

# Cubic Startup Incubator

(PT. Kubika Sejahtera Indonesia)

Company Profile

Cubic.inc<sup>+</sup>

Work - Socialize - Grow!





Cubic Inc.



Cubic.inc



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# Profil

## Cubic Startup Incubator

**PT. Kubika Sejahtera Indonesia (Cubic Startup Incubator)** is a private company which provide incubation program for small business and startups, especially in ICT sector. Using "Business Highway" concept, we create a business ecosystem which is a way for startups to develop their business and cooperate with investors, government, private companies, media, communities and other potential clients.

We commit to build Indonesia 4.0 industry ecosystem in facing global competition.



### Our Vision

*Become the best ICT startup incubator in Indonesia*

### Our Mission



Organize an incubator program focusing in scalable and continuous innovation



Provide supporting facilities to build creative and productive startups



Become a hub for startups by using integrated program and cooperate with investor, government, company, scholars, media and communities.



Organize funds to create growth and profit for startups and investors.





## Founders



**Faris Sundara Putra**  
(co-founder & Commisioner)

9 years experience as an Entrepreneur. Expert in business strategy



**Wahyu Eko Widodo**  
(co-founder & CEO)

11 years experience as an entrepreneur. Expert in financial management and business strategy



**Krisnanta Y.P.**  
(co-founder & CTO)

9 years experience as an ICT Startup Founder. Expert in information system technology



**Febriyan M. Fajar**  
(co-founder & COO)

6 years experience as an IT analyst. Expert in business incubation system and management

## Core Team



**Tika Rostika**  
(Chief of Partnership)

6 years experience as an business strategist. Expert in community management, event design and organization



**Dian Adriani David**  
(General Manager W53)

Experienced as social entrepreneur. Expert in business operation management



**Annisa Alifia Ulfah**  
(Chief of Marketing)

2 years experience in social media strategic and management



**Rd. Wiguna Arsyia Prawira**  
(Incubator Manager)

3 years experience in incubation system, Coach, Program Management and



**Gerry W. Ganesha**  
(IT Staff)

3 years experience in Web & App development, and Computer Network



**Reka Primasetyo M.**  
(Busdev. manager)

7 years experiece in Digital Marketing, business development and operational management



**Tiyasti Wulandari**  
(Corporate Secretary)

3 years experience in business administration, operational management, and legal management



# Our Activities

## Programs



### **Startup Incubation Program**

1 year incubation program with a funding chance up to 350 million Rupiah for every company



### **Workspace**

Experience cozy co-working space ecosystem in Workspace.53



### **Workshop & Class**

Acquire knowledge and skill about startup through Cubic Startup Class and Startup Talk



### **Investor Network**

Investment chance on Business Matching, Investor Meet Up and IDVenture Platform

## Services



### **Business Event**

(Event Organizer)

Plan your business related events with Cubic as your event organizer, Cubic experienced held events such as business matching, seminar, hackaton, workshop etc

