



Final Report

# Idea Jam

Opening Social Entrepreneurship Access to All

[www.hivos.org](http://www.hivos.org)



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*Part 1*

# Background





# Idea Jam

## What is IDEA JAM?

IDEA JAM is an ideation-stage business incubation program that focuses on advancing innovative business ideas with social impact. The main goal of this program is to open social entrepreneurship access to segments that have little to no opportunity to develop social business ideas. Therefore, this program prioritizes to work with youth living in the peri-urban who come from economically and/ or socially marginalized communities.

During the implementation of IDEA JAM, participants are facilitated with a set of learning curriculum consists of module and worksheet specifically designed to fulfill participants' needs, access to experienced mentors, access to learning assistance, and a sensing journey to a social enterprise so that they could develop their ideas into viable business strategies that could be implemented. At the end of the program, four winners receive funding to grow their businesses, three-month support of further mentoring sessions and opportunities to be connected with business incubators or other accelerators.

The main themes for business idea in this incubation program are sustainable food and renewable energy. IDEA JAM is initiated by Hivos and implemented together with Code Margonda.



<sup>1</sup> Can be accessed at [instellar.id/program/rise-inc/](http://instellar.id/program/rise-inc/)

<sup>2</sup> Can be accessed at [www.socialinnovationaward.asia](http://www.socialinnovationaward.asia)

<sup>3</sup> Discussion results with Riaz Bhardwaj, Researcher from ANGIN, on 27 July 2018

<sup>4</sup> Discussion results with Dr. Asep Mulyana, academics from the Faculty of Economics, Padjadjaran University, Bandung, on 25 July 2018



## Why IDEA JAM?

As a developing country, Indonesia has various social problems. Social entrepreneurship is considered to be one of the effective approaches to sustainably overcome some social problems. With the number of emerging social entrepreneurs growing, incubators, accelerators and other initiatives have blossomed to support the growth of social entrepreneurship ecosystem. However, many incubation and acceleration programs are not able to support emerging social entrepreneurs in their ideation stage as it is considered too risky. The initiative to incubate social businesses with specific focus on the idea-stage is still limited and hardly accessible to the general public.

Rise Inc. and the Asia Social Innovation Award are examples of existing incubation and competition programs for social businesses in Indonesia. Such competitions can be accessed by the public, however in order to join the programs, the applicant must have a set of vivid business idea, revenue generation and competitive advantage points with other similar products. Based on discussions with researchers of entrepreneurship in Indonesia, it is known that most of the incubation programs run by incubators and accelerators requires at least a solid business pitch deck or business plan as prerequisite for program application.

The other challenge is that many good-quality social business incubation programs are commonly carried out in either capital cities or rural areas. The buffer zone cities (peri-urban) are often neglected and rarely considered to be the fit locations to conduct social business incubation while many of such cities are actually the pools of creative

youth and potential entrepreneurs.

IDEA JAM emerges as a way to bridge those gaps. The location gap is also a factor of why IDEA JAM is implemented in the buffer zone cities, starting in Depok. Hivos identifies there is an urgent need to support people with innovative ideas and high enthusiasm to generate impact through social entrepreneurship yet own limited to no knowledge to start their social business. These young people are the frontrunner in creating locally led-solution for global challenges.

This ideation-stage program welcomes applicants with basic yet clear business ideas. Potential entrepreneurs owning innovative initial social business concept but have not yet reached the stage of developing robust product idea and prototype or even founded a name for the business are eligible to apply for the program. Hivos committed that building a strong knowledge basis for business development is the key.

The effort to uniquely pioneer ideation-focused support through IDEA JAM gains recognition. In a report released by ANGIN (Angel Investment Network Indonesia) in June 2018 regarding Start-up Assistance Organizations, of the 32 organizations surveyed, Hivos (through IDEA JAM) is the only organization that provides assistance to social business in idea stage with no prerequisite on technology basis.

<sup>5</sup> ANGIN (2018), Start-up Assistance Organizations in Indonesia: Taxonomy and Landscape. Can be downloaded at: <https://angin.id/2018/06/15/sao-in-indonesia-taxonomy-landscape>

## About Depok



Depok was established as an independent city in 1999.



Rapid economy and social growth are proven by the emergence of many trading service and products within the city



With growing population and home to several big universities, Depok owns high number of youth power

## Tentang Hivos



Hivos is a non-profit development organization inspired by humanist values. Since its establishment in 1968, Hivos has partnering with more than 800 frontrunners organizations in more than 30 countries around the world, including in Indonesia. Hivos' scope of works including the sustainable food and renewable energy sector.

Hivos strives to contribute to achieving a fair, freedom and sustainable world. A world where women, men and children have equal access to resources and opportunities for their development. A world where they can fairly participate in decision-making that will determine their lives, their communities and their future.

To support these efforts, Hivos works with social entrepreneurs, co-working spaces, farmer groups, artists, journalists and other organisations. Hivos founded the Hivos Triodos Fund, a loan fund scheme with focus on helping financial institutions, sustainable energy and sustainable agriculture.

