Being creative: How to monetize and have an impact

Dias Satria

1. **Pendidikan**
    1. S1 Universitas Brawijaya
    2. S2 University of Adelaide
    3. S3 University of Adelaide.
2. **Presiden** Perhimpunan Pelajar Indonesia Australia (PPIA) South Australia 2013/2014
3. ***Young Economist*** **2015** (Ekonom Muda-Penghargaan Menteri Keuangan).
4. **Penulis Buku**
    1. Keuangan Internasional
    2. Ekonomi uang dan Bank
    3. Skripsi 30 hari
    4. Infografi dan peta tematik
    5. AZ Skripsi
    6. Ekonomi Festival
5. **Head of International Undergraduate Program** (Department of Economics), Universitas Brawijaya
6. Founder: **umkmjagoan.com** (Now **Jagoan Indonesia**) since 2016

Get a value not a money

Technology and Creativity Gap


JAGOAN
INDONESIA
PALA


JAGOAN
INDONESIA
JAGOAN
INDONESIA
Berbangsa satu, Beli Produk
INDONESIA
PISANG
JAGOAN INDONESIA
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gratis 1

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ANGGA ERLANDO
Ekonomi
Festival
KATA PENGANTAR
Abdullah Azwar Anas, MSi.
BUPATI BANYUWANGI