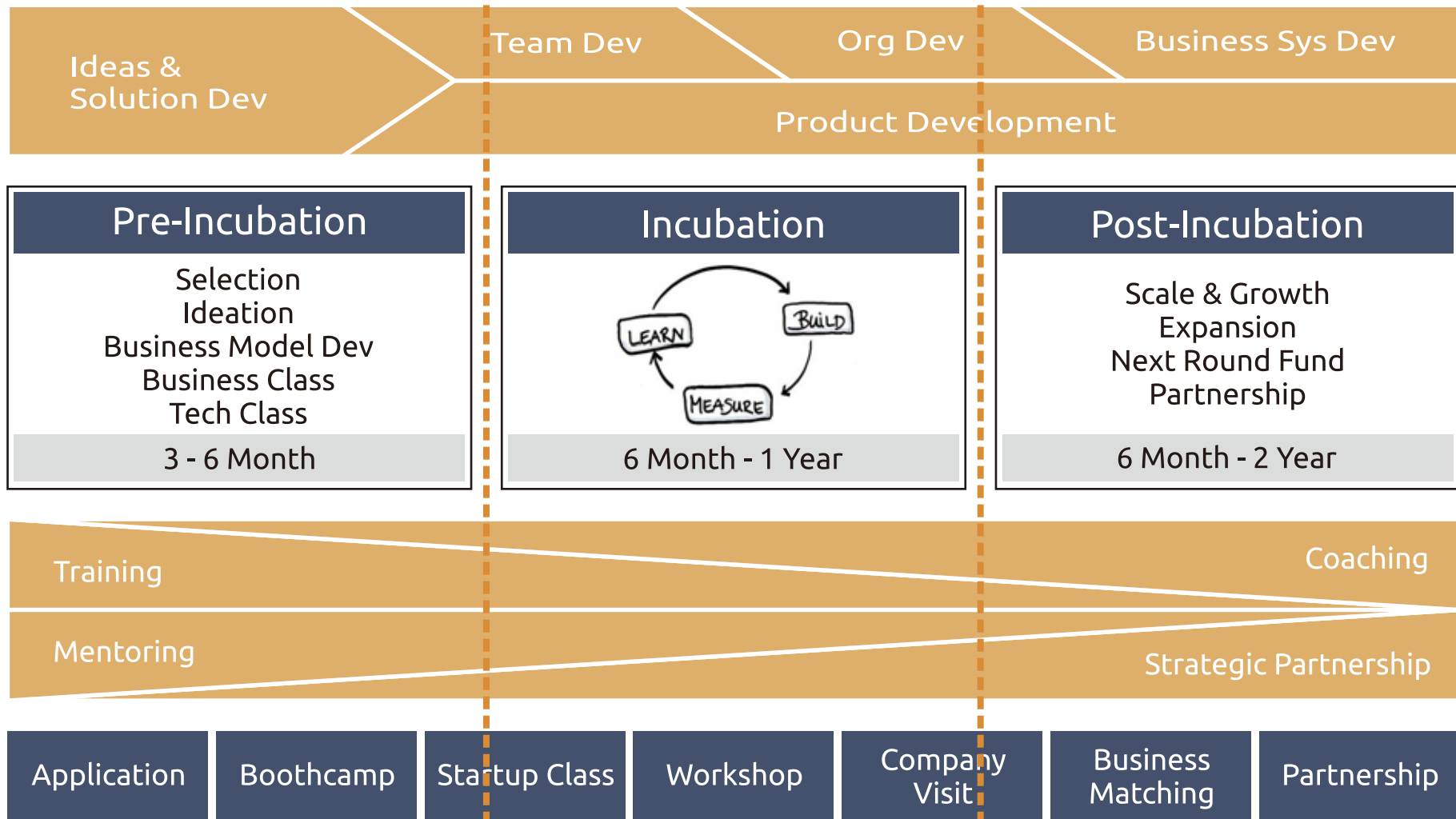


### **Research Labs**

Cubic research labs help government, companies and startup to conduct research about SMEs, Startup, Innovation and other related activities



# Incubation Process



# Incubation Program



## Coaching & Mentoring

Startup will be coached and mentored by certified coach and expert mentor during the incubation period



## Startup Class

On startup Class, Startup get technical knowledge and skill about startup management



## Startup Talk

Startup Talk invite expert and successful startup founder to share their experiences and motivate our tenant



## Startup Visit

We annually visiting series stage startup office to learn directly about their culture and daily business operational



## Business Matching

Startup have chances to pitch in front of angel investor, venture capital (VC) and other financial institutions



## Investor Meetup

We directly visit angel investor or VC to connect our tenant for the investment opportunity



## Market Day

Cubic bridged startups and their potential market in one day event



# Our Facilities

## Workspace.53

Jl. Naripan No. 53, Bandung City  
West Java, Indonesia

Facilities :

- Office Room (84,05 m2)
- Coworking (63,29 m2)
- Meeting Room (21,16 m2)
- Event Area (63,29 m2)
- Virtual Office
- Legal Service
- Secondary Facilities



# Cubic Roadmap

2018



- Partnership Incubation with private Sector
- Cubic Research Lab
- Coworking Space expansion
- Cubic online Investment platform development

2020



- Collaboration on International Incubation Program
- Held National Event
- 40 Startups get seed & Series funding

2022



2019



- Partnership Incubation with campus & gov
- Event Organizer for Startup event
- Coworking Space (workspace.53)
- Cubic Research Lab

- Launching online Investment for SMEs & Startups (ID Venture)
- 20 Startups get seed and series funding

2021



- Running global online startup incubation
- Integrated startup ecosystem with public and private sector





## Our Partner



ALPHA JWC  
VENTURES



etc.



