

The Urgency of Digital Economy in Indonesia

79 % Internet Penetration

50 mio Middle Class Increased

49.7% Financial Literacy

85.1% Financial Inclusivity

\$60 Bn Cumulative Startup Valuation

Newfound habits from COVID-19

Increased Online Transaction

Present newfound habit increased online transaction (E-commerce, OTA, Transport and Food, and Online Media)

4% GDP
(GMV \$82 Bn 2023)

Baseline for digital economy acceleration

Digital economy is supported Digital Startup Ecosystem

>19% (2045)

Indonesia's economic growth from digital economic sector is expected to more than 19% or USD 1,450 billion

Indonesia Emas 2045

(4th largest economy)

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Legend

▶ Reading Direction

Anchor Program

Indonesia's Digital Economy Ecosystem

Digital Startup Ecosystem consists of penta-helix stakeholders

Government Dit Ekonomi Digital

Digital Startups SMEs/ Traditional Established Companies

Academician/ University

Community

Media

Digital Startups

Digitizing Traditional Biz/sector

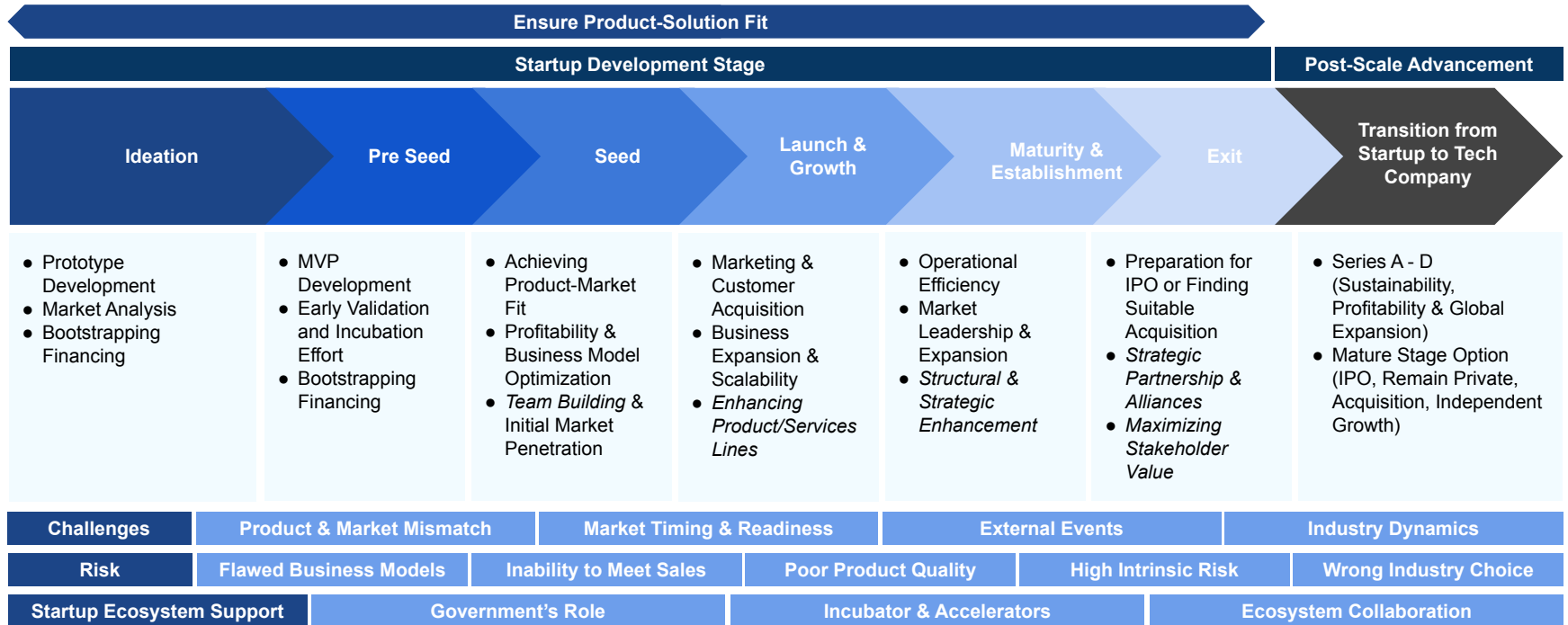
Games and Animation

Digital Transformation for Established Companies



Research Findings from The Exploratory Study: Indonesia's Digital Startup Life Cycle (Stages)

