



# THE GREATERHUB BUSINESS INCUBATOR

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2024

#ForTheGreaterGood





# ABOUT THE GREATERHUB

The GreaterHub has been supporting startup ecosystem since 2017. We were built under School of Business and Management of ITB. We run 2 batches of incubation program annually, where each batch has the capacity of 24 in wall startups. Our incubation program includes workshop, mentoring, networking, access to legal and tax, and access to funding. To run the program, we have partnered with other ecosystem players nationally and internationally.



# OUR VISION

We are determined to promote innovation, support venture creation, and assist the small business management across the community by providing a comprehensive entrepreneurship ecosystem.

**Dr. Dina Dellyana, MBA., CIM, CBAP**

Coordinator of Business Incubator  
The Greater Hub SBM ITB



# OUR TEAM



**Dr. Dina Dellyana, MBA., CBAP., CSM.**

Director



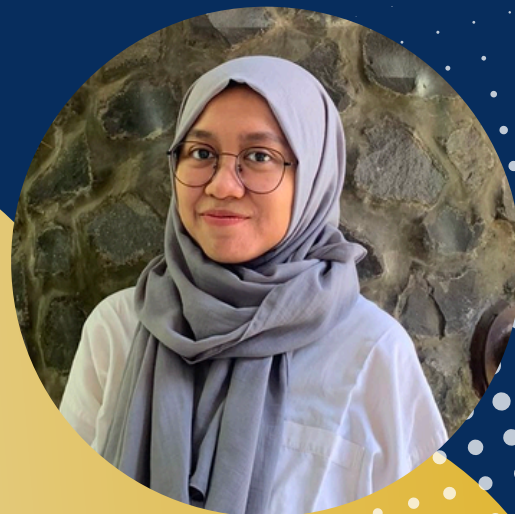
**Adita Pritasari, ST., M.S.M.**

Program Manager



**Rahmadita Maharani SST., MBA.**

Talent Manager



**Jasmine Raihana**

Community and Media Manager



**Luthfi Octavian**

Platform Manager



**Setiawan**

General Administrator



