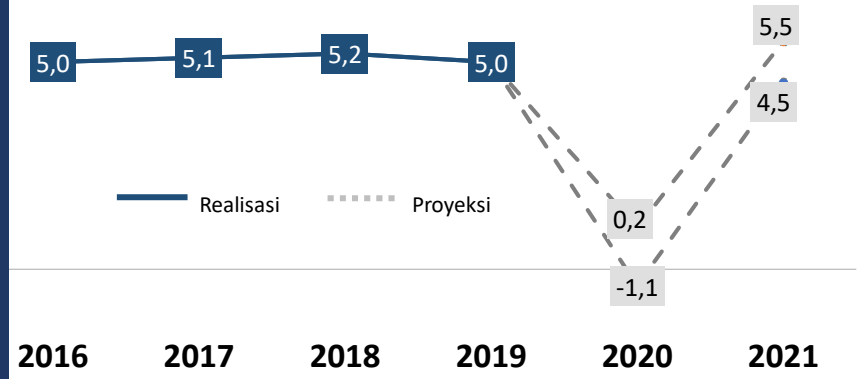
Strategi Startup dan Industri Kreatif di Masa Pandemi Covid-19

Dr. Hari Santosa Sungkari
Deputi Bidang Pengembangan Destinasi dan Infrastruktur
Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif

Ekonomi Indonesia 2021 Diproyeksi Mulai Pulih Kembali Pada Tingkat 4,5% - 5,5%

Penanganan Covid-19, Reformasi Struktural, dan Dukungan Ekspansi Fiskal harus terlaksana

Proyeksi Pemerintah: 2020 dan 2021



Proyeksi Beberapa Lembaga Internasional

	IMF	WORLD BANK	ADB	%, per Juni
2020	-0,3	0,0	-1,0	
2021	6,1	4,8	5,3	

FAKTOR UTAMA PERTUMBUHAN EKONOMI 2021

Keberhasilan Penanganan Covid-19

- Efektivitas penanganan Covid-19
- Ketersediaan **vaksin** di tahun 2021

Akselerasi Reformasi

- **Reformasi** untuk produktivitas, daya saing & iklim investasi

Omnibus Law CiKa	Reformasi Anggaran	Lembaga Pengelola

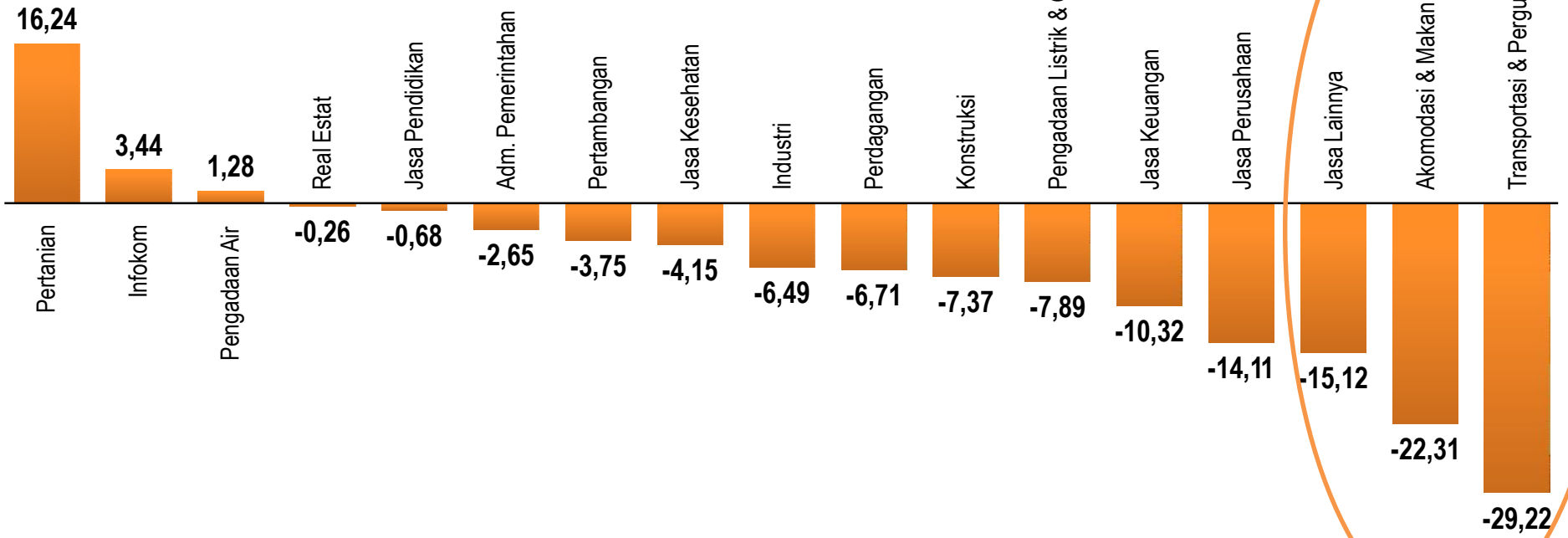
Dukungan Ekspansi Fiskal Melanjutkan Program PEN

- Dukungan sisi ***demand*** melalui penguatan bansos & BLT
- Dukungan sisi ***supply*** fokus pada insentif pajak, serta bantuan kredit & penjaminan bagi UMKM dan korporasi

Pertumbuhan Ekonomi Global

- Proyeksi pertumbuhan ekonomi **global** yang membaik menjadi faktor positif meskipun masih **penuh ketidakpastian**

PERTUMBUHAN PDB MENURUT LAPANGAN USAHA
TRIWULAN II-2020 (Q-to-Q) : -4,19%



State of the Global Startup Economy

- The global startup economy remains large, creating nearly $3 trillion in value
- Seven out of the top 10 largest companies in the world are in technology
- 2019 saw close to $300 billion in venture capital investments around the world
- Tech giants like WeWork and the stable of unicorns funded by Softbank began to falter

Startup?

