



ENDEAVOR SCALEUP MINDSET

Post-event report

endeavor
INDONESIA

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Be inspired!



We have finally come to the end of our six-months program of Scale-Up Mindset. This program was established in order to support the Entrepreneurship Centers in each of the University partners through sharing experiences from High-impact Endeavor Entrepreneurs. It has reached 11 institutions, 4270 registrants and 1691 attendees.

Small-medium enterprises have been the backbone of the economy. All stakeholders within the community are undergoing some kind of digital transformation. Though we are facing pandemic challenges, there has not been more interest in entrepreneurship ever as Indonesia has transformed itself into one of the G20 country members. Therefore, Indonesia must not be left out in developing its potential entrepreneurial ecosystem.

The founders of 8 start-up companies, shared their experiences on developing the ideas, product-market fit, making the business grow, marketing your product, managing your talent as you scale-up the business and lastly, how would you fundraise your businesses. The presentation was done through a fireside chat format and generated lots of questions coming from the attending students. In every session, there were many questions that were not discussed due to the limitation of time. Hence, we allocated 90 minutes and still is not enough! Let's hope they are inspired by the sharing of the High-Impact Entrepreneurs!

We would like to appreciate the collaboration between the Directorate General of Higher Education, the Ministry of Education, Tanoto Foundation and Endeavor Indonesia plus 10 universities. Thank you for keeping alive the curiosity of the students in becoming an entrepreneur!

Onward and Upward!

Wayah Wiroto

Endeavor Indonesia



About the program



Endeavor ScaleUp Mindset is a semester-long monthly webinar program to help to understand the steps of establishing and scaling-up a business through sharing sessions by successful high impact founders or entrepreneurs in Indonesia.

The sessions run from September 2020 to March 2021 inviting 11 institutions with a total of **1691** participants (40%) of the **4270** registrants throughout the whole 7 sessions (including seminar session in the opening ceremony).



**#01.
All About
Fashion
Business.**

SEPTEMBER 30

CARLINE DARJANTO
CEO & FOUNDER, COTTONINK
ENDEAVOR ENTREPRENEUR



**#02.
All About
F&B Business.**

OCTOBER 27

REX MARINDO
FOUNDER, FOODIZZ.ID
ENDEAVOR ENTREPRENEUR



**#03.
All About
Tech Business.**

NOVEMBER 25

IRZAN RADITYA
CEO & CO-FOUNDER, KATA.AI
ENDEAVOR ENTREPRENEUR



**#04.
The Importance
of Talent.**

DECEMBER 16

ARIEF WIDHIYASA
CEO & CO-FOUNDER, AGATE INTERNATIONAL
ENDEAVOR ENTREPRENEUR



**#05.
Marketing &
Branding.**

FEBRUARY 24

YUKKA HARLANDA
CEO, BRO.DO
ENDEAVOR ENTREPRENEUR



**#06.
Funding &
Fundraising.**

MARCH 10

ACHMAD ZAKY
FOUNDING PARTNER, INIT 6
ENDEAVOR ENTREPRENEUR

Impact in Numbers

within 7 sessions



4270

of registrants

1691

of total attendees

11

institution partners

27,5%

% of students who have started a business

72,5%

% of students still on idea stage

88%

% of satisfied and very satisfied attendees

1833

total YouTube viewers

as per 3 May 2021

Institution Partners



1. Tanoto Foundation
2. Universitas Ciputra, Surabaya
3. Universitas Airlangga, Surabaya
4. Universitas Gadjah Mada, Jogjakarta
5. Bina Nusantara University, Jakarta
6. Universitas Indonesia, Depok



7. Politeknik Elektronika Negeri Surabaya, Surabaya
8. Institut Teknologi Bandung, Bandung
9. Universitas Katolik Parahyangan, Bandung
10. Universitas Muhammadiyah Malang, Malang
11. Pradita University, Tangerang

Note: click icon to go to website



UNIVERSITAS GADJAH MADA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK



BUSINESS ADMINISTRATION
DEPARTMENT



Opening ceremony



02 SEPT 2020

From Startup to Scaleup: Entrepreneurial Journey of High-Impact Entrepreneurs



Impact metrics:

of registrants 691

attendees 333

% of satisfied and very satisfied attendees 80%

% of attendees who:

Own a business 32.7%

Still an idea stage 67%

Link to video [here](#) 



Endeavor High-Impact Entrepreneurs **Gibran Huzaifah, CEO of eFishery** and **Rama Raditya, Founder & CEO of Qlue** explained how rewarding it is to be an entrepreneur and common mistakes to avoid as an entrepreneur.