# THE GREATER HUB: GANESHA SECTION





# THE GREATER HUB: MBA SECTION

03 PLANNING VISION  
PLAN STRATEGY

MAN EYE VIEW PERSPECTIVE



THE GREATER HUB | PAGE 12

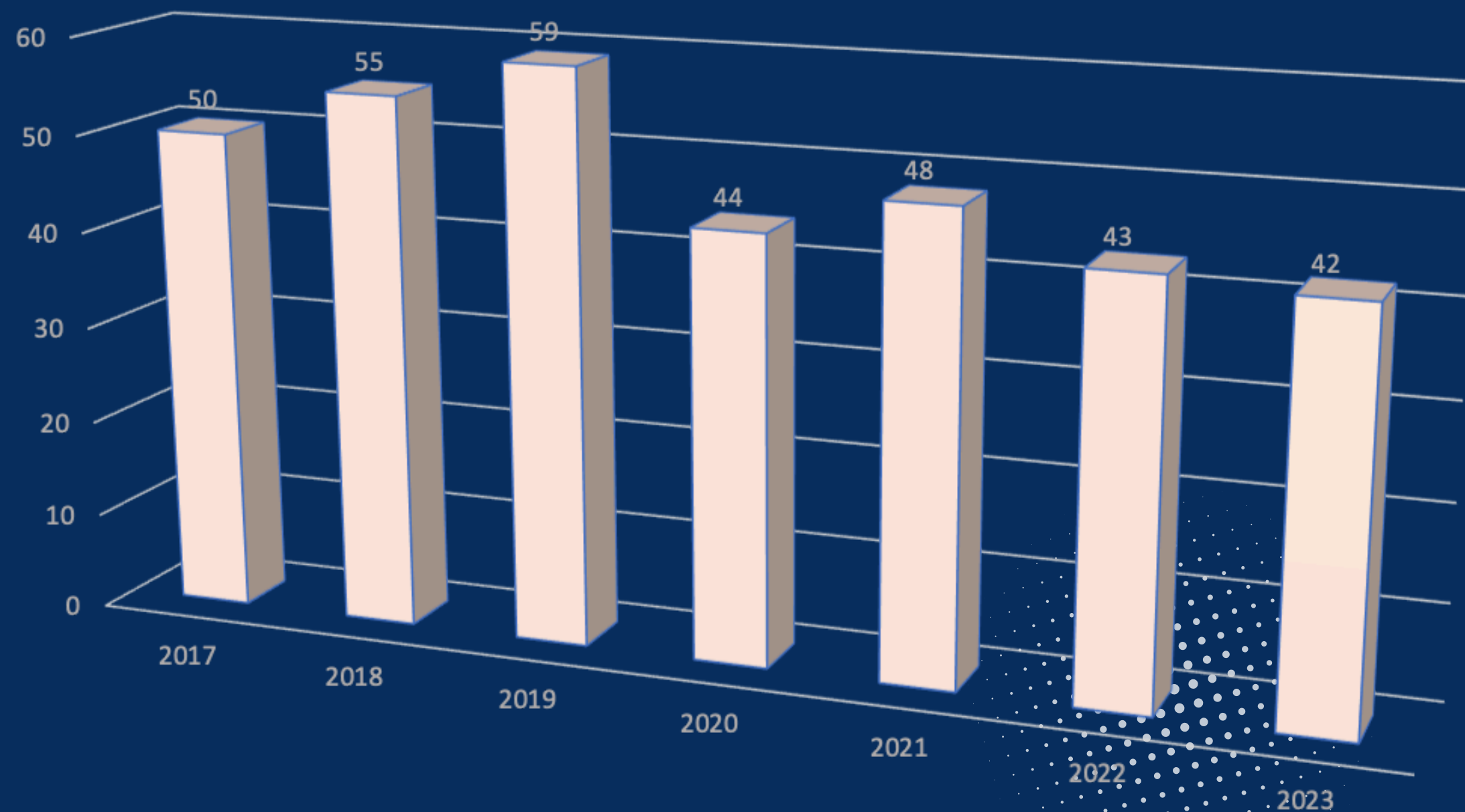
PITALI  
Associates

WORKING AREA



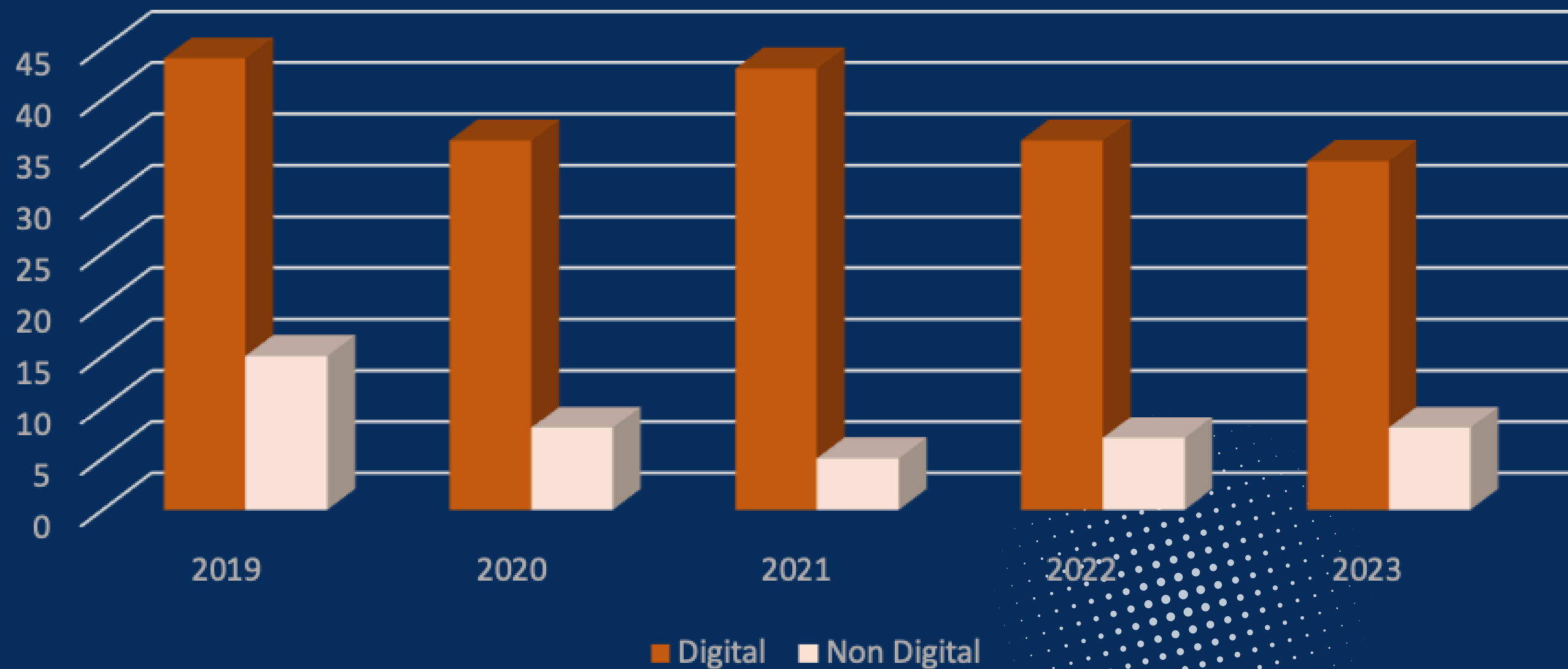
# STARTUP NUMBER SINCE 2017

JUMLAH STARTUP PER TAHUN  
2017 - 2023



# TYPE OF BUSINESS

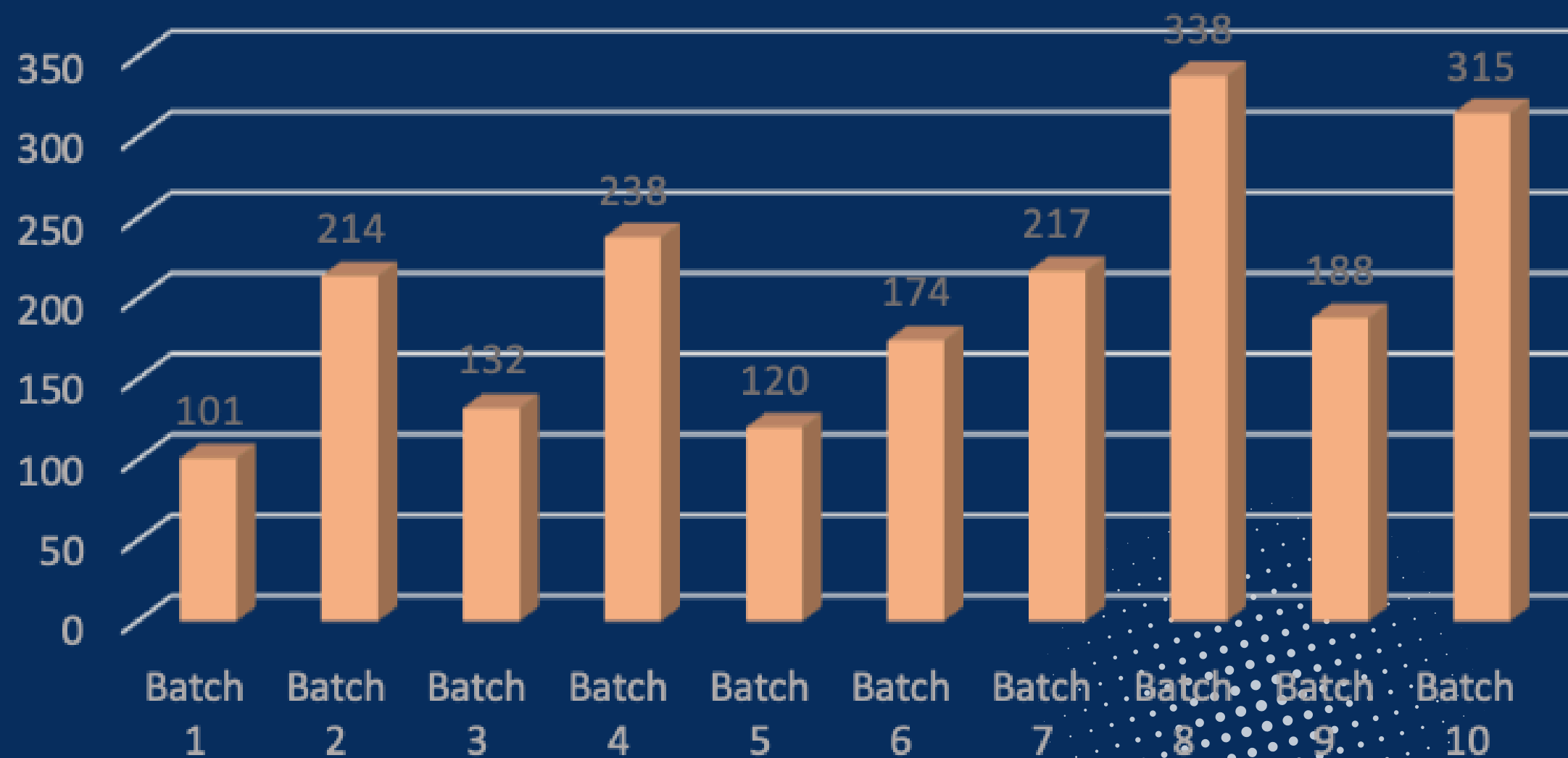
## TYPE OF BUSINESS TENANT THE GREATER HUB 2023





# COACHING CLINIC PARTICIPANTS SINCE 2018

COACHING CLINIC UMKM JABAR  
2019 - 2023



# OUR IMPACT IN NUMBERS

2029

Total UMKM  
participants

320

Startups Alumni

20%

Startups Secured  
Investment



# OUR IMPACT IN NUMBERS

45%

Startup with high entrepreneurship activities growth after incubated

20%

Startups that get investor after incubated

32%

Startups that recruit new employee after being incubated

# OUR RANGE OF SERVICES



Training to management,  
internal company, and SME



Co-Incubation, Coaching,  
and Mentoring



Research & Consultation  
(Data gathering, business  
feasibility, etc.)



Co-Creation Events  
(competition, exhibition, etc.)



Business Analytics Service  
(SEO, SEM, Data Mining, Big  
Data Analysis, etc.)

