

Certified

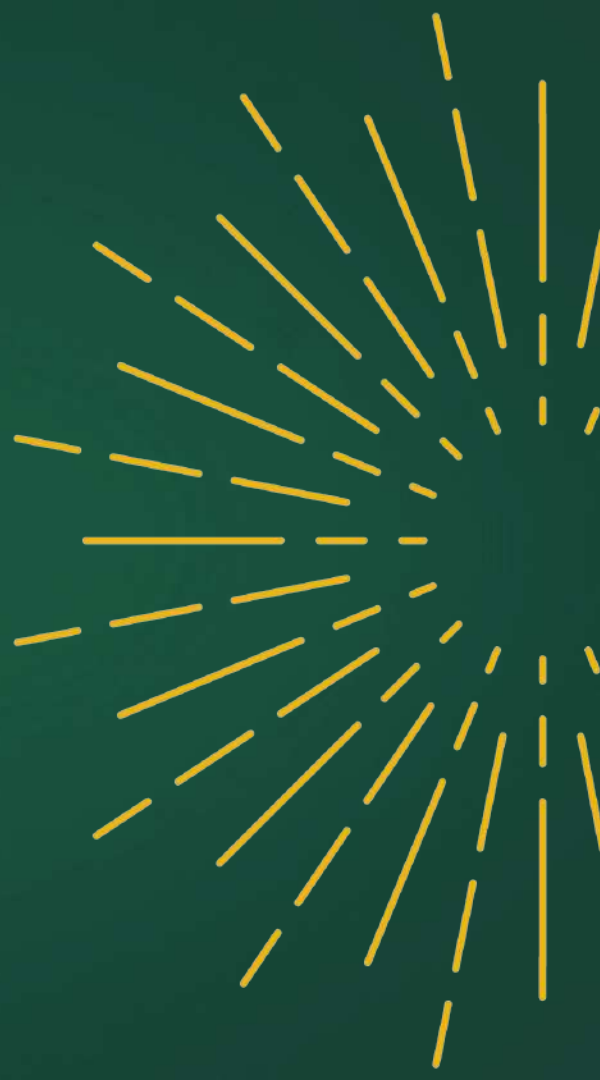


Corporation



Company Profile

2026



WE WANT TO BUILD A WORLD
WHERE BUSINESSES ARE RUN WITH
SOCIAL RESPONSIBILITY AND
DRIVEN BY **PURPOSE** & **IMPACT.**

IMPACT PIONEER LEADER & FRONTIER

with experience, track record, reputation,
committed team since 2014



[Click here to learn more about us. Instellar Impact Report 2024](#)



90+ PROJECTS,
PROGRAMS,
AND
INVESTMENT

&

500+ ZEBRAS
INCUBATED

USD
1,400K
GRANTS & SOFT
LOAN DISTRIBUTED

OUR ROLES



OUR ROLES

CONSULTING

PROGRAM

INVESTMENT

OTHER

01 | CONSULTING

We offer consulting to investors, entrepreneurs, and non-governmental organizations on strategies to accelerate social and financial missions, and implement ESG principles in business operations.

Market Research & Feasibility Study

Business Plan Strategy

CSOs Transformation

Corporate Impact Sustainability



02 | PROGRAM

We design and execute impactful programs such as accelerators & capacity building, CSR & sustainability activities, and collaborative events.

Incubation & Accelerator Program

Capacity Building & Collaborative Events

Deal Sourcing for Potential Grantee



03 | INVESTMENT

We specialize in investing, financing, and supporting impact enterprises that are not catered by the current investment and financing landscape in Indonesia.

Fundraising & Deal Assistance

Business & Financial Due Diligence

Investment Advisory & Deal Sourcing



Instellar is a pioneer of social impact consulting firm in Indonesia and the only one with a B Corporation™ certification.