In 2016, Hivos amplifies the support for social entrepreneurship through impact investment funds. The funds are managed by Hivos Impact Investment BV, an impact investment management company which provides investment in social enterprises whose businesses aligned with the values and programs of Hivos.

<sup>6</sup> [www.hivosimpactinvestments.com](http://www.hivosimpactinvestments.com)

## Tentang Code Margonda



Founded in 2013, Code Margonda is the first and largest creative hub also co-working space in Depok. Until early 2018, Code Margonda had held more than 1.900 events, visited by more than 54.000 people, and utilized by more than 1.200 communities.

Code Margonda is a for-profit institution with a social mission that has proven track record in supporting entrepreneurship and has wide network of business connections. In 2016, the information and communication agency of West Java government awarded Code Margonda as the best Information and Communication Technology Community in West Java.

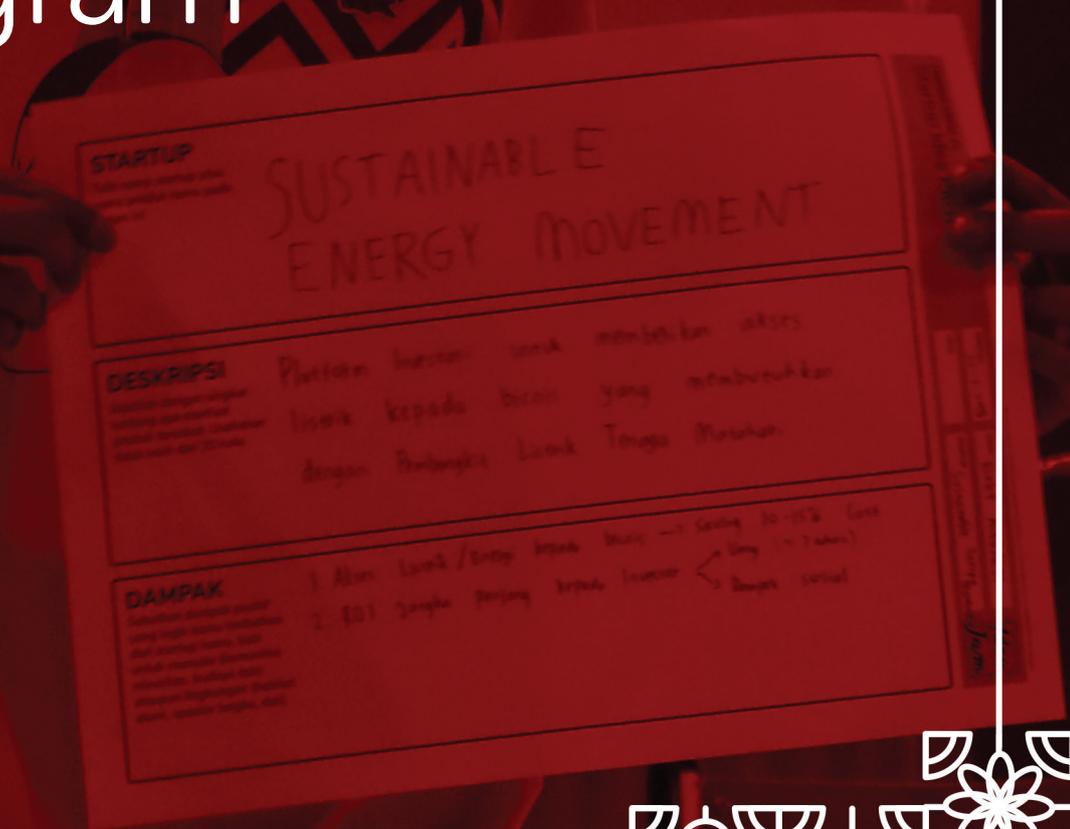
While Code Margonda is organically growing as a place for creative workers, young entrepreneurs and local startups to build network, Code Margonda always opens opportunities for collaboration among the ABCG: Academic, Business, Community and Government.



