

# 14 Startups PRIMESTeP ADB Program2023

No	Startup	Product	Result	Business Performance			
				Turnover, IDR (Jan-Nov 2023)	Workers		Funding Series
					Male	Female	
1.	Lokasoka	MSME business ecosystem platform for the B2B market	<ul style="list-style-type: none"> <li>Production (180 packages, 500 new product samples and printed catalogs and company annual reports)</li> <li>Promotion (Brand &amp; Market Scale up)</li> <li>IT (System Development &amp; Maintenance)</li> <li>Develope Website in 4 languages</li> </ul>	5.84 billion	14	10	Towards Pre Series A
2.	FishLog	Fishlog : Inventory Visibility & Inventory Traceability	<ul style="list-style-type: none"> <li>Improved operational performance</li> <li>Coinfest Asia 2023</li> <li>Napindo Fisheries Expo Large Business Partnership Program with UMKM Miniplant Fisheries, Rembang</li> <li>IISM Seafood and Cold Chain Expo Creating marketing content in the form of video profiles</li> </ul>	353.6 billion	154	47	Towards Series A
3.	TOP SEO	TOP SEO Digital marketing until closing	Production and collaboration with MSMEs	2.54 billion	3	2	Bootstrapping
4.	Biomagg	High protein animal feed and maggot-based organic fertilizer	<ul style="list-style-type: none"> <li>Increased maggot production capacity</li> <li>Product development</li> <li>Management of IPR permits</li> <li>Promotion</li> </ul>	1.3 billion	20	2	Pre-Seed (Angel Investor)
5.	Cleansheet	Empowerment-based cleaning service application	<ul style="list-style-type: none"> <li>Total 8 collaborations with agencies/schools/campuses</li> <li>Total 791 customers</li> <li>Addition of 1 variation of cleansheet service/product in the form of Cleansheet Academy</li> <li>The number of additional ranger teams is 70 people</li> </ul>	3.5 billion	107	47	Pre-Seed (Angel Investor)

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6	Arae	Fashion ecoprinting and natural dyes	<ul style="list-style-type: none"> <li>Product development (linen, cotton, tancel, rayon, natural dyes and packaging)</li> <li>The process of registering and collecting patent rights</li> <li>Social media and website promotion</li> </ul>	2.9 billion	13	16	Bootstrapping
7	Pelita Desa	Export of ornamental plants and agricultural products	<ul style="list-style-type: none"> <li>Collaborating with 7 new partners</li> <li>Product export certification and permits</li> <li>Website development and digitalization</li> </ul>	2.05 billion	5	4	Pre-Seed (Angel Investor)
8	Female in Action	Application for women's mental health	<ul style="list-style-type: none"> <li>Development of maintenance and UI/UX for IOS and Android applications</li> <li>Treatment service design</li> <li>HR training (leadership, communication, public speaking, administration and finance)</li> <li>Marketing distribution channels: WhatsApp, Instagram, Facebook, Website, Youtube and Podcast)</li> </ul>	900 million	3	16	Bootstrapping
9	Nectars	Plant-based Skincare and Cosmetics	<ul style="list-style-type: none"> <li>Partnering with PT. Indonesian Surveyor, IPB, and others</li> <li>In the process of processing NA BPOM distribution permit documents</li> <li>Has 4 marketing media</li> <li>Addition of 2 brand (Nectars and Neorskin)</li> </ul>	1 billion	4	12	Bootstrapping
10	Mugo	Vegan & gluten free premix flour in various variants	<ul style="list-style-type: none"> <li>Online and offline promotions</li> <li>Purchase of raw materials</li> <li>Gluten free test and nutrition facts</li> </ul>	800 million	2	5	Bootstrapping

