

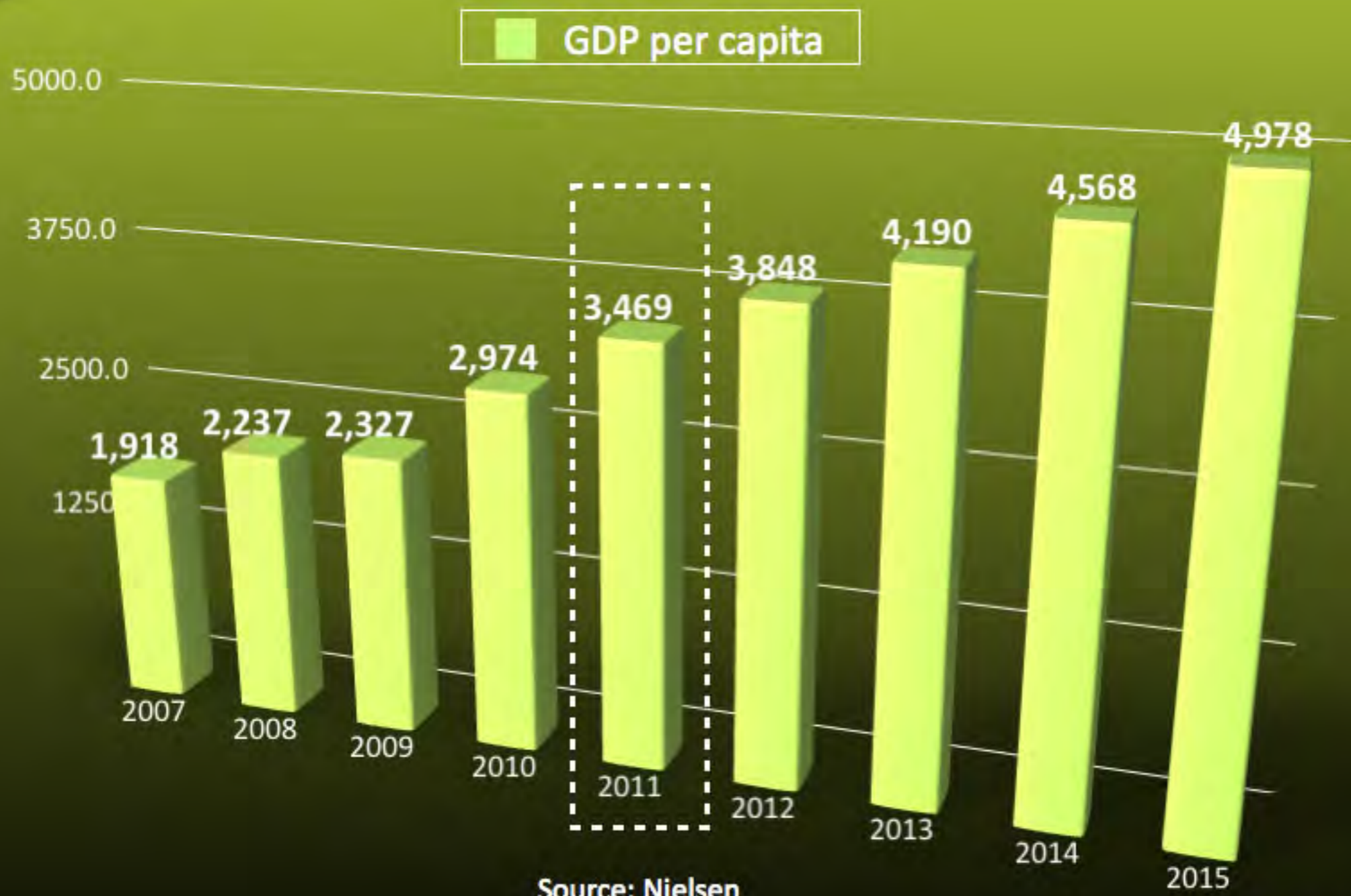
**Andi S. Boediman**  
[andisboediman@ideosource.com](mailto:andisboediman@ideosource.com)  
[@andisboediman](https://www.instagram.com/andisboediman)

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**ideosource**  
venture capital & incubation

**Indonesia Digital  
Landscape Study 2012**

# Indonesian GDP

## Indonesian GDP has reach USD 3.000 per capita



Source: Nielsen

## The Rise of Middle Class Consumers

# There will be a new The Middle Class Consumers

- When 3000 point reached, there will be a new class in citizen:  
**The Middle Class Consumers**
- Nielsen defined Middle Class Consumer as consumers with household expenditure between IDR 1-2 Millions
- Recently Indonesia is a country with the third biggest middle class in the world after China and India