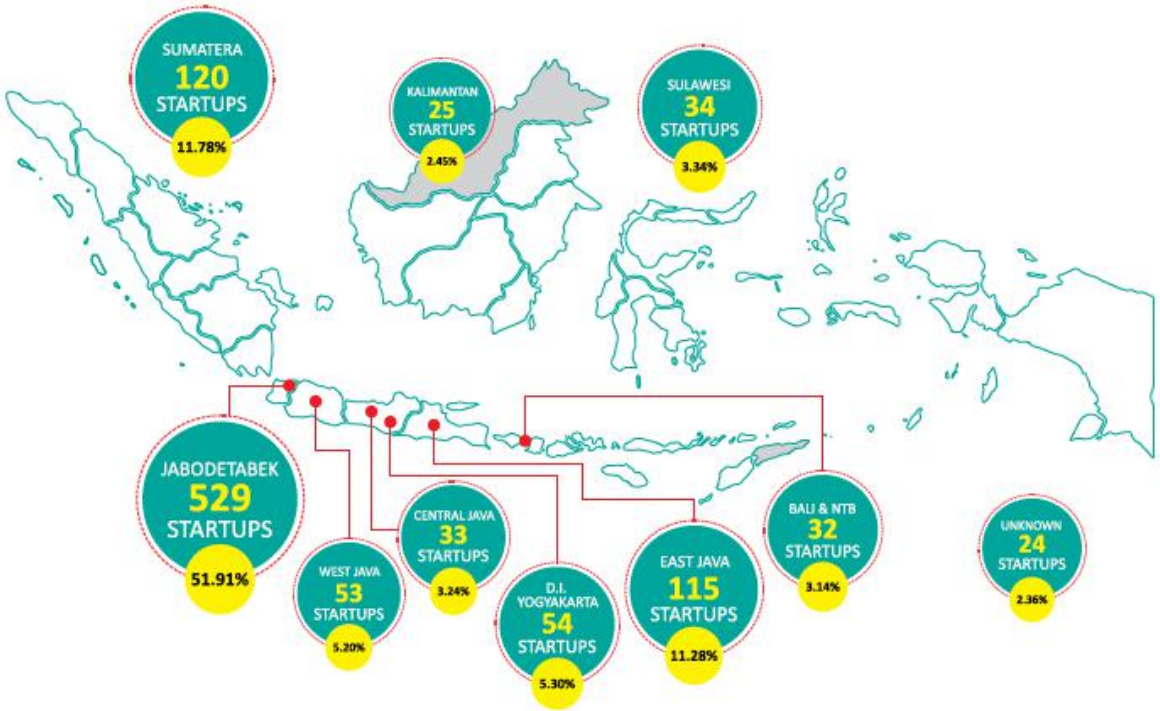
Steve Blank

2017 Global Startup Ecosystem Ranking

Challenger Startup Ecosystems Startup Genome

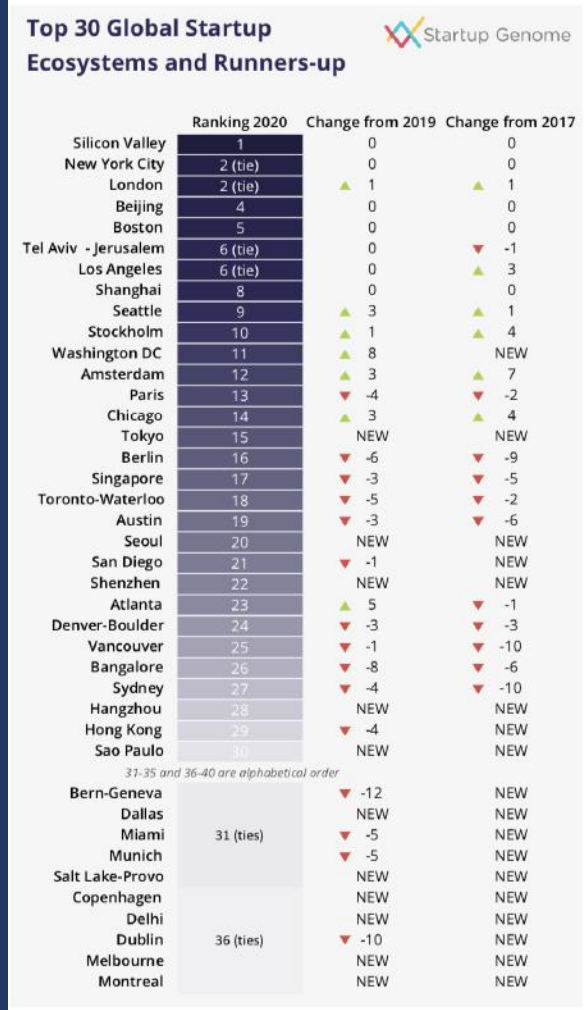
	Country	Continent
Greater Helsinki	Finland	Europe
Hangzhou	China	Asia-Pacific
Jakarta	Indonesia	Asia-Pacific
Lagos	Nigeria	Africa
Melbourne	Australia	Asia-Pacific
Montreal	Canada	North America
Moscow	Russia	Europe
Mumbai	India	Asia-Pacific
São Paulo	Brazil	South America
Seoul	Korea	Asia-Pacific
Shenzhen	China	Asia-Pacific
Tokyo	Japan	Asia-Pacific

1.019 INDONESIAN STARTUPS



Indonesia's Startup Disclosed Funding

Year	Disclosed Funding	Disclosed Transaction
2017	$2.959.250.000	67
2018	$1.465.050.000	71
2019	$2.959.815.000	113