ruang guru

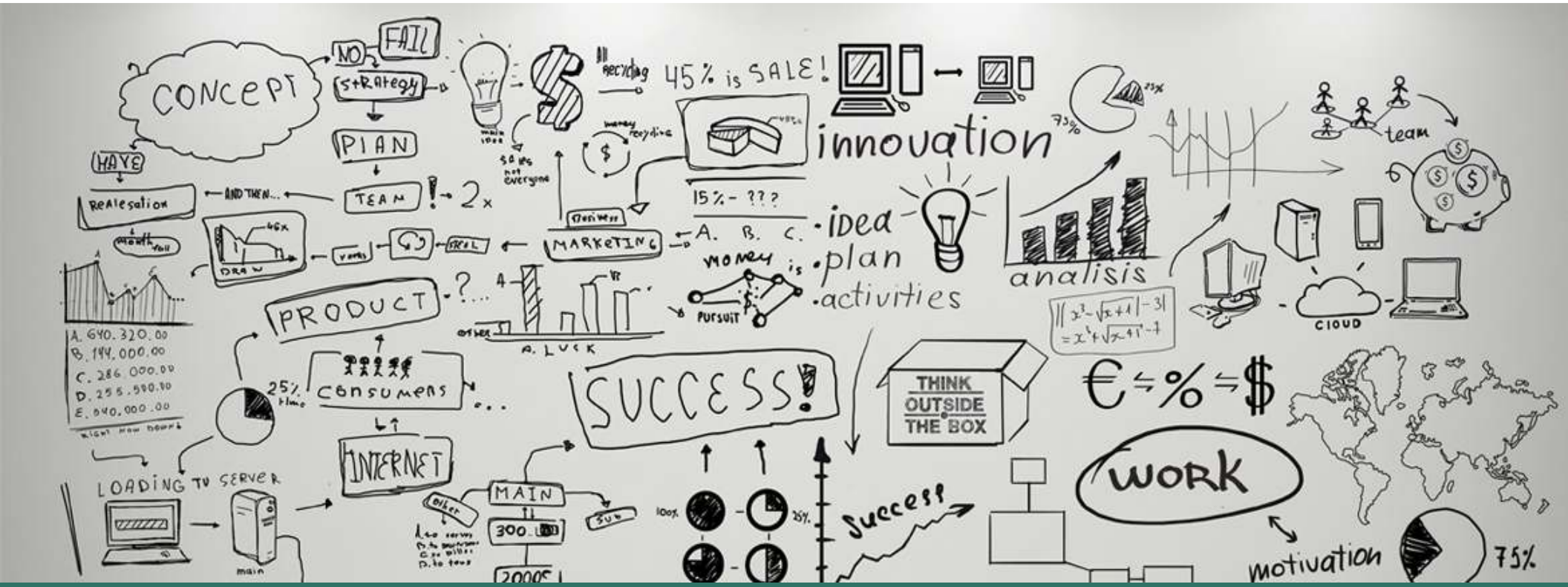
TaniHub

traveloka

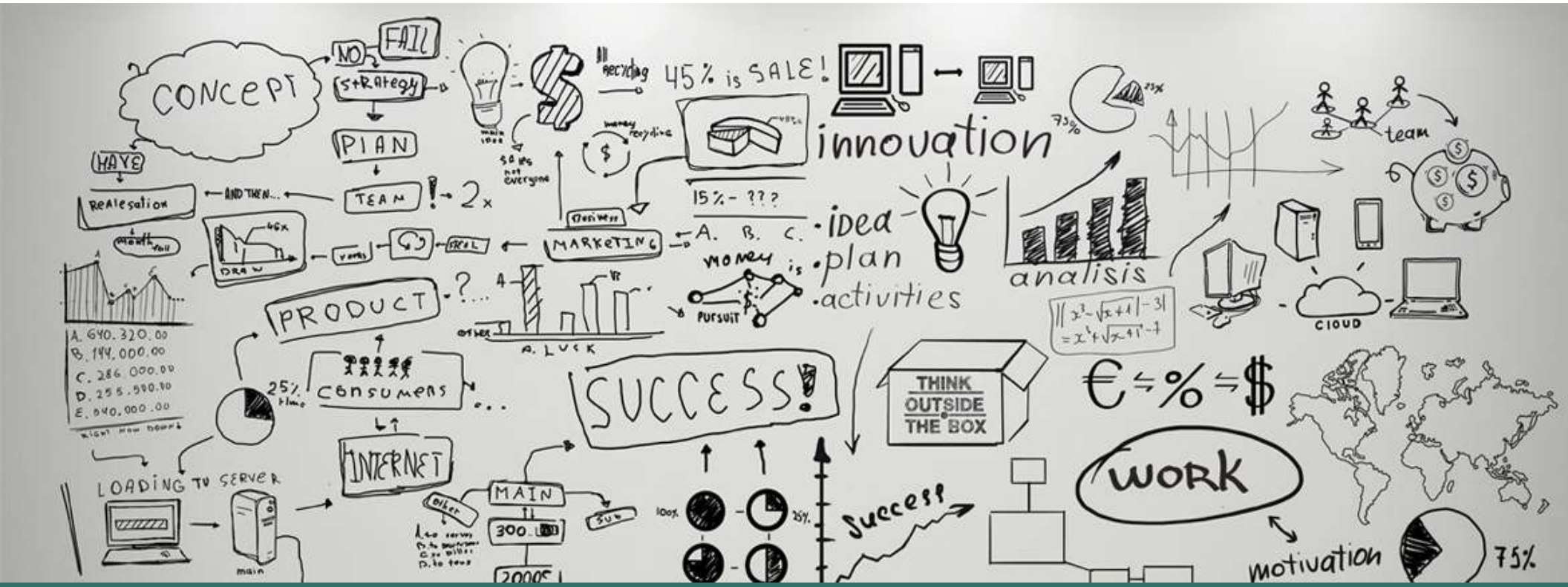
gojek

Pasti Ada Jalan

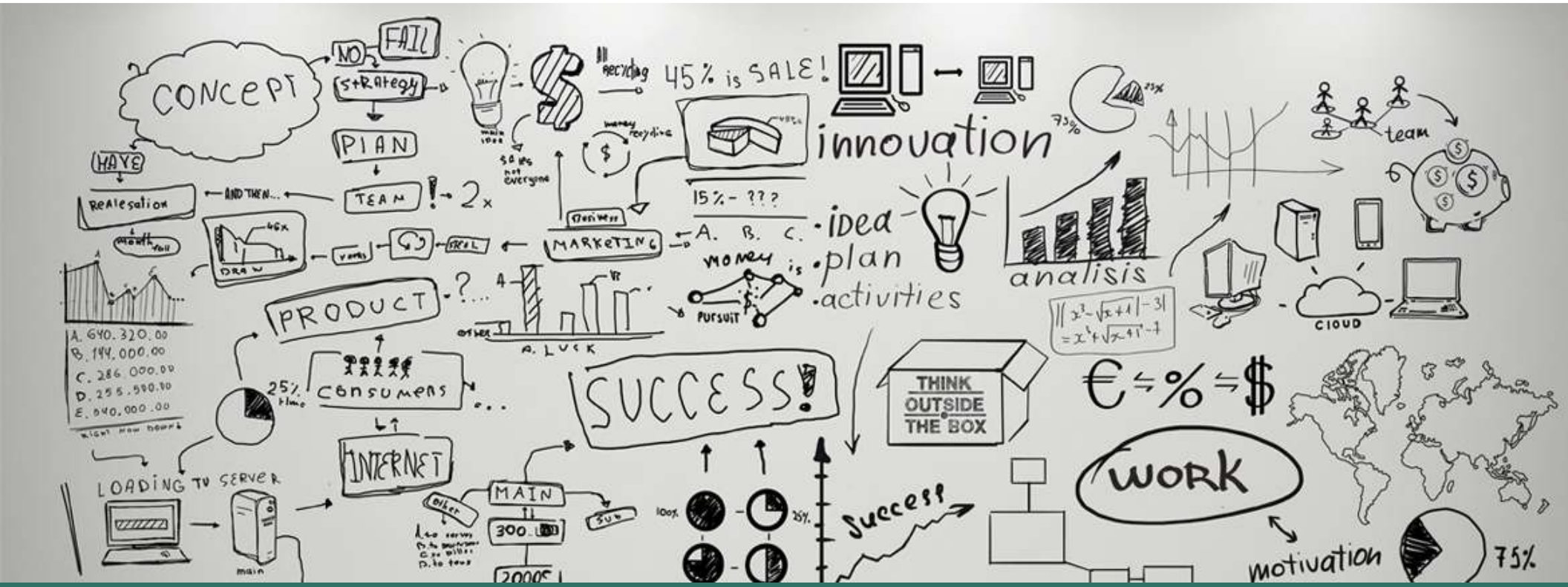
Warung PINTAR



"Failure is a prerequisite to learning."



"The only way to win is to learn faster than anyone else." – Eric Ries



"A startup is a human institution designed to create a new product or service under conditions of extreme uncertainty." – Eric Ries