Source: Nielsen

# Consumer Spending

## Increased consumer spending in all consumer aspects



Fresh Food  
**37%**



Transport  
**22%**



FMCG  
**19%**



Telecom  
**11%**



Electricity  
**7%**



Entertainment  
**4%**

Source: Nielsen

## Middle Class Media Spending



**4.5** hours  
TV/day in weekdays



**2** hours  
radio/day



**34** minutes  
newspaper/day  
in weekdays



**1.5** hours  
internet/day

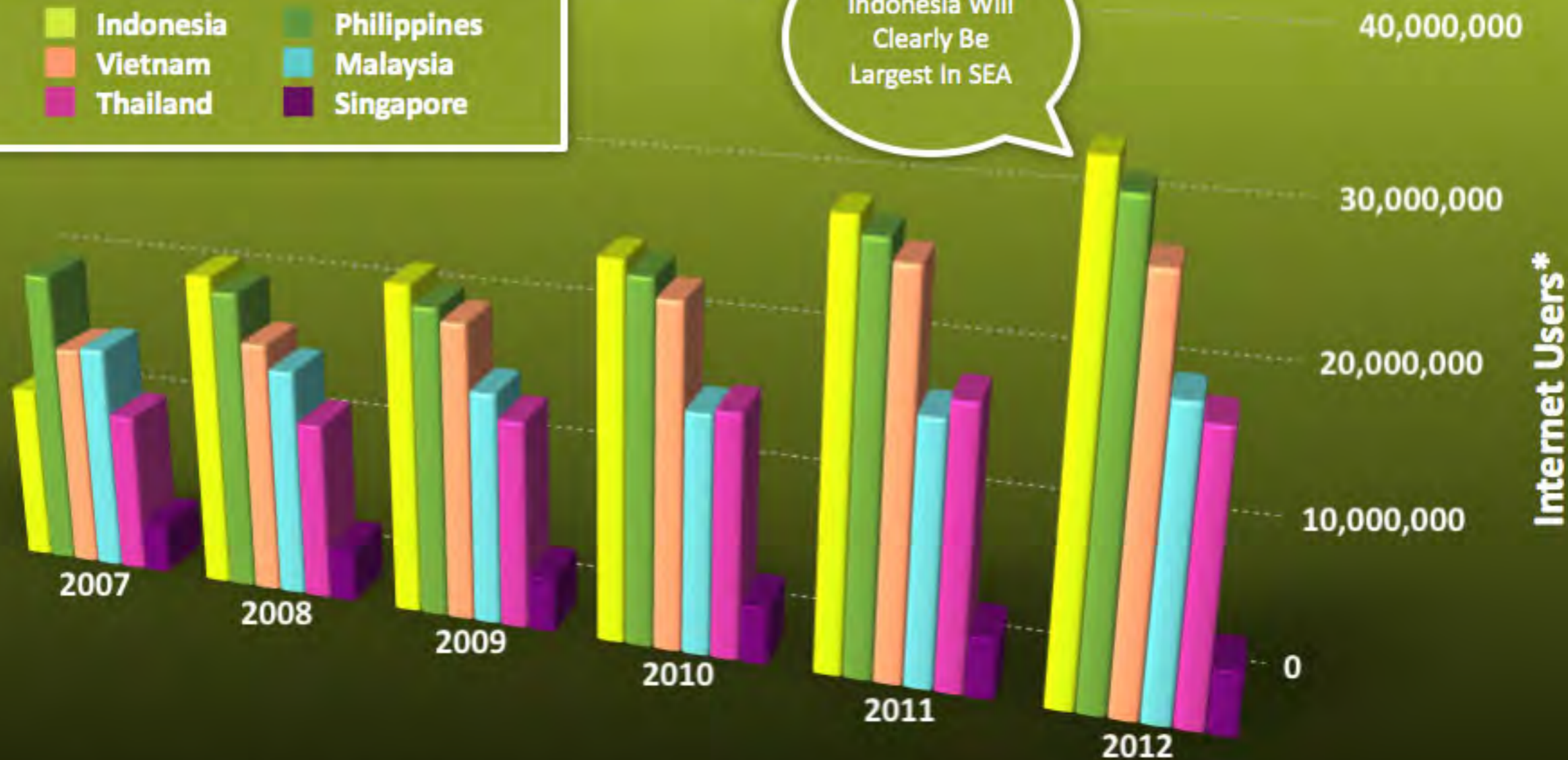
Source: Nielsen

# South East Asia New Media

## Indonesia will lead South East Asia by 2012

Indonesia  
Vietnam  
Thailand  
Philippines  
Malaysia  
Singapore

Indonesia Will  
Clearly Be  
Largest In SEA



Source: IDC "Asia/Pac New Media Market Model v1.3.2 (2009)"

## The Growth of Internet Users

### Internet users among middle class has grown



Source: Nielsen



Growth of Internet penetration among middle class is driven by younger age groups (10- 19 years old)