OUR ROLES ACROSS PARTNERS



OUR ROLES

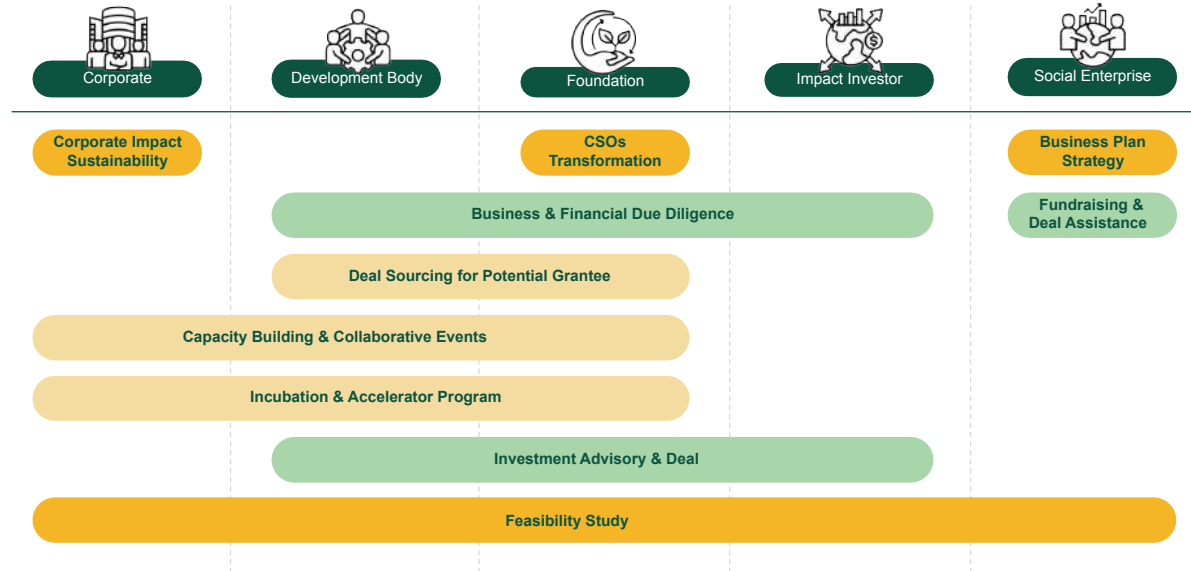
CONSULTING

PROGRAM

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OTHER

We work across a diverse ecosystem of partners to drive meaningful and scalable impact. Through these collaborations, we deliver integrated support that spans capacity building, strategic advisory, and investment facilitation.



NUMBERS AT GLANCE



OUR ROLES

CONSULTING

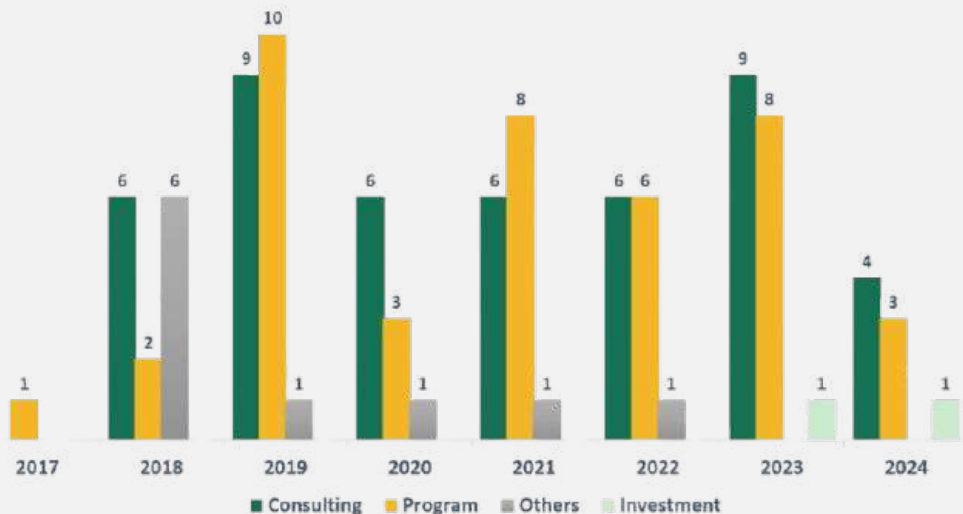
PROGRAM

INVESTMENT

OTHER

Since 2017, we have worked with over 50 Clients, including Corporations and Foundations. These experiences allow us to extend our support to entrepreneurs across Indonesia, both in Cohorts settings and one-on-one services.