# OUR SUCCESS FACTORS



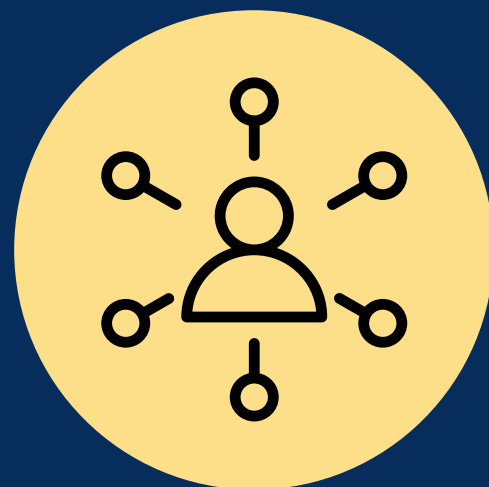
Organic Ecosystem



Consistent Programs



Contextual Understandings  
to Startups



Networking  
(Access to fund and mentors)



Communication



Collaboration program



# WE ARE PARTNERING WITH VCS AND OTHER TYPE OF INSTITUTION



# OUR PROGRAMS AND ACTIVITIES



### INCUBATION PROGRAM

2 Batches/year  
70% ITB 30% external



### COACHING CLINIC

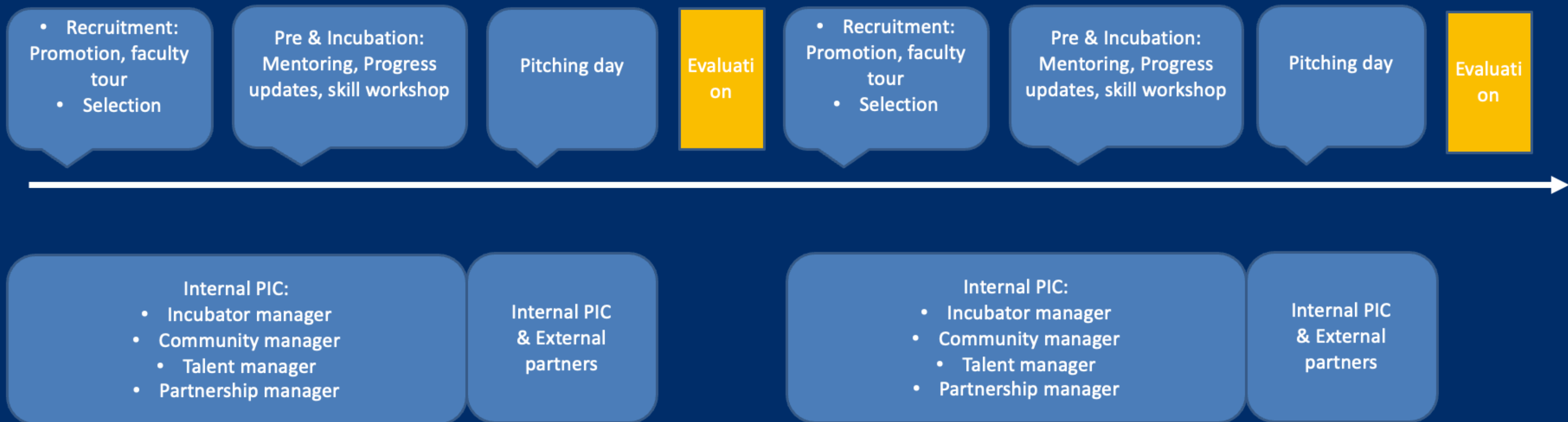
2 Batches/year  
100% external  
Coaches: MBA ITB Students



### COLLABORATIVE PROGRAM

Co-Incubation, Pitching day,  
competition, workshop/seminar

# iINCUBATION PROCESS





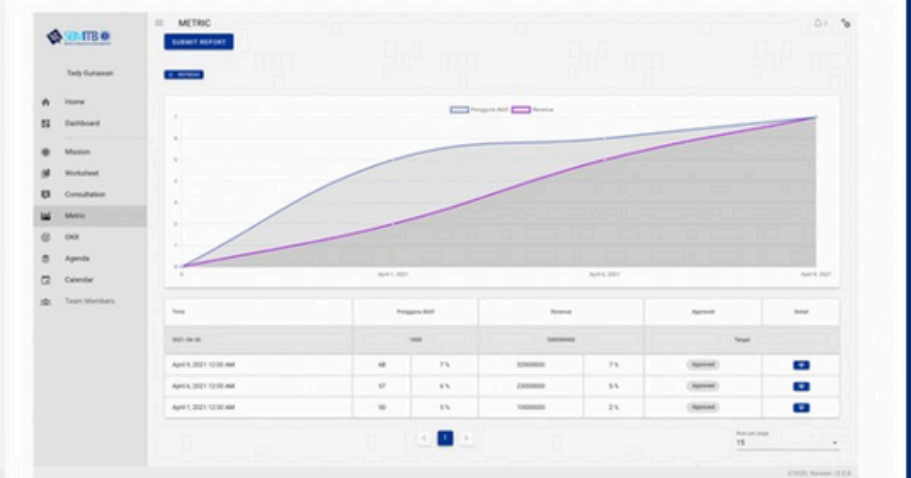
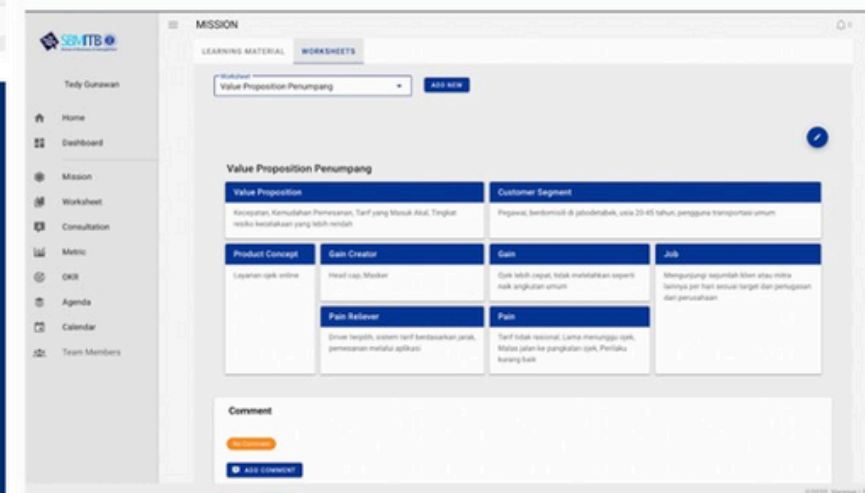
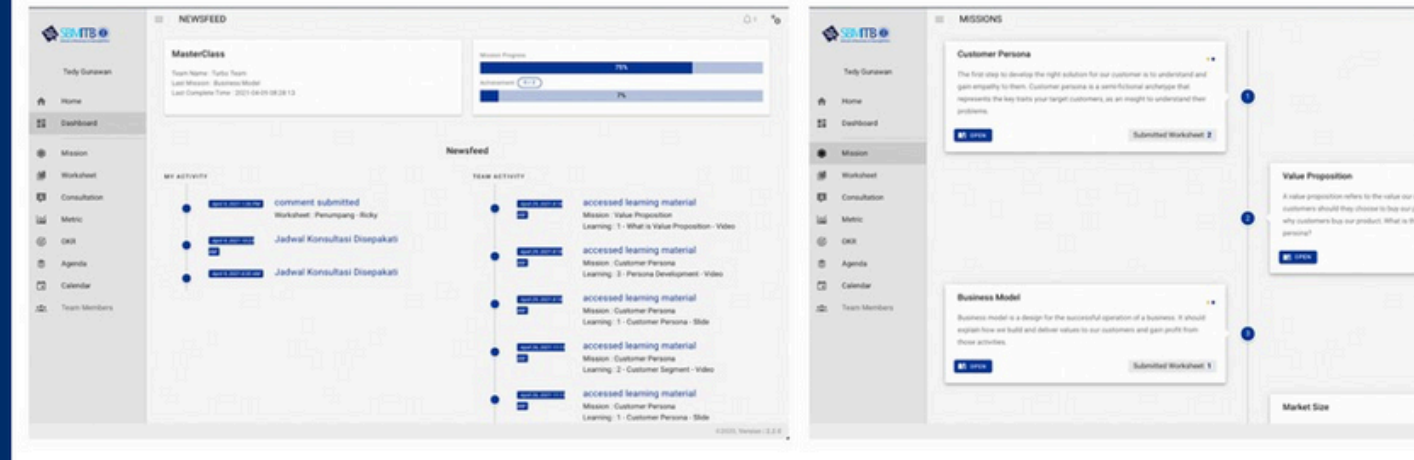
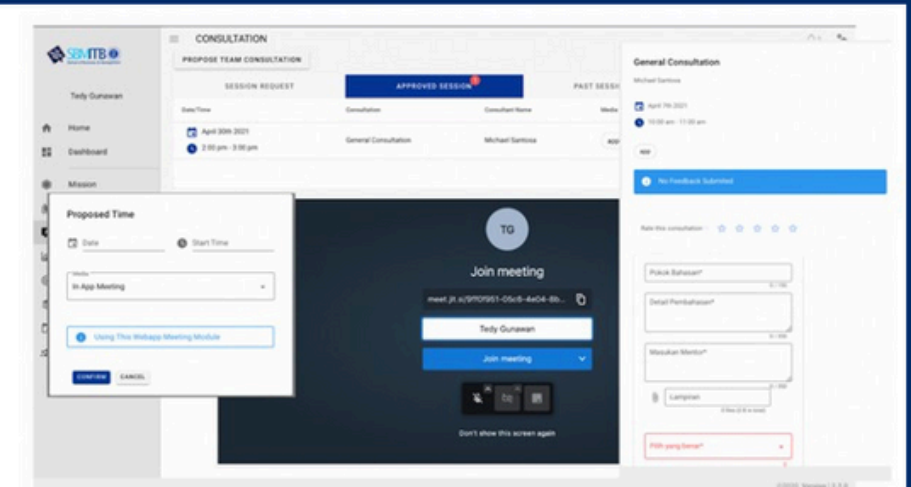
# TGH VIRTUAL INCUBATION