## The Growth of Mobile Users

Mobile Phone usage increases significantly



Source: Nielsen

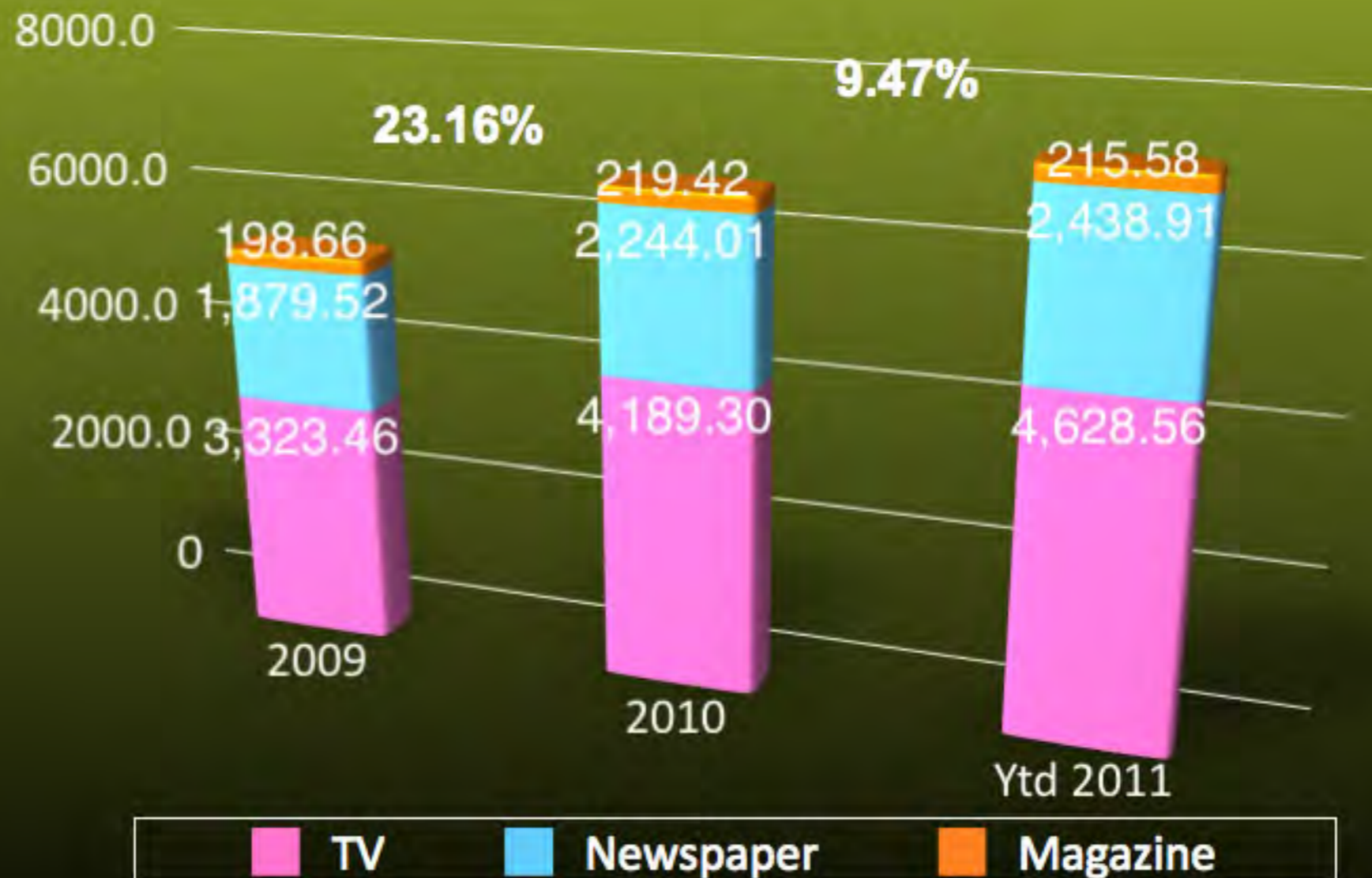




# Advertising Expenditure

Advertising expenditure grows aggressively, even though magazine spending is shrinking

## Advertising Market Size (Million USD)



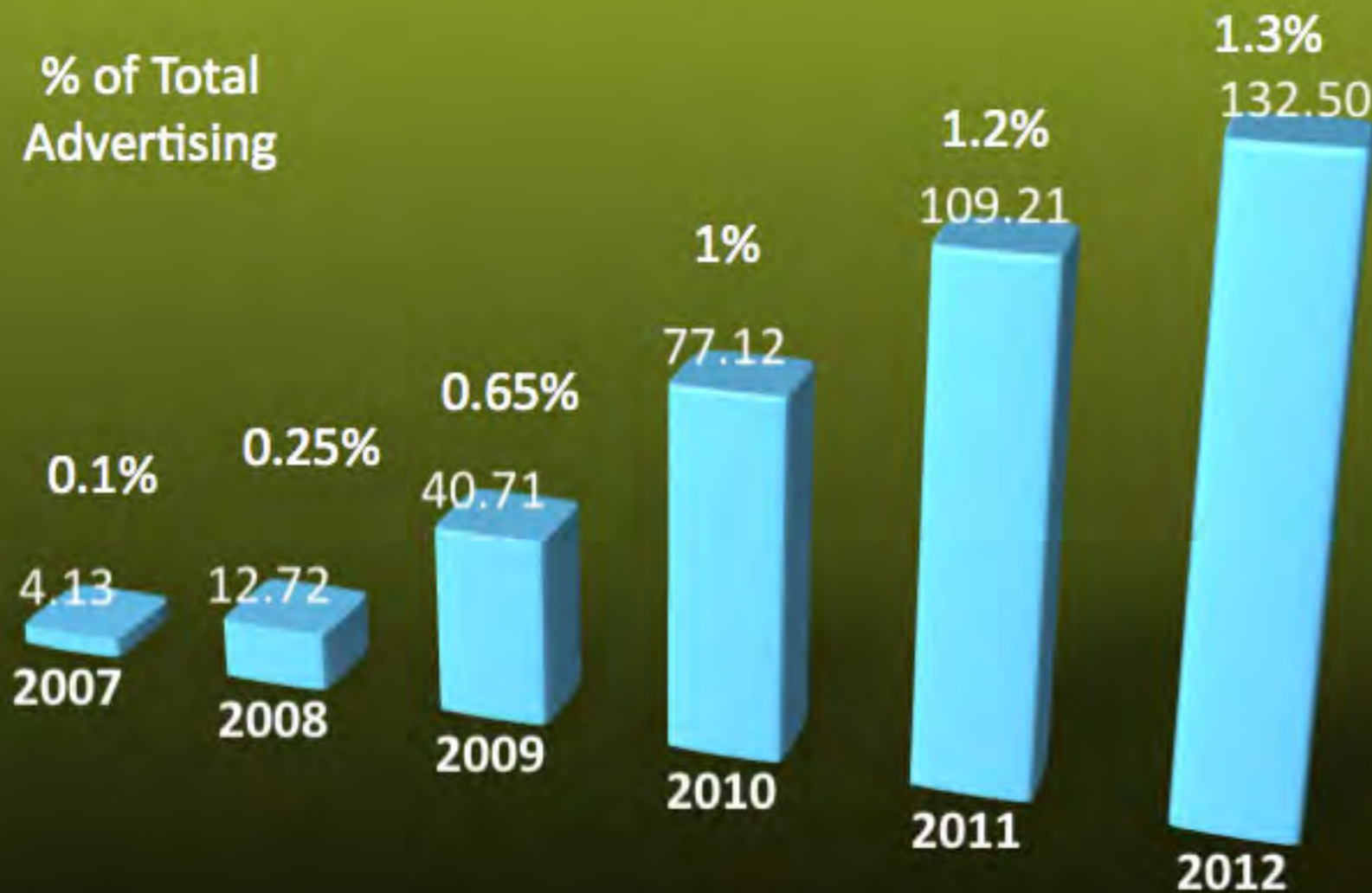
Source: Activate Media Nusantara

## Online Advertising

As the Indonesia advertising market grows, advertisers are expected to shift their spend online

### Online Advertising Market Size (Million USD)

2007-12 CAGR: 100%



While the online advertising market accounts for only 1% of the total advertising spend, it is expected to grow at 100% CAGR until 2012