90+ PROJECTS, PROGRAMS AND INVESTMENT SINCE 2017*



Consulting

46 Projects

Program

41 Programs

Other

10 Projects

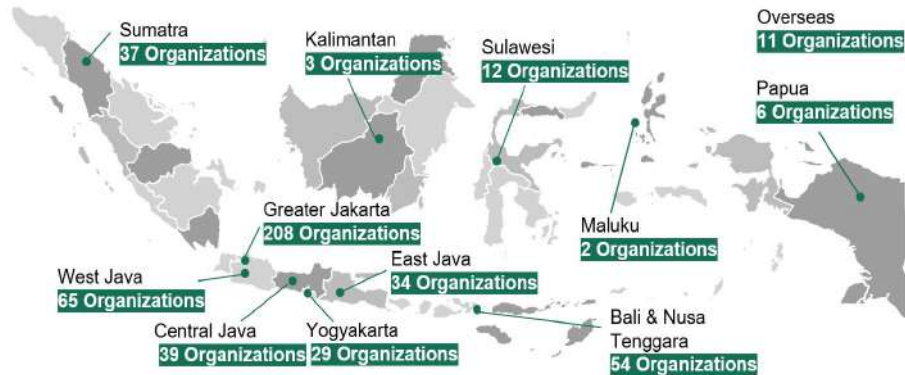
Investment

2 Portfolio

* The taxonomy categorizes based on the nature of the work:
(1) consulting encompass expert supports,
(2) program refer to the acceleration/ incubation and capacity building activities,
(3) investment
(4) other refers to projects beyond the aforementioned categories, such organizing Social Enterprises meetup event and experiential learning event.

OUR FOOTPRINTS

40+ PROJECTS SINCE 2017
82+ ENTERPRISES AND NON-PROFIT ORGANIZATIONS
WERE CONSULTED SINCE 2017



OUR TYPE OF CLIENTS



OUTPUT

20	Business & Strategic Plan
16	Investment documents
19	Financial Plan
9	Market Research
7	Impact Report
6	B Corp Certification Assistance

SINCE 2017,
WE SUCCESSFULLY DELIVERED 9
PROJECTS AND CONSULTED 11
ENTERPRISES AND NON-PROFIT
ORGANIZATIONS

Distribution of the projects:





OUR ROLES

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INSTELLAR CONSULTING



[OUR ROLES](#)[CONSULTING](#)[PROGRAM](#)[INVESTMENT](#)[OTHER](#)

INSELLAR CONSULTING

Instellar Impact consulting provides one-on-one service to strategize and guide our client in optimising their resources, i.e. financial, operations, skills and networks; and to accelerate their social and financial mission.

We support corporates, social enterprises, investors, and CSOs in achieving sustainability and scalability through tailored strategies, financial structuring, and organizational development.



1. MARKET RESEARCH

We provide comprehensive analysis to assess the viability of new projects, products, or market entries.

Our services include market demand modeling, competitor intelligence, consumer surveys, and financial modeling & forecasting.

2. BUSINESS PLAN STRATEGY

Provide tailored, actionable roadmaps to define business goals, analyze market positions, and optimize operational efficiency.

3. CSOs TRANSFORMATION

Assists civil society and nonprofit organizations in exploring potential revenue streams to fund the organization's mission.

4. CORPORATE IMPACT SUSTAINABILITY

CSR holds companies accountable for fulfilling their social responsibilities. Instellar works with companies to develop social impact strategy and supports corporate innovation to achieve sustainable business growth.

OUR CLIENTS



OUR ROLES

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SOCIAL ENTERPRISE



TORAJAMELO

CORPORATES & INVESTORS



PHITRUST



CSO



OUR SELECTED CONSULTING PROJECTS



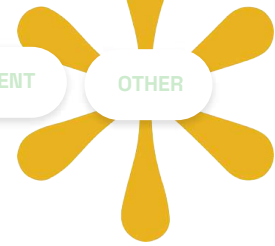
OUR ROLES

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Instellar support IBCWE in strengthening their Business Development performance.

Market Research & Feasibility Study

We support this by reviewing and refining OKRs to ensure strategic alignment, assessing team competencies through interviews and gap analysis, and delivering targeted training and mentoring based on identified needs.



Instellar supports LTKL to strengthen Sentra Inovasi & Produksi aiming to build it into a sustainable hub for local innovation and impact.

Business Plan Strategy

Through targeted mentoring, strategic guidance, and practical tools, the project enhances governance, improves operational efficiency, and prepares the Sentra for future scaling. The overall approach positions the Sentra as a sustainable, independent business entity delivering long-term economic, social, and environmental value.

OUR SELECTED CONSULTING PROJECTS



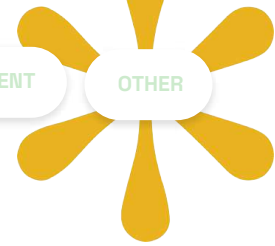
OUR ROLES

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CSOs Transformation

Consulting project supporting Business Coalitions (IBCWE, PBCWE, BCGE) in their transformation from NGOs into sustainable social enterprises.