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11	SanGreat	Natural home pest control without poison based on carrageenan and essential oil	<ul style="list-style-type: none"> <li>Purchasing product packaging</li> <li>Preparation of marketing authorization documents for 3 products</li> <li>Promotion via Instagram and Shopee advertising</li> <li>Management of business legality of NIB, CPKB, and in the CPKRTB process</li> <li>Has 165 affiliate marketers and 1 offline store (AEON)</li> </ul>	2.85 billion	8	7	Bootstrapping
12	KUI	Salmon fish skin chips	<ul style="list-style-type: none"> <li>Research and development of 2 new variants</li> <li>Lab test of 2 new variant products Management of licensing, certification and standardization (LPPOM MUI, IPR Brand. SP-PIRT)</li> <li>Online and offline promotions</li> </ul>	194 million	8	12	Bootstrapping
13	Bens Farm	Bensfarm: Sheep Fattening Cultivation and Aqiqah Services	<ul style="list-style-type: none"> <li>Raw material production</li> <li>Certification management (hygienic, lab test and halal MUI 11 product variants)</li> <li>Promotion and marketing</li> <li>Developing investor networks</li> </ul>	11.45 Billion	29	10	Pre-Seed (Angel Investor)
14	Wain	Herbal Tea Bags for Non-Communicable Diseases	<ul style="list-style-type: none"> <li>Increased production capacity (raw materials for insulin, moringa and soursop leaves)</li> <li>Permit processing (BPOM and Halal MUI)</li> <li>Promotion (market place, social media Instagram and TikTok)</li> </ul>	3.37 billion	4	11	Pre-Seed (Angel Investor)

# Potential Startup for Series Funding

## FishLog's Business Summary of YTD 2023

### FishLog at Glance

FishLog is an **Operating System** for cold storage owners to **ease** their business process so they can **focus more** on business **execution** rather on administration.

**4,820 MT**

of managed cold storage capacity

**161**

of total Headcount

**40+**

of total cold storage partners

**114**

male

**47**

female

### Current Development

#### FL Trace

FL Trace has feature that enable **traceability** of seafood products that ultimately helps to **eliminate fraudulent** activities and **promote sustainability** within fisheries and seafood industry

#### Co-Branding

Co-Branding is a strategic initiative to become a seafood **brand aggregator** (house of brands) that aim to help brands **expand** to broader market and to **optimize** brands' resource deployment

