



EXTERNAL PROPOSAL INNOVARE UI 2026

Built For Now, Ready For Next

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Letter from Project Officer

According to the e-Conomy SEA 2024 report by Google, Temasek, and Bain & Company, Indonesia's digital economy is projected to continue experiencing significant growth and become one of the largest economic forces in Southeast Asia in the coming years. In addition, Indonesia's Demographic Bonus in 2045 is expected to position the younger generation as the largest productive age group, playing a crucial role in driving innovation, business development, and national economic growth.

In light of this potential, university students are not only being prepared to become job seekers but are also expected to become a generation that creates opportunities, delivers innovative solutions, and builds sustainable businesses for Indonesia's future. Through creativity, adaptability, and a strong spirit of collaboration, the younger generation is expected to serve as a key driver in realizing the vision of Indonesia Emas 2045.

As one of the largest business-oriented organizations at Universitas Indonesia, INNOVARE UI 2026 serves as a platform for student development in enhancing competencies, broadening insights, and gaining valuable experience in the fields of business and entrepreneurship. Carrying the theme "*Forging Sustainable Competitive Advantage*", INNOVARE UI 2026 is committed to fostering a generation of young leaders who are capable of building competitive advantages through innovation, strategic thinking, and sustainability amidst the dynamics of modern industries. Through a series of seminars, workshops, competitions, and networking sessions, INNOVARE UI 2026 aims to become a collaborative platform that brings together students, professionals, industry practitioners, and various stakeholders to create a progressive business ecosystem with a meaningful and lasting impact. Therefore, we would like to invite you and your company to become part of INNOVARE UI 2026's journey in supporting the development of Indonesia's future generation.

We sincerely hope that this collaboration will create sustainable benefits for all parties involved and contribute meaningfully to the advancement of Indonesia's business landscape and economic growth in the years to come.

Oka Raidana

Project Officer INNOVARE UI 2026



ABOUT INNOVARE UI

INNOVARE UI 2026 carries the theme “**Forging Sustainable Competitive Advantage**” as a business development platform that not only serves as a competition arena but also acts as a space for young entrepreneurs to build businesses with a sustainable competitive advantage.

This concept is derived from the **theory of Sustainable Competitive Advantage** proposed by Michael E. Porter and Jay B. Barney, which refers to a condition in which a business possesses advantages that can be sustained over long-term competition. Based on competitive strategy theory, such an advantage is established when a business offers differentiation that is perceived by customers, possesses superior capabilities compared to competitors, and is able to maintain those advantages over time. Furthermore, according to **the Resource-Based View (RBV) theory**, sustainable competitive advantage can be achieved when a business owns resources that are valuable, rare, difficult to imitate, and non-substitutable. Through these theoretical foundations, INNOVARE UI 2026 serves as a platform that “forges” young businesses to develop strong and sustainable competitive advantages.

The concept of forging is inspired by **the philosophy of iron forging**. Iron was chosen as a symbol because it does not instantly become a strong and valuable material. Instead, it undergoes a long process: it is heated to become malleable, forged into shape, strengthened to withstand pressure, and ultimately transformed into a structure capable of supporting something greater. This philosophy reflects the journey of participants in INNOVARE UI 2026. Participants enter with either business ideas or existing ventures, and are then forged through seminars, mentoring sessions, networking opportunities, and pitching experiences. Through this process, **they develop stronger differentiation, more refined capabilities, and the sustainability needed for their businesses** to thrive and remain competitive in the long term.

OUR OBJECTIVE

01

To establish INNOVARE UI 2026 as a sustainable and competitive platform that supports the development and realization of student business ideas at both university and national levels.

02

To provide accessible business and innovation education through club programs, seminars, and digital content led by experienced practitioners.

03

To facilitate networking opportunities that expand connections and encourage collaboration among students in the business ecosystem.

04

To enhance exposure for student businesses through events such as BizFest! and integrated social media platforms.

05

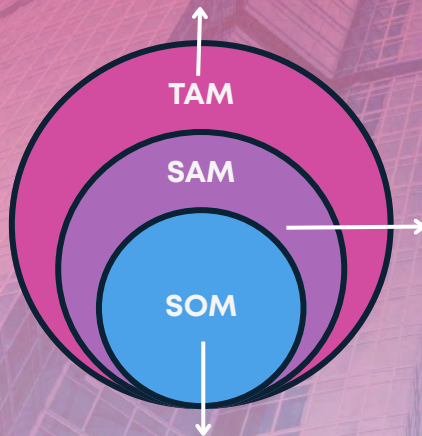
To offer a dedicated space for students to develop and refine their business ideas through programs like INNOClub.