The work has included delivering workshops on social enterprise, facilitating multi-month strategic planning processes, conducting market research on workplace gender equality, and strengthening organizational performance through OKR development, capability assessments, and training recommendations.



Corporate Impact Sustainability

Designing Impact Roadmap to impact 1,000,000 Delta's beneficiaires positively

We developed a scalable impact framework and measurement tools to ensure data integrity—supporting future communications and PR efforts. We also facilitated knowledge transfer to empower DOID employees to run the program independently and sustainably.

OUR SELECTED CONSULTING PROJECTS



OUR ROLES

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NGO for Sustainable Fishery

Management consulting
Business plan and financial projection



Responsible Waste Management

Sell side advisory
Business plan, financial projection and valuation, deal assistance.



Fishery Impact Investor

Buy side advisory
Sourcing pipeline, financial due diligence, financial management training.



TORAJAMELO

Hand Woven Fashion and Textile Producer

Business plan development, financial projection and budgeting



WeCare.id

Medical Fundraising Platform

Sell side advisory
Business plan, financial projection and valuation, fundraising



BIOCERT INDONESIA

Organic Certification Body

Sell side advisory
Business plan, financial projection and valuation, deal assistance.



Government Association

Sustainability plan consultancy



Innovation Hub

Partner in building a profitability arms consultancy for CSOs

change.org

Petition Website

Sustainability plan consultancy



OXFAM

International NGO

Partner in performing Graisea program in Indonesia



B2B E-procurement

Sell side advisory
Business plan, financial projection and valuation, deal assistance.



Education Technology

Sell side advisory
Business plan, financial projection and valuation, deal assistance.



Illipe Butter Producer

Sell side advisory
Business plan, financial projection and valuation..



OUR ROLES

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OUR B-CORP & IMPACT REPORT SUPPORT

Instellar supports clients in attaining B-Corp certification and creating Impact Report. Instellar helps clients to measure their intended impact using Social Return on Investment (SROI).



Fair Trade

B-Corp & Impact Report



IoT & ML Tech in Shrimp Industry

SROI Analysis & Recommendations



Renewable Energy (Solar)

B-Corp & Impact Report



Agriculture-focused Fintech

B-Corp & Impact Report



Sustainable Agriculture

B-Corp & Impact Report





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INTELLAR PROGRAM



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INSELLAR PROGRAM

As a catalyst, Instellar has several principal programs with the purpose of developing sustainable ecosystem in Indonesia. Instellar provides modules for incubation and acceleration programs. We attempt to understand each enterprise's objectives to support them with the best program implementation of their needs.



1. INCUBATION & ACCELERATOR

Tailored programs by utilizing our expertise in incubation, acceleration, strategic planning, and investment readiness.

We also act as an implementing partner for International Organizations to execute end-to-end program activities in Indonesia.

2. CAPACITY BUILDING & COLLABORATIVE EVENT

Instellar collaborates with organizations to create a space for meaningful interactions and community engagement in the form of panel discussion, conference, and exhibition.

3. DEAL SOURCING FOR POTENTIAL GRANTEES

We also do various program to cater our Clients' needs, such as deal sourcing for Potential Grantee, conducting serial classes for public and selected participants.



INTELLAR COLLABORATION PROGRAMS

Proprietary to Instellar Impact



OUR ROLES

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We design tailored program together with our partners with project implementation expertise in incubation, acceleration, strategic planning, and investment readiness.

Corporate



International Organization



International
Labour
Organization



Korea International
Cooperation Agency



500+ ZEBRAS INCUBATED



OUR ROLES

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Agradaya



BiOmagg

Deek me

CROWDE



difalink



DUTA PASANG



gandengtangan



Ibunda

jahitin



jalin

KLINIS

KRAKAKA



Cepin de Flores



ECODOE



sunrisepa



WomenWorks



Narakopi

Mendekor



bumi



spedagi



SUARISE

tencoon



WeCare.id

wise steps

[OUR ROLES](#)[CONSULTING](#)[PROGRAM](#)[INVESTMENT](#)[OTHER](#)

CSR SUPPORT AND ACTIVATION

CSR holds companies accountable for fulfilling their social responsibilities. Instellar works with companies to seek more sustainable business models and provide modules that cater to each program objectives.



The NextDev Academy

The NextDev Academy is an accelerator program for the finalists of The NextDev competition.