Platform management program

OUR PARTNERS



Platform monitoring progress startup





# TRAININGS





# COACHING AND MENTORING





# STARTUP INCUBATIONS





# INCUBATION CURRICULUM

Time	Agenda	Time	Agenda
Week 1	Startup Trend and Landscape for 2023 - 2024; Bi-weekly Mentoring	Week 7	Pricing Strategy & Business Model Building; Bi-weekly Mentoring
Week 2	DISC Personality Profiling	Week 8	Market Validation; Monthly Check-Up
Week 3	Metric at every stages (finance and non finance), how much traction do I need to raise money?; Bi-weekly Mentoring	Week 9	Legal for Business Growth; Finance Coaching
Week 4	Talent Mapping & Team Development; OKR Set-Up & Monthly Check-Up	Week 10	How to bring a product to market (Go to market strategy); Bi-weekly Mentoring
Week 5	Shareholders plan, How to make cap table, Founders Agreement; Bi-weekly Mentoring	Week 11	Digital Marketing & Content Creation
Week 6	Unit Economics; Finance Coaching	Week 12	Bandung Startup Pitching Day; Monthly Check-Up

# INCUBATION PLATFORM

**PROGRAM MANAGEMENT**

Mission + ADD MISSION

Name	Position ↑	Published	Parent Mission	Worksheet	Learning Material
Startup Library	0	✓	★	TGH Incubation Record	Startup Library
OKR	1	✓	★	TGH Incubation Record	OKR Video
Founding Team 101 & Shares Distribution	2	✓	★	TGH Incubation Record	Founding Team
Business Model Canvas	3	✓	★	TGH Incubation Record	BMC
Design Thinking	4	✗	★	TGH Incubation Record	Video
Scrum	5	✗	★	TGH Incubation Record	Video

**MISSIONS**

Startup Library Submitted Worksheet: 1

OKR Submitted Worksheet: 1

Founding Team 101 & Shares Distribution Submitted Worksheet: 1

Business Model Canvas Submitted Worksheet: 1



# COACHING CLINIC FOR SME(S)





# BANDUNG STARTUP PITCHING DAY





# COLLABORATION PROGRAM

## Social Inclusion for Women, Disable, Elderly and Youth Incubation Program in Collaboration with UNDESA

### Description:

Indonesia's creative economy is characterized by low social inclusion due to several key issues, according to recent studies and reports. Gender inequality in the creative sector is a serious concern, with women in the sector earning less than men and having lower educational qualifications (The Jakarta Post, 2022). In addition, there is a geographical disparity, with most creative workers concentrated in Java, limiting chances for other regions of Indonesia to participate in the creative industry (The Jakarta Post, 2022). Rural areas lack access to resources, technology, and markets compared to urban areas (Husin et al., 2021). Educational gaps, particularly in digital technologies, hinder participation from marginalized groups (Rahman & Hakim, 2024). Furthermore, the dominance of certain groups in the creative industries can lead to underrepresentation of minority voices and cultural traditions (Duarte et al., 2022). These factors collectively contribute to an exclusionary environment where certain segments of society face significant barriers to fully participating in and benefiting from Indonesia's growing creative economy.

We held focus group discussion in Jakarta, Yogyakarta and Bali Indonesia aims to explore strategies for enhancing social inclusion in the creative economy, with a particular focus on achieving the relevant SDGs and their targets. Many challenges and solution to overcome resulted through this FGD. The strategies includes the needs of and need further support from different stakeholder in research, education, tools and infrastructure, business support and policy development.

### Expected Collaboration:

1. Research collaboration in finding strategy to increase social inclusion of Women, Disable, Old generation and Youth
2. Collaboration in workshop/coaching/assistance carried out for vulnerable group
3. Development of e-learning materials for disable (hearing impaired and visually impaired)



# OUR ALUMNY

 [greatergoodincubator@sbm-itb.ac.id](mailto:greatergoodincubator@sbm-itb.ac.id)



[www.thegreaterhub.id](http://www.thegreaterhub.id)



[@thegreaterhub](https://www.instagram.com/thegreaterhub)

