# Technopreneurship:
# budi and hisStory

**Budi Rahardjo**

{instagram, twitter, gmail, youtube} **@rahard**

https://www.youtube.com/@rahard

kesamaan dengan dunia IT. Keduanya sama-sama membutuhkan kreativitas, tandasnya.

Saya biasa mengisi blog dimana dan kapan saja. Saat sedang di rumah, mobil atau kereta. Biasanya, kalau tidak

bagi banyak orang untuk melakukan kreativitas lewat sarana website. Dan kita tak perlu membayar saat memakainya. Alias gratisan.

belum kesampaian. Saya akan berusaha terus untuk mewujudkannya.

# Business, IT & Rock'n Roll

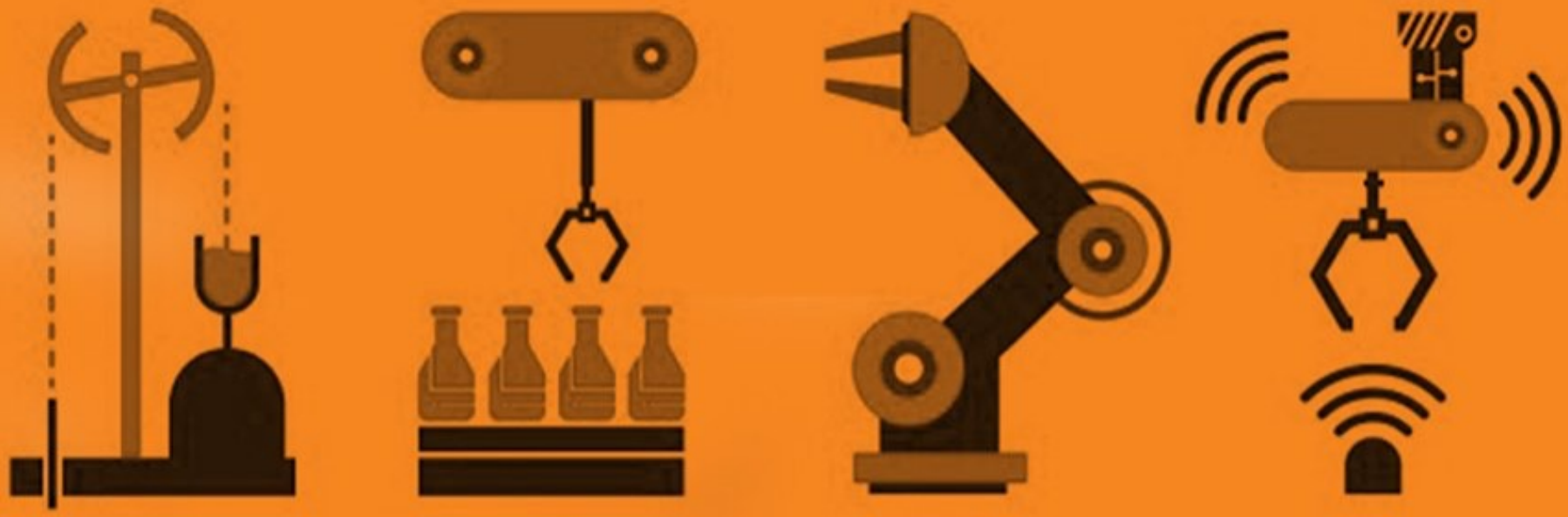
BNI
solidarity forever
12-14 OCTOBER 2018
ENERGY OF ITB
INSAN MUSIC PROJECT
MANDIRI OIL
PERTAMINA
inalum
PARAGON
178K
BNI ITB ULTRA MARATHON
PLN
great
Marshall
GREAT
GREAT

