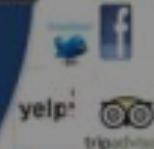


## Company Interest Boards



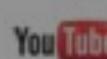
- Posts, pins and likes
- Followers and following
- Forums

## Company Social Sites



- Friends and fans
- Followers, following, likes
- Influencer networks, reviews
- Customer Service

## Custom Content



- UGC (User Generated Content)
- Partner Channels
- Viewers and posters
- Embed activity

## Digital Media

- Ad click response
- Paid search
- Ad re-targeting
- Affiliates



TERADATA

“

I Believe in Collaboration  
Rather Than Competition

cynthia chiam

“

If you want to go fast,  
**go alone.**  
If you want to go far,  
**go together.**

— African proverb

”



*musings*

[www.hiranyagrowthpartners.com](http://www.hiranyagrowthpartners.com)

## KEY METRICS

List the key numbers that tell you how your business is doing.

Tulis di angka berapa bisnis dianggap sukses

\*key = sebut angka yang akan dicapai secara rasional

6

## COST STRUCTURE

List your fixed and variable costs.

Tulis pengeluaran dalam jangka waktu

\*key = sebut secara rasional

5

1	4	3	9	2
8		5		
7		6		



## REVENUE STREAMS

List your sources of revenue.

Tulis darimana menghasilkan uang

\*key = adaptasi bisnis sejenis mendapat uang darimana

5

**Lean Canvas**

Created by Spark59 // Online version available at [www.leancanvas.com](http://www.leancanvas.com)

**5.**

**COST STRUCTURE  
AND  
REVENUE STREAM**



## Hackers

Tech guy  
Engineer  
Data analysis  
Seriously serious

10:00-20:00



## Hustlers

Finance dude  
Operations  
Speech guy  
Reliable boring guy

9:00-17:00



## Hipsters

PPT maker  
UX UI  
Designer  
High and stay up

15:00-2:00

**CREATIVE**

# ZEN MOZAIC 16GB MP3 PLAYER

- Up to 32-Hours Audio,  
5-Hours Video Playback
- 1.8" TFT Display, Built-In Speaker
- FM Radio with 32 Presets
- 8 EQ Settings, Volume  
Restriction Control

#5776582



PLAYS  
**MP3**

**SAVE \$50**

**\$129<sup>99</sup> - 50 = \$79<sup>99</sup>**

Regular  
Price

Instant  
Savings

After Instant  
Savings



Say hello to iPod.  
1,000 songs in your pocket.

