



2016 IIA INDONESIA 6-8 SEPTEMBER
NATIONAL CONFERENCE



PANEL-3

Business Disruptive Technology: Managing Risk in non conventional business model



MODERATOR:
Fandhy H Sirega
Governor IIA Indonesia

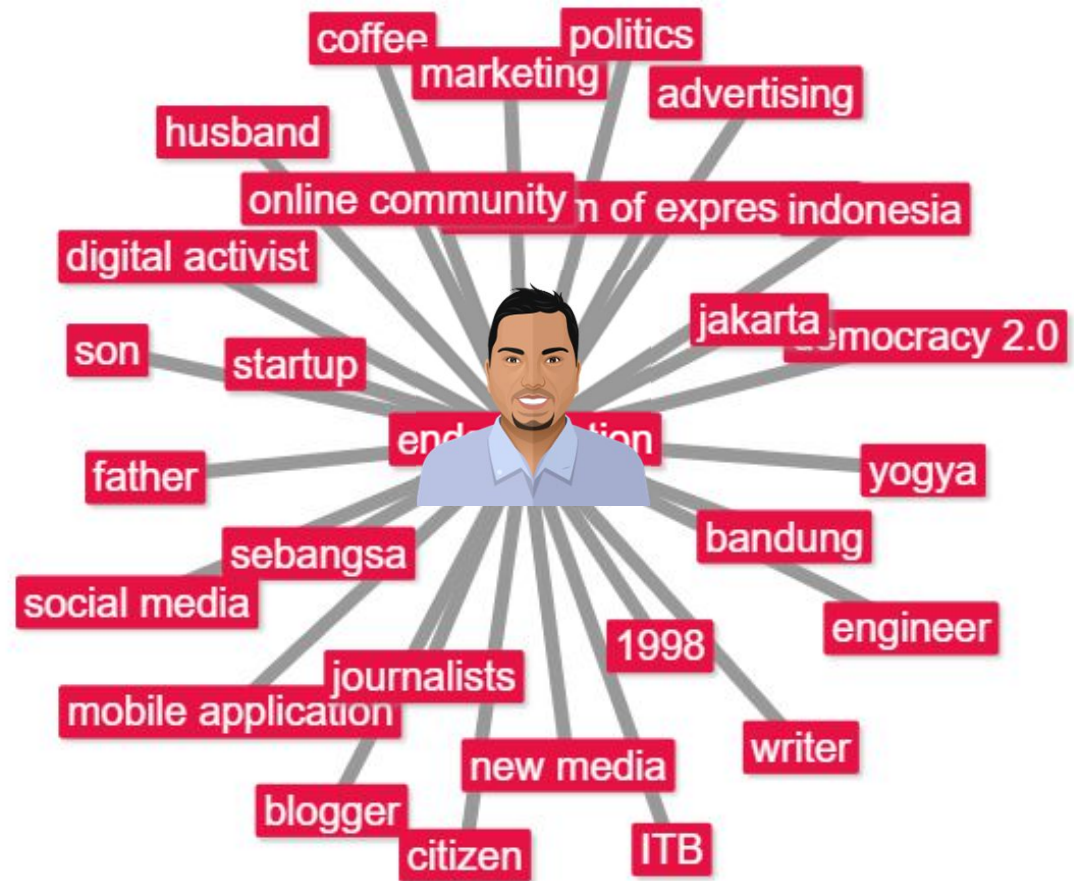
SPEAKERS

- Speaker 1 :
 - Ridzki Kramadibrata – Country manager Grab Indonesia
- Speaker 2 :
 - Enda Nasution – Founder Sebangsa Bersama
- Speaker 3 :
 - Heru M Sidik – CAE Telkom Indonesia



Enda Nasution

- **Civil Engineer** from ITB, graduated in 1999
- Blogging **since 2001**, 1st chairman to Pesta Blogger 2007
- **TED**Fellows 2009
- **#Sebangsa** a new Indonesian social media platform for communities
-  **suvarna.id** integrated digital house



Digital Startups

Focusing on Content, Social Media & Networking, Social Movement Data, Mobile Apps and Product Development



It's National Bloggers Day in Indonesia today

Posted by [unsipus](#) in [blogging](#), [Indonesia](#), [Malaysia](#), [Pesta Blogger](#) on October 27, 2007 | Edit

Minister for Communications and Information **Mohammad Nuh** declared today National Day when he opened the [Pesta Blogger 2007](#) at Blitz Megaplex in Jakarta.