# what is technopreneur?

**(1) technology**
**(2) entrepreneur**

an entrepreneur involved with high technology

# The 4 Industrial Revolutions



## 1st
Industrial revolution

Mechanisation through waterpower, steam power

## 2nd
Industrial revolution

Mass production through electric assemble line

## 3rd
Industrial revolution

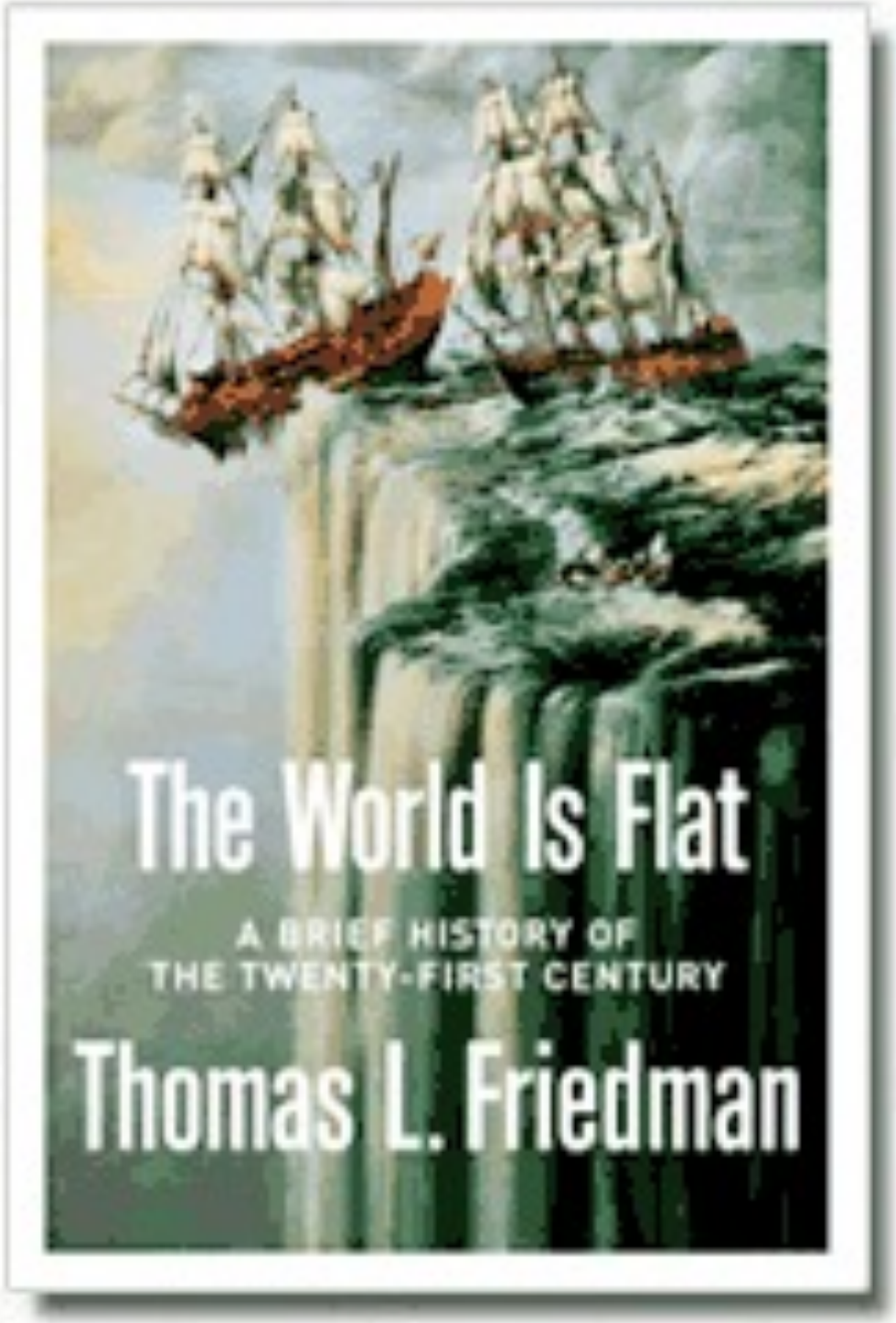
Computer led robotics and automation

## 4th
Industrial revolution

Cyber physical systems

# budi rahardjo

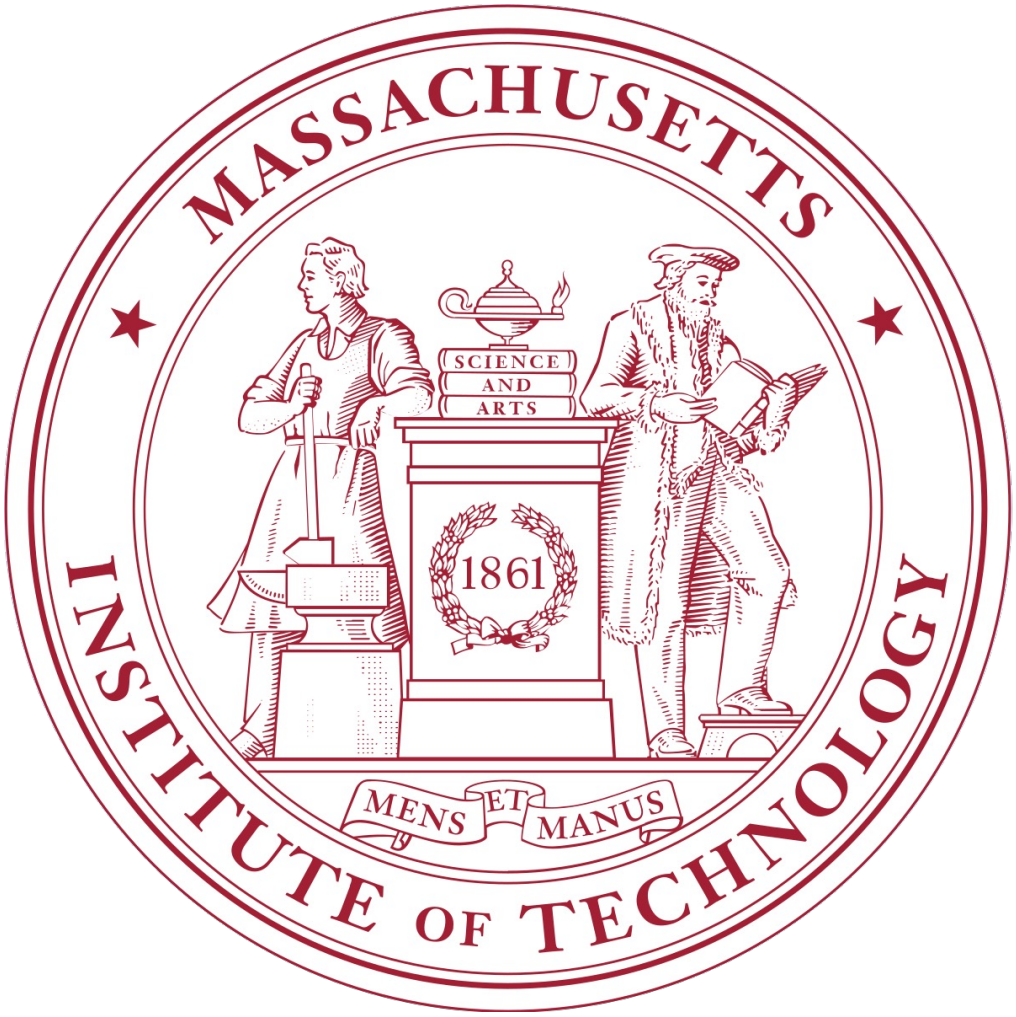
version 3.5




- Globalization 1.0
- Globalization 2.0
- Globalization 3.0

# Budi Rahardjo 1.0

- Go abroad ...