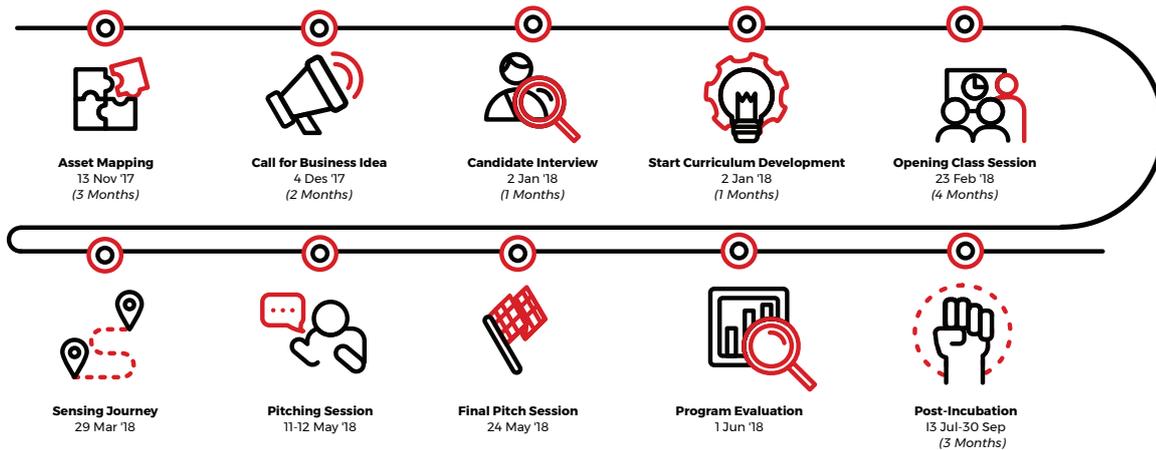


Part 2

# Program



## Timeline



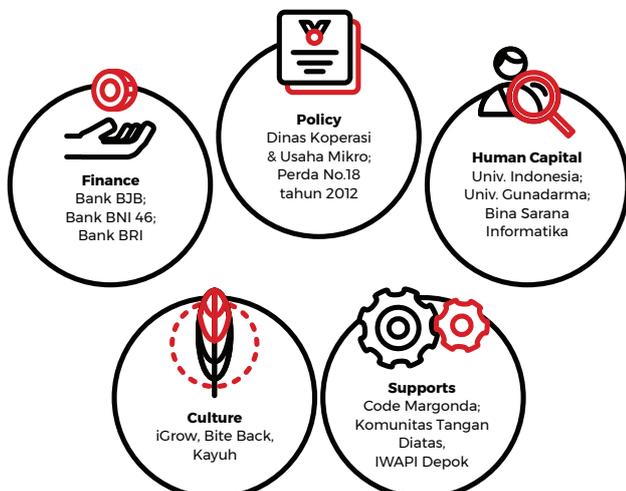
IDEA JAM Timeline

## Asset Mapping

The asset mapping aims to assess the overall entrepreneurship ecosystem in Depok. The findings gained from this mapping serve as the foundation for the IDEA JAM team in developing strategies to promote program, design learning curriculum and implement activities. Below are the five key findings:

*1. Entrepreneurship ecosystems in Depok have begun to form but is still in the making.*

Our mapping result finds that various entrepreneurship players are currently in place and contribute to the creation of pillars of the entrepreneurship ecosystem. However, those players are not yet interconnected hence the ecosystem is not yet in its integrated and well-established form. Adapting the diagram of the 'Domains of Entrepreneurship Ecosystem' by Daniel Isenberg (2014), below is the picture of the entrepreneurship ecosystem in Depok:



Entrepreneurship Ecosystem in Depok

*2. The business geography of Depok is still heavily concentrated in the area around Margonda Raya street.*

Besides business practitioners, various supporting players such as banks, universities and related entrepreneurship events or programs are concentrated in the central street Margonda.

Other parts of Depok which are vulnerable due to high poverty rate such as Tapos; Pancoran Mas; Cipayung; Sawangan; and Cimanggis are rarely the focus of entrepreneurship development. In previous time, residents in those regions did agricultural-based activities as their main source of income but due to the modern development, they left with no choice but to shift to trading and creative economy sector with different levels of success.

*3. Depok government has various programs to support the growth of entrepreneurship, but faced with crucial challenges.*

The Office of Cooperatives and Micro Enterprises (Dinas KUM) has also implemented several initiatives such as regular trainings and competitions targeted towards entrepreneurs but there is a lack of continuation or sustainability after their initiatives nor are there steps in place to monitor the progress of the individuals who participated.

There is a lack of information about the existing entrepreneurs in Depok as no government agency have a database of identified small business enterprises which makes it difficult to know the exact number of entrepreneurs exist in the area.

Some respondents of the asset mapping stated that the government-ran programs are not hitting the right target audience. For example, there were cases where a business training designed for crafting field

was given to some business practitioners in culinary field. The lack of program socialization is also a problem. As the program information is not easily accessible, oftentimes only few people in the same close circle able to enjoy the access to such capacity building opportunity.

#### 4. The limited number of institutions that run systematic business incubation program in Depok.

The asset mapping result shows that University of Indonesia through its Business Innovation and Incubator Directorate (DIIB UI) is currently the only institution who runs business incubation program in Depok. The institution only incubates startups initiated by the university academic community, including alumni. DIIB UI runs two incubation programs annually which are Innovaction and UI Incubate.

The lack of institutions who are able and willing to conduct publicly-accessible and ideation-focused incubation program is among the challenges in developing the entrepreneurship ecosystem in Depok.

#### 5. The limited funds available for emerging early stage business.

Major financing access in Depok comes from banks with loan financing model. BNI 46 Bank, BRI Bank and BJB Bank are banks that often partner with Depok governments to provide loan for local SME businesses.

UKM Center UI, an institution under University of Indonesia, also offers capital loan accumulated from Corporate Social Responsibility (CSR) funds but such loan is directed to businesses coached by UKM Center UI only. Currently there is no venture capital institutions located in Depok.