Top 30 Global Startup Ecosystems and Runners-up

Startup Genome

	Ranking 2020	Change from 2019	Change from 2017
Silicon Valley	1	0	0
New York City	2 (tie)	0	0
London	2 (tie)	▲ 1	▲ 1
Beijing	4	0	0
Boston	5	0	0
Tel Aviv - Jerusalem	6 (tie)	0	▼ -1
Los Angeles	6 (tie)	0	▲ 3
Shanghai	8	0	0
Seattle	9	▲ 3	▲ 1
Stockholm	10	▲ 1	▲ 4
Washington DC	11	▲ 8	NEW
Amsterdam	12	▲ 3	▲ 7
Paris	13	▼ -4	▼ -2
Chicago	14	▲ 3	▲ 4
Tokyo	15	NEW	NEW
Berlin	16	▼ -6	▼ -9
Singapore	17	▼ -3	▼ -5
Toronto-Waterloo	18	▼ -5	▼ -2
Austin	19	▼ -3	▼ -6
Seoul	20	NEW	NEW
San Diego	21	▼ -1	NEW
Shenzhen	22	NEW	NEW
Atlanta	23	▲ 5	▼ -1
Denver-Boulder	24	▼ -3	▼ -3
Vancouver	25	▼ -1	▼ -10
Bangalore	26	▼ -8	▼ -6
Sydney	27	▼ -4	▼ -10
Hangzhou	28	NEW	NEW
Hong Kong	29	▼ -4	NEW
Sao Paulo	30	NEW	NEW
31-35 and 36-40 are alphabetical order			
Bern-Geneva		▼ -12	NEW
Dallas		NEW	NEW
Miami	31 (ties)	▼ -5	NEW
Munich		▼ -5	NEW
Salt Lake-Provo		NEW	NEW
Copenhagen		NEW	NEW
Delhi		NEW	NEW
Dublin	36 (ties)	▼ -10	NEW
Melbourne		NEW	NEW
Montreal		NEW	NEW

There Will Be No "Next Silicon Valley." There Will Be 30

> *"Instead of one new center or two new centers (of entrepreneurship, besides Silicon Valley), there will be 30, and there will be clusters in different places that don't quite get to the density of the Bay Area but get beyond critical mass."*
>
> *Sam Altman, Y Combinator and OpenAI*

In the 2019 Global Startup Ecosystem Report we wrote about our belief that in the future, there will be no "Next Silicon Valley," but instead at least 30 global centers of entrepreneurship that are either: regional (e.g., Sao Paulo in South America or Jakarta in Southeast Asia) or sub-sector leaders (e.g., Shenzhen, with its world-class performance in Advanced Manufacturing and Robotics).

In last year's report, we published the ranking of the top 30 global ecosystems and also highlighted 12 Challenger ecosystems: those ecosystems that were not part of the Top 30 at the time but had the potential to become so in the future.

Of the 12, seven (or 58%) are now part of the Top 30 Global Ecosystems and Runners-up lists, and three (25%) are among the top five Emerging Global Ecosys-

9. 68 ecosystems have hit this benchmark as of 2019
10. 2019 Global Startup Ecosystem Report

Top 100 Emerging Ecosystem Ranking

Startup Genome

	Rank	Country	Continent	Performance	Funding	Market Reach	Talent
Mumbai	1	India	Asia-Pacific	10	10	10	10
Jakarta	2	Indonesia	Asia-Pacific	10	10	10	9
Zurich	3	Switzerland	Europe	9	10	10	8
Greater Helsinki	4	Finland	Europe	8	10	10	9
Guangzhou	5	China	Asia-Pacific	10	9	4	10
Barcelona	6 (tie)	Spain	Europe	9	10	5	10
Madrid	6 (tie)	Spain	Europe	9	10	9	10
Philadelphia	8	United States	North America	9	10	8	9
Manchester-Liverpool	9	United Kingdom	Europe	10	9	8	10
Research Triangle	10	United States	North America	10	9	5	10
Kuala Lumpur	11	Malaysia	Asia-Pacific	10	8	10	9
Lisbon	12	Portugal	Europe	7	6	10	4
Bristol	13	United Kingdom	Europe	9	8	9	9
Estonia	14	Estonia	Europe	5	9	10	1
Portland	15	United States	North America	10	7	9	7
Istanbul	16	Turkey	Asia-Pacific	7	9	8	9
Detroit	17	United States	North America	10	8	4	8
Dubai	18	United Arab Emirates	Asia-Pacific	8	10	7	6
Minneapolis	19	United States	North America	8	7	9	8
Moscow	20	Russia	Europe	6	10	1	10
Taipei City	21-30	Taiwan	Asia-Pacific	8	8	3	10
Hamburg	21-30	Germany	Europe	8	8	9	6
Wuxi	21-30	China	Asia-Pacific	10	6	8	7
Tampa Bay	21-30	United States	North America	9	8	9	3
Brussels	21-30	Belgium	Europe	7	9	2	9
Hartford	21-30	United States	North America	9	4	9	7
Chengdu	21-30	China	Asia-Pacific	10	4	9	7
Pittsburgh	21-30	United States	North America	8	9	4	7
Phoenix	21-30	United States	North America	8	8	2	5
Milan	21-30	Italy	Europe	5	10	2	8
Manila	31-40	Philippines	Asia-Pacific	5	3	10	7
Houston	31-40	United States	North America	7	9	2	8
Mexico City	31-40	Mexico	South America	6	8	3	9
Lyon	31-40	France	Europe	7	6	5	9

Ecosystems classified in by scores from 10 (highest) to 1 (lowest)

