

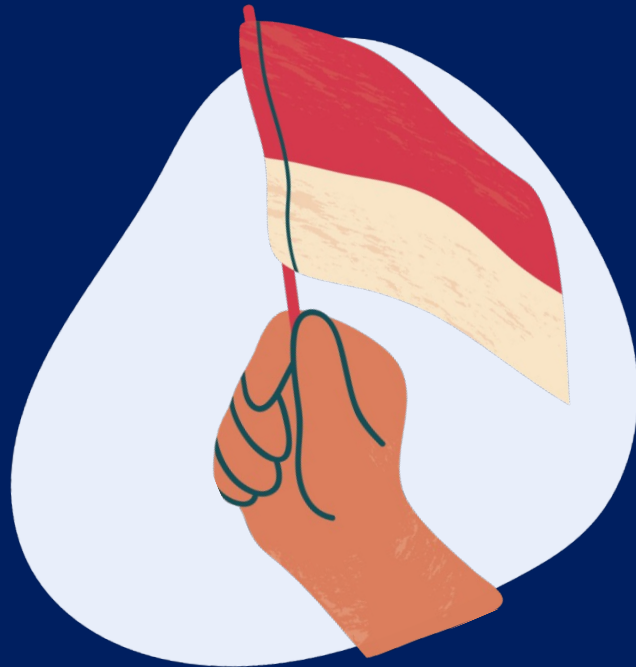


# #SisBerdaya

Achieving financial inclusion and literacy for all through technology.

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# DANA for Indonesia



- As a national digital wallet from, by, and to Indonesia, DANA is committed to build Indonesian Cashless Society.
- To achieve that goal, DANA is continuously creating initiatives that brings digital economy inclusion for SMEs to accelerate their capacities.
- At present, more than 460,000 SMEs have registered in DANA's digital ecosystem.
- By empowering local SMEs, DANA believe that we can lift-up their lives while transforming national economy into a digital-based transaction that is more secured, efficient, and convenient.

# Challenges

## *Generation Equality in Tech & Digital Economy*



- Women-led businesses dominated MSMEs (64,5%) and creative economy (54,96%), yet, most of them have low digital literacy compared to men counterparts.
- Women-led businesses have fewer access to finance, in particular capital, and remains stagnant in its proportion of 18% only.
- Out of 120,000 registered SMEs in DANA, only 19% are women, signifying the gender gap in tech adoption.
- As digital wallet is growing tremendously in the country, a research shown that women are more interesting in using their mobile to increase access for finance.



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## Mission

Greater access for women-led businesses to access capital for an inclusive financial literacy.



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# #SisBerdaya

## DANA Women Qualifications

### 1. MSME

Divided into 2 categories:

#### 1. Ultra Micro:

- a. Monthly sales IDR 1.000.000 – 10.000.000
- b. Individual Ownership
- c. 1 – 5 Employees

#### 2. Micro:

- a. Monthly sales IDR 11.000.000 – 30.000.000
- b. Individual/group Ownership
- c. 6 – 20 Employees

### 2. Owned by Indonesian Women

Focusing to empower women, this program is targeting the Indonesian women MSME owner.



# Competition Criteria

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## 1. Top 30

- Current Market Size
- Product Market Fit
- Product Innovation
- Social Impact (ESG)
- Digital Ads Usage

## 2. Top 5

- Market Scope: Scalability and Business Model
- Financial: Progress, Traction & Execution Plan
- Digitalization: QRIS Usage

## 3. Winners

- Women Economic Empowerment
- Impact Orientation: Community Impact
- Business Continuity: 3 years road map



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## Program Pillars

### Benchmark & Competition

Stage for women to benchmark and cultivate healthy competition in an empowering environment.

### Empowerment

Facilitate exposures through mentoring programs, community engagements & networking events.