**The Growth of  
Mobile Channels**

**Around 40 million handset  
in Indonesia every year**



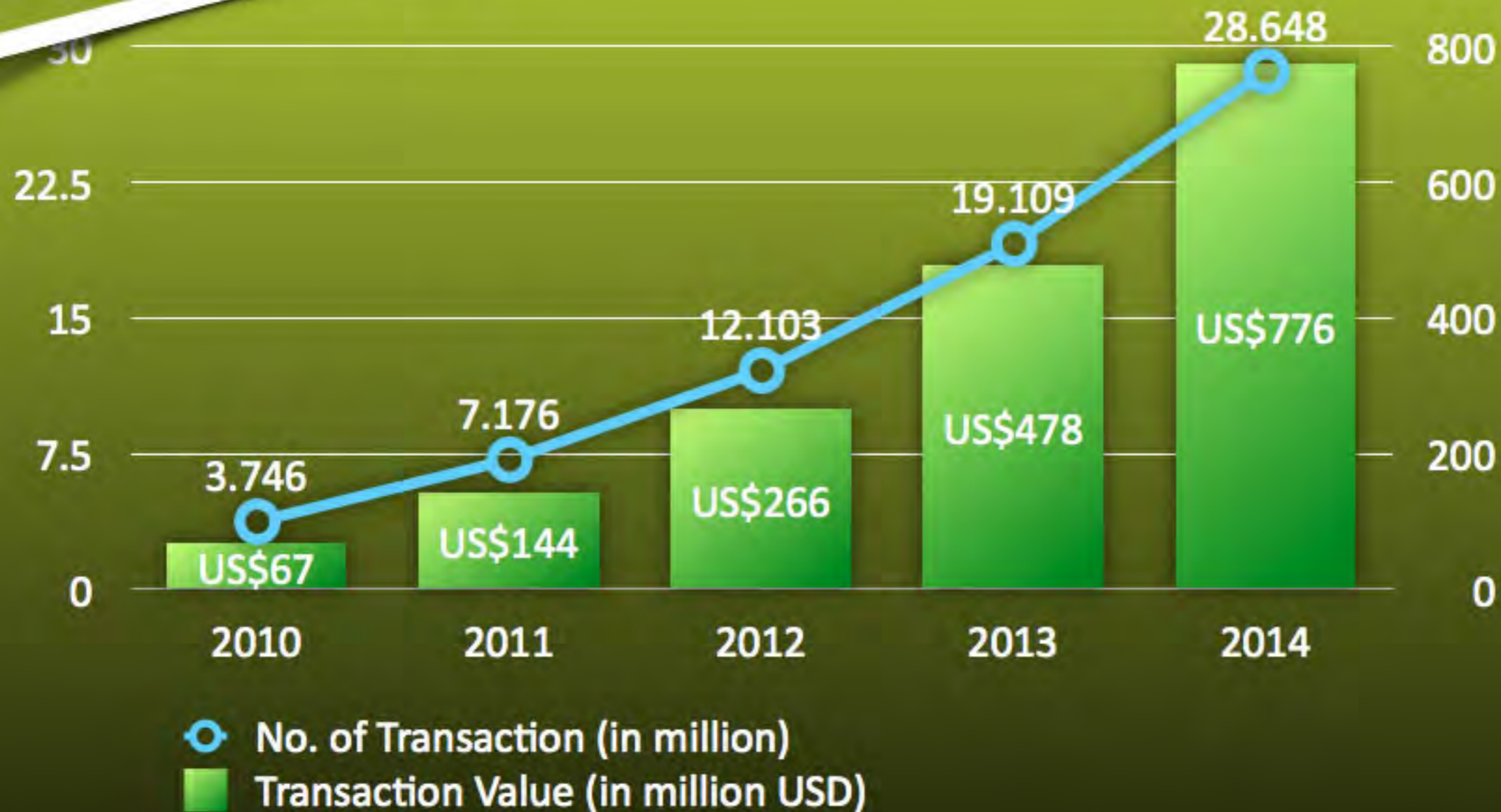
**Blackberry  
growth to  
10.6%**

**Local Brand  
growth to 35.5%**

- BlackBerry
- HTC
- LG
- Motorola
- Nokia
- Samsung
- SonyEricsson
- Local Brands

## Ecommerce Transaction & Value

# Significant growth on number of ecommerce transaction and value



Source: Ideosource Analysis based on assumption of 2-3% ecommerce transaction from Indonesia number of Internet users

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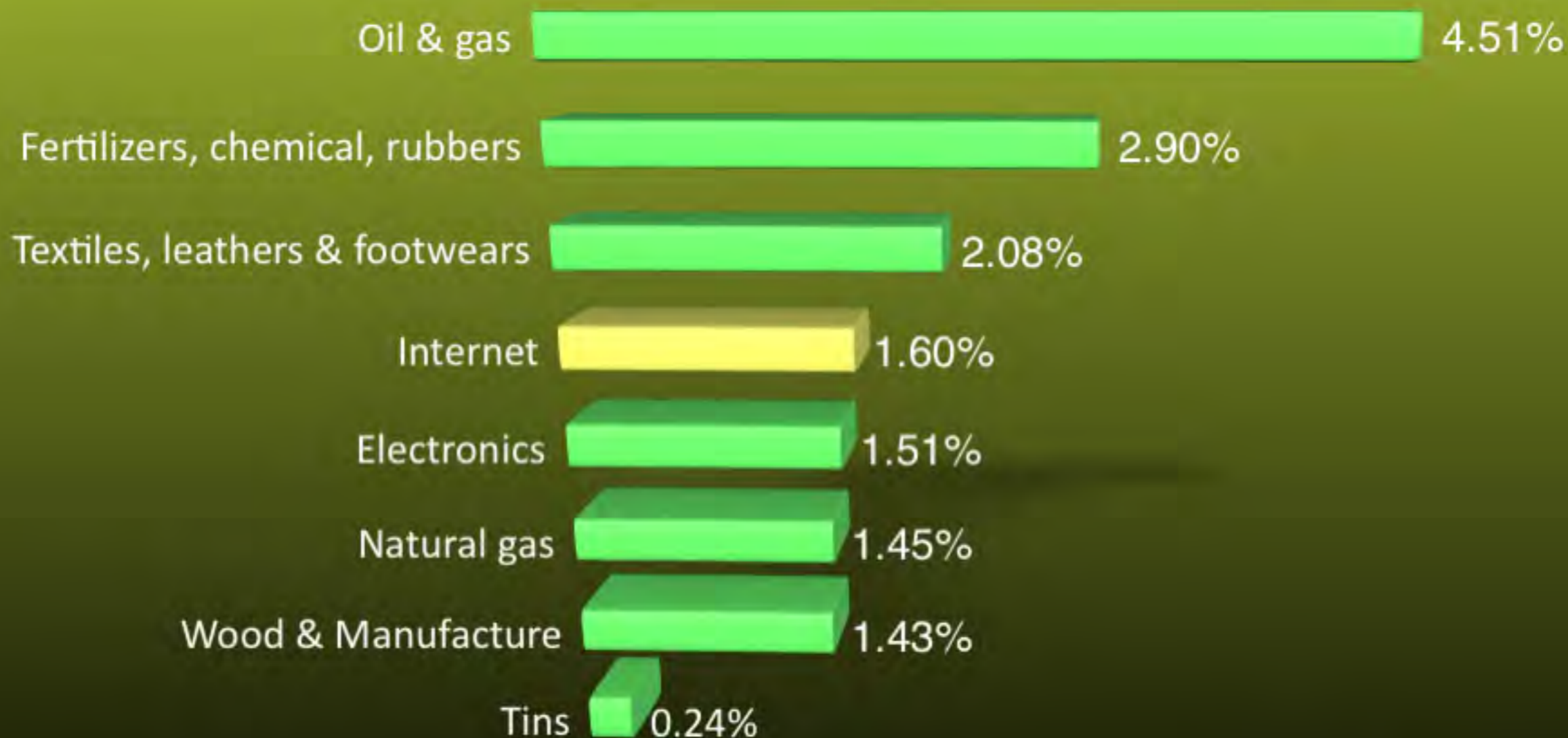
**Digital Role is  
Changing**

