Startup Technology

Sanny Gaddafi
@SaGad
Who?
Who?
Who?

USD 130jt

USD 100jt

USD 105jt

USD 145jt

A snapshot of the country’s key digital statistical indicators

**TOTAL POPULATION**: 265.4 million

**INTERNET USERS**: 132.7 million

**ACTIVE SOCIAL MEDIA USERS**: 130.0 million

**UNIQUE MOBILE USERS**: 177.9 million

**ACTIVE MOBILE SOCIAL USERS**: 120.0 million

**URBANISATION**: 56%

**PENETRATION**: 50%

**PENETRATION**: 49%

**PENETRATION**: 67%

**PENETRATION**: 45%

**SOURCES**: Population: United Nations; U.S. Census Bureau; Internet: InternetWorldStats; ITU; Eurostat; Internetlivestats; CIA World Factbook; MidEastMedia.org; Facebook; Government Officials; Regulatory Authorities; Reputable Media; Social Media and Mobile Social Media: Facebook; Tencent; VKontakte; Kakao; Naver; Ding; TechRasa; SimilarWeb; Kepios Analysis; Mobile: GSMA Intelligence; Google; Ericsson; Kepios Analysis. **NOTE**: Penetration figures are for total population (all ages).
POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS

TOTAL POPULATION: 265.4 MILLION
FEMALE POPULATION: 49.7%
MALE POPULATION: 50.3%
ANNUAL CHANGE IN POPULATION SIZE: +1.1%
MEDIAN AGE: 30.5 YEARS OLD

POPULATION LIVING IN URBAN AREAS: 56%
GDP PER CAPITA: $11,632
LITERACY (TOTAL): 94%
FEMALE LITERACY: 92%
MALE LITERACY: 96%

SOURCES: UNITED NATIONS; US CENSUS BUREAU; UNESCO; WORLD BANK; IMF; CIA WORLD FACTBOOK.
**DEVICE USAGE**

Per centage of the adult population* that currently uses each kind of device [Survey-based]

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone (Any Type)</td>
<td>91%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>60%</td>
</tr>
<tr>
<td>Laptop or Desktop Computer</td>
<td>22%</td>
</tr>
<tr>
<td>Tablet Computer</td>
<td>8%</td>
</tr>
<tr>
<td>Television (Any Kind)</td>
<td>95%</td>
</tr>
<tr>
<td>Device for streaming internet content to TV</td>
<td>2%</td>
</tr>
<tr>
<td>E-reader device</td>
<td>1%</td>
</tr>
<tr>
<td>Wearable tech device</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Note: Data represents adult respondents only; please see the notes at the end of this report for more information on Google’s methodology and their audience definitions.

Source: Google Consumer Barometer, January 2018.
ATTITUDES TOWARDS DIGITAL
HOW INTERNET USERS* PERCEIVE THE ROLE OF TECHNOLOGY, AND THEIR PERSPECTIVE ON PRIVACY ISSUES

- 71% BELIEVE THAT NEW TECHNOLOGIES OFFER MORE OPPORTUNITIES THAN RISKS
- 68% PREFER TO COMPLETE TASKS DIGITALLY WHENEVER POSSIBLE
- 79% BELIEVE DATA PRIVACY AND PROTECTION ARE VERY IMPORTANT
- 57% DELETE COOKIES FROM INTERNET BROWSER TO PROTECT PRIVACY
- 50% USE AN AD-BLOCKING TOOL TO STOP ADVERTS BEING DISPLAYED

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2018; GLOBALWEBINDEX, Q2 & Q3, 2017.
NOTES: GOOGLE FIGURES BASED ON A SURVEY OF ADULT INTERNET USERS. SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON METHODOLOGY AND AUDIENCE DEFINITIONS. GLOBALWEBINDEX FIGURES BASED ON A SURVEY OF INTERNET USERS AGED 16-64. *NOTE: THESE FIGURES ONLY REPRESENT THE ATTITUDES AND ACTIVITIES OF INTERNET USERS.
EVERY DAY
1
79%

AT LEAST ONCE PER WEEK
7
14%

AT LEAST ONCE PER MONTH
31
6%

LESS THAN ONCE PER MONTH

1%

SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. NOTES: DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE’S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. VALUES MAY NOT SUM TO 100% DUE TO "DON’T KNOW" OR INCOMPLETE ANSWERS, OR DUE TO ROUNDING IN THE SOURCE DATA.
JAN
2018

SOCIAL MEDIA USE
BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION

130.0 MILLION

49%

120.0 MILLION

45%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.
SMARTPHONE LIFE MANAGEMENT ACTIVITIES
PERCENTAGE OF THE TOTAL POPULATION USING A SMARTPHONE TO PERFORM EACH TASK [SURVEY-BASED]