Higher education, as a producer of the next generation of positive leaders and developer of science, technology, and innovation is one of the main keys to the revival of the economy through an entrepreneurial spirit that needs to be encouraged, maintained and amplified; and it requires the efforts of all parties to move it.

Therefore, High-Impact Entrepreneurship's role and organization that support high-impact entrepreneurship like Endeavor are vital, because they influence other young founders or entrepreneurs through their success stories in building and scaling up their business.

Prof. Ir. Nizam, M.Sc., DIC, Ph.D,
Directorate General of Higher Education,
Ministry of Education and Culture, Republic of Indonesia

6 different topics, 6 high-impact entrepreneurs



Click image to go to their profile:



Carline Darjanto
Cottonink
All About Fashion Business



Rex Marindo
Foodizz.id
All About F&B Business



Irzan Raditya
Kata.ai
All About Tech Business



Achmad Zaky
Init-6
Funding & Fundraising



Yukka Harlanda
Brodo
Marketing & Branding



Arief Widhiyasa
Agate International
The Importance of Talent

6 startup companies

Click image to go to the company's website:



COTTONINK

Calling the brand with a signature casual with a twist, COTTONINK was initially established in November 2008 by two creatives that have been close friends since a very young age: Carline Darjanto and Ria Sarwono. Long story short, COTTONINK is a subtle harmony created by two designers with different educational backgrounds. Starting off by designing and producing printed tees and a variety of shawls, they have never forgotten to keep COTTONINK's main value: less is more. COTTONINK has managed to provide a wide range of clothing that is comfortable and versatile, simple yet elegant. Up until today, they have always wanted to highlight the importance of the quality as well as good attitude of their brand.



Agate, under PT Agate International, began by the simple premise of fun by encouraging people to "Live the Fun Way" as they always do every day. Nestling in Bandung, Indonesia, ever since their first establishment, they are now recognized as the biggest game developer in Indonesia. Founded in April 2009, Agate today has attained 20+ awards from the local and international. Agate is divided into two core businesses: Mobile & Consumer Games Business, and Gamification & Solution Business under the brand Agate Level Up. Their Mobile Games & Consumer Games Business has become internationally recognized through 250+ games in multiple genre and purpose, played by more than 5 million people all over the world. While their Gamification & Solution Business has collaborated with 50+ renowned companies throughout SEA and US, crafting high-end gamification for learning & assessment, as well as advertising. With over 170 crews lining up in our squad today, Agate has come a long way. And they believe they will go even further, fueled by the spirit of Positivity, Collaboration, Excellence, and Level-Up.



Foodizz is the first Educational Platform for Indonesian Culinary Businessmen. 9 Out of 10 Culinary Businesses are closed in the first year and only 1 in 10 Culinary Businesses are able to develop the number of branches into two or more. This is certainly very alarming in the midst of Indonesia's rapid economic growth and the entrepreneurial enthusiasm of Indonesian youth who have never subsided. The root of the problem found in the field is the lack of Business Practical Sciences owned by budding entrepreneurs in the Culinary field. Departing from that anxiety and the desire to advance the ecosystem of a resilient Local Culinary entrepreneur, a group of Indonesian Culinary business practitioners along with young people who have experience in the field of technology startup decided to establish Foodizz with one noble goal, namely Providing Access to Practical Business Knowledge to all Indonesian Food Entrepreneurs (Foodpreneur) from Sabang to Merauke.