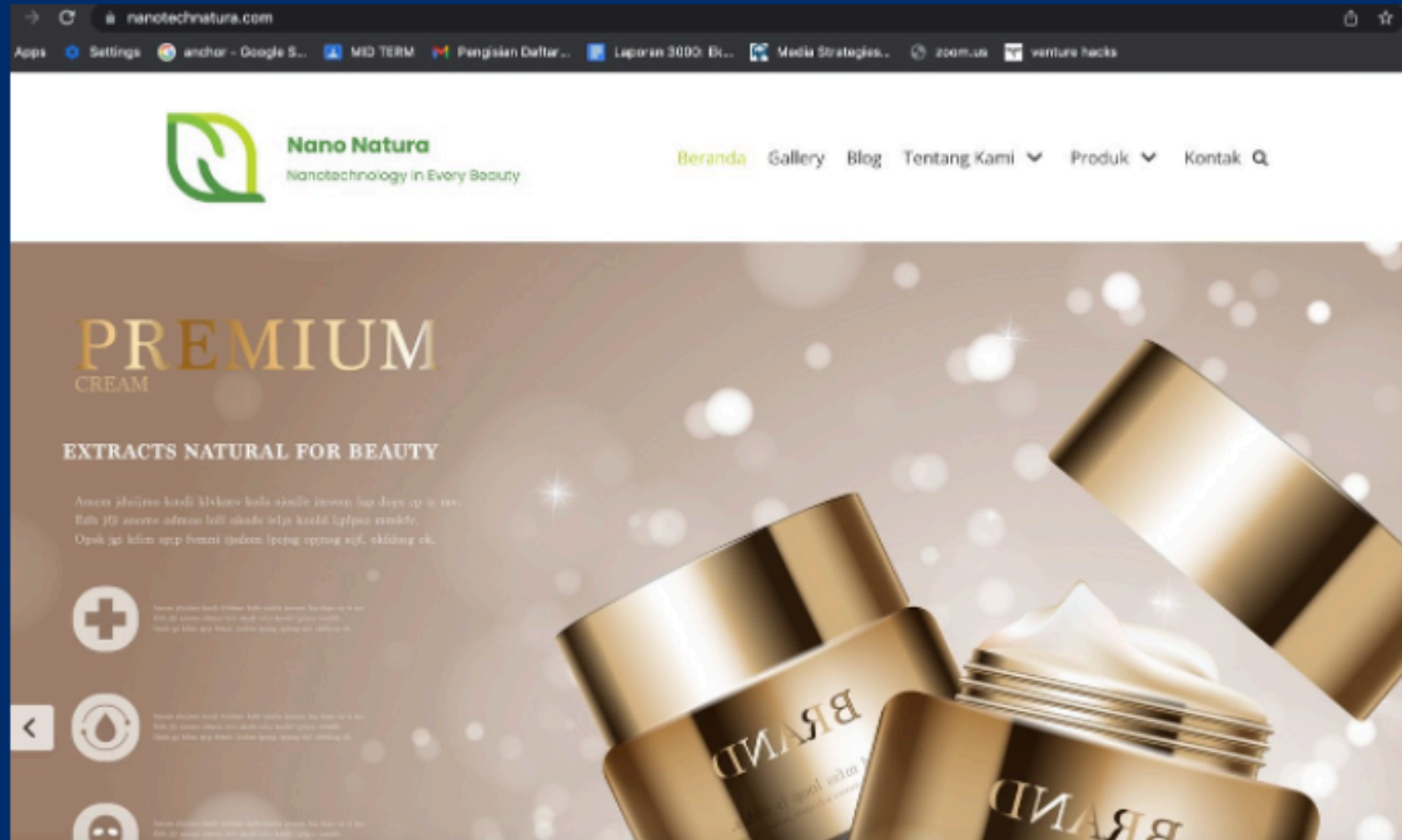


# STARTUPS ALUMNY

The screenshot shows the homepage of Eduka System. The browser address bar displays 'edukasystem.com'. The navigation menu includes 'Tentang Eduka', 'Fitur Eduka', 'Blog', 'FAQ', 'Masuk', and 'Daftar'. A purple banner at the top reads 'COLLABORATION PROGRAMS' and 'Kenapa Harus Pakai Eduka?'. Below this, three circular icons represent key features: '800.000+ Pengguna Eduka', '20.000+ Soal Variatif', and '100+ Pembuat Soal dari PTN ternama'. A WhatsApp icon is visible in the bottom right corner.

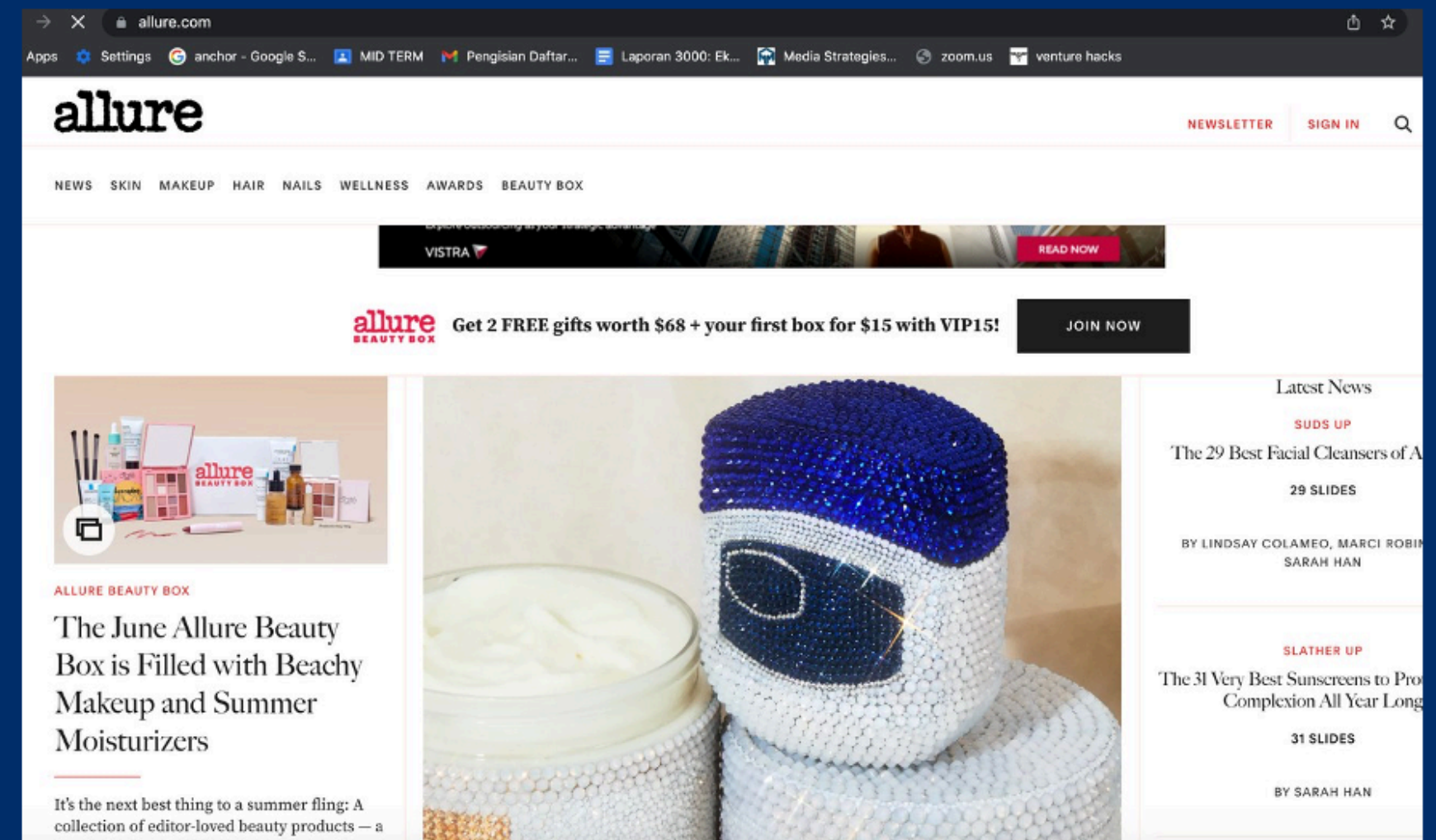
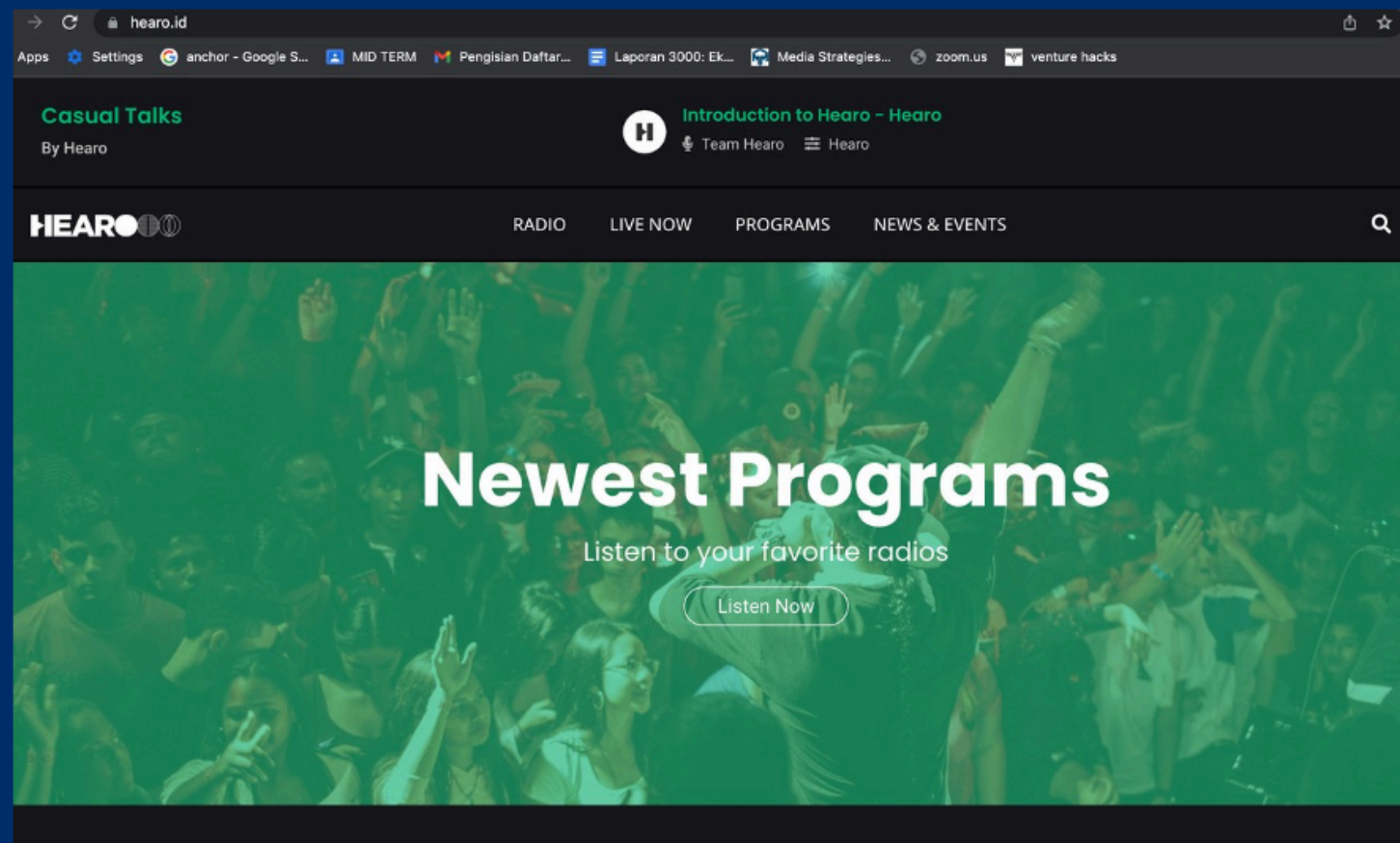
The screenshot shows the homepage of Inves Properti. The browser address bar displays 'invesproperti.id'. The navigation menu includes 'DAFTAR PROPERTI', 'TENTANG KAMI', 'CARA KERJA', 'FAQ', 'BLOG', and 'AK'. The main heading is 'Mulai Bisnis Investasi Properti Anda Sekarang'. Below the heading, a sub-headline reads: 'Anda bisa mulai investasi properti dengan mudah dan aman mulai dengan 1 juta rupiah. Nikmati passive income dan kenaikan berlipat harga properti Anda.' A green button labeled 'LIHAT PROPERTI' is positioned below the text. The background features a green abstract design with a smartphone displaying a plant growing from a dollar sign, symbolizing investment and growth.