These key findings become the basis for the IDEA JAM team to: (1) select priority applicants who previously have not had access to the resources offered; (2) formulate systematic learning curriculum to translate business idea into a clear business plan; (3) develop data collection of potential expert mentors to assist and support the participants during the incubation program; and (4) offer pre-seed fund prize to program winners.

## Participant Selection

Following the announcement of Call for Business Idea, a selection phase is carried out based on the online answers submitted by applicants. The selection process puts emphasis on the clarity of answers in the online form; the compatibility of business ideas with the incubation topics; and the priority to reach at least 50% of women participants. Of the total 80 applicants, 33 candidates were invited for further interviews.

The detailed interview process aims to further examine three important matters: (1) The character of the social entrepreneur; (2) The business solutions offered; and (3) The participants' commitment to participate in the program.

Of the 33 candidates, 22 were finally selected to be IDEA JAM participants, which made up of 13 sustainable food participants and 9 renewable energy participants. However, when the program began, 3 participants had dropped out. Thus there were 19 remaining

participants of IDEA JAM.

## Curriculum Development



Mentoring Session of IDEA JAM

The main purpose of the IDEA JAM curriculum is to give guide and also provide a tool that our participants can use to guide them in their early stage business idea fixation. In specific, the curriculum will help participants to: (1) figure out the foundational knowledge of early stages business; (2) comprehend the required criteria to develop social enterprise; (3) be able to translate business idea into a well-structured business plan; and (4) be able to prepare and deliver pitch deck presentation to communicate their business plans.

The curriculum book consists of a module with 9 chapters of essential learning material and a workbook which functions as an exercise sheets for participants.

The curriculum is structured in specific way so by the end of incubation, the participants are able to have a simple yet solid business model as well as able to prepare the content of their pitch deck slide presentation.

The book also incorporates a unique section titled Social Impact Measurement. In building a social enterprise, entrepreneurs must find a balance between business profit and making a social impact; the impacts are not only measured through what they can do outside their businesses, but also through how they are run internally.

The Social Impact Measurement tool particularly focus on the aspect of sustainability; it is meant to be used as a way for the social entrepreneurs to monitor themselves and ensure they are going in the right direction to truly be social enterprises.

Below are the book contents:

Topic	Outcome
 <p>Chapter 1 Social Business</p>	<p>Participants understand about social business, social impact measurement and social inclusion.</p>
 <p>Chapter 2 Sustainable Food</p>	<p>Participants understand the basic knowledge of sustainable food (SF) concept, challenges and the</p>
 <p>Chapter 3 Renewable Energy</p>	<p>Participants understand the basic knowledge of Renewable Energy (RE) concept, challenges and the market potential in Indonesia.</p>
 <p>Chapter 4 Customer Segment</p>	<p>Participants are able to map potential customers, identify the social issues and propose relevant solutions.</p>
 <p>Chapter 5 Market Research</p>	<p>Participants are able to conduct simple market research, estimate market size, do competitor analysis and product positioning.</p>
 <p>Chapter 6 Product Development</p>	<p>Participants understand the basic principles of lean startup to develop products.</p>
 <p>Chapter 7 Marketing &amp; Sales</p>	<p>Participants are able to formulate marketing strategies, effective distribution channels, and the right selling prices.</p>
 <p>Chapter 8 Business Model</p>	<p>Participants understand the business model building blocks in Business Model Canvas (BMC) and able to map their business ideas into the BMC.</p>
 <p>Chapter 9 Pitch Presentation</p>	<p>Participants able to develop contents, design slides, and deliver attractive pitch presentations.</p>

# Learning Support



## Mentor

Several mentors who deliver presentation at class session (visiting mentor) are also assigned to assist participant during the whole incubation program (assisting mentor). An assisting mentor assists approximately two participants. The mentors are requested to maintain a regular schedule of communication with their participants at least once a month with at least two in-person sessions. The full list of mentor is available at the end section of this report.



## Learning Circle

Learning Circle (LC) is a group of four to five participants with similar sectors and facilitated by one Learning Associate. In IDEA JAM at Depok, there are five LC groups with three LCs are in sustainable food sector and other two LCs are in renewable energy sector. Each LC is asked to name their group and form a WhatsApp group. The LC reinforces the participants' learning process as it allows participants to discuss each of their progress and ask suggestion from peers or Learning Associate beyond regular offline class.



## Learning Associate

Learning Associates (LA) are facilitators for participants during the incubation program. A LA facilitates four to five participants with similar sector focus. Those participants are assembled into one Learning Circle



## Coaching Log

Coaching Log is a useful document with functions to monitor the progress of participants during the incubation program. This online document is filled weekly by every participant, monitored by Learning Associate and reviewed by assisting mentors and IDEA JAM organizers.

# Session Management

## Time allocation

Class are commonly conducted every Friday from 5.00 pm to 8.00 pm. The time distribution for each class session described as follows:



17.00	17.45	18.30	19.00	20.00
Delivery Sessions (45 Minutes)	Activity Session (45 Minutes)	Break Sessions (30 Minutes)	Mentoring Session (60 Minutes)	
Presenters explain the learning material to participant.	Participants divided into smaller group to discuss and practice the topics presented.	Break time for pray and dinner	this session allows participants to discuss with mentors regarding any problems faced during the development of their businesses.	