Complex Problem Solving

Critical thinking

Creativity

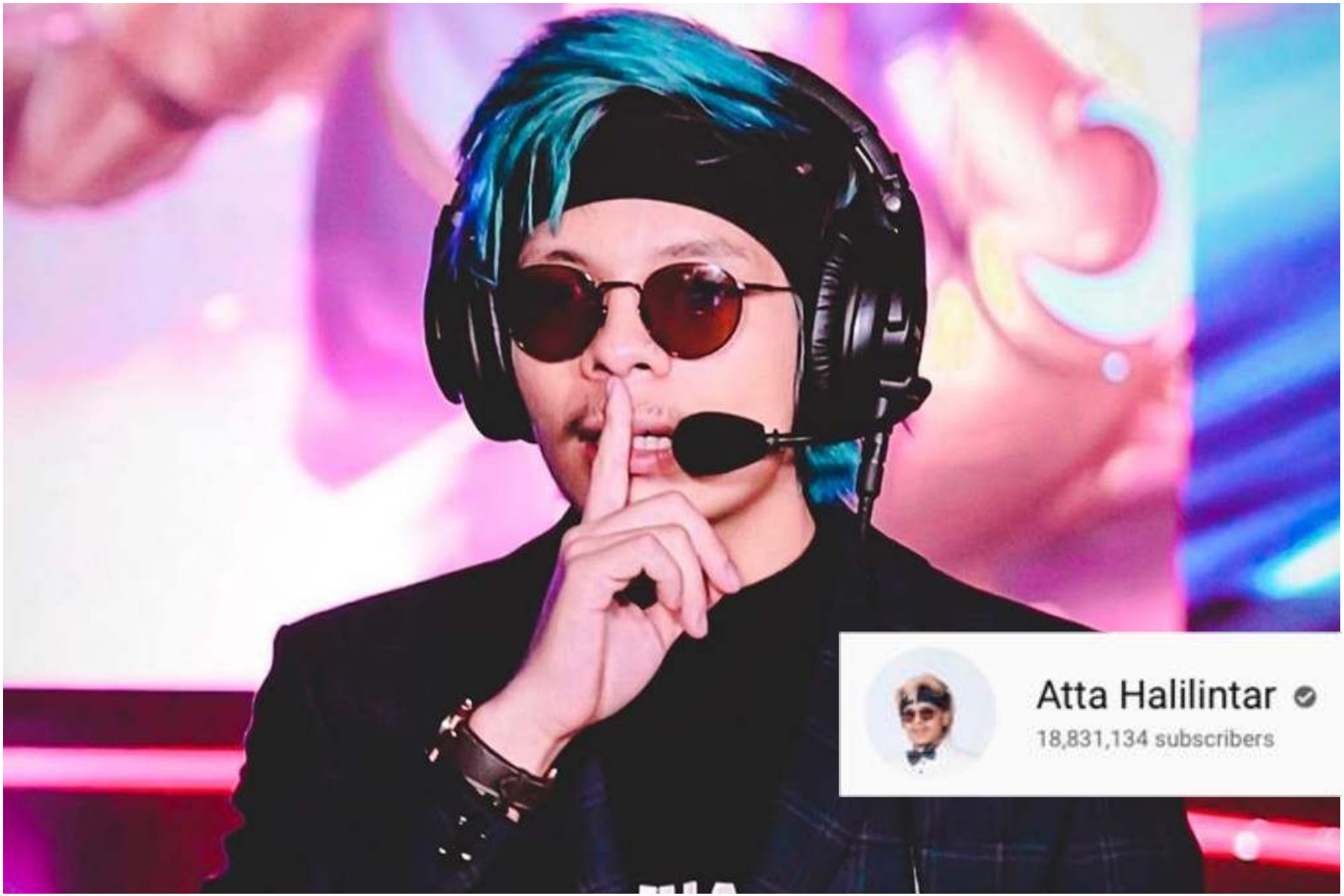
People skills

STEM

SMAC

Interdisciplinary Knowledge

Future Skills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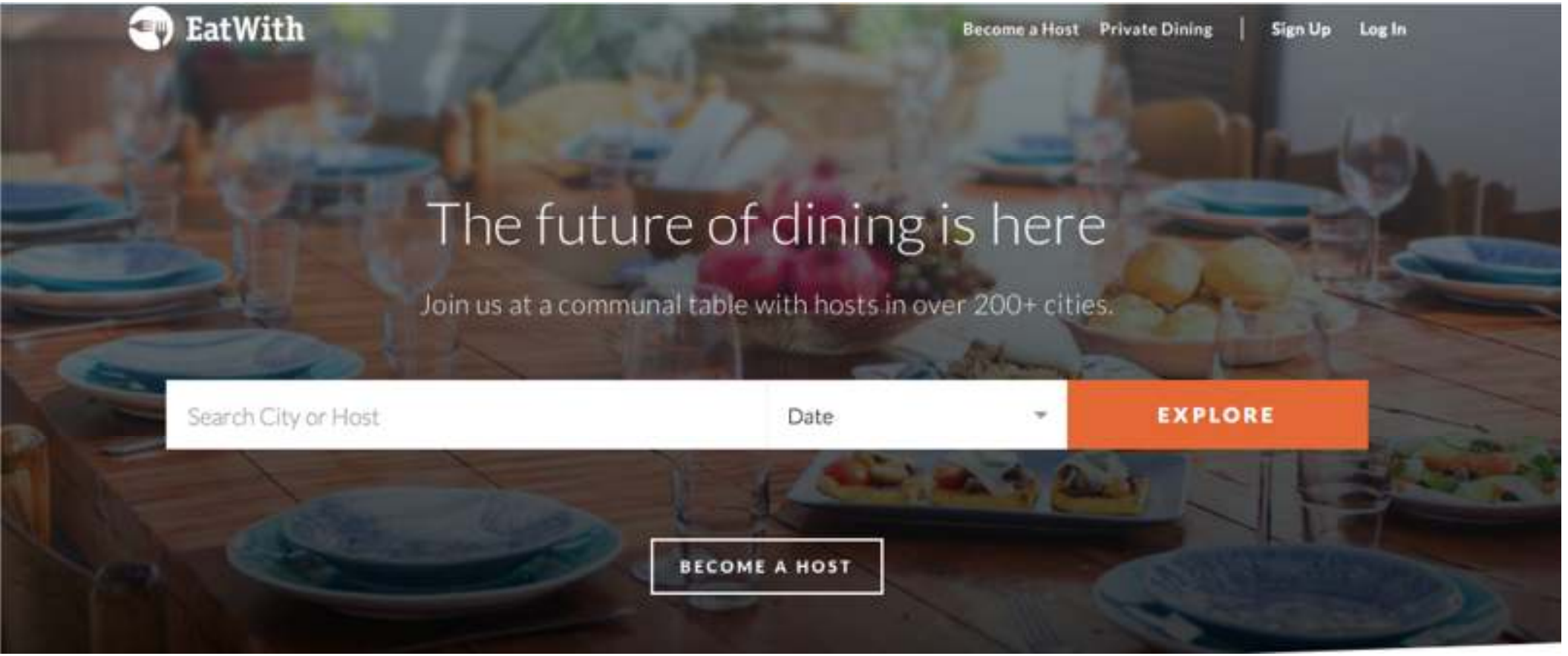
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This price includes VAT