- 10 months program
- Digital Social Enterprise



DBSF SE Bootcamp

DBS Foundation Social Enterprise Bootcamp is a bootcamp program by DBS Foundation.

- 10 months program
- Program Focus: Solving Finance and Funding Problems



Hyundai Startup Challenge

Hyundai Start-Up Challenge aims to nurture young social entrepreneurs with innovative ideas and creative solutions.

- 5 months program
- Program Focus: Education, Employment, and Environment.



OUR ROLES

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INNOVATION & BUSINESS STRATEGY

Instellar supports clients in designing, developing, executing, and evaluating programs, that hope to find potential businesses as clients' horizontal synergy. Instellar also manages the grants provided by clients that includes monitoring and evaluating the resource allocations.



MRTJ Accel Program

MRTJ Accel Program by MRT Jakarta is an acceleration program to give startups access to the MRT Jakarta ecosystem.

- 6 months program
- Program Focus: Logistics, Education, Healthcare



Instellar & Ikea Social Entrepreneurship Indonesia Accelerator

IKEA Social Entrepreneurship by IKEA is a scale-up program to support SE in sustaining business and deepening their impact.

- 2 years program
- Program Focus: Targeting Beneficiaries in Second Tier Islands



Sehat Impact Accelerator

SEHAT Impact Accelerator is an acceleration program by Johnson & Johnson Impact Ventures.

- 5 months program
- Program Focus: Healthcare



Remake City, Jakarta

Remake City, Jakarta is an acceleration program to support SE and connect them with impact investors.

- 6 months program
- Program Focus: Education, Environment, Healthcare, Cleantech, and Shared Economy.



[OUR ROLES](#)[CONSULTING](#)[PROGRAM](#)[INVESTMENT](#)[OTHER](#)

INTERNATIONAL ORGANIZATION'S PROGRAM

Instellar acts as an implementing partner in Indonesia for our international clients' programs. We provide consultations for their programs to meet Indonesia's market and needs as well as execution of the programs.



Seed Hub Indonesia

As SEED Hub Indonesia, Instellar is responsible for the implementation of programs using SEED modules in Indonesia.

- 4 years agenda
- Eco-inclusive enterprises



Strengthening A Supporting System For Social Innovation Start-ups

Strengthening a Supporting System for Social Innovation Start-ups (S4IS) in Indonesia is a program by Korea Social Investment Foundation.

- 3 years agenda
- Space construction and activation; private investment attraction



CybHER

CybHER is an inclusive program by UK Indonesia Tech Hub and Instellar Indonesia to educate and empower Indonesian women through cybersecurity transformation.

- 5 weeks program
- Program Focus: Cyber Security, Digital Literacy, Cyber Hygiene, Data Protection

[OUR ROLES](#)[CONSULTING](#)[PROGRAM](#)[INVESTMENT](#)[OTHER](#)

INTELLAR ENTERPRISE DEVELOPMENT PROGRAM



Rich and Impactful Social Enterprise Incubation

A 6-months incubation program that aims to grow potential, early stage social enterprises in Indonesia. The program consists of workshops, mentoring, and accessing financial support. Instellar is collaborating with UnLtd Indonesia in conducting this program.





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90+ PROGRAMS AND 510+ OF CLASSES HAVE ROLLED OUT





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INSTELLAR INVESTMENT



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INSELLAR INVESTMENT

We specialize in investing, financing, and supporting impact enterprises that are not catered by the current investment and financing landscape in Indonesia.

1. FUNDRAISING & DEAL ASSISTANCE

Instellar helps social enterprise to scale up by reviewing their business plan, developing financial projection, calculating financial valuation, and assisting them through fundraising and investment deal process.

2. BUSINESS & FINANCIAL DUE DILIGENCE

Comprehensive investigation of a company's financial health, operations, and risks, conducted before mergers, acquisitions, or investments. It analyzes historical performance, validates forecasts, and identifies hidden liabilities or cash flow issues, ensuring buyers make informed, data-driven valuation decisions.

