



The 2025 Asia Grassroots Forum

“Empowering Grassroots Entrepreneurs Across Asia”

Hosted by Amartha

Bali, Indonesia

For Greater Purpose



CONFIDENTIAL

Executive Summary



Overview of the Event

The 2025 *Asia Grassroots Forum* is an international gathering that brings together diverse stakeholders who are committed to empowering grassroots communities across Asia. Hosted by Amartha in collaboration with Mastercard, the event will take place **in Bali, Indonesia**. This three-day forum serves as a platform for dialogue, collaboration, and innovation, aiming to drive sustainable solutions to enhance the lives of grassroots entrepreneurs, particularly women. Different from this year's AGF, AGF 2025 will feature keynote speech and TEDx style speech slots for VVIP speakers, followed by panel sessions.

Key Objectives and Themes

Key Objectives:

- Unite key stakeholders such as financial institutions, development banks, government bodies, NGOs, and private sector leaders to discuss pressing challenges in grassroots development.
- Foster actionable, sustainable collaborations that promote economic growth and resilience within grassroots communities.
- Highlight the role of technology, innovation, and sustainability in driving inclusivity and financial empowerment.

Themes:

- *Inclusive finance*: Exploring innovative financial products and models to improve access to capital for underserved communities.
- *Tech for grassroots*: Leveraging emerging technologies to close the digital divide and enhance access to resources for grassroots entrepreneurs.
- *Sustainability*: Promoting sustainable solutions that balance economic growth with environmental preservation and community empowerment.
- *Governance and academics*: Foster cross-sector partnerships to create scalable and impactful solutions for grassroots empowerment.

Target audience

- Investors:
- Startups & Entrepreneurs
- Government org
- Academics and community



Benefits for stakeholders to attend:

- **Increased Visibility:** Position your organization as a leader in promoting financial inclusion and sustainable practices.
- **Partnership building:** Build connections with potential partners, investors, and policymakers.
- **Insights and Knowledge Sharing:** Gain valuable insights from industry leaders and experts.

The 2025 Asia Grassroots Forum Event Highlights



Day 1: Welcoming Dinner & Cultural Event

Day 1 will focus on welcoming the participants and setting the stage for the event. It will begin with a launching of collaboration program between several stakeholders focusing on grassroots community, followed by a cultural welcome dinner to foster networking and cultural exchange among attendees.



Day 2: Expert speeches & Panel Discussions

Day 2 will be packed with remarkable speeches and panel discussions, featuring opening remarks, TedX-style speeches and context-setting speeches to outline the event's purpose. The day will continue with several panel discussions covering macroeconomic dynamics and grassroots empowerment. The discussions will provide a platform for stakeholders to exchange insights and engage in dialogues on the challenges and opportunities faced by grassroots communities.



Day 3: Field Visits

Day 3 will be dedicated to field visits, allowing participants to directly engage with grassroots initiatives. This could include activities like tree planting as part of sustainability efforts or visits to Mitra Amarta, where attendees can witness firsthand the impact of initiatives on local communities.

Amartha has established itself as a fintech company capable of developing the grassroots economy.

As a leader in enabling Indonesia's grassroots economy, Amartha will expand its support through

Asia Grassroot Forum,
aiming to **broaden the reach of Indonesia and Asia's grassroots economy on the international stage.**

Amplification

Strategy

Strategic event that will strengthen Amarta's positioning as the leading tech company that drives inclusive growth by empowering grassroots in Southeast Asia. AGF can strategically be positioned as a tentpole annual event, ownable to Amarta.

Attract the right audience

We're going to implement targeted digital ads focusing on reaching specific demographics and professional groups interested in economic development, technology, and investment in Indonesia and developing nations.

Ensure AGF 2025 Leaves a Lasting Impact

Beyond the Event

While during and after the event should focus on maximizing real-time engagement and reinforcing the value and actionable outcomes of the event, positioning the forum as a must-attend annual event for industry leaders.

PRE HEAT

W1 April - W3 May

Community Recommendation - Collab



Bali Tech Startup

Followers: 312

ER: 4.59%

Audience: 18 - 44 y.o

COMMUNITY



WIEC Indonesia

Followers: 843

ER: 3.20%

Audience: 18 - 44 y.o

COMMUNITY

PreHeat - Drive Interest & Invite

To drive interest and gain more leads to participate AGF, we will approach local communities and collaborate with them **by tapping into their event or gathering**.



Bali Tech Startup

Through Bali Tech Startup, we will tap in to their event to **promote the event**, so they can **register for AGF on-site**.

To grab their attention, we will give some perks for the startup C-levels who register during the event to have **a coaching session and consultation from the professionals for 3 months** to evaluate and grow their business.

wiec

WOMENS
INVESTOR
ENTREPRENEURS
COMMUNITY
INDONESIA

To attract WIEC investors, we will tap in to their gathering to **promote the event**, so they can **register for AGF on-site** and find the prospective startups.

We will provide the **data and financial conditions of the prospective startups** and their stories **to promote** and show the investors the **high possibility of those startups to thrive**.