Communications and Information Minister Muhammad Nuh (blue shirt, center) and Director-General of Telematics Applications Cahyana Ahmadjayadi (batik shirt) together with the Steering Committee members of Pesta Blogger 2007 Photo taken from [fistoriza's](#) Flickr account where you can see more



Sebangsa
Berbagi dan Membangun



Disruptive Innovation



"Generally, disruptive innovations were technologically straightforward, consisting of off-the-shelf components put together in a product architecture that was often simpler than prior approaches. They offered less of what customers in established markets wanted and so could rarely be initially employed there. They offered a different package of attributes valued only in emerging markets remote from, and unimportant to, the mainstream."^[11]

Clayton M. Christensen - Professor of [Business Administration](#) at the [Harvard Business School](#) (HBS), co-founder of Rose Park Advisors & [Innosight](#)



Examples of Disruptive Innovation

CATEGORY	DISRUPTED	DISRUPTIVE
Communication	Telegraphy	Telephony > Data Connection
Computing	Mainframes	Personal Computer
Data Storage	Floppy Disk Drive	CD, DVD, Hard Disk
Display	CRT	LCD, LED
Medical	Radiography	Ultrasound
Photography	Chemical	Digital
Knowledge	Encyclopedia	Wikipedia
Books	Barnes & Noble	Amazon
Movies	Blockbuster	Netflix
Media	Newspaper/Magazine	Blogs





What is a Startup Company?

Solving
problems for
many people

Serve a large
market

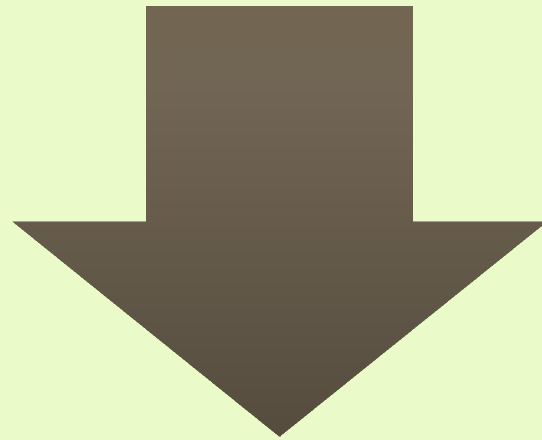
Fast growing
and can scale!

Using Digital
Technology

Disruptive!

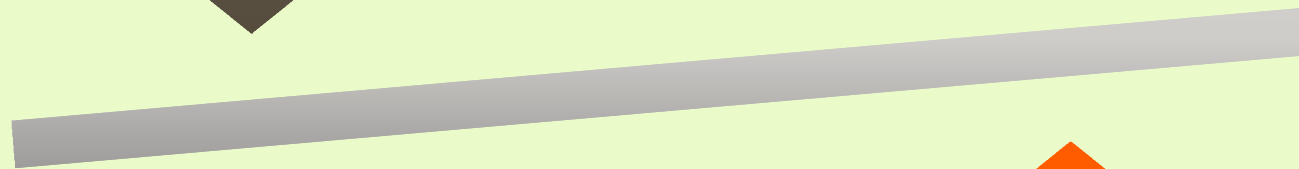


Startup Advantage: Mindset



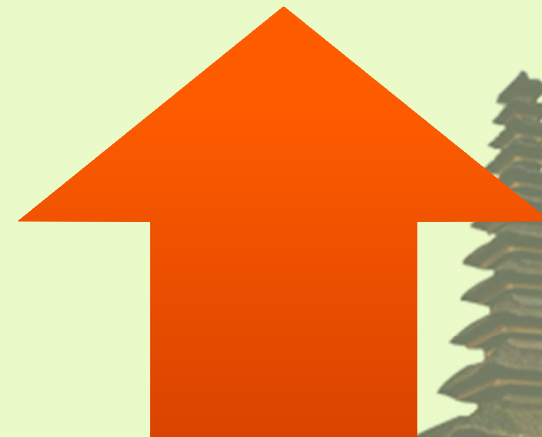
Startup

- Taking risks
- Solving Problem
- Fast and looking to disrupt
- Less resources



Corporations

- Risk averse
- Slow & Traditional
- Business as usual
- A lot of resources



Why Should You Care?