GOVERNMENT POLICIES

GOSTARTUP INDONESIA

INVESTORS

Government Aid for Creative Economy Infrastructure (BANPER)
BEDIL

IPR registration

Access to Funding

Access to Market

CAPITAL MARKET

Consumers

Creation | Production | Distribution | Consumption | Conservation

Pools of Talents

BUSINESS INCUBATOR

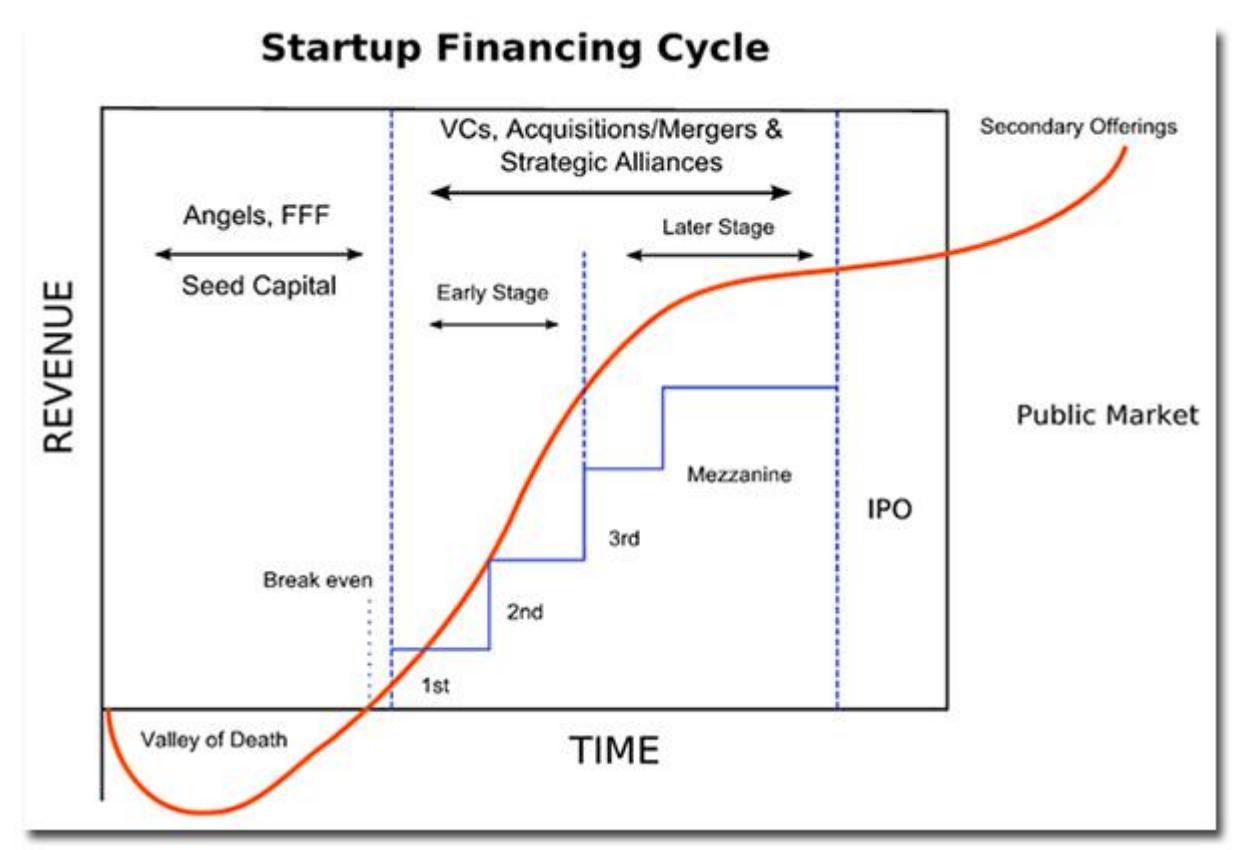
EXPERIENCE MENTORS

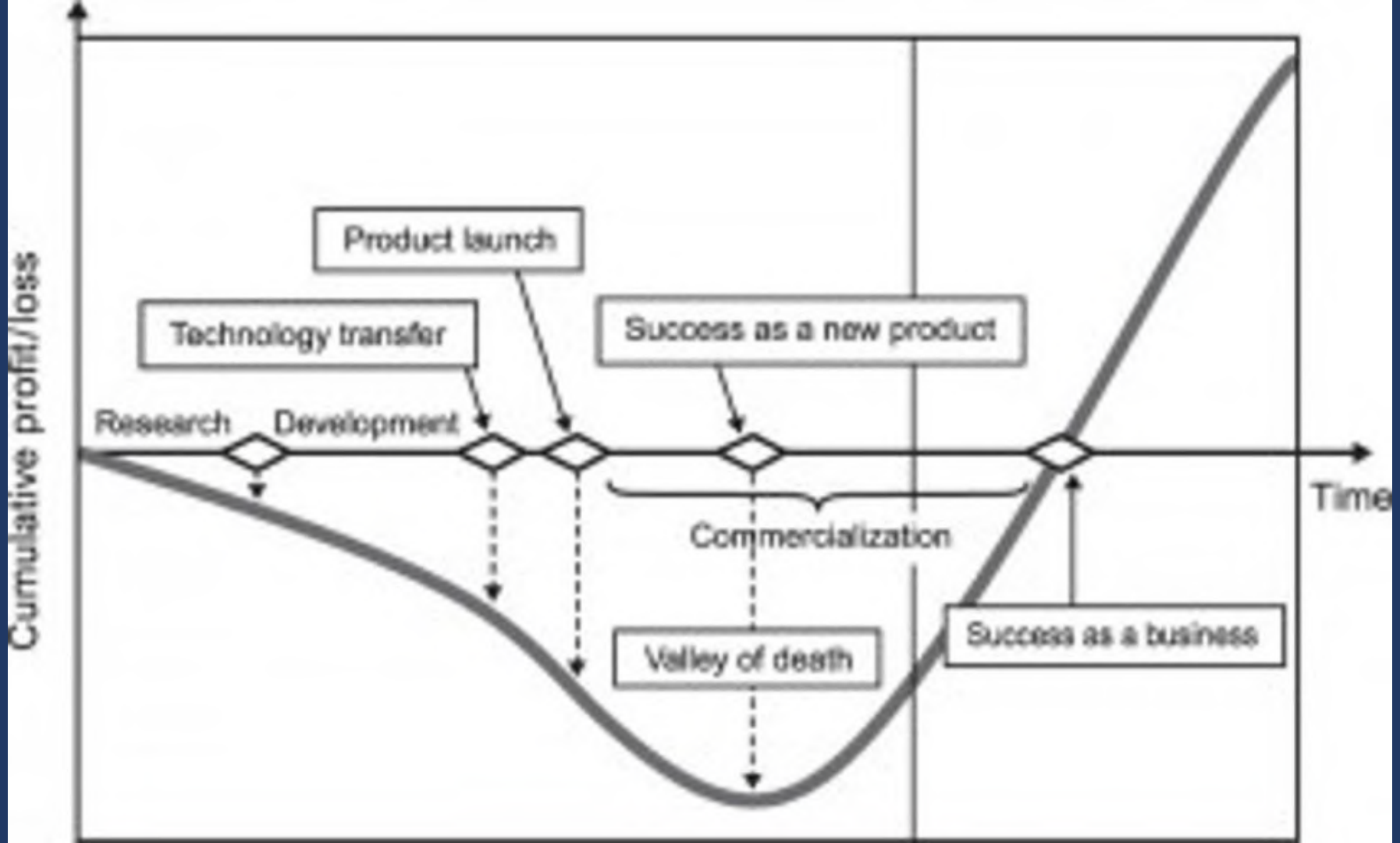
Bekraf Developer Day

Scale Up Asia

Bekraf Game Prime

SXSW, GamesCom, etc


Startup Financing Cycle
VCs, Acquisitions/Mergers &
Strategic Alliances
Secondary Offerings
Angels, FFF
Seed Capital
Later Stage
Early Stage
REVENUE
Public Market
Mezzanine
IPO
3rd
Break even
2nd
1st
Valley of Death
TIME