### Class Schedule

The flow of the class learning is tailored to the structure of module and worksheet. All teaching sessions were held at Code Margonda, with exception on the 6th meeting where the participants underwent a Sensing Journey trip



Class Schedule

### Sensing Journey



During the Sensing Journey session at the 6th meeting, the participants went to an organic farming education farm owned by Kecipir.

Kecipir is a social enterprise in sustainable food sector where it connects organic vegetable farmers and consumers in Jabodetabek via online platform.

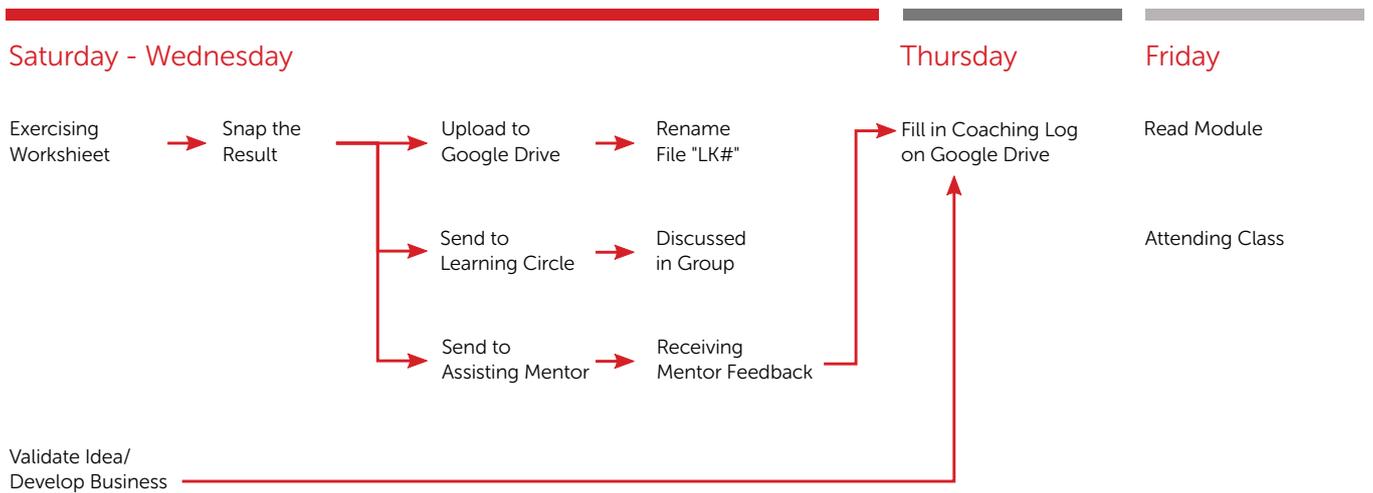
Kecipir chops unnecessary distribution channel hence organic vegetable can be sold in fresher form and cheaper price. This Sensing Journey allowed IDEA JAM participants, particularly those who work in the sustainable food sector, to sense and analyze the real sectoral problems and learn from the experts on how to create sustainable solution through social entrepreneurship. Tanyo Bangun, the CEO of Kecipir, shared his knowledge and experience in generating social impact via organic farming.



Class Session of IDEA JAM

Participant Workflow

Each week following the end of class, each participant is asked to work on their assignments on the provided worksheets, sharpen their business concepts, regularly consult with mentors, and fill out the Coaching Log. In general, the flow of their tasks is as follow:



Participant Workflow

## Results

During the course of the program, there were 15 participants who consistently attended the regular class sessions. They developed various form of improvement as follows