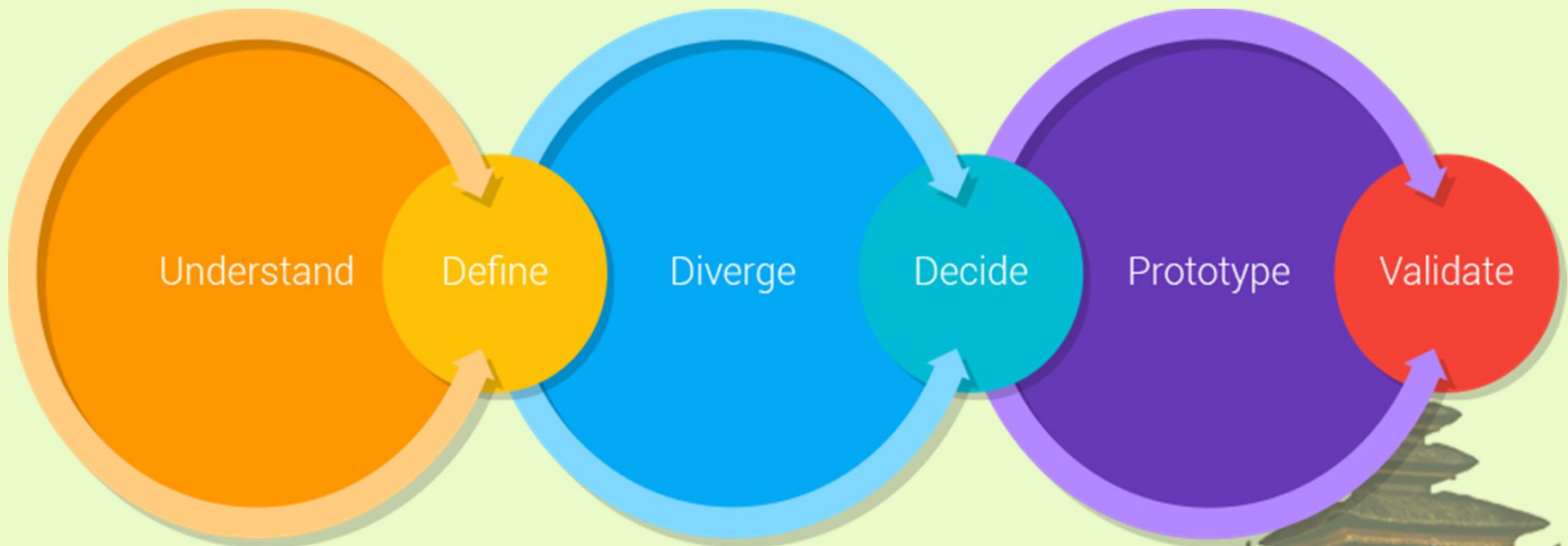
- To provide new products & services
- To open up future market
- To innovate
- To survive