# STARTUPS ALUMNY



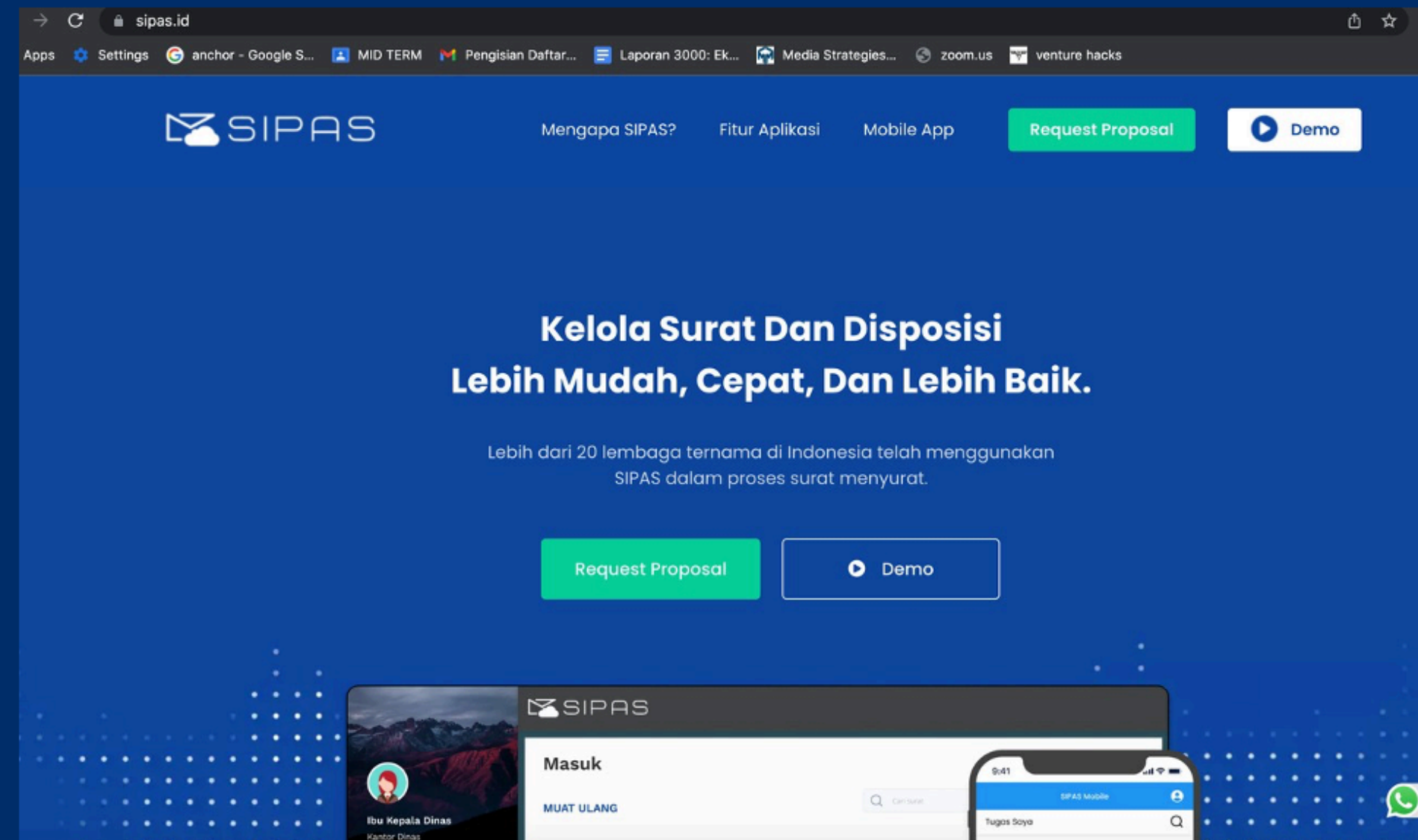
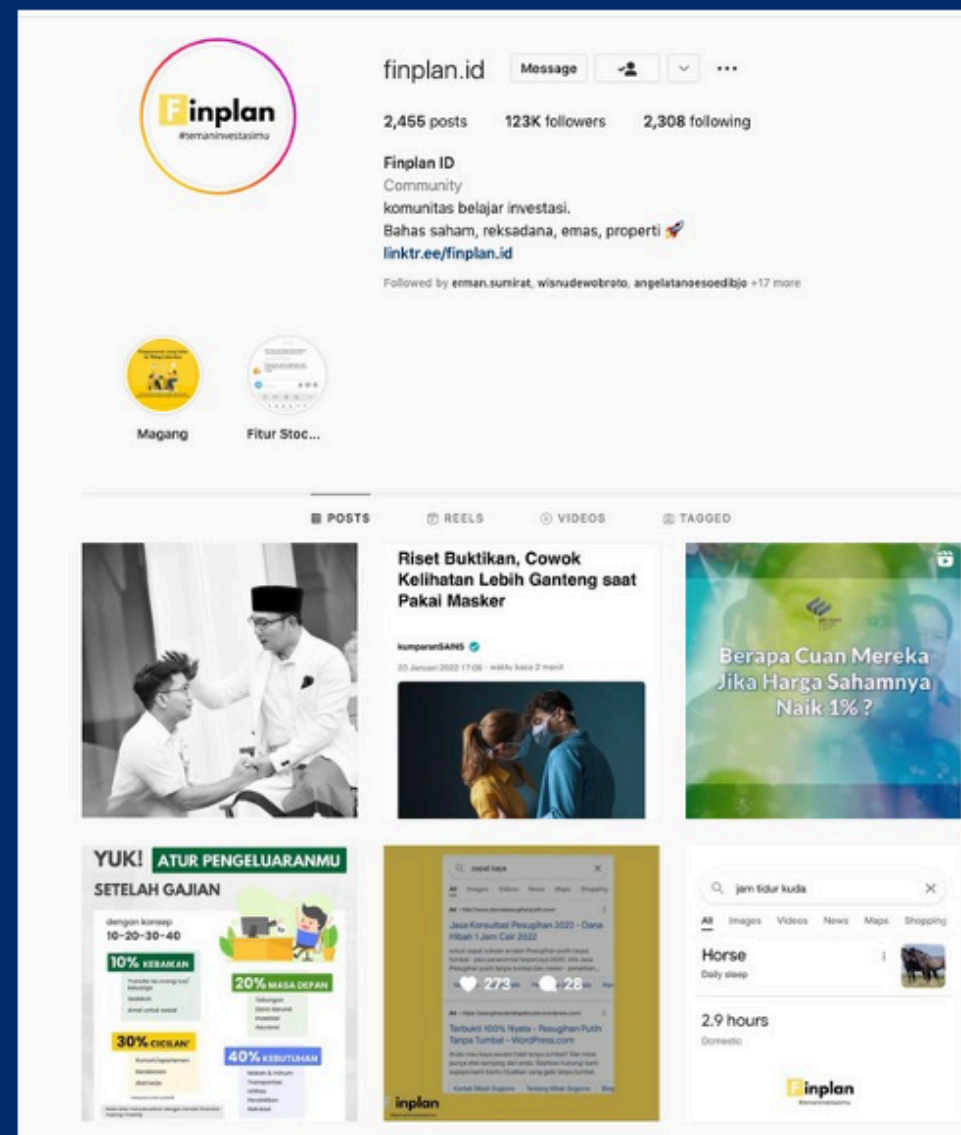