RIGHT PERSON

RIGHT ROLE

RIGHT TIME

## 8. Hire slow, fire fast

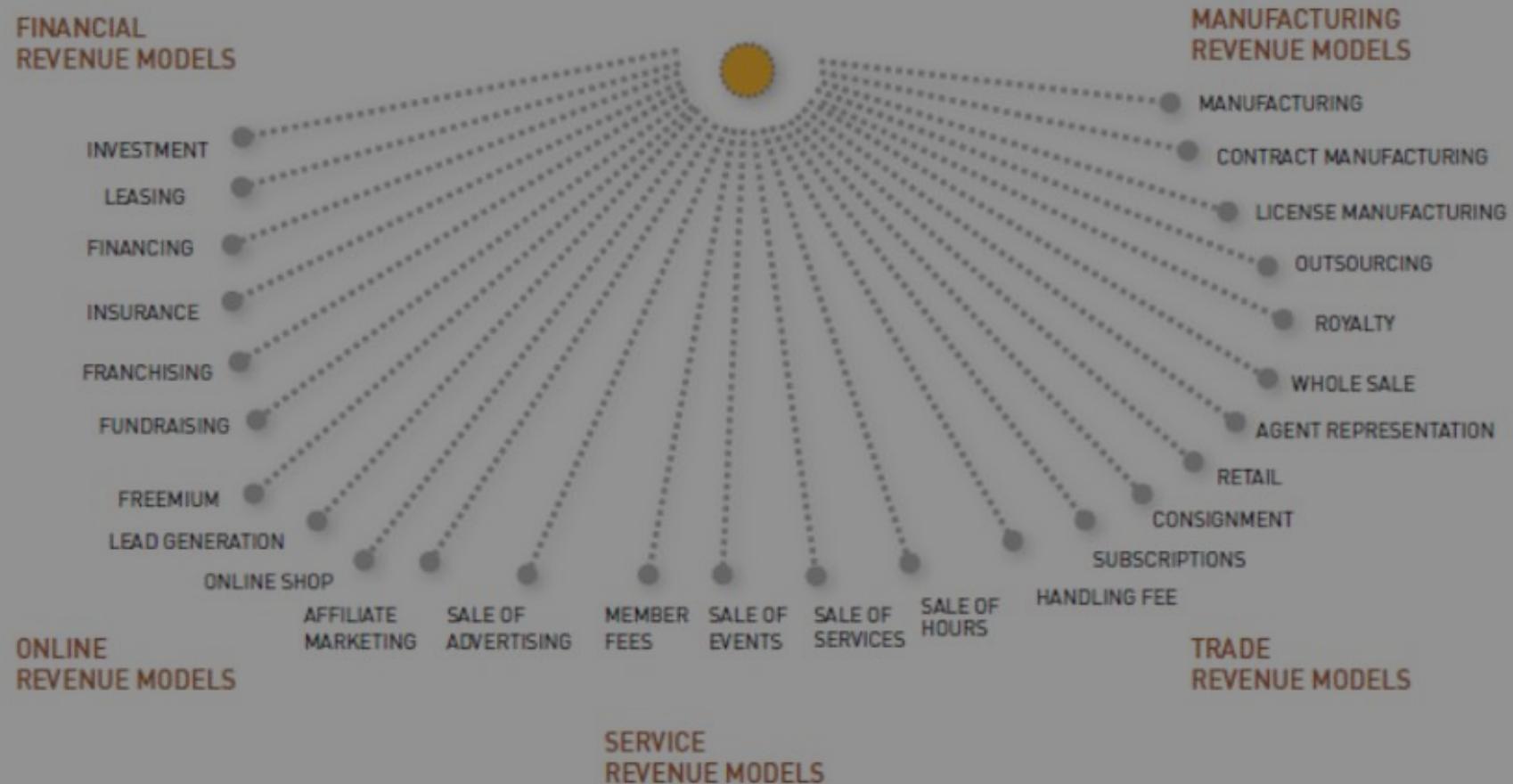
© Original Artist  
Reproduction rights obtainable from  
[www.CartoonStock.com](http://www.CartoonStock.com)



'If you bothered to check the text messages on your mobile you'd find that I fired you over a month ago!'

## 26 Revenue Models

Various sources of income to choose  
and combine



6.