MARKET POTENTIAL



Total Addressable Market

Targeting university students and the broader productive-age population across Indonesia within the entrepreneurial ecosystem who seek opportunities to develop and strengthen their sustainable competitive advantage.



Serviceable Available Market

Focused on university students and the broader community within the Jabodetabek who can participate in the event series either through in-person activities or online content, particularly those who already **have a business idea (42.8%)** or are currently in **the process of building and operating their business (13.2%)**.

Serviceable Obtainable Market

Establishing measurable targets to be achieved by the organizing committee, including attracting **200 participants** for INNOTalks, incubating **20 delegate teams** through INNOClub, engaging **30 MSME tenants** in BizFest!, and expanding digital reach by gaining at least **150 new followers** on Instagram.

VISION

To empower students to develop **competitive, adaptive, and sustainable businesses** by leveraging well-defined strategies and creating long-term competitive advantages that drive lasting growth and success.

MISSION

- ✳ To guide students in developing businesses through clear and strategic approaches that create sustainable competitive advantages.
- ✳ To equip students with the capabilities to enhance business performance through innovation, operational efficiency, and effective resource management.
- ✳ To encourage students to adapt to evolving market dynamics and consumer behavior, ensuring their businesses remain relevant and competitive.
- ✳ To foster an entrepreneurial mindset that enables students to build scalable, sustainable, and long-term business ventures.



AUDIENCE REACH

2500+



INNOTALKS
Registrants

5000+



Instagram
Followers

30+



BizFest!
Tenants

600+



Tiktok
Followers



20+



INNOclub
Registration



MARKET RESEARCH

Students from 14 Faculties in UI, vocational, and non-UI students

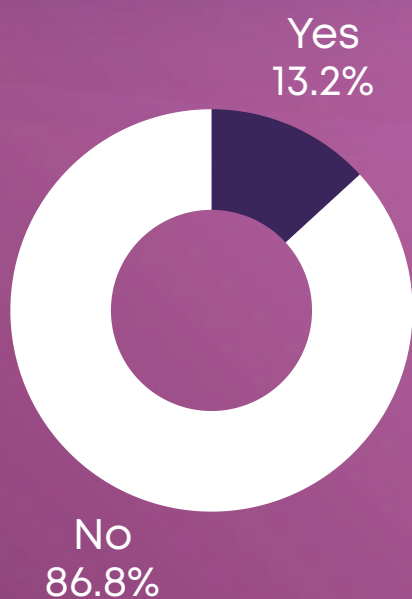
Do you have a Business Idea?



If so, have you realized the idea?



Have you ever heard of INNOVARE UI?



SUMMARY

Many young entrepreneurs struggle to **compete sustainably** due to limited differentiation and long-term strategic planning. According to the concept of Sustainable Competitive Advantage by Michael E. Porter and Jay B. Barney, **businesses need unique and difficult-to-replicate advantages** to achieve long-term success.

In response to this challenge, INNOVARE 2026 adopts the philosophy of forging. **Through seminars, mentoring, networking, and pitching sessions**, participants will be "forged" like raw iron ore, transforming their potential into the strength needed to build businesses with strong and sustainable competitive advantages.



EVENT TIMELINE

1

INNOTalks

14th August 2026

2

**Grand Launching x
Business Bootcamp #1**

22nd August 2026

3

Business Bootcamp #2

29th August 2026

4

Business Bootcamp #3

5th September 2026

5

Business Bootcamp #4

12nd September 2026

6

Business Bootcamp #5

19th September 2026

7

Business Bootcamp #6

26th September 2026

8

Netwoking Session

23rd October 2026

9

**INNOClub:
Pitching Day**

23rd October 2026

10

**Grand Closing
(Gala Night)**

24th October 2026



EVENT DETAILS

INNOVARE UI 2026 features **INNOTalks**, **INNOClub**, **BizFest!**, and **Gala Night** to inspire, connect, and empower young entrepreneurs in building a sustainable competitive advantage.



INNOTalks

INNOTalks is a public seminar, as a discussion forum featuring experienced entrepreneurs and industry practitioners who share insights on business, innovation, and sustainable growth. Participants will learn **how to identify market opportunities, strengthen their value propositions, build competitive advantages, and establish meaningful connections with industry professionals and entrepreneurs.** INNOTalks will be held offline and free of charge. Participants will be UI students and the general public.