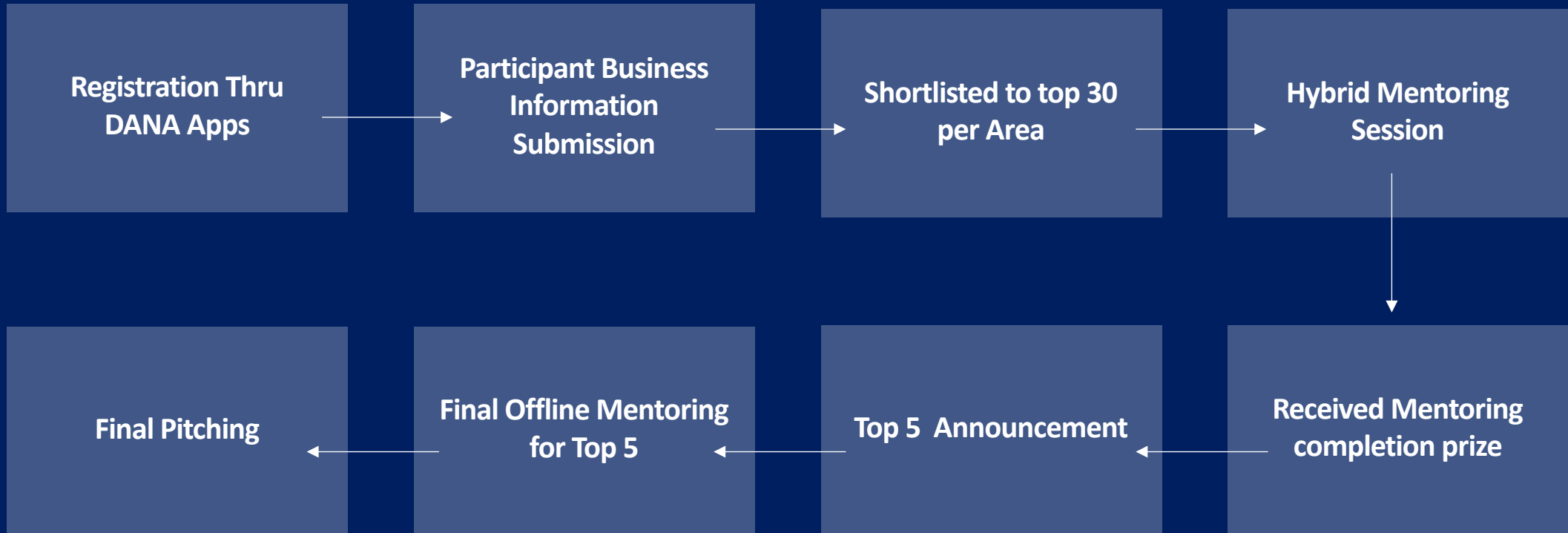
### Education

Building awareness, deepen understanding and skills through training, workshop, seminars on technology & entrepreneurial skills in digital era.



# #SisBerdaya

## Participants Journey







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Empowering Women Entrepreneur



# Overview SisBerdaya

## Empowering Women Entrepreneur



### 1. Targeting Indonesian Women

- Calling all women MSME owner in Indonesia
- Submission of product & MSME profile thru Sis Berdaya feature on DANA Apps
- Targeting total thousands MSME across Indonesia



### 2. Mentoring top 30 women MSME per areas

- Each areas will have top 30 that will be shortlisted to top 30
- Top 30 will get a hybrid mentoring
- Completing the mentoring session will be awarded with capital support of IDR 5 or 10 mio.



### 3. Grand Finale

- 1 grand finale for all area
- D-3 of the finale, top 5 finalists will be quarantine to create their final pitch deck



# Prizes Per Area

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## 1. Ultra Micro

- Mentoring Completion Prize : IDR 5.000.000 x 30 MSME
- 1<sup>st</sup> Winner : IDR 20.000.000
- 2<sup>nd</sup> Winner : IDR 15.000.000
- 3<sup>rd</sup> Winner : IDR 10.000.000
- 4<sup>th</sup> 5<sup>th</sup> Winner : IDR 5.000.000

## 2. Micro

- Mentoring Completion Prize : IDR 10.000.000 x 30 MSME
- 1<sup>st</sup> Winner : IDR 35.000.000
- 2<sup>nd</sup> Winner : IDR 20.000.000
- 3<sup>rd</sup> Winner : IDR 15.000.000
- 4<sup>th</sup> 5<sup>th</sup> Winner : IDR 10.000.000



**Let's Discuss**