“ The Internet accounts for 1.6% of Indonesia’s gross domestic product (GDP). It is forecast **grow at a rate three times that of the overall economy** over the next five years and is expected to account for at least 2.5% of GDP by 2016 ”

Deloitte Access Economics

## Indonesia Value of Sector

At around 1.6% of GDP, the value of the Internet is around one-third the value of production from Indonesia's oil and gas mining sector, which was 4.5% of GDP in 2009. This compares with a 2.1% contribution from textiles, leather and footwear industries and 2.9% from fertilizers, chemical and rubber products industries.



Source: Statistics Indonesia, Deloitte Access Economics estimates

# Digital Media Value Chain

Digital starting to play as new distribution channel and touchpoint to consumers.

Supply

Distribution & Touchpoint

Content Creation/Publisher

Media/Content Aggregation

Advertising

Content Delivery

Devices

Production House  
Music Label  
Content Provider  
Game Studio

detikcom

KOMPAS.com



VIVA MEDIA



RCTI

SCTV



TRANS 7

METR TV



SAMPOERNA



HONDA

KALBE



TELKOMSEL

TELKOMSEL  
FLASH

Speedy

TELKOM  
VISION

BiZNET



INDOVISION

FIRST

NOKIA  
Connecting People

SAMSUNG

nexian  
next generation

BlackBerry

Apple iPhone

LG

Decreasing number of players



# Digital Content Fiasco

## The Jakarta Post

News Editor's Choice National Archipelago Business Jakarta World Sports Views Op

Friday, December 02, 2011 22:52 PM

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### BUSINESS

#### Unwarranted SMS services to be automatically unregistered

The Jakarta Post, Jakarta | Tue, 10/16/2011 12:34 PM

A | A | A |



Communication and Information Technology Minister Tifatul Sembiring says all premium SMS services will be automatically unregistered on Tuesday in efforts to prevent unauthorized withdrawals of cellular phone credit.

"Credit-ephoning practices have upset the public. Many cell phone users have had their credit taken without them even realizing it. This must be stopped," Tifatul said in a press statement on Tuesday.

## KOMPAS.com

Jurnal, 2 Desember 2011 | 22:57 WIB

### Malam Ini, Promosi SMS Premium Harus Berhenti

Sandro Gatra | Laksono Hari W | Sem, 17 Oktober 2011 | 19:30 WIB

Dikawatir 5747 | Komentar: 14

 Like  Be the first of your friends to like this.

Share      



Ilustrasi

JAKARTA, KOMPAS.com - Seluruh operator diberi waktu melakukan deaktivasi (unregister) seluruh layanan pesan premium pelanggan hingga Selasa (18/10/2011) pukul 00.00 WIB. Langkah itu sesuai hasil pertemuan antara Badan Regulasi

#### TERKAIT:

- "Broadcast" Promosi SMS Premium Dihentikan
- Pencurian Pulsa Semakin Meluas
- Pencurian Pulsa akibat Persaingan Tak Sehat



ENGLISH VER - EXE TALK FACT SHEET FINANCIAL ANALYSIS IND

December 1, 2011  Industry  No comments

### Telkomsel Tahan 50 % Pembagian Omset CP



JAKARTA—PT Telkomsel menahan pembagian omset dengan content provider (CP) sebesar 50 persen sebagai cadangan untuk mengantisipasi penyelesaian kasus sedot pulsa.

"Kita mencadangkan, bukan memangkas omset yang menjadi jatah CP untuk periode September-Desember 2011. Ini berlaku untuk semua CP," ungkap VP Digital Music & Content Management Telkomsel Khrisnawan Pribadi di Jakarta, Rabu (30/11).