Canada

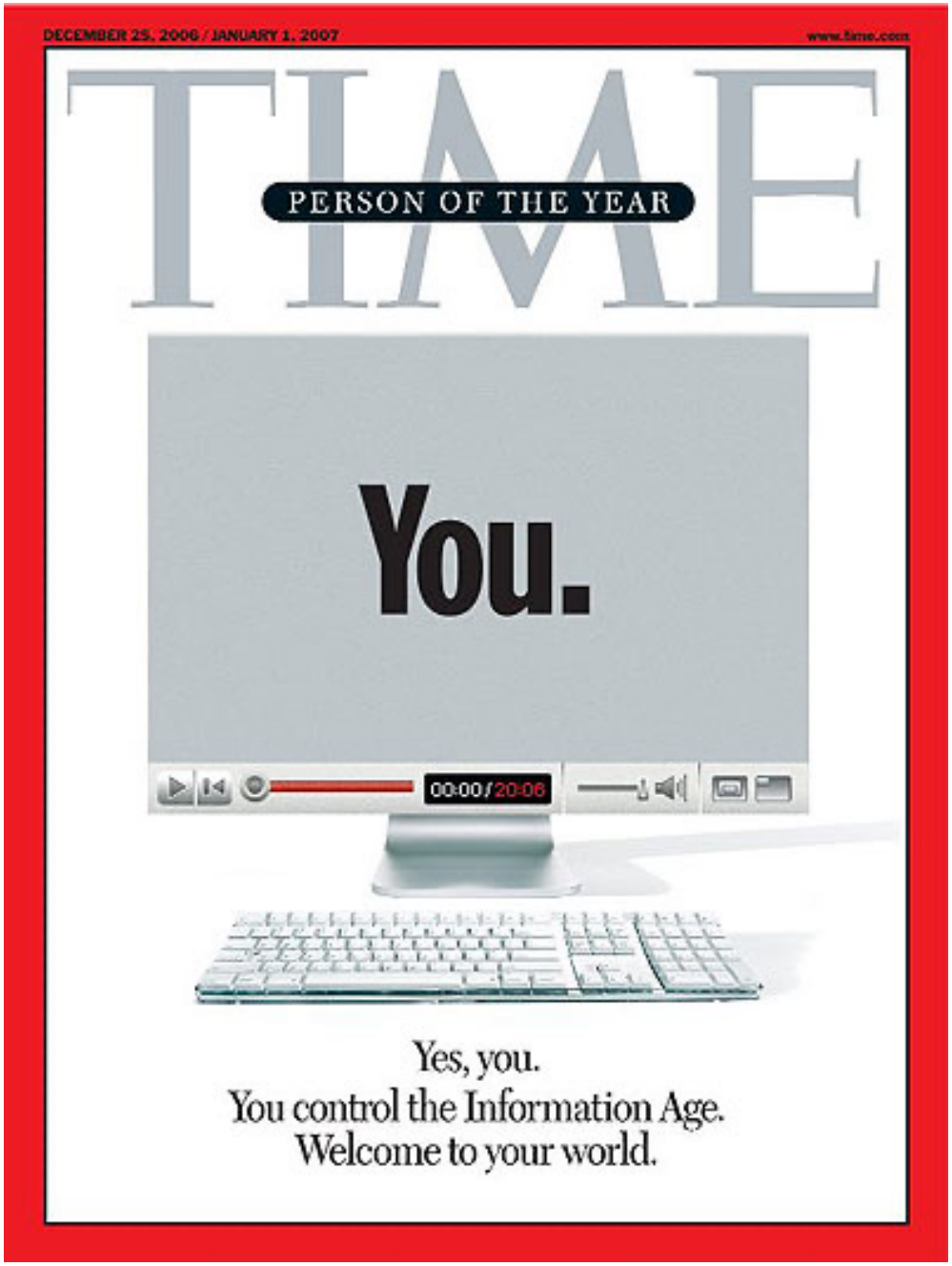
RUSH

Tim Hortons
Winnipeg

# Budi Rahardjo 2.0

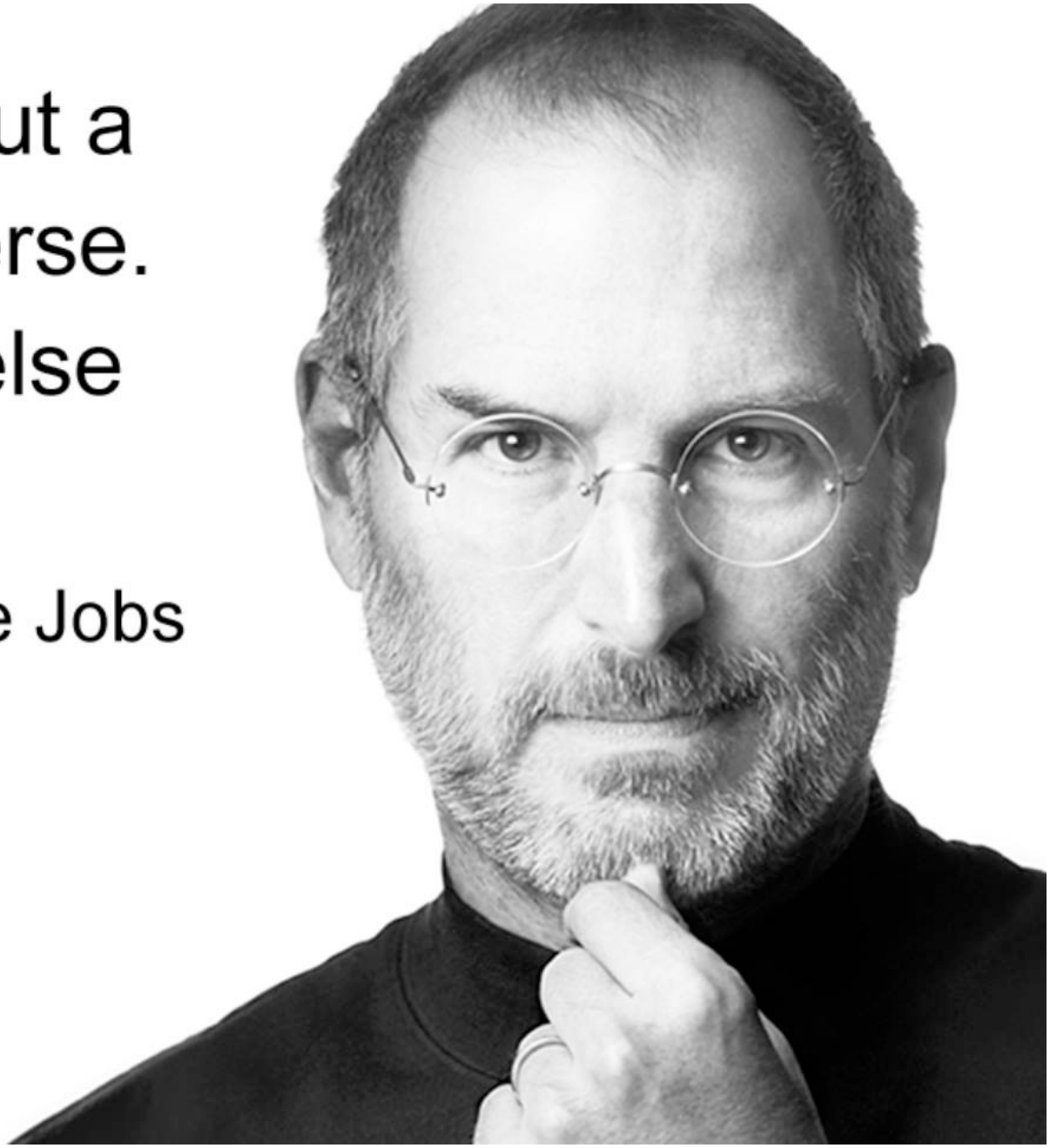
# Budi Rahardjo 3.0

## 2006



“We're here to put a dent in the universe. Otherwise why else even be here?”

~ Steve Jobs



# what's your dent?

I was lucky,
I was in the right place,
in the right time ...