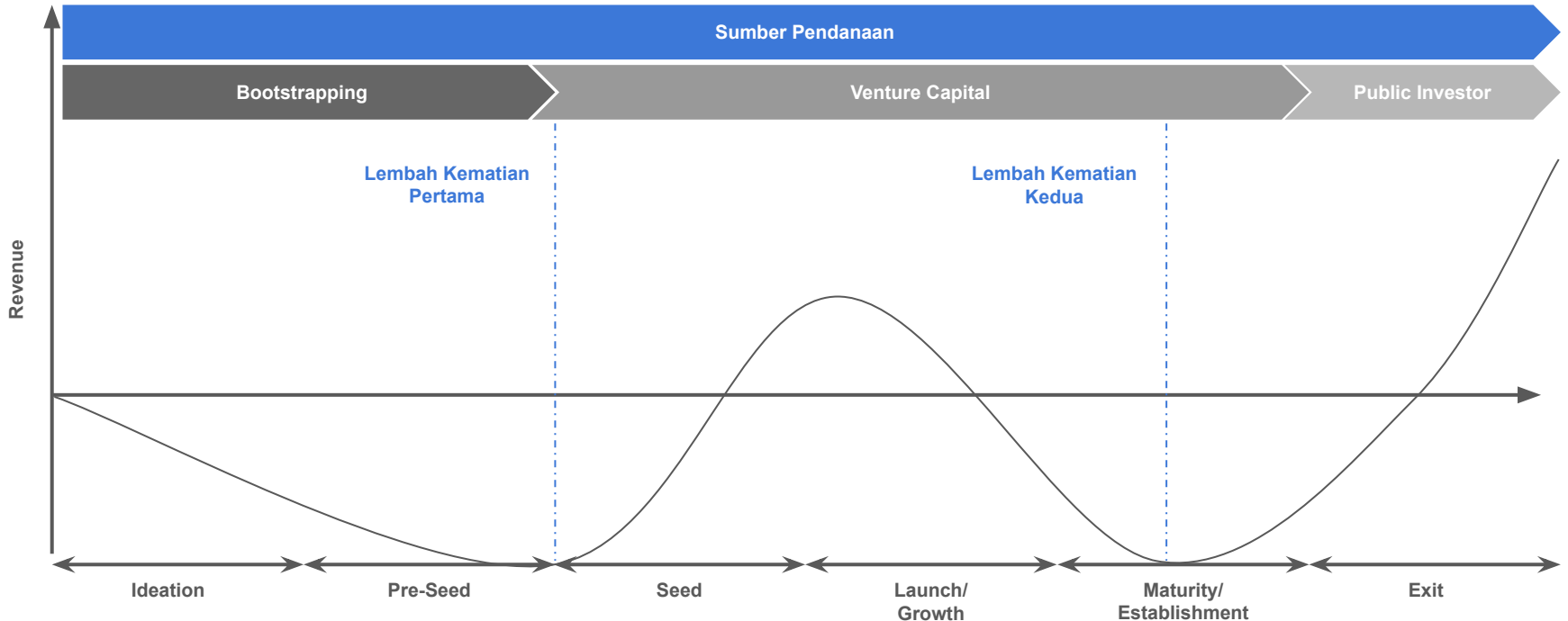
There are six digital startup development stages in Indonesia which comprise ideation, pre seed, seed, launch and growth, maturity and establishment, and exit