BRODO is a story of two engineers in Indonesia who created a business out of their need to solve a personal dilemma about footwear. In 2010 BRODO's now CEO Yukka was lamenting to his friend Uta that he couldn't find shoes that fit his size 46 feet. With their engineering mindsets focused on finding a solution to this pressing problem, Yukka and Uta realized that while Indonesia had great raw materials, talented shoemakers, and factories that are utilized by multiple global companies, it lacked a local shoe brand that could make great products for Indonesia and also compete in international markets. And so BRODO was born, with a clear purpose to build a contemporary shoe brand that offers stylish, well-made and affordable footwear to Indonesian men who care about value and also values BRODO has evolved into Indonesia's first direct to consumer footwear and lifestyle platform that utilizes and supports quality shoemakers and factories of all sizes in Indonesia to create purposeful contemporary products that meet the needs of an increasingly stylish and lifestyle-minded customer.



Kata.ai is an Indonesian Conversational Artificial Intelligence company with a focus on enhancing the understanding of human conversations, improving the way humans collaborates with machines. Kata.ai's Natural Language Processing (NLP) technology powers intelligent chatbots (virtual customer service / virtual friend) for major corporations in Indonesia across different kind of industries such as Unilever (FMCG) and Telkomsel (Telco). The company's proprietary Kata Bot Platform can be leveraged to create engaging chatbots on top of Kata.ai's robust and scalable AI technology platform, ensuring company of any size can easily build their own chatbot on any messaging platform. Established in 2015, the company has become a trusted partner for major corporations such as Microsoft, Accenture, and Line. In 2017, the company also received Series-A funding led by Trans-Pacific Technology Fund.

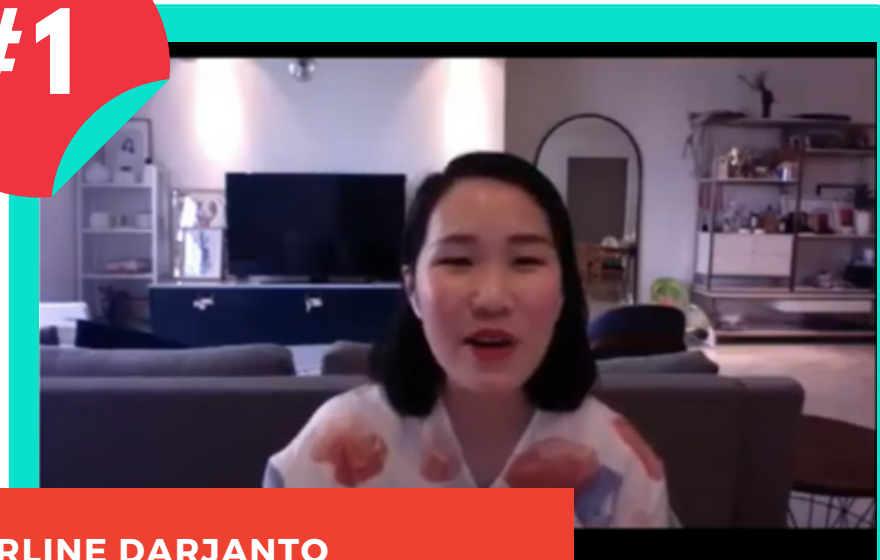


Achmad Zaky and Nugroho Herucahyono (Xinuc), co-founders of Indonesia's marketplace unicorn Bukalapak, have set up an early-stage VC fund, called Init 6, to back seed-stage and Series A startups in the country. Init-6 invests in early-stage startups to build a new way of life after Covid-19. A great, technical founder with the passion to solve big problems is their main target. As both are well-known entrepreneurs in their field, they understand the new founders' challenges and are not afraid of getting their hands dirty in helping them. The duo recently announced their first undisclosed investment in the edutech startups Eduka System and Codemi, with plans to fund a few more in the near future.

All About Fashion Business



#1



CARLINE DARJANTO
CEO & FOUNDER, COTTONINK
ENDEAVOR ENTREPRENEUR

Participants were exposed to Carline's entrepreneurship journey in building COTTONINK. From finding the right business partner (as she does with her best friend, Ria Sarwono), scaling up journey, finding the unique selling point, industry insight, to the importance of mentor and networking.

She pointed out that doing business with a good ethic in a sustainable way is what the fashion industry should look like. "Stay humble, keep learning, and always open-minded" is her advice to the younger generation of entrepreneurs.