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Store: Choose

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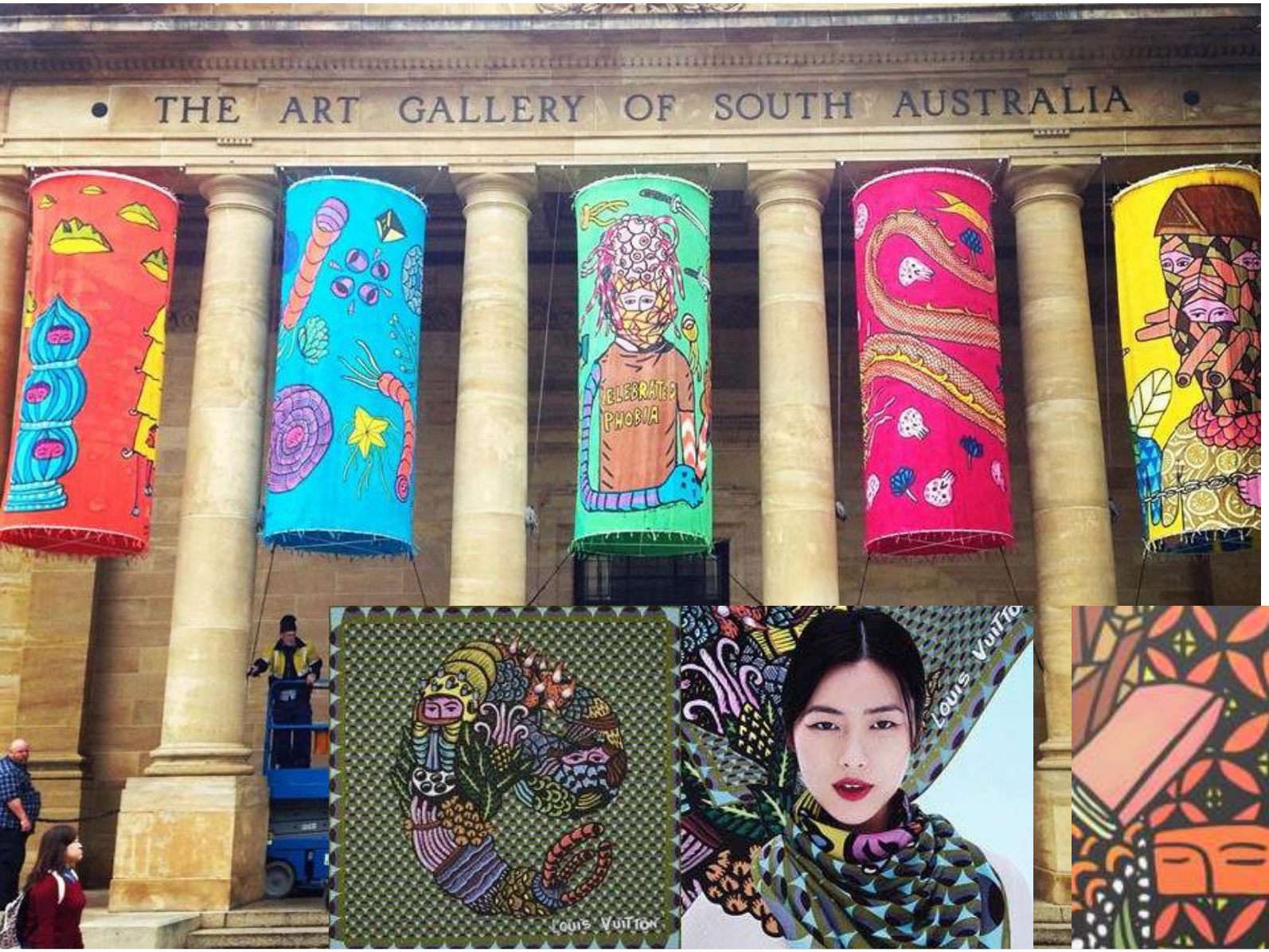
THE ART GALLERY OF SOUTH AUSTRALIA
CELEBRATED PHOBIA