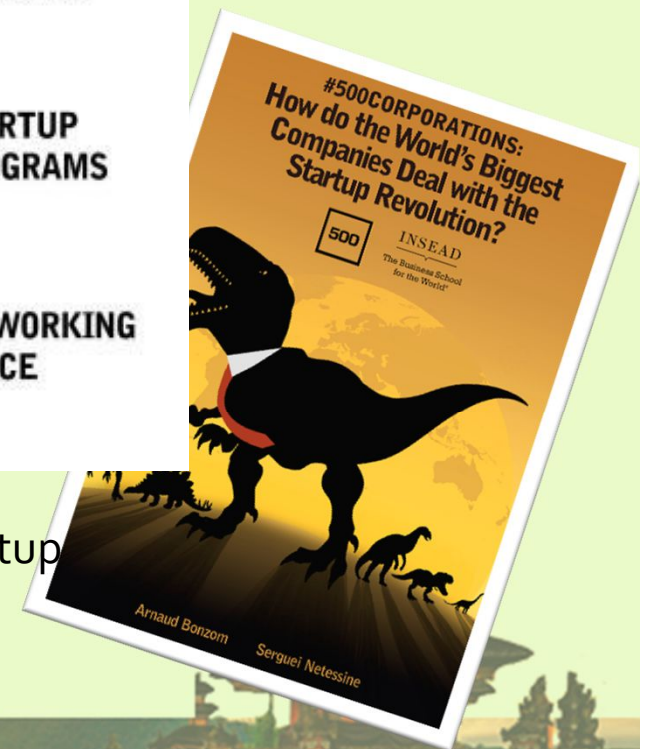
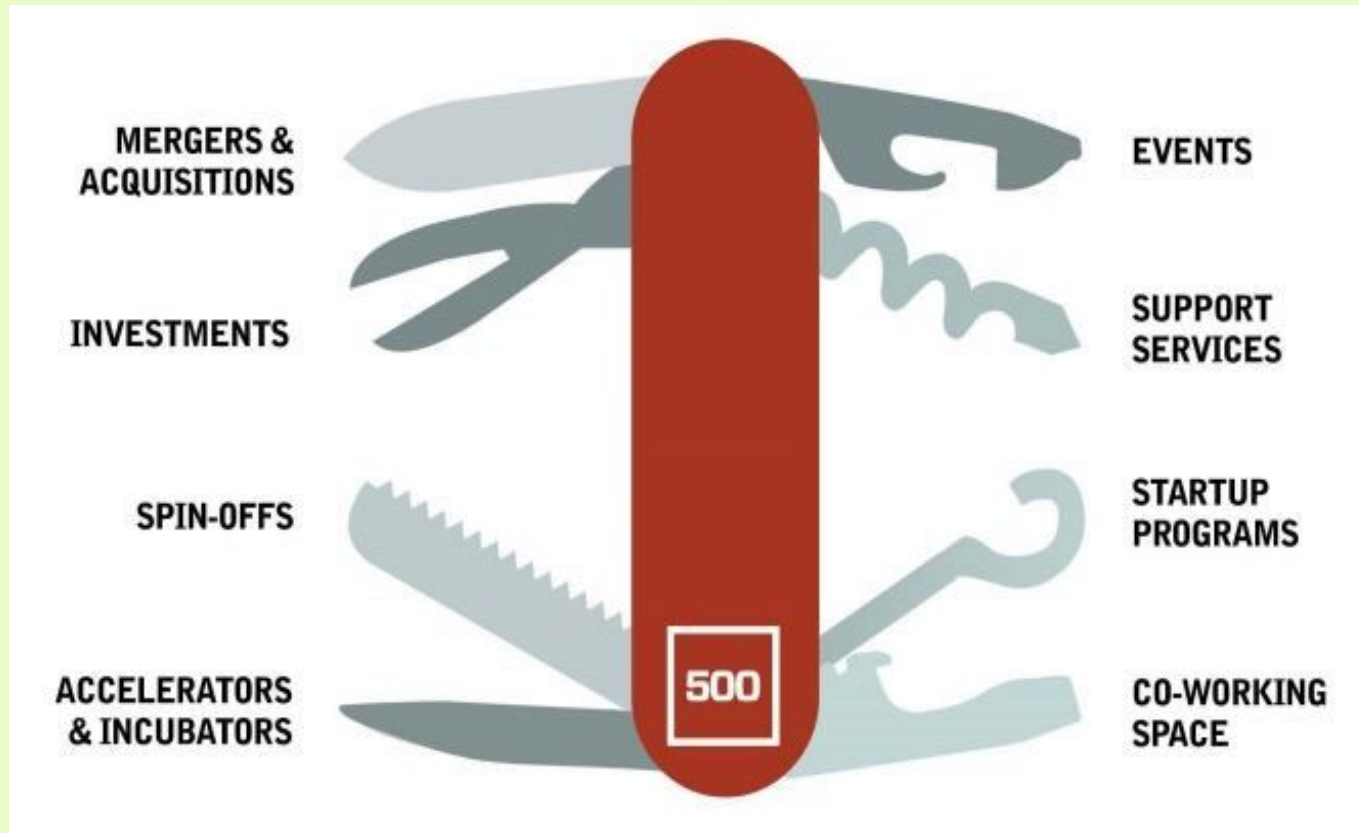
What You Can Learn from Startups



Design Sprint



How Corporations Deal with Startup Revolution?



“How do the World’s Biggest Companies Deal with the Startup Revolution?” 51 Pages Free Report:

<http://698640.hs-sites.com/500corporations>

Startup in Indonesia



IGNITION

Shape the mindset.
Aim to solve problems.
Think to create, like a founder.



WORKSHOP

Map the problem.
Understand the substance.
Create the solution.



HACKATHON

Build the prototype.
Meet the co-founders.
Complete the strengths and skills.



BOOTCAMP

Consult with experts.
Iterate the prototype.
Get ready to launch.



INCUBATION

Sign up for mentoring.
Be connected to the ecosystem.
Grow.



Thank you



Enda Nasution

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Follow me on Twitter: [@enda](https://twitter.com/enda)

Visit my blog: <http://enda.goblogmedia.com>

