

# JICA NINJA Accelerator 2022



Accelerating and scaling startups  
To the next level for SDGs



[angin.id/ninjaaccelerator](http://angin.id/ninjaaccelerator)

ANGIN

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# Message from JICA



**Takehiro Yasui**

Chief Representative  
JICA Indonesia Office



**JICA (Japan International Cooperation Agency)** is bilateral donor agency that implements the Japanese government's Official Development Assistance (ODA). We work with Government of Indonesia to implement a variety of projects. JICA has a long history of supporting Indonesia since the 1960's. For example, one of the current flagship project is MRT Jakarta.

In terms of start-up support, JICA launched **project NINJA (Next INnovation with JApan)** in Africa in 2020 and expanded its scope to Asia in 2021. This year, JICA Indonesia is running the dedicated program on the Indonesian market, as we recognize Indonesian start-ups as important partners in solving social issues through the power of business.

The three impactful start-ups were selected from more than 200 applicants. We believes all three start-ups have great potential to contribute to the Sustainable Development Goals (SDGs) such as climate change and food waste, and also scaling to larger business size to give bigger impact to society.

To accelerate the growth of impactful start-ups, JICA has been working with ANGIN and mentors. They provided three months of individualized guidance to start-ups in areas such as business development, financing, pitching, and impact evaluation.

We hope **project NINJA** will lead to many partnerships with start-ups, which will make a significant contribution to solving social problems in Indonesia.

# JICA NINJA (Next Innovation with Japan) Accelerator Program 2022

Over the last 20 years, private sector capital has increasingly been critical in solving social and economic issues. The **Japan International Cooperation Agency (JICA)** believes that scaling innovative startups could both create economic and social impact efficiently and bring us one step closer to achieving the UN Sustainable Development Goals (SDGs).

As a result, JICA launched Project Ninja (Next Innovation with Japan) in January 2020 to support entrepreneurs and to create business innovation in emerging countries. JICA collaborates with various stakeholders to develop entrepreneurship, identify issues experienced by entrepreneurs, make policy recommendations, strengthen corporate management capacity, promote collaboration among enterprises across industries, match up with Japanese companies, and promote investment while making a significant contribution to achieving the SDGs.

**JICA NINJA Accelerator 2022** is a highly selective initiative to support and equip impactful Indonesian startups to face curated investor lists, expand partnership opportunities, and achieve financial support. Partnered with **Angel Investment Network Indonesia (ANGIN)**, this program selects startups in Indonesia in waste management and low carbon emission areas to be supported and matched with local, regional, Japanese, and global investors.



# Program Journey



# Program Resources


**01**



## Mentoring Sessions

- Business
- Fundraising
- Impact measurement and monitoring
- Japanese Business Culture and Etiquette

**02**



## Access to Database

- Access one of the largest pool of mentors in various fields and industries
- Access the largest pool of investors database in Indonesia and regionally
- Access to database of business tools and proprietary knowledge

**03**



## Global Exposure

- Secured opportunity to showcase your business and gain interest of our expansive network of highly curated Indonesian, regional and Japanese investors
- Travel to Japan\* and meet Japanese investors and global investors  
\*) depending on Japan's COVID-19 travel restrictions

# Key Numbers in NINJA Accelerator Program 2022



**256**

Startups applied

**20**

Applicants screened for 2nd layer of assessment stage



**10**

Applicants screened for 3rd layer of assessment stage

**3**

Indonesian startups selected



**9**

Mentors engaged

**21**

Community and Media Partners collaborated



# Demo Day Venue and Rundown

## Demo Day in Jakarta

**Date:** Thursday, February, 9th, 2023

**Time:** 15.00 - 17.30 (GMT+7)

**Venue:** XenSpace

## Demo Day in Japan

**Date:** Thursday, February, 16th, 2023

**Time:** 14.00 - 16.30 (GMT+9)

**Venue:** JICA Headquarters (Kojimachi)

Demo Day in Jakarta		
Time Start	Time Finish	Activity
14:45	15:00	Re-registration
15:00	15:03	Opening by MC
15:03	15:08	Opening by JICA
15:08	15:11	Opening ANGIN
15:11	15:56	Talkshow
15:56	16:06	Break
16:06	17:06	Pitching time and Feedback (3 Startups)
17:06	17:10	Closing
17:10	17:30	Networking session