Cumulative profit/loss
Product launch
Technology transfer
Success as a new product
Research
Development
Time
Commercialization
Valley of death
Success as a business

POTENSI EKONOMI

KEGIATAN / ACARA	ANGGARAN	POTENSI BUSINESS DEAL	REALISASI
GAMESCOM 2019	Rp 1,916,975,593	6 Juta Dollar	850 Ribu US Dollar
Games Connection America 2019	Rp 1,579,813,552	3,8 Juta US Dollar	275 Ribu US Dollar
Games Connection America 2018	Rp 1,738,587,200		500 Ribu US Dollar
BEKRAF Developer Day	Rp 2,810,000,000		1.272 Triliun Rupiah

BEKRAF : BDD, BEKUP
KOMINFO : DTS

BEKRAF : STARTUP, TECHBIZ

BEKRAF : BIP, BFC, BANPER, AKATARA

PTN, PTS (Kemendikbud)

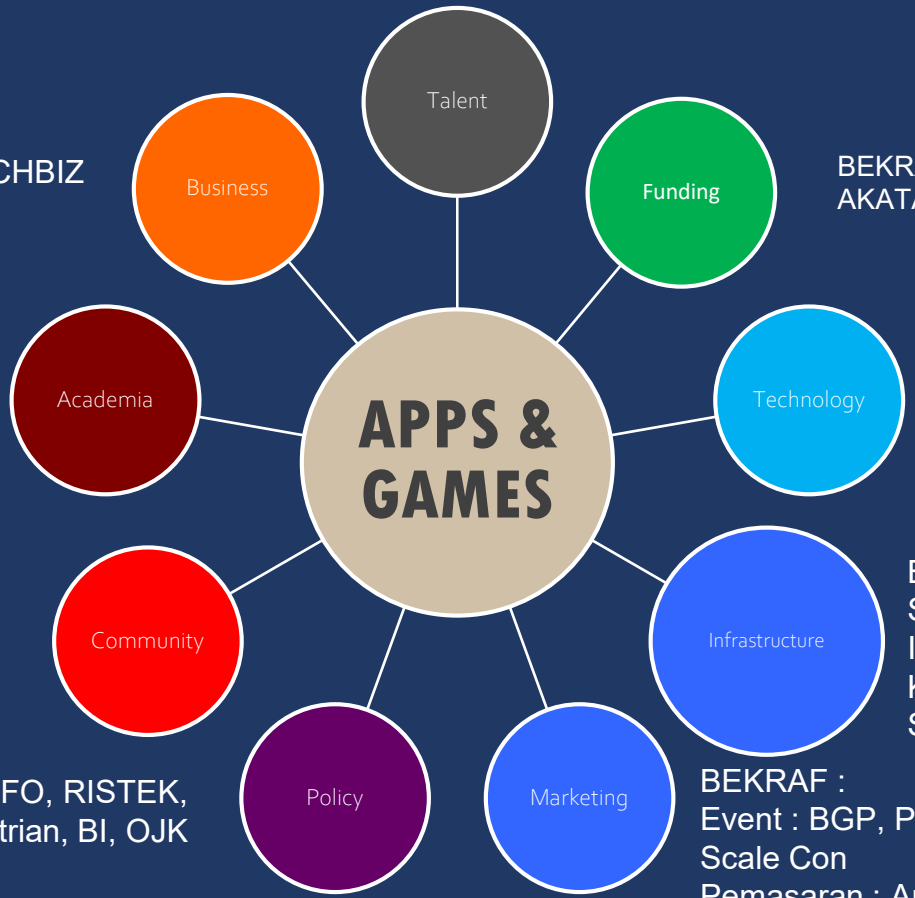
BEKRAF : BEDIL, BANPER

AGI, MIKTI (Asosiasi)

BEKRAF : Coworking Space, Makerspace, Incubator, Accelerator
KOMINFO : Internet, Security, Data Center , 5G

BKPM, KOMINFO, RISTEK, Perindustrian, BI, OJK

BEKRAF :
Event : BGP, Piala Presiden E-Sports, Scale Con
Pemasaran : Archipelageek, KATAPEL



Teknologi berpeluang membantu meningkatkan kualitas dan penyebaran pendidikan di Indonesia / Freepik - pch.vector

Dalam tiga tahun terakhir tercatat 11 pendanaan yang melibatkan startup edtech lokal