budi.rahardjo.id
the history of world wide web

# BLOG

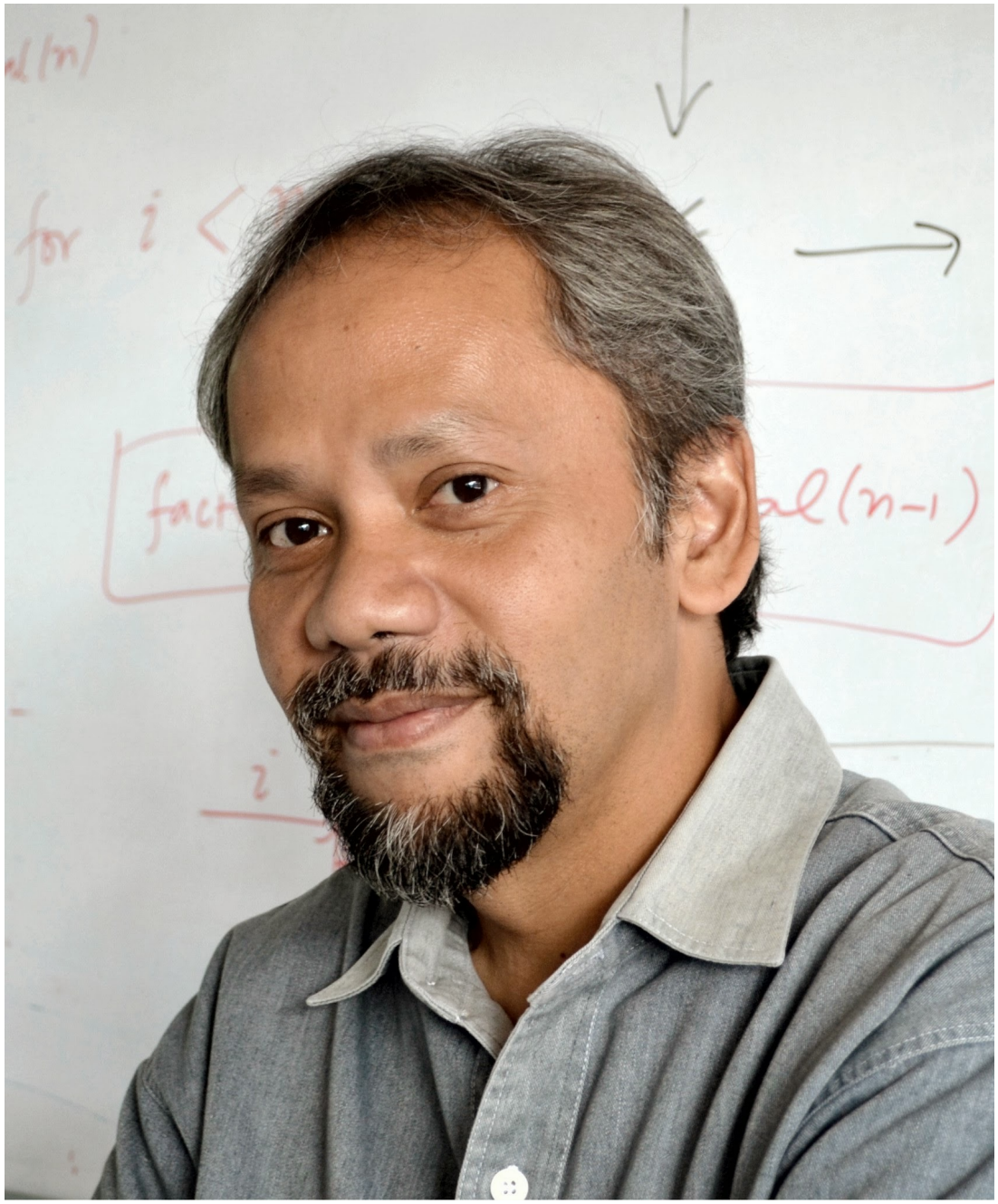
gbt.blogspot.com
rahard.wordpress.com
medium.com/@rahard

@rahard
@buditweet

@rahard

budi.rahardjo
www.facebook.com/pages/Budi-Rahardjo/105078089534462

Sekolah Teknik Elektro dan Informatika (STEI)
&
Sekolah Bisnis dan Management (SBM)



# Google Scholar

## Budi Rahardjo

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Verified email at paume.itb.ac.id - Homepage

