

# DAVID JONATAN



*“To be an entrepreneur is my dream job because I can be my own boss.”*

## PERSONAL INFORMATION

**AGE:** 22 years old

**LOCATION:** Jakarta, Indonesia

**EDUCATION:** Bachelor of Management

**PROFESSION:** Start-up businessman

**PERSONALITY:** Easy-going, focus, dependable

### **BIO:**

David is a fresh graduate from the department of management who knows his dreams and tries his best to achieve them. He wants to be an entrepreneur! He has a lot of ideas in his mind, but he needs a coach to give some advices and suggestions as well as the right connections. He gets supported by his family, they are even willing to finance his business.

### **STAGE of the business:**

- Idea

### **MOTIVATION:**

- Having his own income and business
- Developing his hobby and passion

### **CHALLENGES:**

- Designing the business model
- Deciding for the right concept

### **NETWORK:**

- Personal connection: Parents, family, friends
- Business coach
- Site-visit to larger companies so he can decide for the right idea



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INNOVATION

# DEA SEKAR



*“I do love cooking ! I want that my passion can also be my profession.”*

## PERSONAL INFORMATION

**AGE:** 21 years old

**LOCATION:** Jakarta, Indonesia

**EDUCATION:** Collage student of Communication

**PROFESSION:** Collage student

**PERSONALITY:** Communicative, never give up, confident

## **BIO:**

Dea Sekar is a graduate student who has a special interest in food. She wants to earn money with her interest, hobby and passion. In the past she started a small business, but then it stopped.

Now, she wants to start again a business in the food industry by carefully and professionally planning the management. The experience she gained and network she developed while starting up the previous business helps her to promote the idea.

## **STAGE of the business:**

- Concept

## **MOTIVATION:**

- Developing her hobbies and passion as her livelihood

## **CHALLENGES:**

- Finding the right distributors and partnerships
- Defining the business model: Target group, value of the business, marketing strategy, etc.

## **NETWORK:**

- Personal network with people who can help to advertise her product and endorse her
- Site-visit to some companies that have a similar concept

# EDI DANISWARA



*“To build a successful business, you have to believe in your own idea, be specific, and never give up. After your business is running well don’t forget to say thank you to God and share it with others.”*

## PERSONAL INFORMATION

**AGE:** 35 years old

**LOCATION:** Jakarta, Indonesia

**EDUCATION:** Bachelor of Technology information

**PROFESSION:** Businessman

**PERSONALITY:** Friendly, achiever, hard-working

## **BIO:**

Edi is a young entrepreneur whose business is focused on an education platform. He built a platform which can be used by English learners. His educational background graduated in IT helped to build this business. He conducted a research before he had started the business, so he knew the purpose and concept of his business. Until today some changes of the concept happened. He followed several courses on marketing and management which help him running the business.

## **STAGE of the business:**

- Generates already income

## **MOTIVATION:**

- There is a big market opportunity
- Wanting to have a positive impact on others
- Flexible work/life balance

## **CHALLENGES:**

- The business expand requires a big fund
- Difficult to get suitable partners

## **NETWORK:**

- A coach / mentor / expert he can trust and relay on
- Good connection with investors: Personal investors and financial institutions
- Stakeholders of his business he got to know while developing his business

# SUMARTINAH



*“Trade is my livelihood since I was young. The income I generate from trading does not support a luxury life, but it is enough to pay my daily needs.”*

## PERSONAL INFORMATION

**AGE:** 62 years old

**LOCATION:** Jakarta, Indonesia

**EDUCATION:** -

**PROFESSION:** Market trader

**PERSONALITY:** Hard-working, diligent, never give up

## **BIO:**

Sumartinah is a trader at a market in Jakarta. She started trading as she was a young woman. She helped her mother who was also a vegetable trader at the market. In her childhood, school was something which is unusual for a woman. No wonder she could not read neither understand the development of technology. She gained her competence during her 50 years of trading experience.

## **STAGE of the business:**

- Generates income

## **MOTIVATION:**

- Her main livelihood
- The only ability that she has

## **CHALLENGES:**

- Consumers start switching from traditional markets to modern markets
- Stock of merchandise that is uncertain

## **NETWORK:**

- Market distributor
- Loyal customers



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INNOVATION

# ROBERT FERNANDEZ



*“Wherever the opportunity is, I will come and use it.”*

## PERSONAL INFORMATION

**AGE:** 33 years old

**LOCATION:** Jakarta, Indonesia

**EDUCATION :** Bachelor of Business Management

**PROFESSION:** Businessman

**PERSONALITY:** Dares to try something new, likes a challenge, innovative

### **BIO:**

Mr. Robert Fernandez is a foreigner who is interested in opening a new business in Indonesia because he sees there are still many business opportunities. Indonesia is a developing country. The Indonesian people are also very open to innovations. The problem he faces is the lack of connections and the lack of knowledge of the bureaucracy and culture in Indonesia. Fortunately, he has a local partner who can help him to build and develop the business.

### **STAGE of the business:**

- Testing product to market

### **MOTIVATION:**

- No similar business in Indonesia
- The big market chance in Indonesia
- Indonesian people open to new innovations

### **CHALLENGES:**

- The language, he should learn Indonesian to communicate with Indonesia people
- Collecting the local data
- Finding the local partners

### **NETWORK:**

- Joining in some business communities in order to get some required information and connection.



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