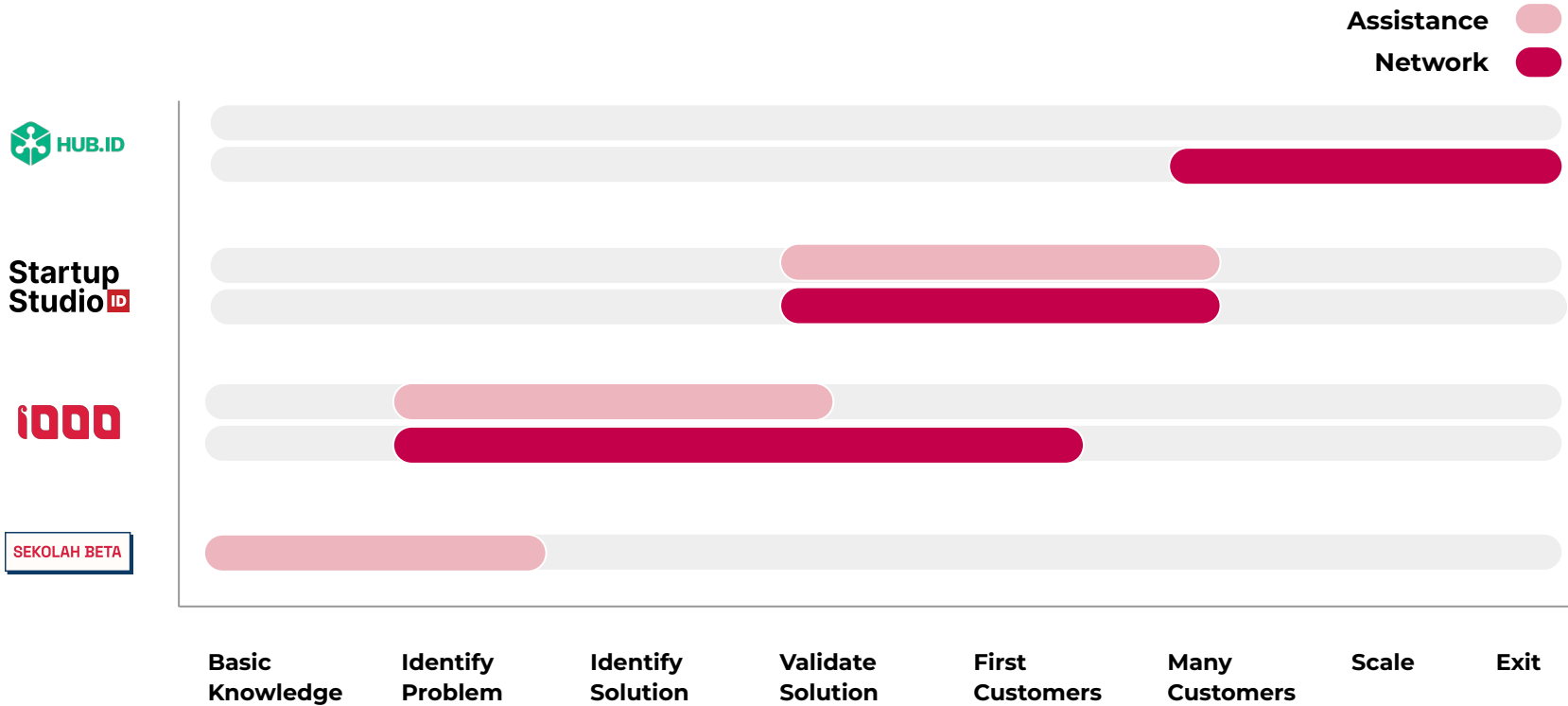




Research Findings from The Exploratory Study: The Valleys of Death within Indonesia's Digital Startup Life Cycle (Stages)

There are two valleys of death within the digital startup development stages in Indonesia, which occurred before and after the seed stage.





Current Landscape: Where We Stand

INDONESIA DIGITAL NATION

Dignified, Fair, and Competitive

DIGITAL GOVERNMENT

DIGITAL SOCIETY

DIGITAL ECONOMY

Regulation
& Policies



Control



Digital Activity



Application



Infrastructure



Digital Human
Resources



Supporting
Technologies



Research &
Information



Future Vision: Where We Strive to Reach by Indonesia Emas 2045

Empower **1.000.000 founders,**
support **1.000 startups,**
and nurture **100 unicorns**

are our interconnected aims that drive innovation,
economic growth, and ecosystem maturity.