Security VLSI Information Technology Cryptography

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| Citations | 538 | 275 |
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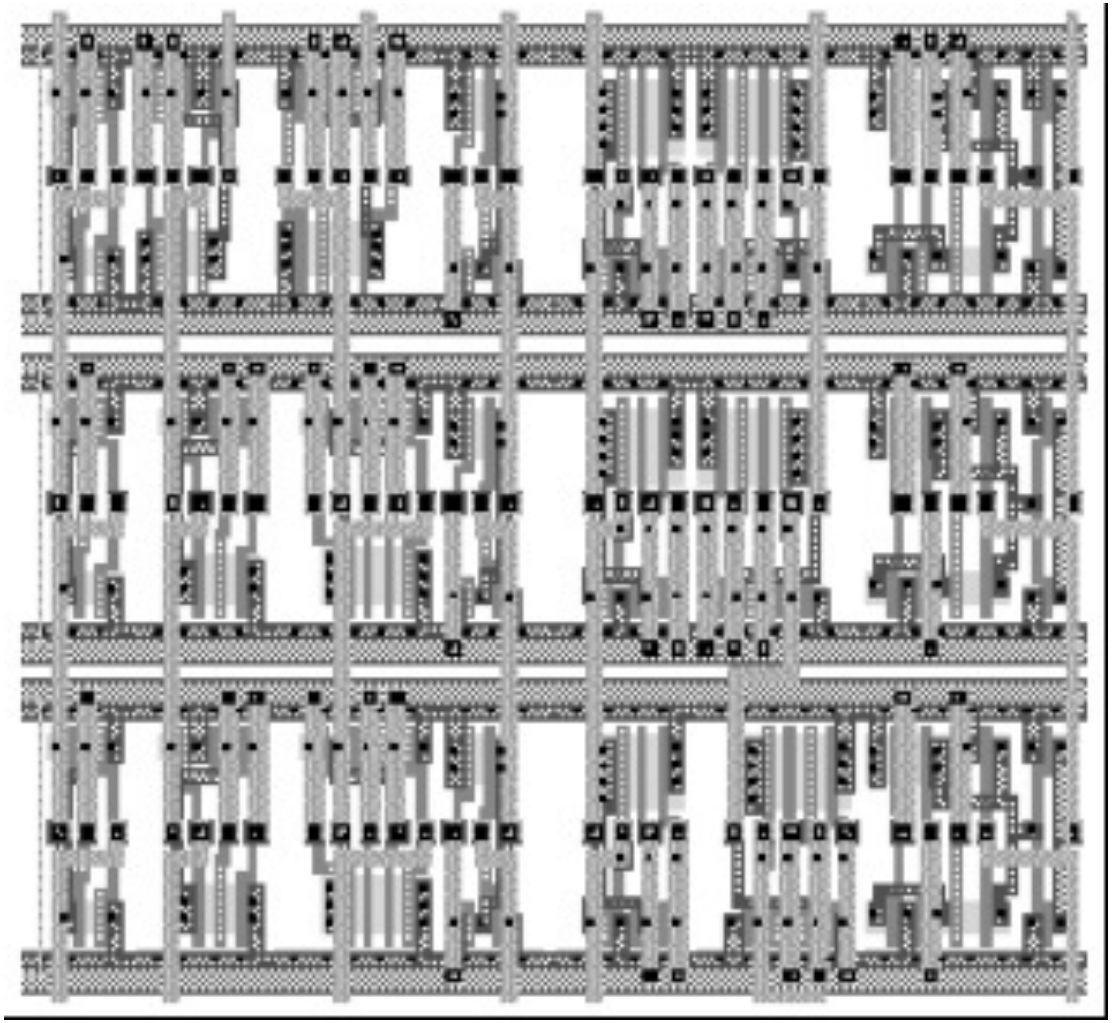
| i10-index | 10 | 6 |

VIEW ALL

# Microelectronics

## Integrated Circuit (IC) Design



# Network & Application Security
# Insan Infonesia

id
DOMREG

IDNIC

# Indonesia Computer Emergency Response Team

# digital music

COLLECT YOUR OWN MUSIC
Digital Beat Store @ blitzmegaplex
db
DIGITAL BEAT STORE
NOW OPEN
AT
blítzmegaplex
PARIS VAN JAVA MALL SUKAJADI,
BANDUNG

# Insan Music Store

insanmusic.id

MP3 LEGAL
INSAN
MUSIC STORE
REGISTRASI

BNI
solidarity forever
12-14 OCTOBER 2018
ENERGY OF ITB
INSAN MUSIC PROJECT
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HONDA
SASMITA
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inalum
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Demo Toll Gate License Plate Recognition

# Artificial Intelligence (AI) – Machine Learning
# RISET.AI – PT Riset Kecerdasan Buatan (RKB)

# Coding Kids

# Coding Mum

# Coding for Disabilities

# mentoring

FOUNDER INSTITUTE

INNOVFEST

IndonesiaX

# Why Starting Tech-based Companies

- This time. This era.
- We live in a tech-ready environment
- Technology has the highest value

# Largest US companies in 2018 vs 2008

| 2018 | | | | 2008 | | | |
|---|---|---|---|---|---|---|---|
| Rank | Company | Founded | USbn | Rank | Company | Founded | USbn |
| 1. | Apple | 1976 | 890 | 1. | Exxon | 1870 | 492 |
| 2. | Google | 1998 | 768 | 2. | General Electric | 1892 | 358 |
| 3. | Microsoft | 1975 | 680 | 3. | Microsoft | 1975 | 313 |
| 4. | Amazon | 1994 | 592 | 4. | AT&T | 1885 | 238 |
| 5. | Facebook | 2004 | 545 | 5. | Proctor & Gamble | 1837 | 226 |
| 6. | Berkshire | 1955 | 496 | 6. | Berkshire | 1955 | 206 |
| 7. | J&J | 1886 | 380 | 7. | Google | 1998 | 198 |
| 8. | JP Morgan | 1871 | 375 | 8. | Chevron | 1879 | 192 |
| 9. | Exxon | 1870 | 367 | 9. | J&J | 1886 | 192 |
| 10. | Bank of America | 1909 | 316 | 10. | Walmart | 1962 | 184 |