Randi Eka - 27 May 2020

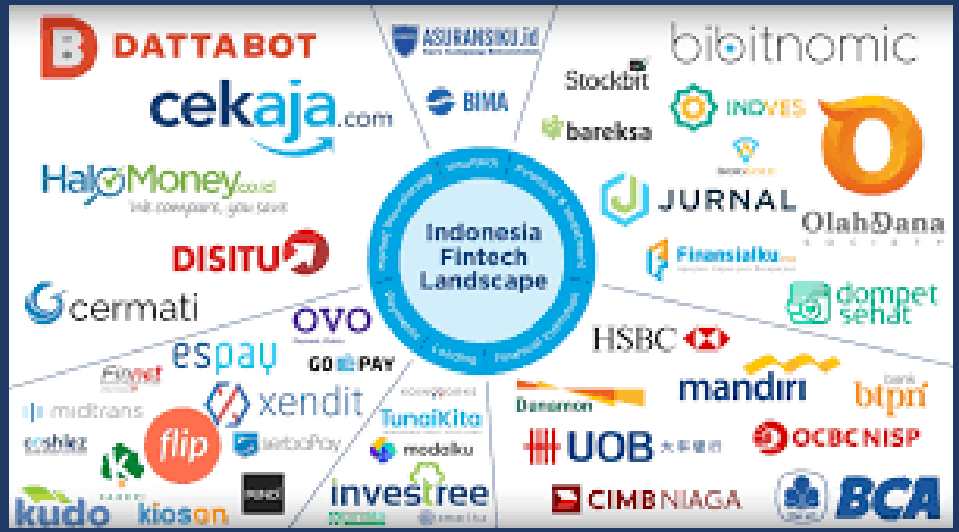
Ed-Tech

- ***e-learning***, menjajakan materi pembelajaran secara *online*. Beberapa menyajikan melalui konten interaktif, *video on-demand*, dan *online live tutoring*
- **Learning Management System (LMS)**. Berbeda dengan *e-learning*, LMS lebih didesain untuk membantu merencanakan kegiatan pembelajaran.
- direktori, yang berisi berbagai informasi seputar kebutuhan pendidikan – misalnya daftar rekomendasi universitas atau lainnya
- *fintech,* secara khusus mereka memberikan bantuan pembiayaan Pendidikan
- *e-library*, menampung secara digital sumber bacaan atau referensi untuk menunjang kegiatan pembelajaran.

Pengumuman	Startup	Tahapan	Investor
Maret 2020	Pahamify	Seed Funding	Y Combinator
Januari 2020	Hacktiv8	Pre-Series A	East Ventures, Sovereign's Capital, SMDV, Skystar Capital, Convergence Ventures, RMKB Ventures, Prasetia Dwidharma, Everhaus
Januari 2020	Gredu	Pre-Series A	Vertex Venture
Januari 2020	Arkademi	Seed Funding	SOSV
Desember 2019	Ruangguru	Series C	General Atlantic, GGV Capital, EV Growth, UOB Venture Management
November 2019	HarukaEdu	Series C	SIG, AppWorks, GDP Venture, Gunung Sewu
Oktober 2019	Zenius Education	Series A	Northstar Group
Februari 2019	InfraDigital	Seed Funding	Appworks Ventures, Fenox Ventures
Desember 2018	Squline	Series A	Investidea Ventures
Mei 2018	Ruangguru	Grant	MIT Solve
Juli 2017	Ruangguru	Series B	UOB Venture Management

FinTech merupakan sebuah industri yang menggabungkan bidang keuangan dan juga teknologi.

- pembayaran,
- investasi ritel
- leading atau peminjaman
- perencanaan keuangan
- crowfunding
- remitansi
- riset keuangan



Perusahaan Financial Technologi (Fintech) di Indonesia

2 layanan fintech paling populer:

▶ Pembayaran (*payment*)

▶ Pinjaman dan penambahan modal (*lending and capital raising*)

Layanan Lending dan Capital Raising
(Oktober 2018)
Terakumulasi pinjaman sejumlah Rp16 triliun.

Layanan payment
(November 2018)
Total transaksi dalam bentuk uang elektronik mencapai Rp5,2 triliun.

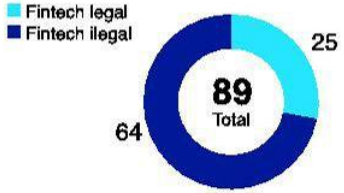
Jumlah penyelenggara fintech terdaftar dan berizin:

Jumlah penyelenggara fintech ilegal:

terdata 404 fintech

Pengaduan korban fintech (2018)

Jumlah penyelenggara aplikasi fintech yang diadukan:



Pelanggaran-pelanggaran yang dilakukan perusahaan fintech ilegal:

- **Denda harian yang tinggi** (Rp50 ribu per hari)
- **Komisi/bunga yang tinggi** (hingga 62% dari utang pokok)
- **Teror** (melalui telepon, Whatsapp, atau SMS)

Beberapa aturan OJK terkait dengan bisnis pinjaman:

- Kepemilikan saham asing maksimal **85%**.
- Modal minimal **Rp2,5 miliar**.
- Batas maksimal pinjaman **Rp2 miliar** dan batas maksimal bunga/komisi, yaitu tujuh kali lipat dari BI *7-day Repo Rate* per tahun.

Sumber: OJK

PROGRAM MEMBANTU UMKM EKRAF (GERNAS BANGGA BUATAN INDONESIA)

Kemenparekraf dan Kemenkomarves menginisiasi Gerakan Nasional Bangga Buatan Indonesia, dalam rangka meningkatkan ekonomi kreatif dan dilanjutkan dengan program #BeliKreatifLokal.

DIGITAL ASET

MENINGKATKAN OMSET MELALUI OPTIMALISASI DIGITAL ASET

#BELIKREATIFLOKAL

MARKETPLACE

PROMOSI & PENJUALAN MELALUI

Shopee, Grab, tokopedia, Bluebird, bukalapak, blibli.com, JD.ID Online Shopping, Lazada

