

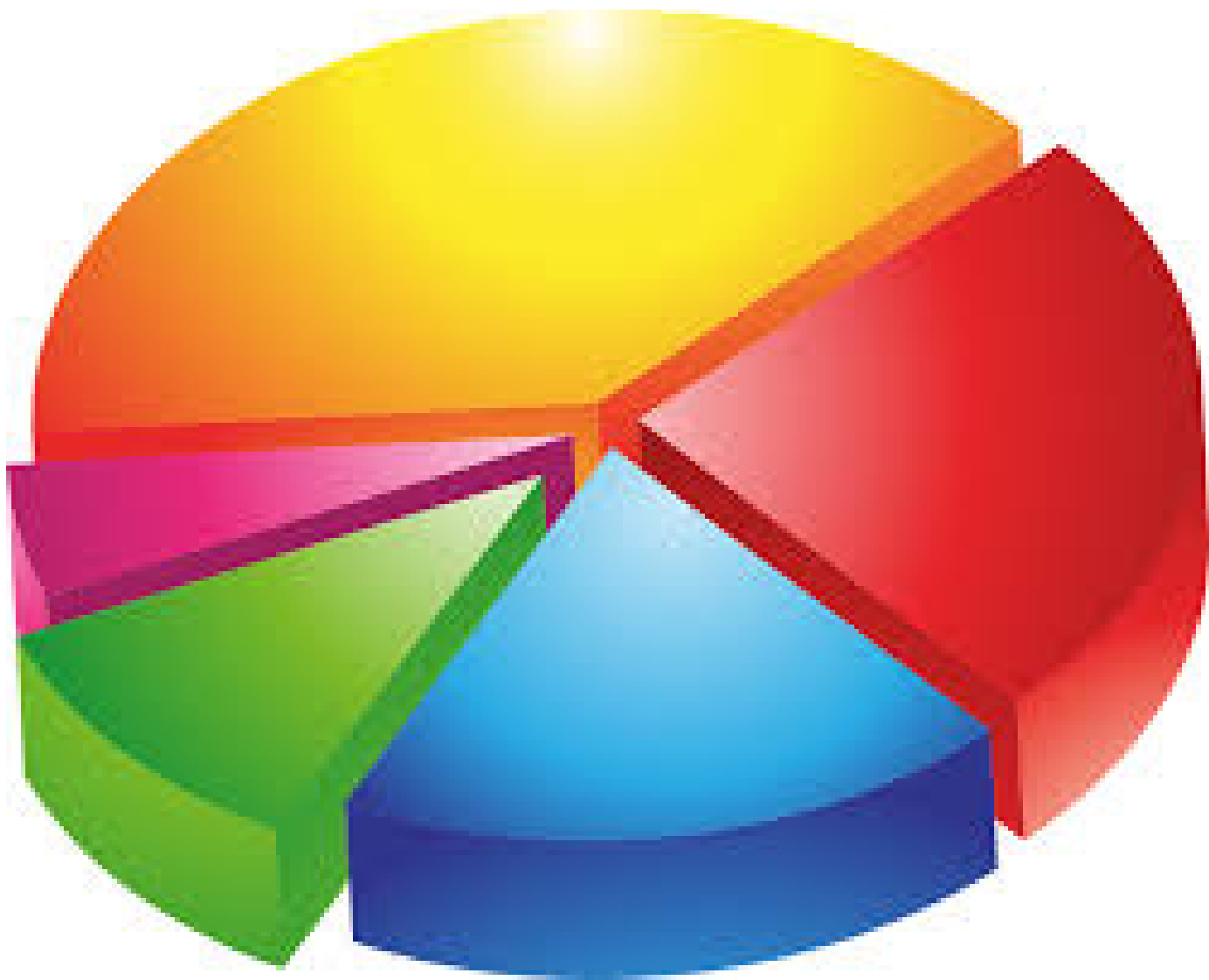


Strategic Positioning For Digital Enterprise

By William Yang

**THE WORLD
HAS
CHANGED**





*Mereka yang sudah
menguasai $\frac{2}{3}$ market share
tidak akan bisa dikalahkan*

(my friend @ Citibank)



Hanya 1 caranya :
Jadikan dia tidak relevan

GLOBAL

GIANTS

Google
amazon
facebook

SOCIAL



WEB



CHINA

Baidu 百度
Alibaba Group
阿里巴巴集团
Tencent 腾讯





SARAL

SMART

SHARP

SHINE





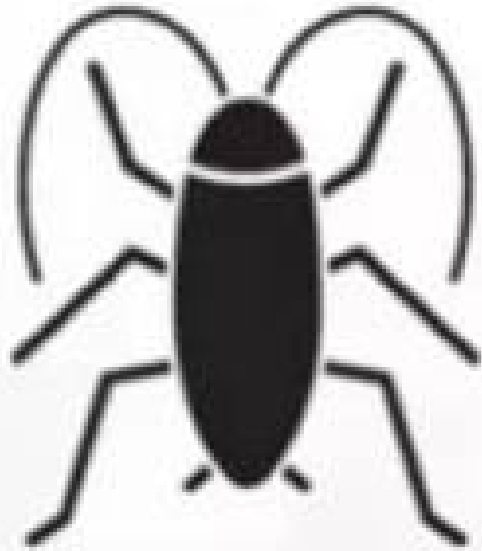
NEW WORLD ORDER

Is Coming

Rules of The Game

How this new world
works





**COCKROACH
STARTUP?**

**UNICORN
STARTUP?**





Cockroach
(and some unicorn)



Guerilla



Kingdom far-
far away



Powerful
stronghold



Super niche



Unicorn



300 Years Vision
(life Changging)



STRATEGIC



KARMA



FLIPPER

Enter the Game

Bagaimana memulai?