LOUIS VUITTON

LOUIS VUITTO


CELEBRATED

Eko Nugroho


KINGS
THE
UNIVERSITY
OF
ADELAIDE


NUNGGUH
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KERIPIK TEMPE PEDAS
IBU RAWON, PEREMPUAN PARUH BAYA YANG MENGHADAPI DUNIA DENGAN SENYUMAN.
BAGINYA COBAAN HIDUP ADALAH WARNA KEHIDUPAN YANG HARUS DITERIMA DENGAN IKLAS.
MEMBESARKAN KERIPIK TEMPE RIZKY BAROKAH SELAMA PULUHAN TAHUN (1985), SAMA HALNYA MEMBESARKAN ANAK-ANAKNYA SEBERANG DIRI TANPA SUAMI MENEMANI.
KERIPIK TEMPE ADALAH SEPARUH HIDUPNYA, BERHARAP KERENYAHAN KERIPIK TEMPE JUGA TERSIMPAN DI KEHIDUPANNYA.
BAGI KAMU, DIA PERJUANG SEJATI KARENA IBU RAWON ADALAH JAGOAN INDONESIA
RB
RIZKY BAROKAH
Nutrition Facts
Serving Size 70g
Amount Per Serving
Calories 370 Calories from fat 230
% Daily Value*
Total Fat 26g 62%
Saturated Fat 12g 68%
Cholesterol 0mg 0%
Protein 10g 24%
Total Carbohydrate 41g 14%
Dietary fiber 2g 8%
Sugar 1g
Sodium 670mg 28%
Potassium 75mg 2%
Vitamin A 0% • Calcium 10%
Vitamin C 0% • Iron 20%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values maybe higher or lower depending on your calorie needs
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HUAWEI nova 3i
DUAL CAMERA
JAGOAN
INDONESIA

Kripik Pala, Desa Jelun
(Kabupaten Banyuwangi

Top 5 Country Trends

1. Mobile Only
2. Non-metros go online
3. Breaking stereotypes
4. Curious, demanding and impatients shoppers
5. Growing cashless society

1. Expand your reach by being present online
2. Target beyond demographic and customize you message to drive action
3. Consolidate your consumers purchase journey online and provide them seamless experience

4.3x increase in "diet keto" searches

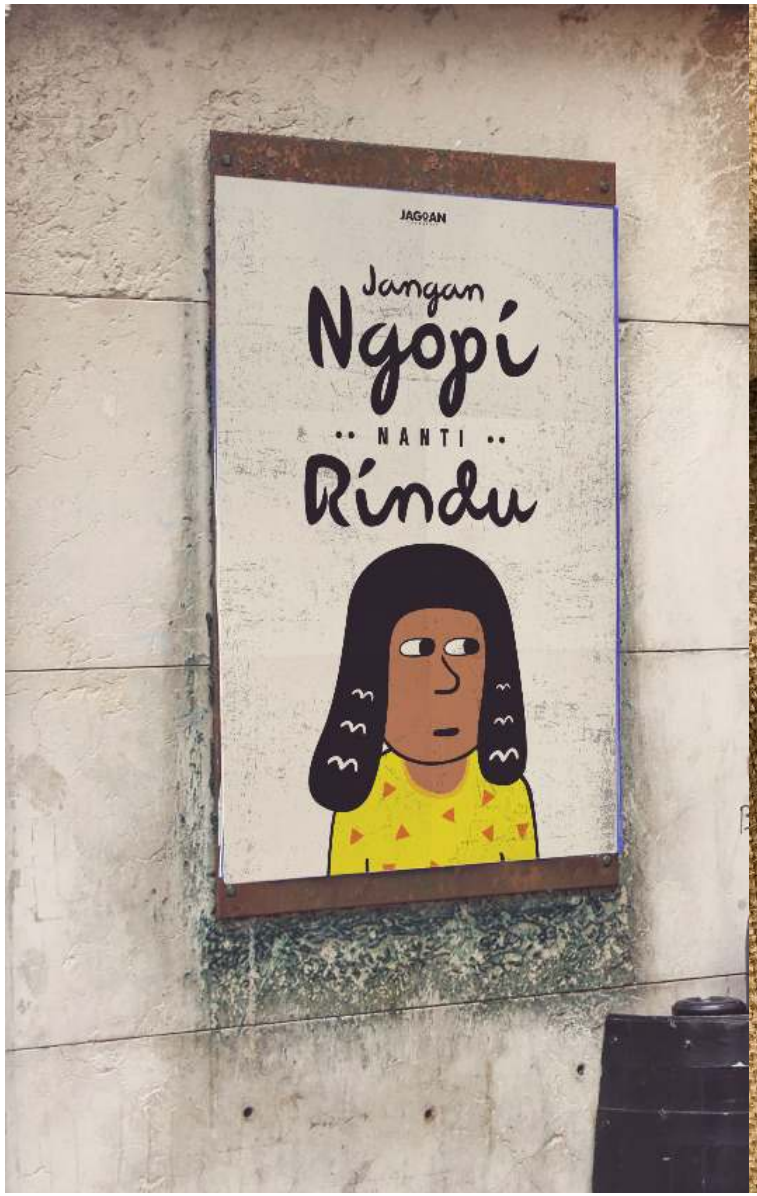
2.8x growth in "diet karbohidrat" searches