### FishLog's Technologies for Cold Storages

Inventory Management System

Financial and Accounting System

Logistics Management System

### FishLog's Products for Users

Warehouse Management System

B2B Marketplace

Inventory Financing

### Coinfest Asia 2023, Bali



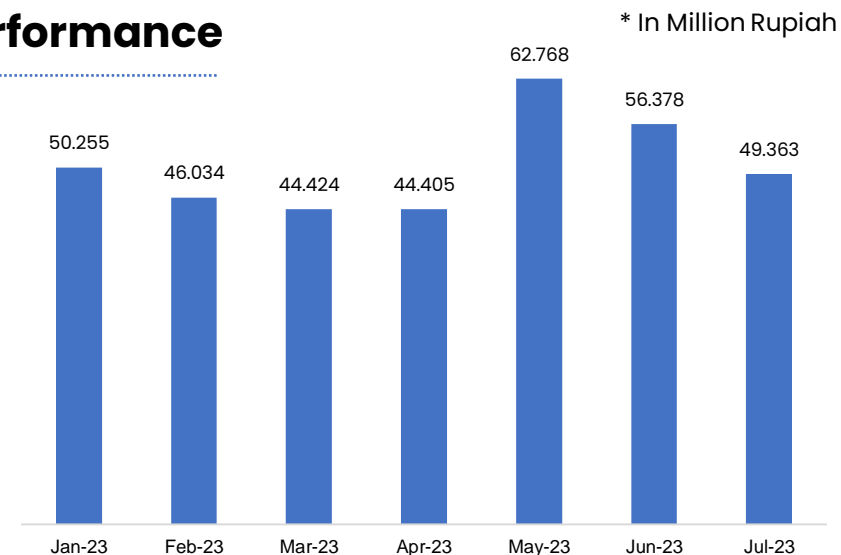
### Financial Performance

**353.6B**

of total revenue from Jan-Jul 2023

**62.7B**

of highest revenue in May 2023



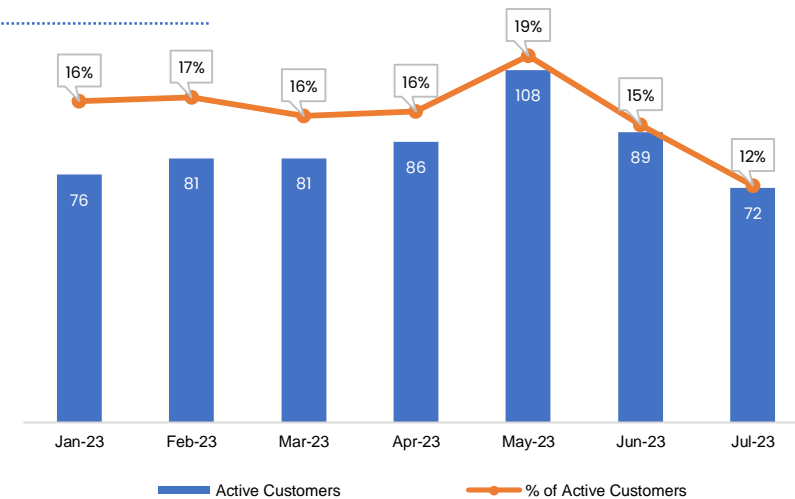
### Operational Performance

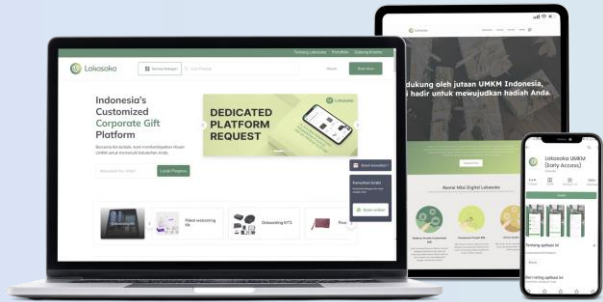
**594**

of total customers up until July 2023

**15.81%**

of monthly avg. active customer





Serving B2B clients at 13 countries globally



Integrated Agregator Platform as business ecosystem, connecting **B2B2G** Clients to procure from credible **MSMEs**

**>IDR 25 Billion**

Net Revenue achieved with positive gross margins

**>100,000 MSMEs**

empowerment metric with KEMENKOPUKM  
Kementerian Koperasi dan UKM Republik Indonesia

**\$1 M**

Currently fundraising for Pre-Series A



Aiming to create over **\$10 Million** impact for MSMEs and home-based businesses

Investee of BRIN

## Revenue Streams Scale Up

**B2B2G**  
Market Scales

25 City-agents  
E-procurement API

**\$1.2 B**  
net revenue

**MSMEs**  
Material Supplies & Financing

100,000 MSMEs  
>\$10 M GMV

**\$600**  
avg trx

**B2C**  
Local and Global Brands

**4 Countries**

**2 M**  
loyal customers

## Experienced Team



**Laras Widyaputri**  
**CEO**

>10 years exp handling B2B projects & MSMEs scale up programs



**Wahyu Prasetya**  
**CFO**

>25 years exp \$200M B2B projects finance controller at global companies



Advisors:

# Potential Startup for Series Funding

## CLEANSHEET

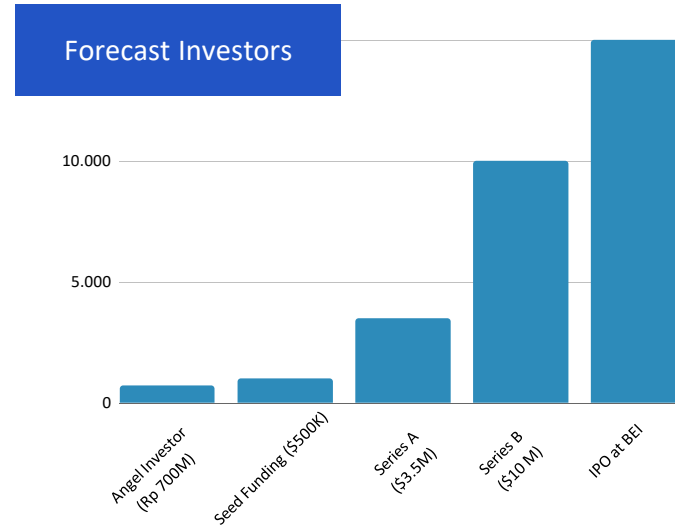


A professional Cleaning Service startup based on Sociotechnopreneurship that empowers young and talented individuals with the aim of enabling them to pursue higher education.