# STARTUPS ALUMNY





# STARTUPS ALUMNY



# STARTUPS ALUMNY

ctscope

Tentang Produk Layanan Testimoni Hubungi Kami

## Atur Rekam Medis dan Manajemen Klinik dalam Hitungan Menit

Rekapitulasi data pasien dengan aman, cepat, dan akurat tanpa beban biaya.

Jadwalkan Demo

Keunggulan Kami

HearMe is offering free global support during the ongoing Coronavirus outbreak >> [Learn more](#)

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### Quick Conversations to Change Your Day.

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Kassandra is listening...  
I'm feeling really stressed about work

HIPAA CERTIFIED

FEATURED IN



# STARTUPS ALUMNY

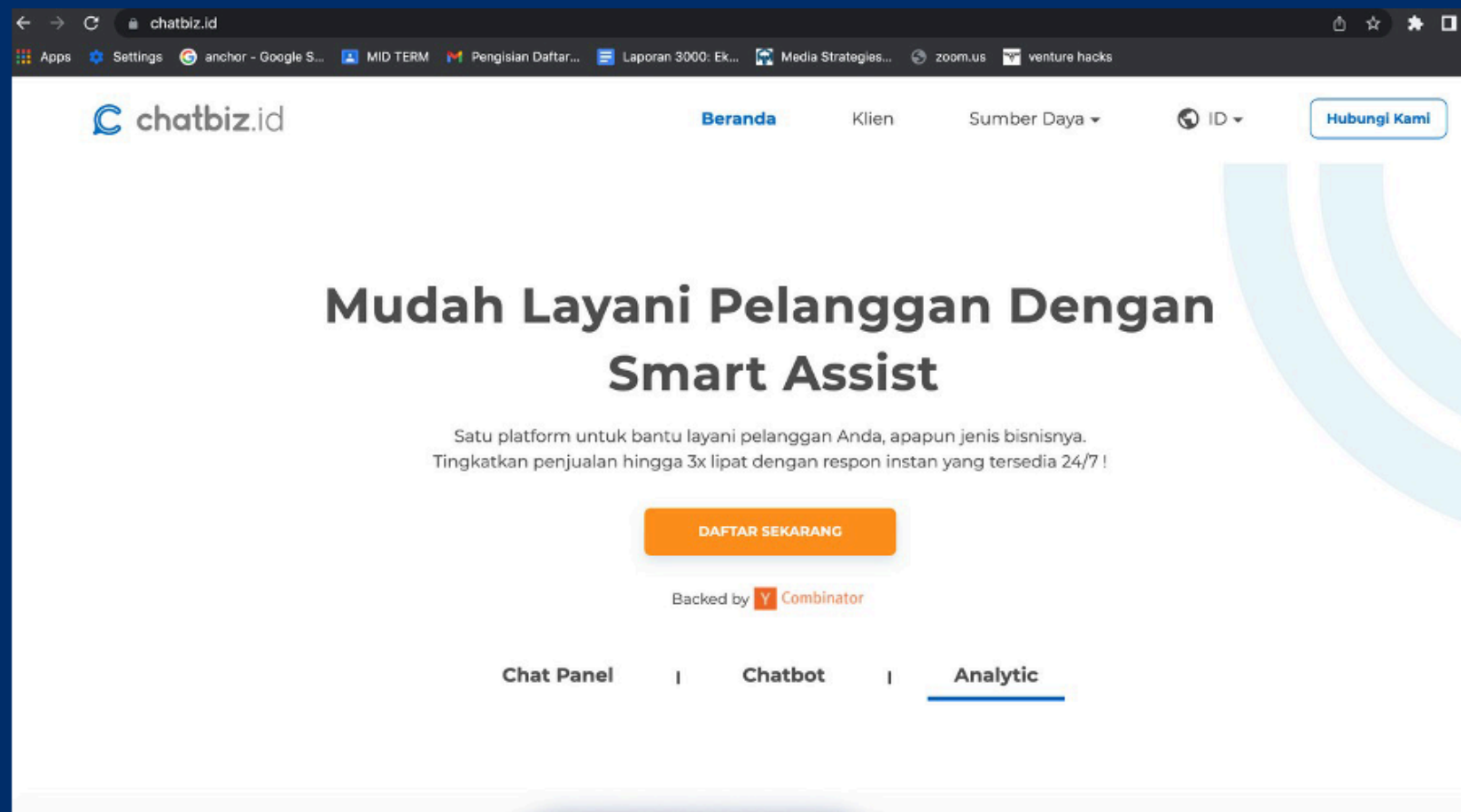
The screenshot shows the syarq.com website. At the top, there's a navigation bar with 'Daftar Kategori' (List of Categories) and six buttons: 'Toko Online', 'Handphone', 'Laptop', 'Kendaraan', 'Rumah', and 'Elektronik'. Below this is a 'Produk Terpopuler' (Most Popular Products) section featuring six product cards with images, names, and prices.

