



Terms of Reference

Talkshow

Management e[X]posed FEB UI

(186/EVE/MX/MSS-FEBUI/X/2025)

Introduction

Management e[X]posed (MX) is the largest annual entrepreneurship event organized by the Management Student Society (MSS) of the Faculty of Economics and Business, Universitas Indonesia. MX serves as a platform for young individuals to explore ideas, share knowledge, and spark innovation through a series of programs such as seminars, talkshows, and competitions, empowering youth to become future changemakers.

In today's fast-paced and ever-evolving world, creating a lasting impact requires more than just strategy, it starts with a vision. With this spirit in mind, the **Talkshow** serves as one of the key event series in **The 20th Management e[X]posed**, aiming to provide an inspiring and educational platform for open dialogue.

This first session carries the theme **"The Seed of Vision: Where Bold Thoughts Turn Into Root"**, which captures the idea that every impactful business begins with a seed, a vision. Much like a seed that, when nurtured, grows into a strong and grounded tree, a well-formed vision has the potential to evolve into a meaningful and sustainable business. This theme emphasizes how the earliest spark of an idea, when grounded in purpose, boldness, and clarity, can become the foundation of long-term impact and innovation.

It is particularly aimed at encouraging young entrepreneurs, especially students of Universitas Indonesia, to believe in the value of their ideas and take the first step toward turning them into reality. Through engaging discussions and shared experiences from our speakers, this session seeks to cultivate a mindset of courage, clarity, and commitment in developing one's entrepreneurial journey from vision to execution.





General Materials

1. How Do You Evaluate Your Business Idea?

Break down your approach to determine if an idea has real potential and is worth pursuing as a business.

Elaborate on the methodology used to validate Ternak Uang's potential, which was fundamentally rooted in addressing the high demand for trustworthy financial information combined with Indonesia's low national financial literacy index. The market potential was confirmed by the rapid growth of retail investors, especially among Gen Z and Millennials, who lacked credible, structured guidance, turning their urgency for knowledge into a viable business model based on premium content subscriptions and trusted expert access.

2. How Do You Turn Ideas Into Real Actions?

Share the step-by-step process of how ideas are translated into real strategies, starting from initial thoughts, goal-setting, and making measurable progress.

Walk us through the step-by-step process of translating complex financial concepts into scalable, measurable learning strategies. This involves detailing how high-level ideas (like teaching diversification or portfolio management) are transformed into structured, multi-format educational modules (video series, interactive simulations, certified courses). The strategic focus is on maintaining a scalable digital distribution platform while ensuring every piece of content meets strict standards of regulatory accuracy and practical applicability, ultimately setting clear goals based on user completion rates and measurable improvement in investment outcomes.





3. Real Stories: What Worked and What Didn't

Share honest stories about what you tried, what actually worked, and what didn't. It's about the trial-and-error moments, tough calls, and lessons that shaped your foundation. Less about polished wins, it highlights the messy, overlooked side of starting out.

Share honest stories about the critical trial-and-error moments that shaped Ternak Uang's curriculum and platform. Discuss what demonstrably worked, such as leveraging the personal credibility and accessible teaching style of the founder and experts to instantly build trust, a non-negotiable asset in finance, and the success of utilizing real-time market case studies in the curriculum. Conversely, address the core operational and ethical challenges, specifically the continuous battle against viral financial misinformation (hoax/pump-and-dump) prevalent on social media, which requires constantly updating material and robust quality control, often demanding quick, resource-intensive pivots in content focus.

Methods (Seminar Flow)

- The Talkshow will be held hybrid (offline and online).
- The Talkshow will be attended by a minimum of 800 participants (offline and online).
- The session will commence with individual presentations from the speakers, followed by a panel discussion. After the discussion, a Q&A segment will be held to allow the audience to engage directly with the speakers.
- The Talkshow will last for 3 hours and the course will be delivered in Bahasa Indonesia.





Time and Place

Date: November 19, 2025

Time: 13:00 – 15:50

Place: Auditorium FEB UI

Rundown

Time Start	Time End	Agenda
13:00	13:50	Open Gate
13:50	13:55	Opening by MC
13:55	14.05	Opening Speech
14:05	14:20	Keynote Speaker
14:20	14:25	First Session Introduction by Moderator
14:25	14:40	"Presentation by Speaker 1"
14:40	14:55	"Presentation by Speaker 2"
14:55	15:25	Interactive Session by Moderator and QnA Session
15:25	15:45	Bridging to 2nd Session by MC
15:45	16:00	Break





We believe that the presence of **Ms. Felicia Putri Tjiasaka** will bring meaningful insights and inspire young people to create works and ventures that are not only creative, but also impactful and sustainable. It would be a great honor to have **Ms. Felicia Putri Tjiasaka** take part in this session and share your experiences with our audience. Your time and consideration are truly appreciated, and we look forward to the opportunity to welcome you at our event.

Dengan hormat,

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