Startup Name	Participant Name	Initial Idea	Progress
Kautsar Kitchen	Medina Putri <a href="mailto:putrimedina69@yahoo.com">putrimedina69@yahoo.com</a>	Develop smoothie with priority inputs from locally-sourced products. Plan on adding cookies and desserts.	Evolved into catering services which empowering housewives. It has four main menus as catering packages offering.
Giajeng Smoothies	Anggi Pravita <a href="mailto:giajengshop@gmail.com">giajengshop@gmail.com</a>	It is a social enterprise that develops healthy organic smoothies that uses Kale as a base product combining it with different fruits for flavor. The idea comes from the founder itself who has auto-immune illness.	Has empowered neighbors as Kale farmers and implemented plastic packaging waste management. Already developed a timeline for the company operation development trajectory and production site expansion.
Kumara Farm	Rendri Arsyian <a href="mailto:sorayacassandra@gmail.com">sorayacassandra@gmail.com</a>	It is an organisation that focuses on education, sharing knowledge on urban farming, vegetable garden design and the management of household waste. It seeks to motivate people who want to implement urban farming as a lifestyle that supports sustainable food.	Have redefined its scope of social impact and has developed plans to expand their business by incorporating community development.
EREnesia	Jannata Giwangkara <a href="mailto:jannata.giwangkara@gmail.com">jannata.giwangkara@gmail.com</a>	A platform that bridging the issue of data accessibility and information on renewable energy among the stakeholders. Already have a website at <a href="http://www.erenesia.com">www.erenesia.com</a>	Has been able to develop the right services for each customer segments, evaluate social impacts, and improve the technical aspects of services through their website.
Rimbun Landscape	Amarizni Mosyaftiani <a href="mailto:amarizni@gmail.com">amarizni@gmail.com</a>	A service that designs and builds vegetable gardens in limited spaces on urban area such as apartments. The business will also provide educational services for schools to teach children how to grow their own vegetables.	Has done exhibition to validate market demands and has developed a prototype that successfully attracted buyers.
Wangngara	Monicha Lelly <a href="mailto:tomonich@gmail.com">tomonich@gmail.com</a>	Generating solar energy in West Sumba, Loli, Wanokaka (Lamboya). Initiating multiple stakeholders from private sector, community and government to develop a collaborative project to build an independent energy village.	Already contacted several investors of Solar Power Plants in Jakarta and Waingapu, Sumba. Have analysed needs and developed the timeline, preparation for IPP and identified production house and local potential.
S-Qua	Angga Bagus Asrianto <a href="mailto:anggabagusa.1@gmail.com">anggabagusa.1@gmail.com</a>	Building solar distillers that uses condensation and evaporation to transform saltwater to freshwater in Indonesia's coastal regions.	Already designing the business model and also in attempt to do research on lowering prototypes development cost.
Green Circle Indonesia	Muhammad Yardho Irhama <a href="mailto:yardho@hotmail.com">yardho@hotmail.com</a>	Aquaponic agriculture that integrates the cultivation of plants and freshwater fish. The production will be sold to several customer segments such as restaurants, residential consumers and business owners	Has taken initiative to attend relevant events and is working well following the mentor's guidance.

Startup Name	Participant Name	Initial Idea	Progress
SE Movement	Rizky Ambardi <i>rizkimbardi@gmail.com</i>	A crowdfunding platform which attempts to synergize NGOs, governments and communities who want to help access renewable energy to rural areas across Indonesia Already have a website at: se-movement.com	Has designed the focus of the services provided, explored social impact measurements and has made convincing presentations.
Bantar Gasbang	Justin Edgar <i>justinedgar96@gmail.com</i>	Develop bio-gas and bio-fuel derived from waste in the Bantar Gebang area.	Already conducted a survey in the area to analyze the needs and able to develop idea into a business plan.
Diokra	Mela Milani <i>melamilani1@gmail.com</i>	Using Okra extracts as alternative medicine and supplements for diabetes in the form of a powdered drink.	Have changed their product from supplement pills to powder that can be incorporated into food-based products.
GO-Tani	Tengku Muhammad Bintang Pyranda <i>bintangpyranda123@gmail.com</i>	A platform that connects consumers to local farmers around Indonesia. It works with farmer cooperatives around the archipelago and opens up their market access to urban populations as well as giving people living in urban areas access to local produce, meat and milk (and more).	Shifting the services from platform to milk-based products
Glocal Farm	Missy Aruma <i>missyaruma@gmail.com</i>	Mobile application about urban farming knowledge for urban communities. This application will also be a marketplace for urban farmers producer.	Has collected various information that can be put into the application and has already made a business strategy.
DNA Indonesia	Ajib Asror <i>ajib.ar27@gmail.com</i>	Develop spirulina-based products using renewable energy.	Has sharpened the business model and made prototypes of spirulina products.
Green Dream	Devina Sela Almadia <i>devinalmadia@gmail.com</i>	An agricultural business that produces microgreens.	Has tested the microgreens production: green spinach, red spinach and pak choi. It also has conducted survey to set price, has tested product packaging and distribution channel.



After going through 12 (twelve) class sessions including pitching day sessions, seven participants were selected as finalists. These finalists presented their pitching in the final closing event held at @america, Pacific Place, Jakarta on May 24, 2018. Here are the 7 finalists and their achievements:



**Diokra**

*Sustainable Food*

*Achievement:*

The Most Innovative Business



**Wangngara**

*Renewable Energy*

*Achievement:*

The Most Socially Impactful Business



**Rimbun Landscape**

*Sustainable Food*

*Achievement:*

The Most Improved Business



**Giajeng**

*Sustainable Food*

*Achievement:*

The Most Viable Business



**Erenesia**

*Renewable Energy*

Finalist



**DNA Indonesia**

*Sustainable Food*

Finalist



**Kumara Farm**

*Sustainable Food*

Finalist





Sesi Final Pitch IDEA JAM

## Evaluation

Following the conclusion of incubation, constructive feedback from participants, mentors and partners are summarized as follows:

*1. The comprehensive curriculum is a handy tool to translate basic business ideas into an improved business plan.*

The participants are satisfied with the structure of curriculum and learning material as such tool enables them to systematically design a clear and proper business concept. The offered worksheets allow them to practice their newly-gained knowledge and at the same time explore business ideas.

As a case, EREnesia team claims that the offered worksheet is a useful capital to excel in a follow-up social business competition post IDEA JAM.