Demo Day in Japan		
Time Start	Time Finish	Activity
13:45	14:00	Re-registration
14:00	14:03	Opening by MC
14:03	14:08	Opening by JICA
14:08	14:11	Opening ANGIN
14:11	14:56	Presentation : Indonesian Market, Impact Investment, and Startup Ecosystem
14:56	15:56	Pitching time and Feedback (3 Startups)
15:56	16:00	Closing
16:00	end	Networking session

# Meet The Startups



## Bell Society

Area  
**Low carbon emission**



## Surplus Indonesia

Area  
**Waste management**



## CarbonEthics

Area  
**Low carbon emission**

These 3 Indonesian impactful startups were selected from over 200 applications to participate in JICA NINJA Accelerator 2022





# Bell Society

Company Website: [bellsociety.id/](https://bellsociety.id/)



Bell Society is a producer of biomaterial leather by converting coffee husks and ground waste and other organic waste.

## Brief Company Info

### Year of founding

2020

### Industry

Low Carbon Emission

### Business Model

B2B (Partnerships)

B2C (Product sales)

### Location

Bandung, Indonesia (HQ)

### Stage

Revenue generating

## Future Expansion Plan

### 2023

1. Increase production capacity to 10000 sqm annually.
2. Partnership with 1 global brands.
3. Distribution for the material outside of Indonesia.
4. Implementing decentralized production.

### 2024

1. Increase production to 100.000 sqm annually.
2. Increase Biomaterial Lineup.
3. Production outside of Indonesia.
4. Product variety, creating a more affordable M-TeX.

## The Team

### Arka Irfani (CEO)

Biology material innovation education, professional background in managing product and sustainable community.

### Semeru Gita Lestari (COO)

Master of biomanagement operational and production, professional background in ecology and ethnobotanical project.

## Contact

hi@bellsociety.id

## The Problem

- Leather industry demand grows by 7% a year, while production grows 3%
- The production of synthetic leather also has a huge negative impact. It's reliant on fossil fuels to produce & create waste.
- Second to oil, clothing and textile industry is the largest polluter in the world.
- On the other hand, 45% of fruit are being thrown away as food waste.

## The Solution

Bell Society develops and produces biomaterial leather by converting coffee husks and ground waste, as well as other organic waste. Leather are used as bag, shoes, and wallet materials. Bell Society sources coffee and organic waste from cafes, restaurants and directly from coffee farmer corporatives.

10  
tonnes

total organic  
waste converted  
into biomaterial

148,9  
tonnes

CO2 prevented  
to be produced  
in landfills

246%

increase of M-TeX  
production  
capacity in 2022

96,714  
USD

revenue

946  
sqm

M-TeX  
produced

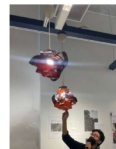
## Addressed SDG



### Sustainable Merch



### Unique Café Instalation



Leather Apron



Glass Holder



Coaster



Leather Lamp Shade



Menu Holder



# Surplus Indonesia

Company Website: [surplus.id](http://surplus.id)



Surplus is a mobile application-based marketplace for restaurants, cafes, hotels and other food merchants to sell overproduced meals and food items at discounted prices, allowing food merchants to generate revenue from overstocked products and reduce waste management expenses, while also allowing consumers to discover good quality and edible food at affordable prices.

## Brief Company Info

### Year of founding

2019

### Industry

Food waste prevention

### Business Model

B2B & B2C (Platform fees)

### Location

Jakarta, Indonesia (HQ)  
Greater Jakarta, Bandung,  
Yogyakarta, Malang, Surabaya and  
Bali (Operations)

### Stage

Revenue generating

## The Problem

- Indonesia is the world's second highest producer of food loss and waste, generating 23 - 48 tonnes of food waste annually (National Development Planning Agency, 2021).
- The types of food that are disposed of the most are vegetables (31%), followed by rice (20%), meat (11%), dairy products (10%), and fish (10%) (Ministry of Environment and Forestry, 2020).
- Food waste often ended in landfills, creating greenhouse gases like methane that undermine Indonesia's commitment to reduce its greenhouse emission by 29 percent from business as usual scenario by 2030.

## The Solution

- Surplus provides a mobile application-based marketplace to sell overproduced meals and food items at discounted prices, allowing food merchants to generate revenue from overstocked products, as well as reduce waste management expenses.
- Surplus allows consumers to discover good quality and edible food at affordable prices, offering a minimum of 50% discount.
- Surplus is currently piloting its B2B model, supplying imperfect fresh produces from farms and supermarkets to Surplus merchants.