Source: Bloomberg, Google

INFOGRAFIS HASIL SURVEI 2018

POLLING INDONESIA

APJII Asosiasi Penyelenggara Jasa Internet Indonesia
INDONESIA INTERNET SERVICE PROVIDER ASSOCIATION

# Penetrasi Pengguna Internet

**64,8%**

**171,17 JT JUTA JIWA**

DARI TOTAL POPULASI PENDUDUK INDONESIA

**264,16 JT ORANG**

**Survei APJII 2017**

Penetrasi & Perilaku Pengguna Internet Indonesia - Diunduh untuk Budi Rahardjo (bungbr@gmail.com)

**#1 Artificial Intelligence**
AI /Machine Learning / Deep Learning

**#2 Internet of Things**
IOT , IIOT, Sensors & Wearables

**#3 Mobile/Social Internet**
Advancements - Search/Social/ Messenging/Livestreams

**#4 Blockchain**
Distributed Ledger Systems, Cryptocurrencies & DApps

**#5 Big Data**
Apps, Infrastructure, Technologies + Predictive Analytics

**#6 Automation**
Information, Task, Process, Machine, Decision & Action

**#7 Robots**
Cons./Comm./Indus., Robots, Drones & Autonomous Vehicles

**#8 Immersive Media**
- #VR/ #AR/ #MR/ 360°/ Video?Gaming

**#9 Mobile Technologies**
Infrastructure, networks, standards, services & devices

**#10 Cloud Computing,**
SaaS, IaaS, PaaS & MESH Apps

**#11 3D Printing**
Additive Manufacturing & Rapid Prototyping

**#12 CX**
Customer Journey, Experience Commerce & Personalization

**#13 EnergyTech**
Efficiency, Energy Storage & Decentralized Grid

**#14 Cybersecurity**
Security, Intelligence Detection, Remediation & Adaptation

**#15 Voice Assistants**
Interfaces, Chatbots & Natural Language Processing

**#16 Nanotechnology**
Computing, Medicine, Machines + Smart Dust

**#17 Collaborative Tech.**
Crowd, Sharing, Workplace & Open Source Platforms & Tools

**#18 Health Tech.**
Advanced Genomics, Bionics & Health Care Tech.

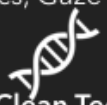
**#19 Human-Computer Interaction**
Facial/Gesture Recognition, Biometrics, Gaze Tracking

**#20 Geo-spatial Tech.**
GIS, GPS, Mapping & Remote Sensing, Scanning, Navigation

**#21 Advanced Materials**
Composites, Alloys, Polymers, Biomimicry, Nanomanufacturing

**#22 New Touch Interfaces**
Touch Screens, Haptics, 3D Touch, Paper, Feedback & Exoskeletons

**#23 Wireless Power**



**#24 Clean Tech.**
Bio-/Enviro-Materials + Solutions, Sustainability, Treatment & Efficiency

**#25 Quantum Computing**
+ Exascale Computing

**#26 Smart Cities**
+ Infrastructure & Transport

**#27 Edge/Computing**
+ Fog Computing

**#28 Faster, Better Internet**
Broadband incl. Fiber, 5G, Li-Fi , LPN and LoRa

**#29 Proximity Tech**
Beacons, .RFID, Wi-Fi, Near-Field Communications & Geofencing

**#30 New Screens**
TVs, Digital Signage, OOH, MicroLEDS & Projections

# THE 30 TECHNOLOGIES OF THE NEXT DECADE

CC BY NC SA

Created by: Sean Moffitt @seanmoffitt , Managing Director, @Wikibrands

WIKIBRANDS

# How Do I Start? Ideation

- Start with a **problem**(s)
- What problems are you trying to solve?

... follow Startup lifecycle ...

Elon Musk
@elonmusk
Replying to @NASASpaceflight
In a month or so
6:51 PM - 13 Jul 2018
98 Retweets 1,991 Likes

SPACEX

# so, what’s your dent?

# are you
# up for the challenge?