# KEY METRIC

SUCCESS

1

60in

2

3

4

5

6

7

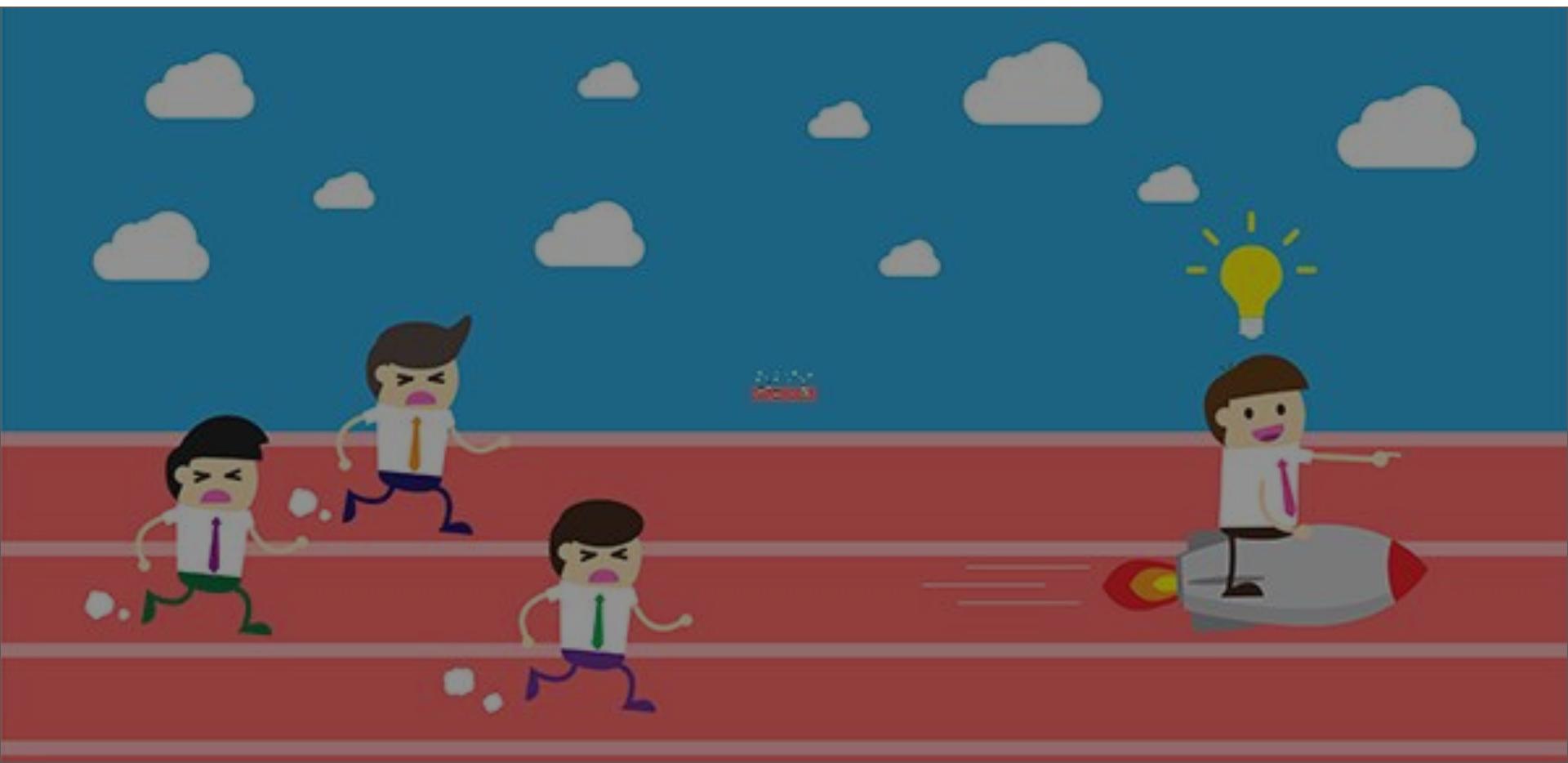
8

Web metric	In-Store metric
Session/First session	Store visit/First store visit
Unique/Repeat visitor	Unique/Repeat customer
Session duration	Store exit time – Store enter time
Page views per session	Zones visited per store visit
Avg. new/repeat session length	Avg. time spent in store; new/repeat
Avg. time per page	Avg. time per zone
Traffic volume	Total visitors to store
Bounce rate	Ratio of short visits/no visited zones



7.

# UNFAIR ADVANTAGE



WORDS OF WISDOM

---

**dua api yang tak pernah padam:  
CINTA dan DENDAM**

- Ben -

*Don't follow your passion,  
but always bring it with you.*

Mike Rowe

# Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"