Recent VAS fiasco pressure telco to find other source of income, thus mobile media and commerce is getting a lot of support

Digital Media  
Landscape

TEMPO|interaktif

# Bisnis

TEMPO MEDIA

NASIONAL

BISNIS

TEKNOLOGI

INTERNASIONAL

Chairul Tanjung Beli Detik.com

KAMIS, 30 JUNI 2011 | 19:53 WIB

## Mashable Business

Social Media ▾ Tech ▾ Business ▾ Entertainment ▾ US & World ▾

### Yahoo Acquires Location-Based Social Network

25, 2010 by Christina Warren

13



## DailySocial

INDONESIAN TECH-STARTUP MEDIA

HOME

ABOUT

CONTACT US

KATEGORI > ANALISIS BERITA EVENT INTERVIEW OPINI REVIEW SURVEI VIDEO

Rumor: KapanLagi Akan Segera Diakuisisi  
\*UPDATE\*

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# Ecommerce Landscape

myzone okezone.tv photo dahayat **okezone** okefood suar okeklasika

News International Economy Lifestyle Celebrity Music Sports Bola

## TECHNO » Internet

### Blibli.com, Saat Mall Pindah ke Online

Defanie Arianti - Okezone

okezone.com  
Indonesian News & Entertainment Online!

myzone okezone.tv photo dahayat **okezone** okefood suar okeklasika

News International Economy Lifestyle Celebrity Music

## TECHNO » Internet

### MNC Hadirkan Situs Belanja Rakuten Indonesia

Ahmad Taufiqurrakhman - Okezone

Rabu, 1 Juni 2011 16:58 web

## CHIP ONLINE id

HOME REVIEW NEWS MEMBER PRICELIST CHIP F

### Kolaborasi Plasa.com dan eBay Dorong Pertumbuhan E-commerce Indonesia

by Yessie Yono | October 13th, 2010 | Categories: Business, Event & Exhibition

plasa.com ebay  
Millions of Buyers Worldwide

## TECHCRUNCH

HOME STARTUPS MOBILE GADGETS S

HOT TOPICS APPLE GOOGLE FACEBOOK DISRUPT KICKSTARTER DEADPOOL CHROMEBOOKS

### LivingSocial Expands Daily Deals Empire; Buys Ens And DealKeren

## TECHCRUNCH

HOME STARTUPS MOBILE GADGETS S

HOT TOPICS APPLE GOOGLE FACEBOOK DISRUPT KICKSTARTER DEADPOOL CHROMEBOOKS

### Groupon Acquires Indonesian Group Buying Site Disdus

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## **Ideosource Profile**

Scope of  
Businesses

The  
**Jakarta Post**

**KapanLagi.com**<sup>TM</sup>  
Kalau bukan sekarang, kapan lagi?

Consulting +  
Strategic  
Partnership

Strategic  
Partnership

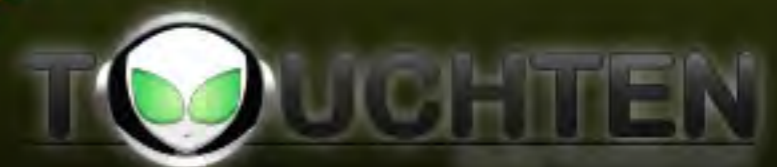
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Incubation

Venture  
Capital



**eEvent**



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## Management Team



**Investment Committee**  
Sugiono Wiyono Sugialam  
CEO of PT Trikonsel Tbk.



**Director**  
Edward Ismawan Chamdani  
Former IBM eBusiness &  
Financial Services Consultant



**Director**  
Andi S. Boediman  
Former CIO of Plasa.com



**VP Business Development**  
Andrias Ekoyuono  
Former Detik.com GM  
Marketing & Retail

Ideosource Office



# Ideosource in the News

## SMA

- 20  
 22 SEPTEMBER - 2 OKTUBER 2013  
 Rp 29.700
- Strategi Adira Finance Mencetak Karyawan Jempolan
  - Rahasia Jamu Mertjos Eksis Hingga Tiga Generasi
  - SWAPlus: Misi Perguruan Tinggi Lokal Hadapi Asing

### Pertaruhan Investor Berebut Startups Jempolan



Ratusan Miliar sudah Diguyur  
 Bisakah Duit Meru Berlipat Ganda di Lahir Dilgitipreneur Kelas Dunia?  
 Bagaimana Inkubasi yang Efe

#### SAJIAN UTAMA



**A**pa yang akan terjadi dengan startup di Indonesia, baik pada 2013-2015 mendatang? Bagaimana peluang dan tantangan yang dihadapi oleh para pendiri startup di Indonesia? Sebagai pendiri Ideosource, Andi S. Hekman, baik dari dalam maupun luar negeri, berusaha menjawab pertanyaan-pertanyaan tersebut. Bagaimana peluang dan tantangan yang dihadapi oleh para pendiri startup di Indonesia? Sebagai pendiri Ideosource, Andi S. Hekman, baik dari dalam maupun luar negeri, berusaha menjawab pertanyaan-pertanyaan tersebut.

Ya, beberapa waktu belakangan ini kalangan start-up Tanah Air seperti tak pernah putus. Selain jumlah pelakunya yang terus bertambah, berbagai media - baik cetak maupun online - juga memuat tulisan-tulisan tentang kesuksesan dan kegagalan para pendiri startup. Berbagai yang pernah dialami para pendiri startup pun banyak dipaparkan secara terbuka di media massa. Dan, kalangan pemilik bisnis investor, baik dari dalam maupun luar negeri, berusaha menjawab pertanyaan-pertanyaan tersebut. Bagaimana peluang dan tantangan yang dihadapi oleh para pendiri startup di Indonesia? Sebagai pendiri Ideosource, Andi S. Hekman, baik dari dalam maupun luar negeri, berusaha menjawab pertanyaan-pertanyaan tersebut.

Sejak 2010 juga merasa bahwa orang-orang di Indonesia lebih banyak yang ingin memulai bisnis mereka. Tapi, banyak yang gagal karena mereka tidak memiliki pengalaman yang cukup dalam mengelola bisnis. Oleh karena itu, Ideosource hadir sebagai solusi bagi mereka yang ingin memulai bisnis mereka. Ideosource menyediakan berbagai layanan yang dibutuhkan para pendiri startup, mulai dari pendanaan hingga pemasaran dan pengembangan produk.

## IDEOSOURCE FOKUS DI BISNIS KONTEN

Sudarmadi & Sigit A. Nugroho

**S**alah satu pemain asyuk di bisnis modal ventura yang kembangkan cukup bergengsi di Tanah Air adalah Ideosource. Perusahaan ini digawangi Sugiono Wijaya

Sugilam (pemilik Oke Shop Group) sebagai investor komitmen, lalu ada Edward Irawan Chandari, Andi S. Hekman sebagai Mitra, serta Andrius Ekoyono sebagai VP Pengembangan Bisnis. "Sebenarnya ada



beberapa investor lain, tetapi saya tidak bisa disclose," ujar Andi. Ideosource memiliki misi investasi dan mendukung start-up. Ada empat pola kerja sama yang diterapkan: investasi, kemitraan strategis, inkubator dan pendanaan. Berhungan lebih kepada membawakan tenaga ahli dalam analisis bisnis dan perbaikan konsep bisnis. Lalu pada urusan kemitraan, Ideosource menyediakan akses menggunakan properti intelektual, bisnis, teknologi dan pasar yang dibutuhkan perusahaan.