## Future Expansion Plan

### 2023

Expanding operations to Surabaya and Bali, acquiring 10,000 merchants and 400,000 customers. 300,000 completed orders; TPV Growth 500% YoY.

### 2025

Expanding to Sumatra, acquiring 50,000 merchants and 2 million customers; 3,000,000 completed orders; TPV Growth 500% YoY.

3.000+

total  
merchants

>30 ton  
meals

has been rescued  
(100k+  
beneficiaries)

>80K  
USD

prevented potential  
financial loss for  
2500+ business  
owner as our other  
beneficiaries

>350 Tonnes  
of CO2

Avoided  
potential from  
landfill

## Addressed SDG



## The Team

### Agung Saputra (CEO)

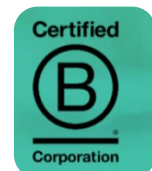
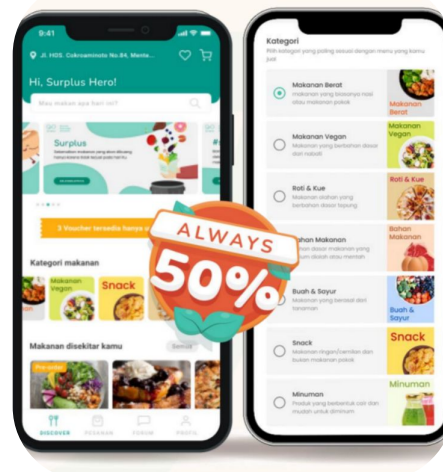
Master of Environmental Technology, professional background in environmental consultancy.

### Calvin Rudolph(COO)

Professional background in architectural, corporate fundraising, and project management.

## Contact

[business@surplus.id](mailto:business@surplus.id)





# CarbonEthics

Company Website: [carbonethics.org/](http://carbonethics.org/)



B2B & B2C carbon consultancy company that expands into carbon offset via mangrove planting. CarbonEthics plans to enter the carbon credit market by providing verified carbon projects and expands its ecosystem expertise to terrestrial forest.

## Brief Company Info

### Year of founding

2019

### Industry

Carbon economy

### Business Model

B2B (Margin from mangrove planting services and verified carbon reselling)

B2C (Margin from mangrove planting services)

### Location

Jakarta, Indonesia (HQ)

Seribu islands, Riau islands, and Bali (Operations)

### Stage

Revenue generating

## Future Expansion Plan

### 2023

Expanding conservation to green carbon (forest & agriculture), become carbon project originator, & verified carbon reseller

### 2024

Expanding to US & EU market to reach 5x growth vs 2023

### 2025

Verified Carbon Units issuance from our own carbon projects collaborating with project financier and land concession owners

## The Problem

- The change in consumer attitudes and activism have demanded companies and industries to decrease their carbon footprints
- More businesses are acknowledging that they need to embrace a low-carbon future not only for the sake of the planet, but to improve customer loyalty
- With the public demanding action on climate change, many governments now have a mandate to set carbon reduction targets and enact green legislation.
- Nature-based solutions (NBS) offer an immediately available solution to address the remaining emissions. However, they are concentrated in a limited number of areas in Indonesia.

## The Solution

- **Carbon emission calculator**, allowing both B2B and B2C clients to calculate carbon footprint easily
- **Carbon consultancy**, enabling B2B clients to calculate educate, and create behavioural change in emission reduction
- **Carbon offset programs**, allowing both B2C and B2B clients to participate in carbon offset projects via mangrove planting and reforestation projects. CarbonEthics is the project assessor, originator and implementer.

**+340K USD**

Actual revenue in blue carbon planting

**150+**

Partners (B2B, media, education, policy)

**228**

Beneficiaries with +22% income increase

**6,6 Tonnes**

Potential emission sequestration

**SROI 1:4**

For every 1 USD invested to us, 4 USD worth of social value is generated.

**5,000+**

Climate pledges generated

## The Team

### Agung Bimo Listyanu (CEO)

Science and Engineering education, professional background in sales and business development.

### Innandya van der Kolk (COO)

Master of Business, professional background in business transformation and commercial planning

### Jessica Novia (CMO)

Humanity education, professional background in brand management and strategy.

## Contact

bimo@carbonethics.org

## Addressed SDG





**Project NINJA**



**Innovation  
Challenge**



**ANGIN**