INVITATION

STRATEGY

3 WEEKS *before*

2 WEEKS *before*

1 WEEK *before*



*consider targeting ads based on
the number of registrants*

BALI-BASED

Inviting local-based communities in Bali through an activity to win AmartaFin Saldo prize by attending AGF 2025.

OUTSIDE OF BALI

Resending livestream invitation and ask them to search for the random code in the livestream to win AmartaFin Saldo.



INVITATION **1 WEEK** before

QUALIFIED PARTICIPANTS & BALI-BASED

To target the locals in Bali and invite them to join and participate in AGF 2025, we will aim the local-based communities across Bali and make an referral activity for them. If they bring another C-Level or Investors, they can claim their AmarthaFin Saldo prize on-site during the registration.

activity flow

INVITATION

Announcing and inviting participants to bring another participants and each of them can claim the AmarthaFin Saldo.



D-DAY

Registering, verifying, and redeeming the AmarthaFin Saldo on the spot for every person who's joining as a participant.



EVENT DAYS

AGF 2025 Event Days



Live Post Event

KOL & Community buzzing
Amartha AGF 2025 to hype up
the events by targeting the
right audiences.



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Audience: 18 - 44 y.o
COMMUNITY



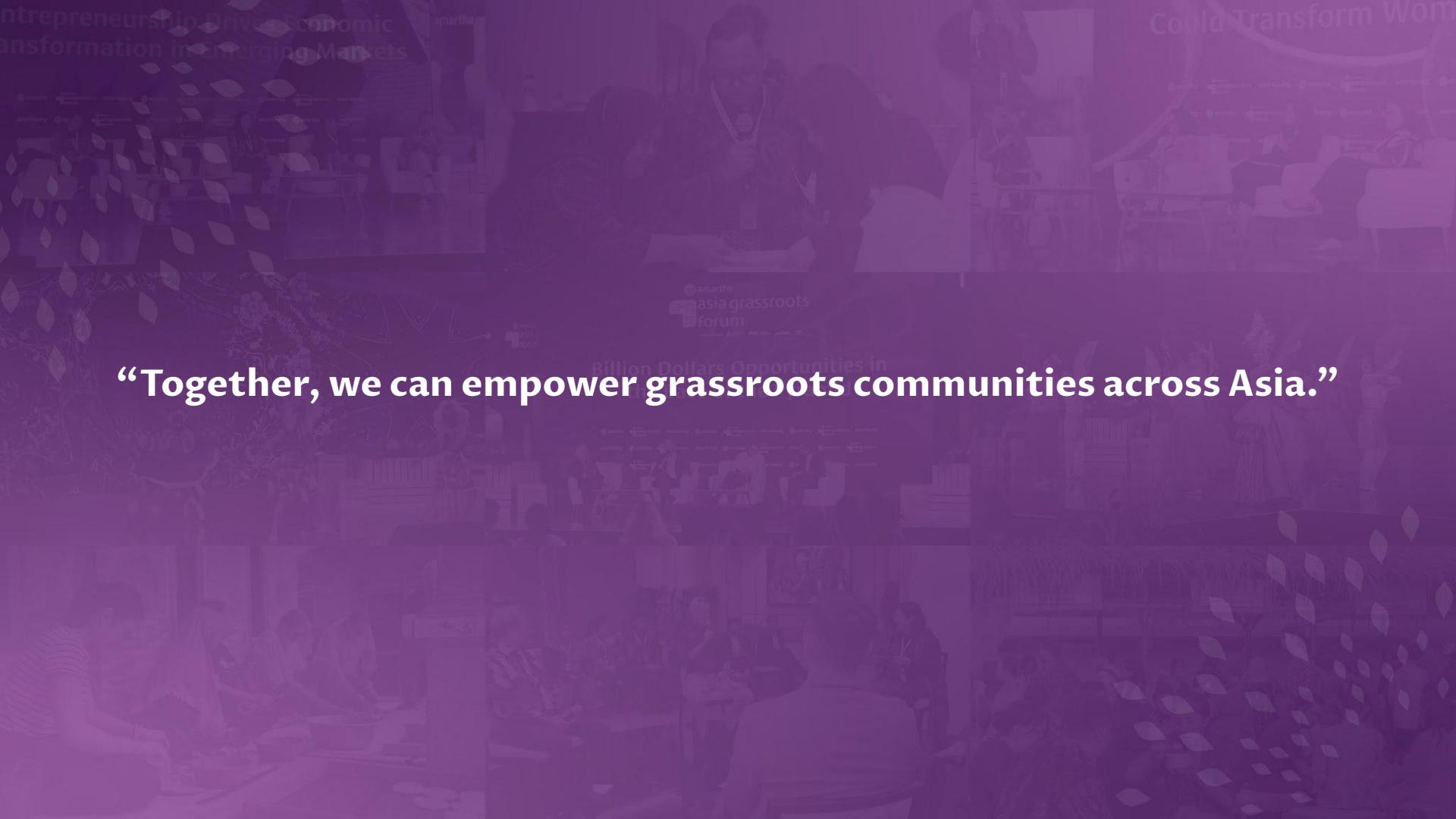
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Daily Activity highlights



Interactive posts (lead to livestream)



“Together, we can empower grassroots communities across Asia.”