Impact metrics:

of registrants **916**

attendees **406**

% of satisfied and very
satisfied attendees **88%**

% of attendees who:

Own a business **18.5%**

Still in the idea stage **81.5%**

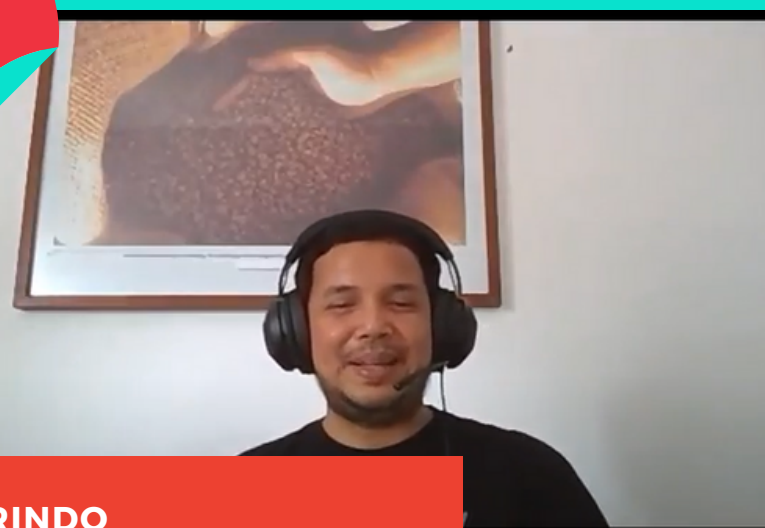
Knows COTTONINK **42%**

Link to video [here](#) 

All About F&B Business



#2



REX MARINDO
CEO & FOUNDER, FOODIZZ.ID
ENDEAVOR ENTREPRENEUR

Impact metrics:

of registrants **542**

attendees **182**

% of satisfied and very
satisfied attendees **96.5%**

% of attendees who:

Own a business **15%**

Still in the idea stage **85%**

Knows Foodizz.id **38%**

Link to video [here](#) 

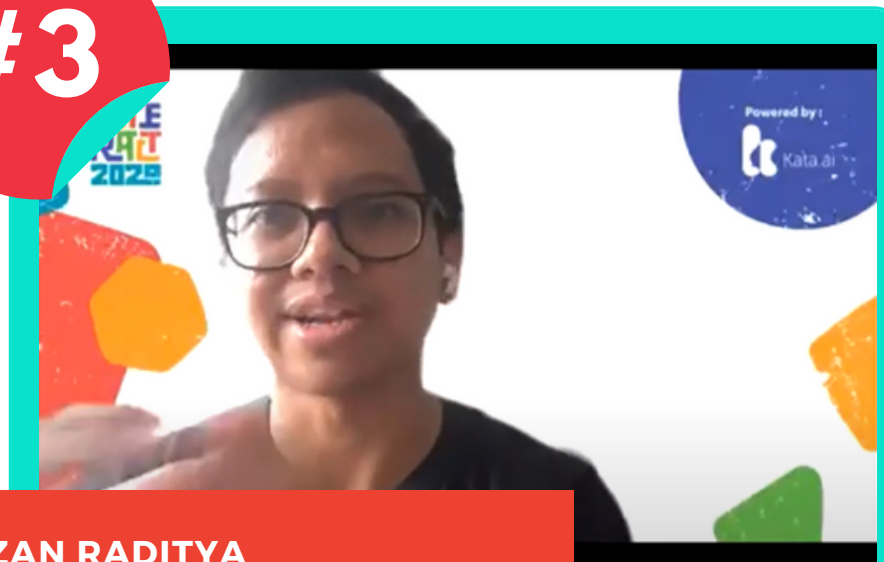
Rex explained very thoroughly why F&B is a huge potential industry in Indonesia through his experiences creating Warunk UpNormal, Bakso Boedjangan, Nasgor Mafia. Participants came in with lots of burning questions such as: How to create a trend? Managing finances & pricing strategy? Make your partner align with your vision? The X-factor that makes an F&B business grow significantly?

In the end, always have a learner mindset, start as an apprentice, create a business plan & marketing strategy, and take care of your legal aspect are some of the steps that Rex shared for first-timer foodpreneur.