DIHQON NADAAMIST

Dihqon is a founder who Start from his experience as an undergraduate student who received a scholarship, Bidikmisi, and have many troubles to get additional income between daily activities and see drop out student who have difficulties to change their lives



### Achievement

- THE NEXT DEV TALENT SCOUTING**: 1st Winner The Next Dev 2021
- SANTRIPRENEUR INDONESIA**: Santripreneur 1st Place Winner
- KEMENKORINDONESIA**: Kemenpora Young Entrepreneur 3rd Place Winner
- ASTRA Start-up Challenge**: Top 25 Astra Startup Challenge 2022
- IPB INSTITUT PERTANIAN BOGOR**: IPB Awarding Day
- HYUNDAI START-UP CHALLENGE**: Top 15 Hyundai Startup Challenge

# Potential Startup for Series Funding



An Insect Industry Startup that focuses on organic waste management in rural area, contribute for Developing SDG's and ESG in Indonesia



Biomagg still process to raise fund with Init6 venture around \$ 500k-1million



Aminudi is a founder and ceo Biomagg. He has experience in insect industry for 7 years, and achieved internasional and national award



Best of the Best Wirausaha Muda Mandiri 2021



Finalist Hyundai Startup Challenge 2020



Biomagg has entered into MoU with Patners from South Korea and India for a transaction around **\$2,3 Billion/year**



Biomagg has make MoU with Depok, Jakarta, Tasikmalaya and Bandung City for processing organic waste



When you become a part of us, we can create Indonesia's community-based industrial ecosystem

"We have successfully empowered the rural community."

from this



10 people

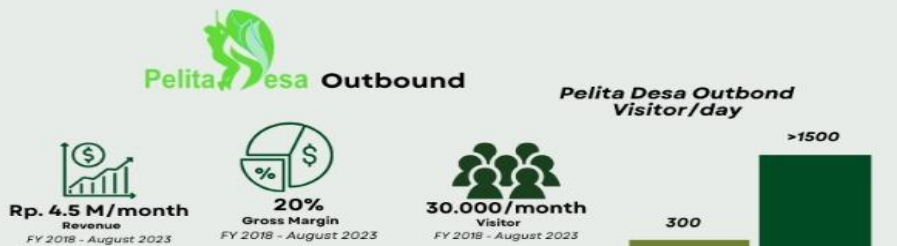
to this



>400 people



## Ecosystem Milestones



- The Market**
- Pre School
  - Elementary School
  - Junior/Senior High School
  - Community

# GARUDAPARK

The #1 Ultimate Community Nature Destination for Education, Recreation, Business Global center

## Financial Projection

50 M - 100 M  
Total Investment

4 Years  
ROI

Revenue Streams

- Ticket Sales
- Tenant
- Expo Global



SAUDI BUILD  
05 - 09 November 2023

27,500 HIGH EXHIBITION SPACE | 550 EXHIBITORS | 11 COUNTRY PAVILIONS | 35 PARTICIPATING COUNTRIES | 30,000 VISITORS



## KEY ACTIVITIES

green business center, tourism and education center. packaged in a forest concept.



Tujuan Perjalanan



## Comparing Differentiated Segments in Recreational Tourism

Segment	Average Price	Segmentation	Type of Activity	Location and Setting
Pelita Desa Outbound	Rp. 150.000	Mass	Eduadventure and Nature Tourism, Business Center	Rural tourism / tropical forest
Universal Studios	Rp. 300.000-750.000	Midle	Amusement and Theme Park	Urban Tourism



Sebesar 34,91% biaya yang dikeluarkan selama perjalanan ke luar negeri digunakan untuk akomodasi.