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# Our Achievement



Ministry of Research and Technology /  
National Agency for Research and  
Innovation of The Republic of Indonesia

2016 - Now



Lembaga Pengelola Dana Bergulir  
Koperasi, Usaha Mikro, Kecil dan  
Menengah

2021 - Now



Ministry of Industry of the Republic of  
Indonesia  
STARTUP4INDUSTRY

2020 - Now

Partner of PKBL Pertamina MOR 3  
Assesment (with PT. Rekacipta Inovasi  
ITB)

2018



CUBIC represented the Indonesian  
delegation for co-incubation with **FAST  
Armenia**  
in cooperation between the Indonesian  
Gov and the Armenian Gov

2019

Our tenant (Kiddo.id) was selected as a  
participant of Leadership in Innovation  
Fellowship Programme  
(Cooperation between UK Gov with  
Indonesian Gov)

2020



Having **550** Small Business Community  
Network spread across West Java,  
Banten and Jabodetabek

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Cubic Company Profile | 2022

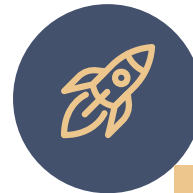


# Our Contribution

In order to create Indonesian startup ecosystem and accelerate the government goals on creating technology based startup through “Startup Inovasi Indonesia” program by Ministry of Research and Technology of Republic of Indonesia, CUBIC become one of a few private incubators that have a huge contribution for it to prepare our nation in facing global competitiveness.



We have a total tenant of 40 startups,  
34 Startups from the Greater Bandung,  
5 Startup from the Greater Jakarta,  
1 Startup from Kediri, in East Java.



Our tenant fields are  
37 Digital Startups  
2 IoT & Drone Startup  
1 New Material Startup



Channeling total pre-seed and seed funding of 5.6 billion rupiahs  
or USD 391,000 for all tenants.

the funds came from the Government (Ministry of Research and  
Technology of Republic of Indonesia), Angel Investors and  
Venture Capital



# Our Curriculum

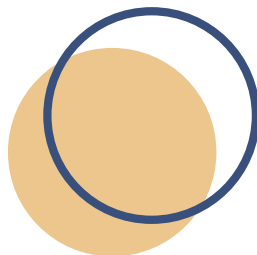
in an effort to provide the best service for our startups, we provide teaching that is in line with tenants.

we divided into 3 phases of teaching :

#Phase 1 - Basic Startup

#Phase 2 - Growth

#Phase 3 - Selling



## Fase 1

Nama Sesi	Tujuan	Bentuk Kegiatan	Tools
Founder and Team Fit	Tenant memahami personaliti tim tenant dan pembagian peranan, sehingga tenant dapat merancang tim yang tepat guna dan tepat sasaran.	Seminar	16 Personalities Team Canvas Jobdesk C-Level HCM
Startup Thinking	Tenant dapat mengetahui <i>framework</i> bekerja dalam Startup dan dapat mengaplikasikannya	Seminar - Workshop	Entrepreneur Mindset Design Thinking Lean Canvas
Problem and Solution Fit	Tenant dapat mengetahui cara menemukan masalah dan solusi dari masalah tenant	Workshop	Google Design Sprint PDCA Circle
Business Model	Tenant dapat menemukan Business Model yang tepat dan startup yang menghasilkan revenue	Seminar - Workshop	Revenue Model Value Proposition Canvas Business Model Canvas

## Fase 2

Nama Sesi	Tujuan	Bentuk Kegiatan	Tools
Financial Management	Tenant dapat mengetahui pelaporan keuangan dan pajak dengan benar	Seminar - Workshop	Financial Statement ESPT
Startup Legal	Tenant dapat mengetahui proses, tips dan trick dalam pembuatan Legal dan HKI	Seminar	Legal HKI
Growth Hack	Tenant mengetahui daur hidup Startup sehingga tenant dapat melakukan beberapa alternatif untuk Growth	Seminar - Workshop	Startup Life Cycle IPO Merger and Acquisition