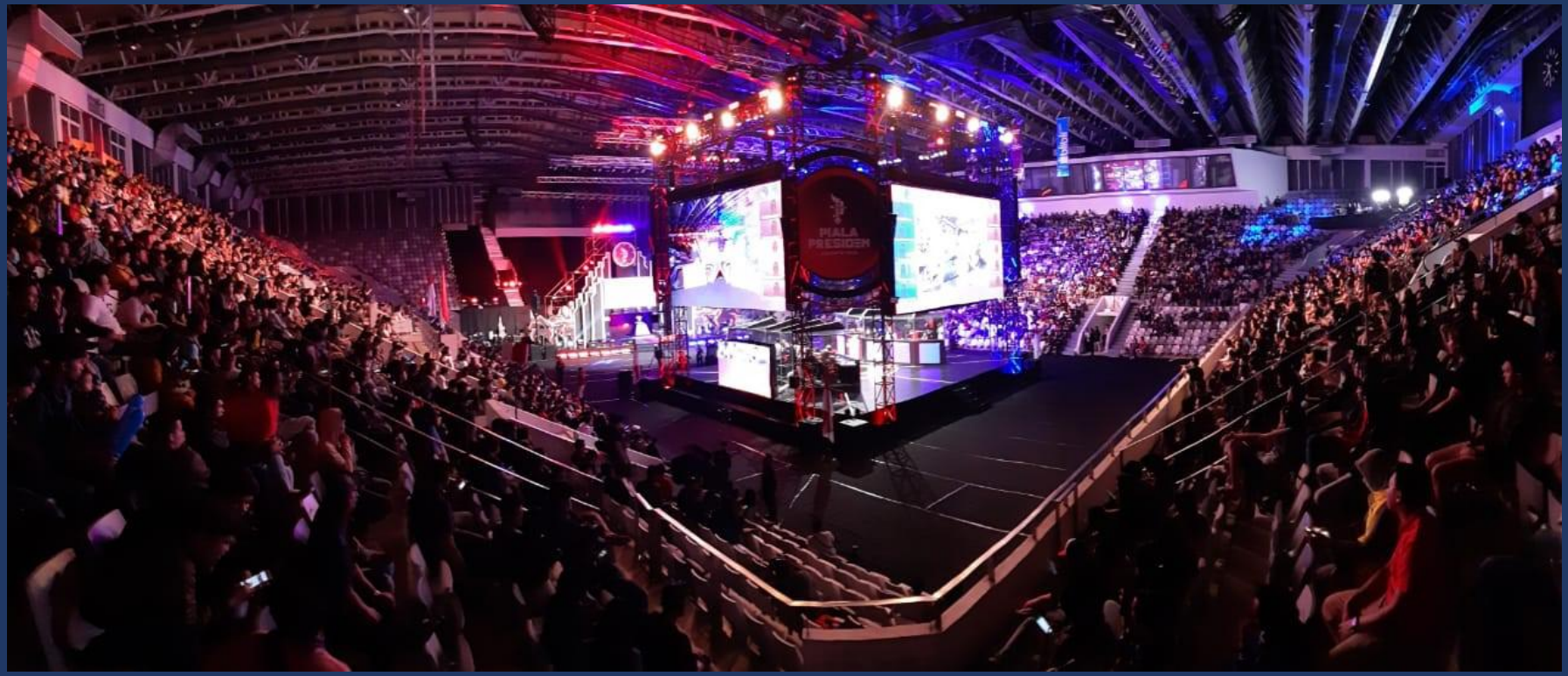
#BELIKREATIFLOKAL

PENDAMPINGAN

- TRAINING
- CONSULTING
- MENTORING
- COACHING

#BELIKREATIFLOKAL

PRESIDENT CUP ESPORTS



Pokok-pokok Kebijakan Fiskal RAPBN 2021

Tema: Percepatan Pemulihan Ekonomi dan Penguatan Reformasi

1 Melanjutkan dan mempercepat Pemulihan Ekonomi Nasional

- melanjutkan dan menuntaskan penanganan Covid-19
- Pemulihan ekonomi dan memperkuat ketahanan ekonomi domestik

2 Penguatan Reformasi Struktural

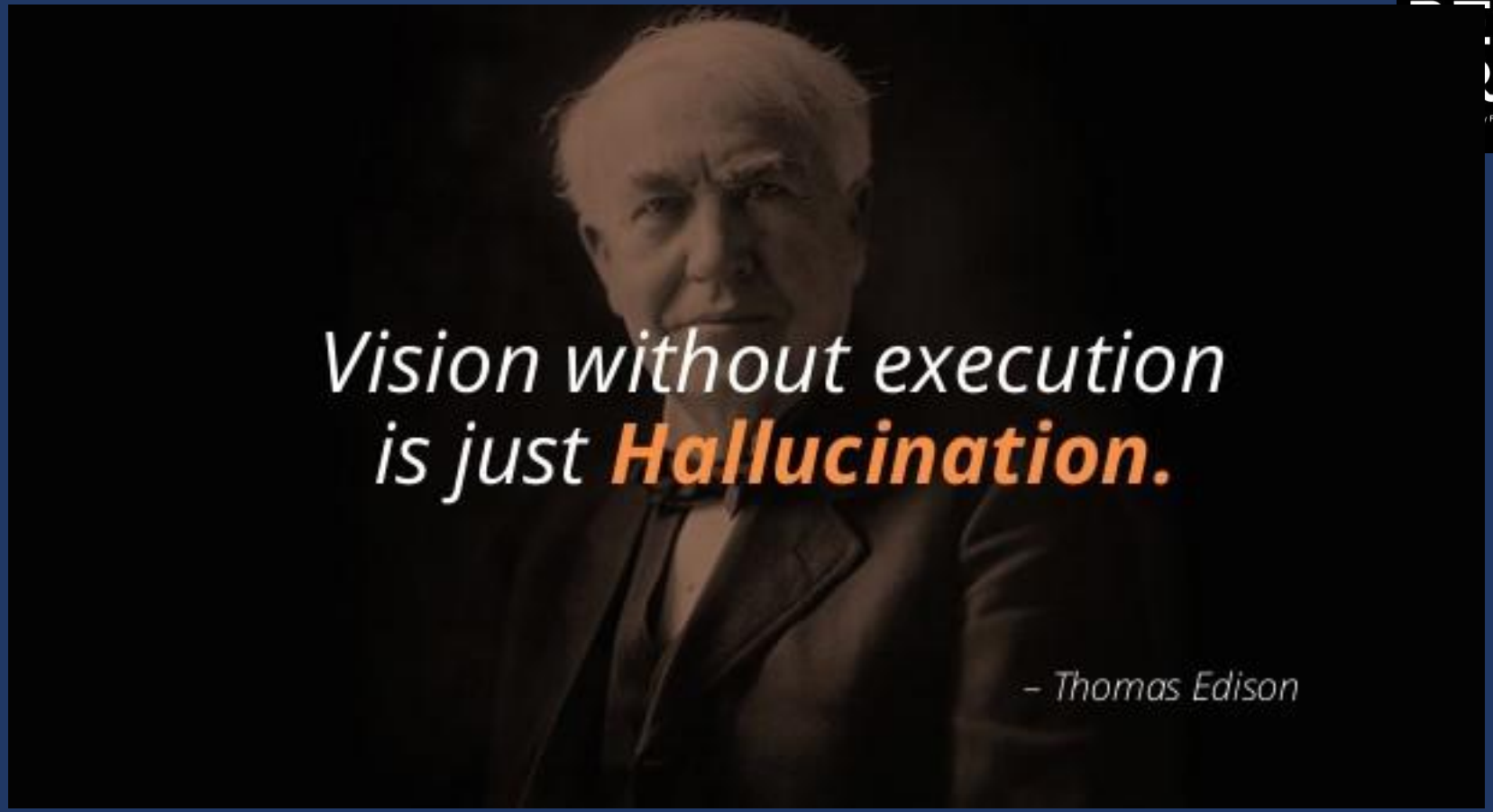
- Peningkatan iklim investasi, mendorong inovasi dan daya saing (*competitiveness*).
- Perbaikan kualitas SDM dan peningkatan produktivitas melalui reformasi bidang pendidikan, pelatihan vokasi, penelitian, reformasi bidang kesehatan, dan reformasi perlindungan sosial.