All About Tech Business



#3



IRZAN RADITYA
CEO & CO-FOUNDER, KATA.AI
ENDEAVOR ENTREPRENEUR

Impact metrics:

of registrants 583

attendees 297

% of satisfied and very
satisfied attendees 94%

% of attendees who:

Own a business 5%

Still in the idea stage 27.5%

Might be inspired to start 67%

Knows Kata.ai 24%

Link to video [here](#)



What are the things needed to create your own tech startup? Irzan firmly answered, "Having a framework, passion & perseverance is a must!". As a fan of technology since childhood, his Kata.ai company was created over a great opportunity of a problem that he'd like to solve.

One interesting topic was when he explained the future of jobs with Artificial Intelligence in society using Kai-Fu Lee Quardan with measurement elements of compassion, creativity/ strategy, and augmentation; which is something you wouldn't want to miss, along with other takeouts such as the importance of AI, convincing market with no track record, and many more!

The Importance of Talent



#4



ARIEF WIDHIYASA
CEO & CO-FOUNDER, AGATE INT
ENDEAVOR ENTREPRENEUR

Impact metrics:

of registrants **468**

attendees **165**

% of satisfied and very
satisfied attendees **93%**

% of attendees who:

Own a business **26.5%**

Still in the idea stage **73.5%**

Knows Agate **19%**

Link to video [here](#) 

Recruiting and managing talent has always been a challenging job. From 18 people to 200, Arief's entrepreneurial journey in building Agate International's talent is an interesting story to learn. As one of Indonesia's biggest gaming company, for him, in Agate, Integrity, Attitude, Performance, and Skill are four major must-have criteria that are ideal for an early-stage startup.

How to make talented people join without a competitive salary? What's the importance of company culture? The hardest part of managing people? Those are several interesting questions that the audiences were curious about.

Marketing & Branding



#5



YUKKA HARLANDO
CEO & FOUNDER, BRO.DO
ENDEAVOR ENTREPRENEUR

Impact metrics:

of registrants **668**

attendees **305**

% of satisfied and very
satisfied attendees **93%**

% of attendees who:

Own a business **51.5%**

Still in the idea stage **48.5%**

Knows Brodo **38%**

Link to video [here](#) 

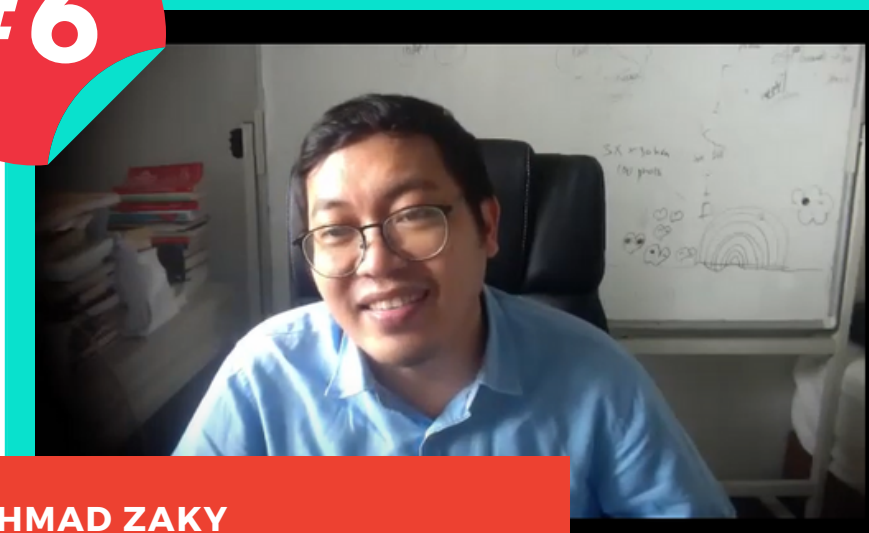
Familiar with the term Brodo Gentlemen? Yukka, through his Brodo footwear, manages to perfectly execute all aspects of marketing and branding until it became the top of mind brand in their field.

From planning marketing strategies, choosing the right visual branding, bouncing back from the crisis; Yukka shared his experiences on how Brodo focusing heavily on customer experience, optimized all the elements of strong marketing and work together with technology and manufacturing. For him, "A long-term relationship is earned. Building a brand is not a one-night success. Relationship with customers is the most important thing."