This year's theme

Ignite the Spark, Shape the Steel:
Forging Concepts & Connections into Resilient and Differentiated Business

What Will You Learn?

- ✳ *Differentiation*
- ✳ *Networking*
- ✳ *Implementation*
- ✳ *Mitigation*
- ✳ *Feasibility*

Event Details

Date: 14th August 2026
Target Venue: Balai Sidang Universitas Indonesia
Target Participant: 250+ attendees



INNOclub

INNOclub is a business and innovation program dedicated to selected participants. This initiative provides business guidance and innovation for student business development in Indonesia. Structured into 4 main events: **Business Bootcamp, Networking Session, Pitching Day, and Gala Night.**

Business Bootcamp

week

1

22nd Aug 2026

“Finding the Right Problem with Market & Data Insight”

Objective: Participants will learn how to identify real problems faced by customers using data as evidence, instead of relying on guesses or assumptions.

week

2

29th Aug 2026

“Creating a Unique Value Proposition for Long-Term Differentiation”

Objective: Participants will learn how to find what makes their product or service unique, so it stands out and feels more appealing compared to existing competitors.

week

3

5th Sep 2026

“From Idea to Reality: Agile Product Development & Validation”

Objective: Participants will learn how to turn a business idea into a simple, testable product Minimum Viable Product (MVP), then improve it based on feedback from real users.

week

4

12th Sep 2026

“Building a Sustainable Business Model & Solid Operations”

Objective: Participants will learn how to find what makes their product or service unique, so it stands out and feels more appealing compared to existing competitors.

week

5

19th Sep 2026

“Strategic Branding & Customer Retention for Market Leadership”

Objective: Participants will learn how to build a strong and appealing brand, as well as how to keep customers loyal so they don't switch to other products.

week

6

26th Sep 2026

“Financial Resilience & Purposeful Growth Strategy”

Objective: Participants will learn how to manage business finances well to stay stable in the long run, and understand how to raise funding from investors when needed.

Event Details

Date: 22 August – 26 September 2026

Target Venue: Online

Target Team: 20+



Networking Session

Networking Session is a **casual meeting between INNOClub participants and VIP Guests** featuring Leaderless Group Discussions. This offline activity aims to help participants get to know each other and improve teamwork.

Pitching Day

Investor Pitching is a **program for the best teams who have entered the TOP 8 INNOClub in creating a Business Plan** to be able to present their business ideas to Venture Capitals and Angel Investors. Pitching Day **will be held offline**.

Event Details

Date: 23rd October 2026
Target Venue: To Be Announced
Target Team: 8 Finalist

Gala Night

Gala Night is **the grand closing of INNOVARE UI 2026**, which will be held as the final chapter of the entire program series. The event features a gala dinner, winner announcements and awarding sessions, as well as appreciation and entertainment segments for all participants, committee members, and invited guests.

Event Details

Date: 24th October 2026
Target Venue: Kementerian Keuangan RI



INNOClub

Award Catagories

Best Sustainable Product

Delivering business innovations that are not only financially profitable but also have a positive social and environmental impact. The products or services they develop reflect sustainability values at the core of their business models.

Best Marketing Team

Appreciating creative, measurable, and relevant marketing strategies for the target market. This team demonstrates a deep understanding of consumer behavior and the ability to build effective and sustainable brand awareness.

Best Pitching Product

Presenting their business model systematically, persuasively, and data-drivenly to judges and investors. The team excelled in clarity of value proposition, financial projections, and the ability to confidently answer the judges' questions.



BizFest!

BizFest! is a hybrid bazaar within the INNOVARE UI 2026 series, designed as a platform for University of Indonesia student businesses to grow and thrive. Extended to **two days** as an innovation from previous editions, BizFest! provides tenants with opportunities to increase brand awareness, expand their customer network, and gain valuable business insights through various informative sessions held throughout the event.

BizReels!

BizReels! (Online) is the digital extension of BizFest!, providing tenants with a platform to promote their products and services through social media. Participants are encouraged **to create engaging reels or short-form videos** that introduce their businesses to a wider audience, leveraging digital content trends as a modern marketing tool.

BizTion!