Yang perlu dipertimbangkan



1. Amunisi
2. Unicorn or Cockroach ?
3. Guerilla
4. Powerful Stronghold
5. Kingdom far-far away
6. Super Niche
7. Public Awareness or Under the Radar
8. Regulations

SWOT ANALYSIS

STRENGTHS

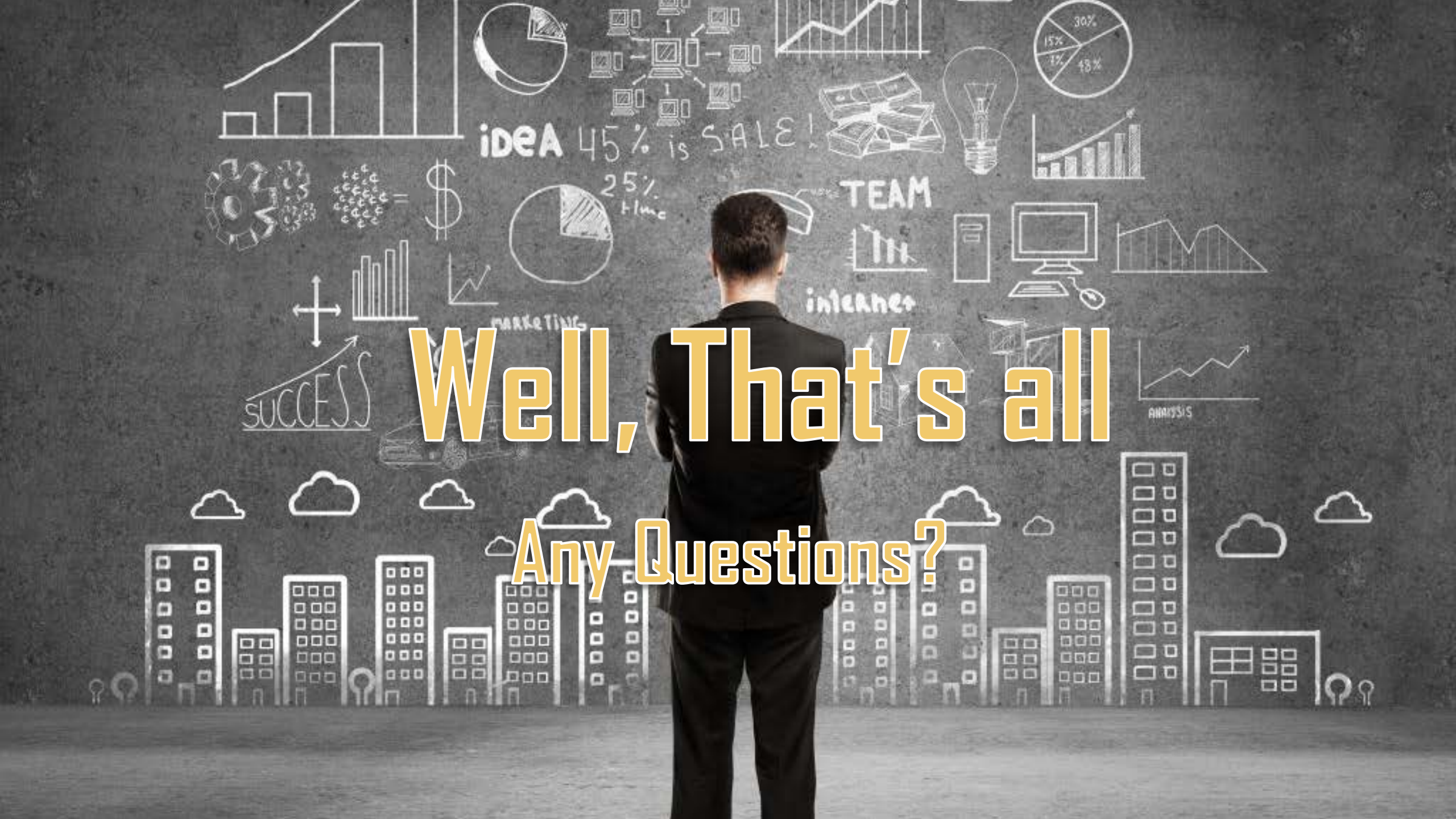
WEAKNESSES

OPPORTUNITIES

THREATS

1. Regulator
2. Big Market
3. Investor friendly
4. Indonesia is the next battleground
5. Government support

1. Regulator
 - Permodalan
 - Pelaporan
 - Keamanan
2. Startup dream
3. Foireign competitor
4. Evil funder
5. Useless co founder



Well, That's all

Any Questions?



BAGIAN PERTAMA – Memahami dunia Investasi Digital

Bab 1 – Investasi-Investasi di dunia Digital

Bab 2 – Memilih Medan Perang

BAGIAN KEDUA – Menjadi Investor

Bab 3 – Investor Mindset

Bab 4 – Menemukan Harta Karun

BAGIAN KETIGA – Becoming an Angel

Bab 5 – Proses Adopsi

Bab 6 – Memelihara

Bab 7 – Melepas

Bab 8 – Jika Saya Menjadi Investor

BAGIAN KEEMPAT – Pentutup

Bab 9 – Catatan Harian Seorang Malaikat

Bab 10 – And One More Thing