Funding & Fundraising



#6



ACHMAD ZAKY
FOUNDING PARTNER, INIT-6
ENDEAVOR ENTREPRENEUR

Impact metrics:

of registrants **570**
attendees **302**
% of satisfied and very
satisfied attendees **83.5%**

% of attendees who:

Own a business **31%**
Still in the idea stage **69%**
Knows Init-6 **3%**

Link to video [here](#) 

As the founder of one of Indonesia's unicorn, Bukalapak, Zaky's knowledge about fundraising is unquestionable. He shared his pieces of knowledge to answer audiences' burning questions such as: at what stage do startups should start looking for funding? What do investors look for? How to value your own company? What's in it for both, the funder and the fundraiser, and many more!

Tips before fundraising? Having great numbers/ metrics, craft nice long term story, select reputable investors, negotiate founders friendly term, pitching preparation and practice, do not put too high valuation and ask enough money according to your needs.

Summary of takeaways



Having a business plan and ideas is never enough without learning from real-life entrepreneurs. Through this Scaleup Mindset program, Endeavor hopes our entrepreneurs can give benefit to participants who are planning, or, already at the beginning of starting up and scaling up their business by exposing them to people who have-been-there-done-that in the entrepreneurial journey.

In this first series, 1691 attendees of 4270 registrants from 11 institutions were given knowledge about starting the business through three industry knowledge in fashion, food & beverages, and tech business. Important aspects such as talent, marketing & branding, and funding & fundraising were the last three sessions in this program. We hope that the whole sessions can be beneficial to over 27.5% of attendees who already have a business as well as the remaining ones whose still in the idea phase.



We believe that sustainable economies are dependent on high-impact entrepreneurship. In addition to higher educations, having the right ecosystem and role model to support the next younger generation of entrepreneurs is critical and Endeavor is happy to take part.

Thank YOU!



For all the participations, continuous, and kind supports from:

- Prof. Ir. Nizam, M.Sc., DIC, Ph.D, Director General, Directorate General of Higher Education, Ministry of Education and Culture, Republic of Indonesia
- Tanoto Foundation
- Universitas Ciputra, Surabaya
- Universitas Airlangga, Surabaya
- Universitas Gadjah Mada, Jogjakarta
- Bina Nusantara University, Jakarta
- Universitas Indonesia, Depok
- Politeknik Elektronika Negeri Surabaya, Surabaya
- Institut Teknologi Bandung, Bandung
- Universitas Katolik Parahyangan, Bandung
- Universitas Muhammadiyah Malang, Malang
- Pradita University, Tangerang

About Endeavor



Endeavor Indonesia was established in early 2012. We select and support the kind of [entrepreneurs](#) who would build great companies and serve as role models for Indonesia's future generations, and provide them access to best-in-class tools, knowledge and network to help them scale-up.

The Indonesia office is well on its way, with a pipeline of young talents, a strong portfolio of [mentors](#), and a [dynamic team](#) of committed individuals ready to serve at the forefront of Indonesia's growing entrepreneurship space.

[Endeavor Indonesia Vision 2025](#) is the preferred network for high-growth entrepreneurs in Indonesia through distinct value propositions and a role model on key areas of expertise across the [global Endeavor network](#).

Endeavor Indonesia's founding [Board of Directors](#) comprises Indonesian business leaders, who provide financial and strategic support and also serve as mentors for entrepreneurs in the network.



Our Impact



Globally, Endeavor
has delivered
powerful results
since 1997

2162

high-impact entrepreneurs
selected out of 60,000+ screened

\$26.8B

in revenues generated by
Endeavor companies in 2019

4.1M

jobs created by
Endeavor companies

Endeavor
Indonesia Impact
in Numbers

80

Active mentors

59

High-Impact Entrepreneurs
from 45 companies

\$761M

Revenues generated by Endeavor
Entrepreneur companies in 2020

503

Mentoring hours donated

16K

Jobs created by
Endeavor Entrepreneur
companies in 2020

Click and check
our 2020 Global
Impact Report





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