Andi S. Hekman, pendiri Ideosource, mengatakan bahwa Ideosource memiliki misi investasi dan mendukung start-up. Ada empat pola kerja sama yang diterapkan: investasi, kemitraan strategis, inkubator dan pendanaan. Berhungan lebih kepada membawakan tenaga ahli dalam analisis bisnis dan perbaikan konsep bisnis. Lalu pada urusan kemitraan, Ideosource menyediakan akses menggunakan properti intelektual, bisnis, teknologi dan pasar yang dibutuhkan perusahaan.

Pola inkubator lebih menekankan pada pengembangan perusahaan pada periode start-up dengan menyediakan bantuan manajemen, dukungan bisnis, akses pasar, dan ruangkantor bersama. Pola pendanaan, yang terakhir, menekankan pada ekuitas kesangan untuk investasi modal dan biaya yang berhubungan dengan operasional, pemasaran dan pengembangan produk. Saat ini prioritas Ideosource membantu perusahaan yang punya potensi pendapatan dan bisnis yang solid di bidang konten media. "Bisnis konten cukup menggiatkan,"

kata Andi. Dalam hitungannya, nilai industri konten media dan internet mencapai lebih dari Rp 2 triliun. Sementara media iklan digital tumbuh 30%-50% per tahun dengan nilai belanja mencapai Rp 500 miliar. Mervari pengalaman Andi, untuk mendapatkan start-up pilihannya memerlukan waktu yang berbeda-beda. Misalnya, untuk Touchten - perusahaan game developer - hanya butuh waktu dua bulan, mulai dari pendekatan hingga pemberian suntikan dana. "Tahapnya beda-beda. Ada yang memerlukan inkubasi, ada pula yang langsung





Ideosource & TouchTen in the News

# TECHINASIA

## TouchTen's iOS Game Infinite Sky Poised to Fly High



52 days ago by Joshua Kevin, in Gaming, Startup.

Discussion: 0 | Like: 20 | Tweet: | 1 | 4



TouchTen, an Indonesia-based game development studio, has released its newest title *Infinite Sky*. It was first released in the App Store with no price tag for a week starting 25th May, but it started charging on June 2nd for \$1.99. The 3D airplane shooting game is now available on iOS and will soon be on Android too.



*Infinite Sky* puts you in pilot's hot seat to defend the sky by defeating enemies and the big boss. With four choices of planes, it can be upgraded along the way with the coins you gain, or buy with in-app purchase. If the 100 missions available on *Infinite Sky* don't satisfy you there, then there is an endless mode that you can play as well.

TouchTen, which raised funds from Ideosource last year, has created other well known games such as *Hachiko on iOS* (which was mentioned by Eric Schmidt on his trip to Indonesia), and it has worked with a music label to create a web based game TouchJam.

Senin, 19 September 2011 | 00:34 WIB Follow: [Twitter] [Facebook]

## Game Indonesia Masuk Daftar Populer App Store

Hiyoko Jungle bertengger di peringkat 18 aplikasi best di App Store.

SENIN, 12 SEPTEMBER 2011, 22:46 WIB

Muhammad Firman

VIVAnews - Kabar gembira hadir buat bangsa kita. Salah satu game besutan pengembang aplikasi anak negeri, yakni Hiyoko Jungle, berhasil masuk ke dalam daftar aplikasi terlaris di toko aplikasi Apple, App Store.

Game itu sendiri dikembangkan oleh TouchTen, sebuah perusahaan pengembang aplikasi yang terdiri dari sekelompok kaum muda yang menempuh studi di Tokyo, Jepang dan Michigan, Amerika Serikat.



Hiyoko Jungle, aplikasi buatan pengembang anak negeri yang laris di App Store. (apple.com)

Trafik Peristiwa Lainnya

## FOTO NEWS



SELASA, 23 AGUSTUS 2011 15:52 WIB

## Pengembang Game Berbasis iOS

Pengembang aplikasi game berbasis iOS, TouchTen, (dari kiri) Co-Founder Rokimas Putra Soeharyo, Chief Technology Officer Dede Indrapurno dan Managing Director Ailton Soeharyo memperlihatkan game terbaru mereka Hiyoko saat acara peluncuran di Mal Epicentrum Walk, Kuningan, Jakarta Selatan, Selasa (23/8). Untuk mengembangkan aplikasi game berbasis iOS, TouchTen bekerjasama dengan perusahaan venture capital Ideosource dalam bentuk investasi sebesar US\$1 juta.

MURROMMY PUJIANTO@j



# Ideosource & KARK in the News



Web Innovation In Asia

## Kark Mobile secures investment from Ideosource during the JFDI-Inno8 2012 Bootcamp ahead of Investor Demo Day

By Kumes Balakrishnan | May 2, 2012 | NEWS



Hello there! If you are new here, you might want to [subscribe to our e27 Fan Page](#) for updates on this topic.

You were searching for "kark mobile". See posts relating to your search »

Singapore-based startup Kark Mobile Education Pte Ltd has secured investment from Jakarta-based investment firm incorporated in the British Virgin Islands for an undisclosed sum to fund development of a new product, a tablet-based edutainment platform for 5-12 year olds based on simulation and interactivity triggered by collectible cards.



Photo:Kark



Photo:Kark

## sgentpreneurs

HOME JOBS EVENTS THIS WEEK CALENDAR MICROSOFT

Latest Events F&B Funding Mobile Retail Services Social

Comments Off Tweet 15 Like 27

### Kark receives funding of undisclosed sum from investment firm Ideosource

April 27, 2012 by Terence LEE

Kark Mobile Education, an incubatee at Singapore's first ever JFDI-Innov8 Bootcamp, announced that they have received funding of an undisclosed sum from Ideosource, a Jakarta-based investment firm.