# SHARK TANK

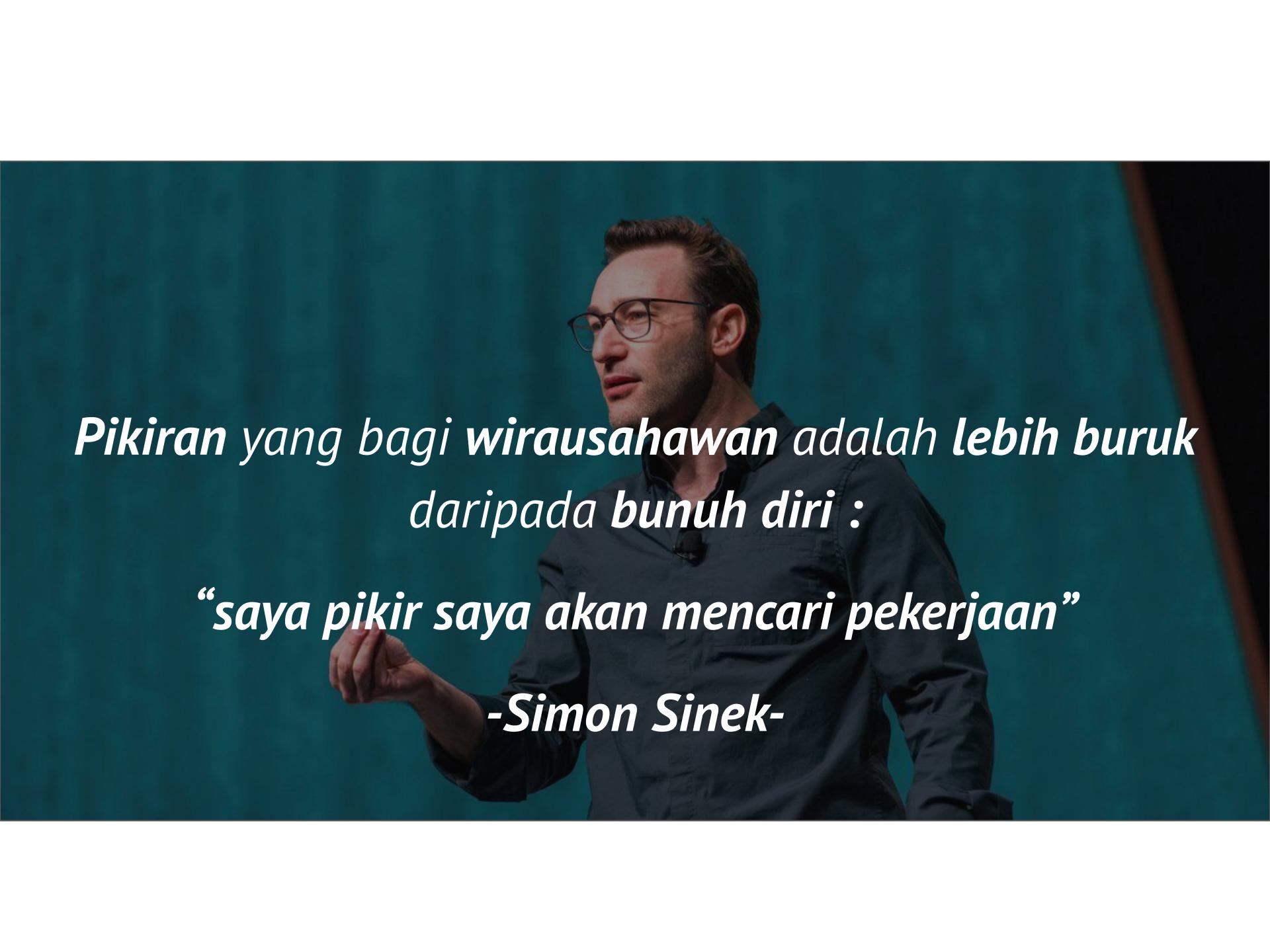


A photograph of a man with short dark hair, wearing a blue t-shirt with the word "Google" printed on it. He is seated in a black office chair at a desk, looking towards the camera with a slight smile. On the desk in front of him is a laptop and a keyboard. Behind him is a shelf filled with various items, including what looks like a sword model and some books or boxes. The overall lighting is somewhat dim, suggesting an indoor office environment.

*“bikin startup itu ngabisin  
uang, tenaga, waktu bersama  
keluarga, peluang kerja  
mapan, tapi tahu ga yang  
lebih nyakin?”*

-Andri Yadi, CEO Dycode

**“kita cinta”**



*Pikiran yang bagi wirausahawan adalah lebih buruk  
daripada bunuh diri :*

*“saya pikir saya akan mencari pekerjaan”*

*-Simon Sinek-*