*2. Rigid selection process is proven effective in shaping the ideal participant composition*

The detailed selection indicators yielded a quite balance composition of women and man participants in IDEA JAM. The original selected participant list consisted of 10 women and 12 men. The incorporation of gender equality aspect in the learning methodology also played a role in creating an inclusive and equal discussion climate among participants.

Four IDEA JAM social business winners are woman-led. If we look closer to the winning team members' composition, the majority are women. Diokra is comprised of four women members; Wangngara is composed of three members, which two are women; Rimbun has two core team leaders, which one is a woman; and lastly Giajeng is founded and managed by three women. This result validates the statement that when opportunity is given equally to the commonly marginalized group such as women, they will thrive and society will benefit.

Additionally, there are challenges needed to be addressed for improvement purpose:

*1. . Incorporation of Minimum Viable Product (MVP) know-how into the curriculum.*

The current learning material provides a specific section of Product Development; however, it is not extended into the stage of developing MVP yet.

The only opportunity for participants to dig deeper on the topic of MVP development was during Sensing Journey, where they learnt it firsthand from the social enterprise Kecipir. Creation of specific MVP development section in the curriculum and provision of expert mentors to supervise the technicalities of developing MVP are crucial in this stage..

An expert mentor in smartphone application, for example, shall be present to guide participants whose social business centering around smartphone application. Having a well-developed MVP as a result of joining of IDEA JAM will be a valuable and foundational capital for a social entrepreneur to accelerate its business to the next level.

*2. The benefits of learning support were not fully harnessed by participants..*

The final monitoring and evaluation result shows that several participants didn't actively interact within their respective Learning Circle. Some participants also missed the regular check-in filling in Coaching Log, only 4 participants consistently updated their online Coaching Log up to final session.

Arrangement of meetings between Learning Associate and participants in the beginning of program is seen as a potential solvency to the abovementioned issue. These meetings ideally be the avenue to establish bond between Learning Associate and participants as well as explore the creative business idea from participants. Taking into consideration the input from mentors and participants, simplification of Coaching Log is the next thing to do.

It is recommended that the Coaching Log be cut into three columns only (from original five columns) to ease participants in filling regularly.

prizes, winners are free to access consultation service from mentors and co-working space facilities at Code Margonda.

*Post Incubation Achievements*

IDEA JAM team actively builds collaboration with incubator and accelerator focusing in prototyping stage such as Instellar, Jarvis and Digitalaya. The main objective of the partnership is to transfer selected IDEA JAM participants to partners' programs hence the participants are able to accelerate their social enterprise to the next level.

**EREnesia**

(1) champion of Nyala Hackathon 2018<sup>7</sup>; (2) reached the 2nd selection stage of Swiss Innovation Challenge 2018; and (3) Digitalaya x Nexus incubators indicated their interest to incubate Erenesia

**Diokra**

Currently in the interview stage (part of due diligence) by Jarvis incubator

**Giajeng**

Has developed a sharpen business plan of expanding a production center in Jakarta area

**Kumara Farm**

Top 20 finalists of RISE Inc. 2018 competition held by Instellar

**Rimbun Landscape**

Reached the interview stage of RISE Inc. 2018 competition held by Instellar

**Follow Up**

*Post-Incubation Session*

The seven finalists of IDEA JAM are entitled to follow-up learning sessions led by Code Margonda. The curated sessions run from July to September 2018. The progress of each winner are regularly monitored based on the Key Performance Indicator (KPI) developed by both Hivos and Code Margonda. In addition of receiving capital



<sup>7</sup> Kibar (2018), "NYALA Smart Energy Hackathon 2018: Together Transforming the Energy System in Indonesia", can be accessed at <http://kabar.kibar.co.id/2018/07/27/nyala-smart-energy-hackathon-2018/>



*Part 3*

# Stories



# Rimbun Landscape



*"IDEA JAM assists me in sharpening my ideas,  
executing it and selling products"*

When Amarizni Mosyafiani read the IDEA JAM Call for Business announcement circulated in her WhatsApp group of fellow alumni, she felt challenged yet excited to test her raw business idea. With no hesitation, she quickly applied for IDEA JAM. She set up the target to transform her idea into a real business.

Amar, as she commonly called, expressed her satisfaction for the innovative learning process she underwent during IDEA JAM. Such learning brings her knowledge to the next level and improve her business skill. The offered tools and human resources were valuable in helping her sharpening her business and impacts.

Not even once Amar expected to be the winner of IDEA JAM as she felt her business idea and skill were not as exemplary as others. However, her high spirit to learn and persistence to evolve made her social business as the most improved during IDEA JAM. At the end of IDEA JAM, Amar achieved her target. She succeeds in translating her basic raw business idea into a sellable prototype product.



# EREnesia



*“Coaching Log is a particularly useful tool to track teamwork progress”*

“EREnesia stands for “empowering renewable energy in Indonesia”, said Jannata Giwangkara or commonly called as Egi, the leader of EREnesia. This team has a big vision to build a platform that provides centralized information for stakeholders in the renewable energy sector.