BizTion! (Offline) is the physical exhibition component of BizFest!, held on-site at the University of Indonesia. Each tenant is **provided with a booth** to showcase and sell their products or services directly to visitors. This event creates opportunities for direct engagement with potential customers while strengthening the University of Indonesia's student business ecosystem.





THIS YEAR'S TARGET

INNOVARE UI 2026

20+ Business Teams
in INNOCLUB 2026

2+ Venture Capital
Partners

3+ INNOTalks
Speakers

5+ Sponsors

5+ INNOclub
Mentors

18+ Best Idea
Finalists 2026

250+ INNOTalks
Attendees

450+ Social Media
Followers

25+ BizFest!
Tenants



POTENTIAL VENUES



**Balai Sidang
Universitas
Indonesia**



**Selasar
Balai Purnomo
FISIP UI**



**Gedung
Kementerian
Investasi**



**Balai Apung
Universitas
Indonesia**



**Savero
Hotel**



**Gedung
Kementerian
Keuangan**



INNOTalks PAST SPEAKERS



Gunawan Woen
CEO of ESB.ID



Tjung Paulus
Founder of Hiro Group



Devy Anastasia
Content Creator & Writer



Mario Oswin
TOP 3 MCI Season 10



Revata Utama
CEO of Nusantics



Qurrat Abu Ayub
CSO of Pinhome



Ismed Samutra
Direktur Utama PT PIP



Dony Munaf
*MnB Development Professional
-ex Bibli, Home Credit, LG*



Thonbroni Ali
Founder Broman

INNOclub PAST MENTORS



Aqil Drajat

*Founder of Garland
Fragrance*



Navira Putri A.

Co Founder of Strativate



Feodora Putri H.

Strativate's Mentor



Axel Rayhan

*System Analyst
MPC x IDC STI, Indonesia*



Hadi Himawan

*Creative Director
Digital Marketing*



Dimas Radithya

*Vice President of Strategic
Commercial & Operational
Pinhome*



Edo Valendika

*Consumer Business
Community
Manager of Bank Jago*



Hanny Chairunnisa

*Business Development
Officer
at PT. Mitra Integrasi
Informatika*



**Muhammad
Khawariz**

*Founder & CEO
Parenthing Indonesia*

INNOClub PAST JUDGES



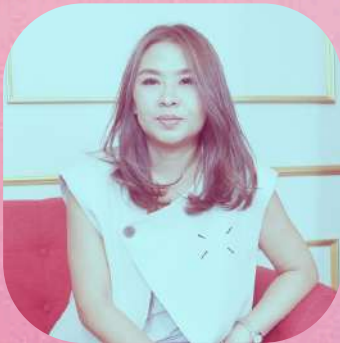
Adjie Gumelar

*Founder & CEO
PT Bina Muda Bangsa*



Budi Thomas

CEO Jacqueline



Mia Lukmanto

*Founder & Group CEO
DT Group*



**Yosep Kissea
Sigalingging**

Mapres FEB UI 2025



Mohammad Ikhsan

Co Founder Pahamify



**Aurelia Beryl
Foustine**

*Junior Investment Assoc.
SPIL VENTURES*



**Dhiera Anarchy
Rihi Lay**

*Program Officer and Venture
Analyst
PIJAR FOUNDATION*



**Prasandhya
Astagiri Yusuf**

Ketua DISTP UI

PREVIOUS EVENT





PREVIOUS EVENT

INNOTalks



INNOClub



BizFest!



PREVIOUS MEDIA PARTNER



CRITENOUS

PREVIOUS SPONSORS



MAIN

Sponsorship

The main sponsor will receive full profit sharing and exclusive event titling rights for INNOVARE 2026, with prominent recognition across all **official publications and promotional materials.**



SPONSORSHIP PACKAGES



DIAMOND

Rp30.000.000



GOLD

Rp25.000.000



SILVER

Rp20.000.000



BRONZE

Rp15.000.000

Benefit	Diamond	Gold	Silver	Bronze
Adlibs				
INNOTalks				
On Stage	6x	5x	4x	2x
INNOClub				
In Zoom	6x	5x	4x	2x
At Stage Gala Night	6x	5x	4x	2x
Commercial Video (TVC)				
INNOTalks	4x	2x	1x	-
INNOClub	2x	1x	-	-
Instagram Story	5x	3x	1x	-