The startup, started by four Indonesians, is developing a series of education collectible card games that interact with companion mobile apps. The edutainment platform is targeted at kids 5-12 years old (see SGE's feature of Kark).



## THE JOYFUL FROG DIGITAL INCUBATOR

JFDI ASIA SPRINGING SUCCESSFUL STARTUPS, IN ASIA, FOR ASIA

ABOUT US TEAM

### Kark Mobile Education Pte Ltd secures investment from Ideosource

2012-04-27 BY JFDI ASIA 2 COMMENTS

JFDI-Innov8 bootcamp 2012 startup Kark Mobile Education Pte Ltd announced today that Ideosource, a Jakarta-based investment firm incorporated in the British Virgin Islands, has invested an undisclosed sum to fund development of a new product.



The product, also tentatively called Kark, is a tablet-based edutainment platform for 5-12 year olds based on simulation and interactivity triggered by sliding cards.

"We are delighted to have this support, which gives us the ability to continue building our product after the bootcamp and reinforces what we have believed all along - that games have a great future in the educational industry," said Bullitt Smaniza, Founder and CTO of Kark Mobile Education Pte Ltd. "We will be unveiling our exciting new product aimed at the family education market shortly."

Andi Surya Goodman, Director at Ideosource, commented: "Ideosource always invests in innovative products and companies, and we think Kark is a good innovation in digital industry. That is why Ideosource is investing in Kark and will continuously support Kark in many ways."

The investment follows Kark Mobile Education Pte Ltd's participation in the JFDI-Innov8 2012 Bootcamp. Kark is the first startup participating in the bootcamp to receive such investment, ahead of the bootcamp Demo Day scheduled for 4th May.

Cofounder of JFDI Asia Wang Meng Weng said, "We've been impressed with Kark since we first met the team in Jakarta. This investment, coming before the official Demo Day, is proof of the progress the startup has made since joining us in Singapore a couple of months ago."

Cofounder and CEO of JFDI Asia Hugh Mason said, "We hope that investors will recognize this deal as validation of all the hard work the startup teams have put in over the last 100 days. The bootcamp has supported them in creating valuable, investment-ready propositions, de-risked and ready to roll. For the first time in South East Asia, the Lean Startup Method we're using has made it possible to systematically test and develop each aspect of an early stage business model. It's meant we can focus the limited resources our talented teams have had in a short space of time to creating startups with real value. It's very exciting."

Kark Mobile Education Pte Ltd is a digital startup company incorporated in Singapore. Its new product Kark is a tablet-based edutainment platform for 5-12 year olds based on simulation and interactivity triggered by collectible cards. Kark won a place at the JFDI-Innov8 2012 Bootcamp after winning first place at the Talented Startup Bootcamp, which was held in Jakarta in November 2011. The Kark team, whose founders are from Indonesia, moved from



# Summary

- Indonesian GDP has reach USD 3.000 per capita
- The Rise of Middle Class Consumers: there will be a new The Middle Class Consumers
  - When 3000 point reached, there will be a new class in citizen:  
The Middle Class Consumers
  - Nielsen defined Middle Class Consumer as consumers with household expenditure between IDR 1-2 Millions
  - Recently Indonesia is a country with the third biggest middle class in the world after China and India
- Consumer Spending: Increased consumer spending in all consumer aspects
  - Fresh Food: 37%, Transport: 22%, FMCG: 19%, Telecom: 11%, Electricity: 7%, Entertainment: 4%
- Middle Class Media Spending
  - 4.5 hours: TV/day in weekdays, 2 hours: radio/day, 34 minutes: newspaper/day in weekdays, 1.5 hours: internet/day
- South East Asia New Media: Indonesia will lead South East Asia by 2012
- The Growth of Internet Users: Internet users among middle class has grown  
Growth of Internet penetration among middle class is driven by younger age groups (10- 19 years old)
- The Growth of Mobile Users: Mobile Phone usage increases significantly
- Advertising Expenditure: Advertising expenditure grows aggressively, even though magazine spending is shrinking
- Online Advertising: As the Indonesia advertising market grows, advertisers are expected to shift their spend online  
While the online advertising market accounts for only 1% of the total advertising spend, it is expected to grow at 100% CAGR until 2012
- The Growth of Mobile Channels: Around 40 million handset in Indonesia every year
- Ecommerce Transaction & Value: Significant growth on number of ecommerce transaction and value
- The Internet accounts for 1.6% of Indonesia's gross domestic product (GDP). It is forecast grow at a rate three times that of the overall economy over the next five years and is expected to account for at least 2.5% of GDP by 2016 – Deloitte Access Economics
- Indonesia Value of Sector: At around 1.6% of GDP, the value of the Internet is around one-third the value of production from Indonesia's oil and gas mining sector, which was 4.5% of GDP in 2009. This compares with a 2.1% contribution from textiles, leather and footwear industries and 2.9% from fertilizers, chemical and rubber products industries.
- Digital Media Value Chain: Digital starting to play as new distribution channel and touchpoint to consumers.
- Digital Content Fiasco: Recent VAS fiasco pressure telco to find other source of income, thus mobile media and commerce is getting a lot of support
- Digital Media Landscape: major acquisition for digital media by multinationals and conglomerate group
- Ecommerce Landscape: major global player entered Indonesia market by JV or acquisition
- Ideosource is founded by Andi S. Boediman & Edward Ismawan Chamdani
- Recent investment is Touchten, the creator of Sushi Chain, Hachiko, Hiyoko & their last hit is Infinite Sky
- KARK Mobile, the winner of Telkomsel Bootcamp, incubated by Joyful Frog Digital Incubator, received funding from Ideosource
- Contact: Andi S.. Boediman ([andisboediman@ideosource.com](mailto:andisboediman@ideosource.com))

**Andi S. Boediman**  
[andisboediman@ideosource.com](mailto:andisboediman@ideosource.com)  
[@andisboediman](https://www.instagram.com/andisboediman)

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**ideosource**

**Thank You**

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