3 Reformasi APBN

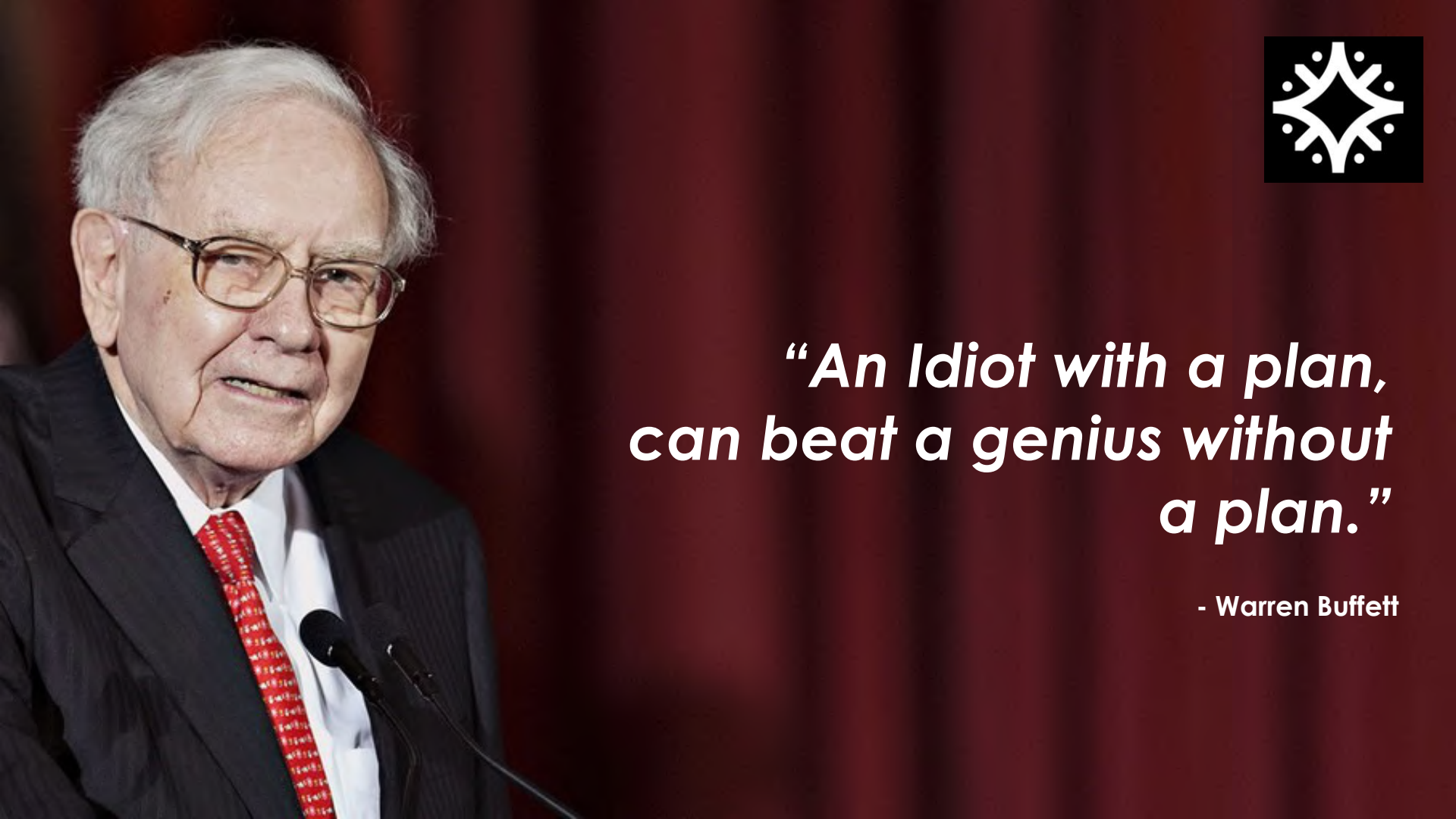
- meliputi bidang Penerimaan Perpajakan dan PNBP, reformasi belanja dan TKDD
- meningkatkan kualitas belanja (*spending better*) yang fokus pada pelaksanaan program prioritas
- Menjaga kesehatan dan sustainabilitas fiskal dalam jangka menengah-panjang.

4 Prioritas Pembangunan Nasional

mengakselerasi pembangunan dengan prioritas bidang Kesehatan, Pendidikan , Teknologi Komunikasi dan Informasi ketahanan pangan, perlindungan sosial, dan pariwisata untuk mendorong tercapainya sasaran pembangunan tahun 2021


Vision without execution
is just Hallucination.
– Thomas Edison

Young companies don't fail on good or bad ideas. They fail on execution. Yet many young startups make the mistake of focusing on the big idea or the high concept rather than the art and science of turning business plans into thriving businesses.


“An Idiot with a plan, can beat a genius without a plan.”
- Warren Buffett

TERIMA KASIH

BERSAMA JAGA INDONESIA!

Indonesia's Startup Disclosed Funding

Year	Disclosed Funding	Disclosed Transaction
2017	$2.959.250.000	67
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