SPONSORSHIP PACKAGES

Benefit	Diamond	Gold	Silver	Bronze
Online Benefit				
INNOVARE's Profile Video	XL	L	M	S
Bizfest! Website	XL	L	M	S
Events Poster	XL	L	M	S
Virtual Background InnoClub	XL	L	M	S
Teaser Video	XL	L	M	S
Instagram Story Template	XL	L	M	S
Thank You to our previews sponsor - Feeds	XL	L	M	S
Twibbon	XL	L	-	-
Instagram Feeds	XL	L	-	-
Product Promotion on Instagram Story	XL	L	-	-
Live Report Story	XL	-	-	-



SPONSORSHIP PACKAGES

Deskripsi	Diamond	Gold	Silver	Bronze
Offline Benefits				
Logo on Backdrop Stage	XL	L	M	S
Logo on Participants Certificate	XL	L	M	S
Logo on Standing Banner	XL	L	M	S
Logo on Pennants	XL	L	M	S
Logo on Wingdrop at Venue	XL	L	M	-
Brand Placement on Stage	XL	L	-	-
Logo Booth at Bizfest!	XL	-	-	-
Exclusive Booth Opening	XL	-	-	-

**) XXL; XL; L; M; S; XS are the logo sizes relative to other logos.*



CUSTOM PACKAGES

Benefit	Size & Prices		
	L	M	S
Logo on Event Poster	Rp2.750.000	Rp2.000.000	Rp1.500.000
Logo on Event Banner	Rp2.750.000	Rp2.000.000	Rp1.500.000
Logo on INNOVARE's Website	Rp2.000.000	Rp1.500.000	Rp. 1.000.000
Logo on Participant's Certificate	Rp2.000.000	Rp1.500.000	Rp. 1.000.000
Logo on INNOVARE's Social Media	Rp2.000.000	Rp1.800.000	Rp1.200.000
Logo on INNOVARE's After Movie	Rp3.000.000	Rp2.000.000	Rp1.500.000
Logo on Video Screen (Whole Event)	Rp7.500.000		
Product Placement	Rp6.000.000		
Ad-libs at Whole Events	Rp5.000.000	Rp3.500.000	Rp2.000.000
TV Commercial on Events	Rp. 8.000.000 (4x)		
Company Profile on Our Social Media	Rp4.000.000		
One Slot for Speaker Company Promotion	Rp10.000.000		



IN-KIND SPONSORSHIPS

Speakers or mentors

Providing **professional speakers or mentors** to participate in seminars, workshops, talk shows, and competition mentoring session

Merchandise

Providing **merchandise directly or supporting souvenir and gift package** needs for participants, speakers, committees, and invited guests.

Competition Prizes

Providing prizes such as cash rewards, vouchers, hampers, products, or other forms of **appreciation for the winners.**

Venue

Provide **a potential venues** to be used for seminars, competitions, exhibitions, networking sessions, or the main event activities.

Publication

Support the event's publicity through media partnerships, promotional platforms, printing services, or other promotional support.

Food & Beverages

Provide **food and beverage support** for participants, committees, speakers, and invited guests throughout the event series.



SPONSORSHIP BENEFIT

Explosive brand exposure

Your brand **will be highlighted** across multiple communication channels, including print, digital, and on-ground media. Amplified by national coverage.

Prestige through association

Being part of influential events will **strengthen brand credibility**, highlight your forward-looking vision, and strengthen your market presence.

Enhanced social image

Collaborate with a high-impact event that **enhances reputation and showcases** your CSR commitment. Building meaningful engagement with the community.

Positioned as a key enabler of success

Your support will be **recognized as a driving force behind the event's** success, directly linking your brand to its achievements.

Sustained impact beyond the event

Your brand presence will **endure beyond the event** through media coverage, community impact, and the enduring legacy of your support.

SPONSOR AGREEMENT

Payment Account

Payment of Sponsorship can be
transferred to:

Badan Eksekutif Mahasiswa 2026

Bank Account:

Rekening BNI BEM UI: 1504851102

PAYMENT REQUIREMENT SYSTEM

Untuk memudahkan proses verifikasi, kami memohon kesediaan Bapak/Ibu untuk menambahkan kode unik **[001]** pada digit terakhir nominal transfer sponsorship.

Contoh: Jika nominal *sponsorship* adalah Rp 10.000.000, maka mohon transfer sejumlah Rp 10.000.001.

FOLLOW US!



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bizfest.ui



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Contact Person (Sponsorship)

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Aurel Garnetha Pramita (+6281222935461)

Muhammad Fatih Tamlikha (+6285156566527)