IDEA JAM taught them that a strategic plan is crucial to attain the goal. Based on the learning gained in IDEA JAM, they conducted a follow-up research on market size, consumer segment, marketing strategy and another essential social business element.

The EREnesia felt that the whole process of IDEA JAM helped them in re-defining its business and impacts. The coaching logs document and Learning Associates were particularly useful during team coordination and learning process.



# Diokra



*“All fellow participants in IDEA JAM are our motivation to be better”*

Mela and Marina, the founders of Diokra, had an idea to make a processed Okra as supplement for diabetics. During the IDEA JAM, they found the ‘it moment’ when mentors advised them to make it into powder form rather than capsule.

When asked about the learning session, they acknowledged that the Business Model Canvas session was the most memorable lesson. It was during IDEA JAM session when they comprehended the importance of detailing business needs, although they had already attended a business plan workshop before.

Because of their persistence in experimenting to find the finest form of Okra product, the judges in Final Pitching Event considered their product as a relatively innovative product in Indonesia. Diokra was awarded as the Most Innovative Product in IDEA JAM 2018.



# Mentors



## Bibong Widyarti

*"In guiding millennials, mentor should be the one who is active in inquiring about the business progress".*

Bibong Widyarti is a well-known name in the field of organic farming in Indonesia. She dove in agribusiness in 1997 and set focus in organic farming in 2013 with "Rumah Organik". She currently also manages Slow Food community in Indonesia. Here are her remarks about IDEA JAM:

*I often do mentoring and supervise the research run by university student. Students nowadays should be handled with an assertive approach. I can say, I am convinced if we do not follow up their progress, they will tend to stop contacting us.*

*The learning book (module and worksheet) is okay, the language is clear and simple. However, near the completion of IDEA JAM, I notice that number of participant is slowly declining. I would suggest to conduct incubation during school holiday. Overall, I am delighted to see improvement of major number of participant, especially after judging the pitch presentation. I appreciate their efforts to build social business based on validated data.*

*My message for winner is to keep striving on the process. Oftentimes youth wants an instant success but bear in mind that agriculture-based social enterprise required a rather long process, sometimes it takes more than two or three years to generate satisfied results.*

## Rudy Erdiansyah

*"They are all outstanding. If I was at their age, I am not sure I could accomplish what they have done".*

With fifteen-year experience in various non-governmental organizations, Rudy Erdiansyah is an expert in the issue of social impacts. Currently he is the Director of PT. Inovasi Daya Lestari, a company which commercializes products derived from biogas system activities. His opinion on IDEA JAM:

*Code Margonda is a cozy place, the atmosphere is fun, the people are nice. A relaxed ambience is important to encourage the birth of innovative ideas.*

*The curriculum offers extensive learning but I think the delivery is a bit too formal. I would advise IDEA JAM team to create more relaxed and informal learning sessions. IDEA JAM participants' idea are astounding therefore it is a challenge for us to select the finalists.*

*My message for the winners: this is not the end of competition, but the beginning of the real business development. Surely there will challenges but if you truly have the passion for your social business, then you will have fun and thrive.*



Part 4

# Closing



## IDEA JAM Team

Nama	Institusi	Fungsi
Queentris Regar	Hivos	Project Manager
Sarah Ramadhita	Hivos	Project Coordinator
Lahandi Baskoro	Code Margonda	Curriculum Designer
Wicak Hidayat	Code Margonda	Coworking Space Project Manager
Ika Prihatini	Code Margonda	Logistic Officer

Nama	Institusi	Fungsi
Aditya Awal	KOHPI	Learning Associate
Arkan Tanriwa	Catgeist	Learning Associate & Researcher
Dinda Larasati	Catgeist	Learning Associate & Researcher
Eko Mujiono	Code Margonda	Learning Associate
Karina Langit	Code Margonda	Learning Associate

Nama	Institusi	Fungsi
Alfan Prasekal	Fakultas Teknik UI	Mentor
Andre Susanto	Inovasi Dinamika Pratama	Mentor
Andreas Senjaya	iGrow / Code Margonda	Mentor
Bibong Widyarti	Rumah Organik	Mentor
Chairul Hudaya	Fakultas Teknik UI	Mentor
Dewi Meisari	UKM Center UI	Mentor
Didi Diarsa	Kayuh / Code Margonda	Mentor
Marvin Kolibonso	Sayurbox / Jarvis	Mentor
Muadzlin Jihad	Ranah Kopi	Mentor
Mushab Eddy	Bite Back	Mentor
Rudy Erdiansyah	Inovasi Daya Lestari	Mentor
Sandra Winarsa	Hivos	Mentor
Tantyo Bangun	Kecipir	Mentor
Tomy Abuzairi	Fakultas Teknik UI	Mentor
Tommy Herdiansyah	Code Margondaz	Mentor

## Contact



### Contact for Collaboration and Partnership

Hivos is committed to open the social entrepreneurship for all. Collaborating with Code Margonda and other partners, Hivos initiated inclusivity to create a more resilient and innovative social entrepreneurship ecosystem in Indonesia.

If you are an institution and/or individual with high vibrancy for social impact via entrepreneurship, then let's collaborate!

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