- Use the Alarm Clock Function: 17%
- Manage Diary or Appointments: 6%
- Check the Weather: 4%
- Track Health, Diet, or Activity Levels: 4%
- Take Photos or Videos: 44%
- Check the News: 18%
- Read E-Books or E-Magazines: 3%
- Manage Lists (e.g., Shopping, Tasks): 4%

Source: Google Consumer Barometer, January 2018. Figures based on responses to a survey. *Notes: Data based on survey responses from adult internet users only; please see the notes at the end of this report for more information on Google’s methodology and their audience definitions. Data has been rebased to show total national penetration, regardless of age.
About Me

Sanny Gaddafi
• Software engineer
• Serial entrepreneur specialized in niche social networks
BundaGaul.com
About My Partner

**Sanny Gaddafi**
- Software engineer
- Serial entrepreneur specialized in niche social networks

**Denny Santoso**
- Commerce specialist with large offline and online networks
- 14 years experiences in wellness industry
BeautiPlan.com

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Images that have us hooked!

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Amazing articles by our community members
About My Partners

**Sanny Gaddafi**
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- Serial entrepreneur specialized in niche social networks

**Denny Santoso**
- Commerce specialist with large offline and online networks
- 14 years experiences in wellness industry

**Zivanna Letisha**
- Puteri Indonesia 2008, Miss Universe Favorite 2009 (Online Votes)
- News Presenter & Author

**Romeo Reijman**
- Own Social Media Communities with total of 13 million members
- Own a Digital Agency
FOCUS
Follow One Course Until Successful
About Someone

Mathieu Le Bras

• An agronomist with 10 years of experience in developing countries
• An agro-marketing consultant for the joint agency of UN and WTO
1. Select a real problem you are passionate about
Background

World Economic Pyramid

- People making less than 3,260 USD per year
  - 4 Bn people
- Up to 20,000 USD per year
  - 2 Bn people
- People making more than 20,000 USD per year
  - 0.5 people

Source: World Resources Institute
Background

Approximately 70 per cent of the population lives in rural areas, where agriculture is the main source of income. Poverty is increasingly concentrated in these areas;

Key segments are underserved

Source: World Resources Institute
Owns Mobile Phone

<table>
<thead>
<tr>
<th>Work Type</th>
<th>Mobile Phone</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Rice</td>
<td>31,290</td>
<td>18,636</td>
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<td>Horticulture</td>
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<td>1,810</td>
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<tr>
<td>Livestock</td>
<td>1,807</td>
<td>734</td>
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<tr>
<td>Forestry</td>
<td>1,768</td>
<td>1,281</td>
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<tr>
<td>Mining</td>
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<td>602</td>
</tr>
<tr>
<td>Processing Industry</td>
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<td>1,917</td>
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Source: Central Bureau of Statistics Indonesia
## Total Mobile Phones per Household

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<th>Mobile Phone</th>
<th>Mean</th>
<th>Std. Deviation</th>
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Source: Central Bureau of Statistics Indonesia
2. Find the right solution
3. Build a strong team
About Us

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• An agro-marketing consultant for the joint agency of UN and WTO

Sanny Gaddafi
• Software engineer
• Serial entrepreneur specialized in niche social networks
4. Develop a great product
4. Develop a great product
Dan terjawab dengan cepat oleh para pakar!
4. Develop a great product
Questions & Answers

No records to display.

Broadcast

No broadcast to display.

 SMS

IN: 323
OUT: 732

Weekly

Monthly

SMS Outbound

SMS Inbound

Quick Broadcast: 130 / 200
Forum: 79 active / 200 forums
Survey: 77 answers / 100 surveys
Quiz: 150 corrects / 178 answers / 200 quizzes
5. Show yourself
If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.

Jeff Bezos
Founder, Amazon
5. Show yourself
5. Show yourself
6. Launch with laser focused execution
6. Launch with laser focused execution
WORD-OF-MOUTH has always been POWERFUL

now it’s TECHNOLOGICALLY ENABLED AND GLOBAL
**For Farmers and Agribusinesses in ASEAN**

Farmers need to be equipped with a comprehensive risk management framework to effectively manage the risks associated with climate change and other factors. This is crucial for enhancing their resilience and ensuring sustainable food security.

**For Buyers and Retailers in ASEAN**

Greater transparency across the value chain can help buyers and retailers make informed decisions and ensure that the products they source are sustainably produced.

**For ASEAN Governments**

Investing in risk management frameworks and partnerships can help governments better respond to market demands and support their agricultural sectors.

**For ASEAN Regional Food Security**

Enhancing resilience and risk management through partnerships can contribute to achieving food security for the ASEAN region.

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**ASEAN Pilot Projects**

Creating a Regional Platform Economy for Food & Agriculture

Supported by:

- BlueNumber Foundation
- New York - San Francisco
- www.bluenumber.org
Thank You

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