## Fase 3

Nama Sesi	Tujuan	Bentuk Kegiatan	Tools
Branding and Marketing	Tenant dapat mengetahui Strategi dalam marketing, serta memanfaatkan tools marketing dalam optimalisasi usaha tenant	Seminar	Marketing Strategic Digital Marketing Brand Communication on the line
Sales and Competitiveness	Tenant mengetahui posisi pasar dan penentu kostumer dalam pembelian sehingga tenant dapat memposisikan usaha mereka dengan tepat	Seminar - Workshop	Costumer Journey Competitors Matrix Competitive Advantages
Startup Funding	Tenant dapat mengetahui presentasi pitching yang tepat, serta dapat menghitung valuasi dan strategi Funding	Seminar - Workshop	Startup Valuation Pitch Perfect Funding Strategic

# Our Tenant

inagri Scola URGENT.ID

Auto Farm Indonesia

Qowi Indonesia

LINGGO

labmaya W.53  
WORKSPACE.53

Pleasure

talkabot.id

halallocal

PILIHPRIDI

Kiddo

Inaventry

akanmenikah.com

PTN GO

Koseeker

ahlibisnis

+

Cubic telah membina sebanyak 152 Startup dan UMKM (35 Startup 117 UMKM) dan telah mengassess 411 UMKM & koperasi Jawa Barat, DKI Jakarta dan Banten

tinggalmasak

tinggalmasak

INFINEEDS

Pasok.id  
Food and Beverage

BookingLapang

CPI  
Citra Prima Indonesia

KETRINGAN  
CARI KATERINC LEBIH RINGAN

temali

PHILEIT

BETA

180Startup

cepat lulus

ENSO

KC KAMPUNG COURSE

MULAI DISINI

QOMODO  
Information for Everyone

+

etc.

# Our Portofolio



## Cubic Startup Class

Hold learning classes for tenants, Growth Hack material (left) and a workshop with Axioo (right)



## Cubic Startup Talk

Hold seminars that invite tenants and the public, events at workspace.53 (left) and seminar with Achmad Zaky in Bukalapak R&D Bandung 2020 (right)



## Cubic Startup Visit

visiting growth Startups, we visted Tiket.com in 2017 (left) and eFishery in 2019 (right)



## Business Matching

Collaborate with DPMPTSP Bandung City, Business Matching 2018 with 2 VC and 10 Startups Participants (left), Business matching 2019 with 6 VC & 26 Startups Participant (Right)







### Investor Meetup

Provides facilities to meet potential investors, Alpha JWC (left) and Halal Ventura Indonesia (right)



### Market Day

in September 2019 we held our tenant exhibition, this activity aims to bring together tenants with their potential markets



### Coaching

Cubic conducts Coaching to every tenant every 2 weeks to find out the progress of the tenant's business



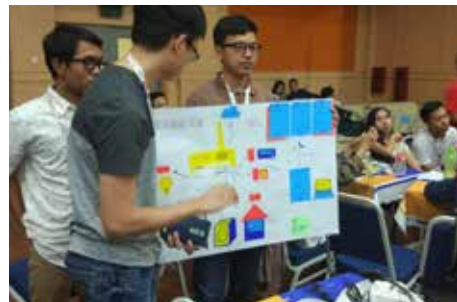
### Mentoring

Cubic conducts Mentoring with tenants per month, we present an expertise that suits tenant's needs, so that tenants get direct direction with mentors



### Cooperate with Pertamina

Cubic became the Pertamina MOR 3 PKBL Assessment team in collaboration with PT. ITB Innovation Engineering



### Co-Incubation with other Incubator

We collaborate with other incubators in holding the incubator incubation, SBM ITB Boothcamp in 2018 (left), Enhaii Entrepreneur Program NHI Bandung 2018 (center), Government of Cimahi 2019 (right)



### National Incubator Forum

Cubic was invited to the incubator national forum for being a member of AIBI



### Became invited speaker in several entrepreneurship and startup events

speaker at LAN event with 30 regional government institutions head as participants



### Co-Incubation International

Cubic became a Co-Incubation International delegation in Armenia in December 2019 (left), our tenant became a participant in Leadership in Innovative Fellowship in United Kingdom February 2020 (right)







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## PT. Kubika Sejahtera Indonesia

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