1.7x rise in "oatmeal" searches

2.1x boost in "makanan berserat tinggi" searches

1.6x rise in "susu rendah lemak" searches


JAGOAN
Keripik
PALA
SWEET NUTMEG
JAGOAN
INDONESIA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Jangan
Ngopi
.. NANTI ..
Rindu


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JAGOAN
PROCESS
Natural
FLAVOUR NOTES
Dark Choco, Sugar
Browning And Spice
REGIONS
ARJUNA MOUNTAIN,
MALANG
ALTITUDE
1000 - 1500mdpl
ROAST
Medium
Arabica
Coffee
Java Arjuna
Kopi Jago

GILBERTO ROJAS

SEVEN SEEDS

A second place getter at the Colombia CoE in 2015, Gilberto Rojas is single-minded in his goal for constant quality improvement, and subsequently a higher selling price to support his wife & six children. Inheriting the farm from his parents, Finca La Florida is 1700masl, and growing predominantly the Colombia varietal. Gilberto is strict in controlling fermentation and drying.

ORIGIN	Finca La Florida, La Marimba, Huila, Colombia
HARVEST	Nov-Dec, 2017
PRODUCER	Gilberto Rojas
VARIETIES	Colombia
PROCESS	Washed: approx. 32 hr fermentation, 10-15 days drying on raised beds
PARTNERS	Azahar Coffee Company, Exporter

ROASTING IS SUBJECTIVE, BUT TRANSPARENCY IS CLEAR

In Huila, Colombia the estimated cost of production is $1.5 US/lb (4.37 AU/kg). At purchase we determined a sustainable, profitable price for the growing longevity of the producer. Below, we've listed the FOB (Freight on Board) price that we paid to the exporter, and within that, the Farmgate price - what Gilberto directly earned for his coffee as parchment. On top of FOB, we then pay to ship the coffee to Melbourne, quality assess, roast (resulting in a 15% weight loss), & retail it, adding significant costs & risk.

Compare the different trading models to see what Gilberto would have received if he hadn't sold to Seven Seeds.

TRADING TERM ($AU/kg)	FARMGATE	FOB
WHAT SEVEN SEEDS PAID	5.26	12.28
COMMODITY MARKET	2.85	4.02
FAIRTRADE PRICE	varies	4.86

Seven Seeds mampu menjual kopi dengan harga yang “fair”, dengan sebuah “cerita” yang menarik dan lengkap.

Bandung Creative Hub

Pepeng dan Klinik Kopi

Abon Jamur


Sahawood


Ride inc

Jadda works


Babah bikes

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SATU
BELI PRODUK
INDONESIA
SumpahJagoan

JAGOAN
INDONESIA

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#support_locals

Jagoan Indonesia

View more details

5 Steps to succeed

Ideas

Team

Business Model

Funding

Timing

Business Model

Do Our Best

Proses

Supporters

Jam Terbang

Gigih

Learn Faster

#MO = Mobilisasi + Orkestrasi

Kerja Keras

Jujur

Timing

Sabar

Teman Baik

Genuine

Terima kasih

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