Product Name	Price
New iPhone 13 128 / 256 / 512	Rp 12,999,000
Samsung RS61R5001M9 /SE	Rp 10,899,000
Samsung Galaxy Z Flip 3 5G	Rp 13,500,000
Sepeda Motor Honda BeAT	Rp 19,150,000
iBox MacBook Air MI 2020 512GB	Rp 18,699,000
PHILIPS Essential Air Fryer XL	Rp 2,335,000

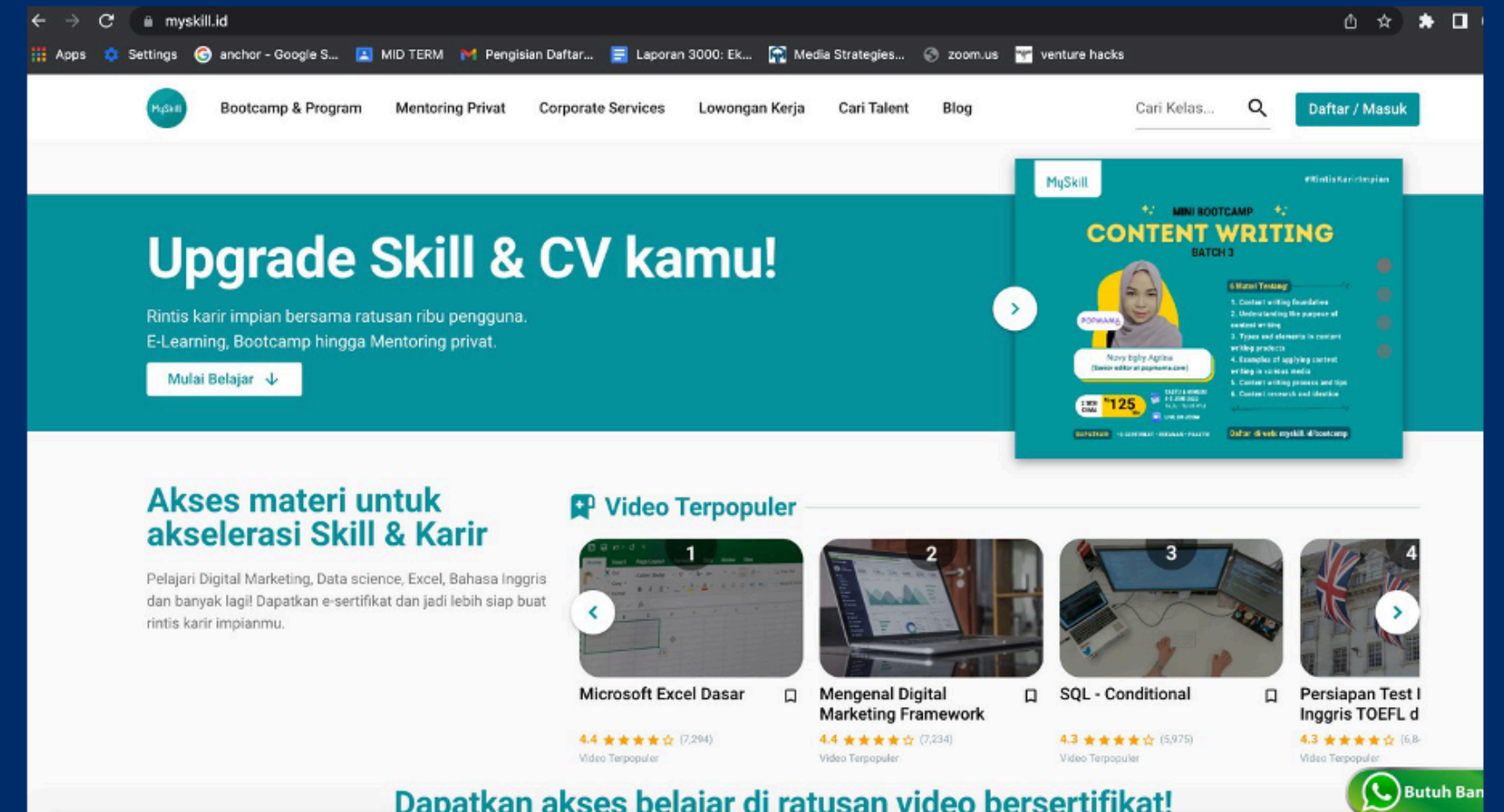
The screenshot shows the sgara.id website. The main banner features a background image of a man fishing. The text on the banner reads: 'Gagal Nambak? Kesulitan Biaya? Ingin harga udang terbaik?' followed by 'Kami hadir untuk anda #MenambakItuMudah'. At the bottom of the banner are two buttons: 'Hubungi Kami' and 'Lebih Lanjut'.



# STARTUPS ALUMNY



The screenshot shows the homepage of chatbiz.id. The header includes the logo, navigation links (Beranda, Klien, Sumber Daya), and a user ID. The main content features a large heading "Mudah Layani Pelanggan Dengan Smart Assist" and a sub-heading "Satu platform untuk bantu layani pelanggan Anda, apapun jenis bisnisnya. Tingkatkan penjualan hingga 3x lipat dengan respon instan yang tersedia 24/7!". A prominent orange button says "DAFTAR SEKARANG". Below it, it mentions "Backed by Y Combinator". At the bottom, there are three menu items: "Chat Panel", "Chatbot", and "Analytic".



The screenshot shows the homepage of myskill.id. The header includes the logo, navigation links (Bootcamp & Program, Mentoring Privat, Corporate Services, Lowongan Kerja, Cari Talent, Blog), and a search bar. The main content features a large heading "Upgrade Skill & CV kamu!" and a sub-heading "Rintis karir impian bersama ratusan ribu pengguna. E-Learning, Bootcamp hingga Mentoring privat." A prominent white button says "Mulai Belajar". Below this, there is a section for "Akses materi untuk akselerasi Skill & Karir" with a sub-heading "Pelajari Digital Marketing, Data science, Excel, Bahasa Inggris dan banyak lagi! Dapatkan e-sertifikat dan jadi lebih siap buat rintis karir impianmu." To the right, there is a "Video Terpopuler" section with four video thumbnails: "Microsoft Excel Dasar", "Mengenal Digital Marketing Framework", "SQL - Conditional", and "Persiapan Test Inggris TOEFL". A green button at the bottom right says "Butuh Ban".



# COLLABORATE WITH US!



[www.thegreaterhub.id](http://www.thegreaterhub.id)



[@thegreaterhub](https://www.instagram.com/thegreaterhub)



[greatergoodincubator@sbm-itb.ac.id](mailto:greatergoodincubator@sbm-itb.ac.id)