3. INVESTMENT ADVISORY & DEAL SOURCING

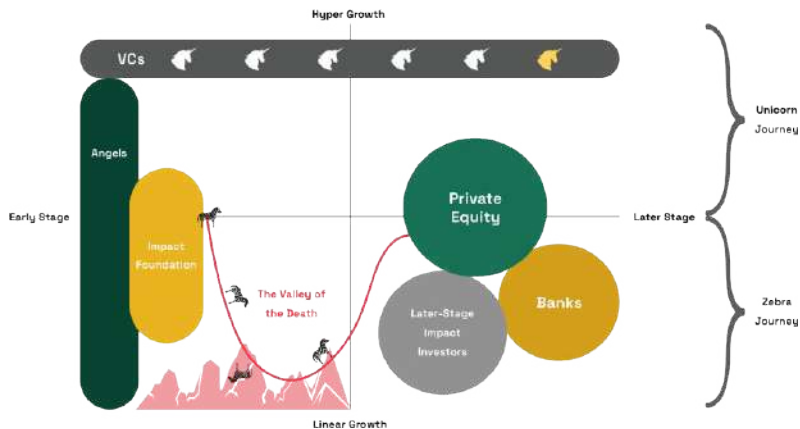
Identifying, evaluating, and securing high-potential investment opportunities for investment programs, venture capital, and corporate investors. This process includes market research and networking to build a targeted pipeline. Key services include deal origination, due diligence, and strategic alignment with investment goals.



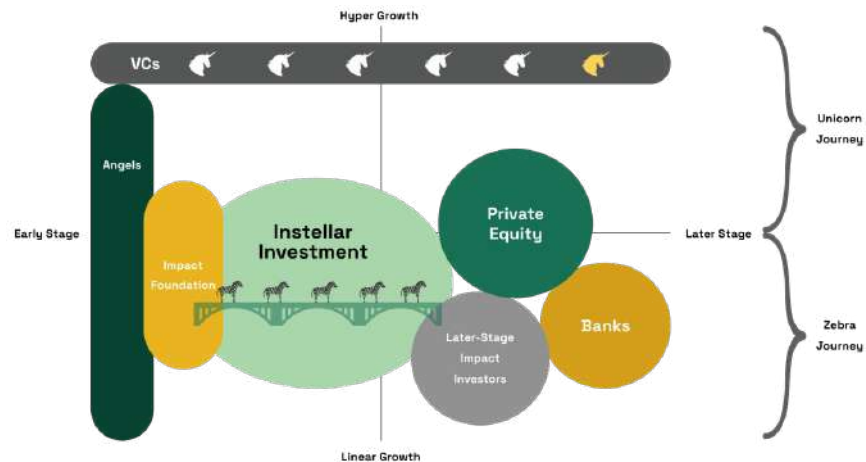
INVESTING & BUILDING ZEBRAS THROUGH INNOVATIVE FINANCING IN INDONESIA

Current Condition

There is a gap between impact foundations and later-stage impact investors that we call it the Valley of Death. At this gap, the available fundings are not suitable for Zebra's business model



INTELLAR INVESTMENT



Hence, we **create a bridge for these zebras to grow healthily** until they are ready to receive investment from the later stage investors. Our tailored financing recognizes that each zebra is unique, respecting their individuality.

OUR SELECTED INVESTMENT PROJECTS



OUR ROLES

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Finding, growing, & investing in impactful businesses in forestry, agriculture, energy, and environment.

ImpactX is a sustainable trade program by Crevisse that supports businesses in expanding globally, strengthening supply chains, and engaging in import-export activities, while providing investment and hands-on support to drive growth and social impact.

Total Investment: 217K USD Grant & 120K USD Loan



Tailored Financing Facility for Women-led MSMEs

InnoFund is a financial support initiative designed to empower micro enterprises by providing accessible financing and essential business skills to underserved entrepreneurs. It combines catalytic funding with tailored technical assistance to strengthen financial management, enhance business growth, and improve their credit readiness.

Total Investment: 250,000 USD as revolving loan

CORAL REEFS POSITIVE INVESTMENT



Develop and invest in reef-friendly businesses

Instellar supports **Konservasi Indonesia** by identifying reef-positive business opportunities, building investment readiness for 10 businesses, and building the relevant ecosystem

Total Investment: 3 Million USD



OUR ROLES

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COMMUNITY & PARTNERSHIP AND EVENTS



COMMUNITY & PARTNERSHIP



We have connected with **more than 350** reputable entities that share our vision of building a world where businesses are run with social responsibility and driven by purpose and impact.

SOCIAL ENTERPRISE



and more ...

CIVIL SOCIETY ORGANIZATION



and more ...

CORPORATE



and more ...

ECOSYSTEM BUILDERS



and more ...

SOCIAL IMPACT & ENTREPRENEURSHIP EVENTS



AWAKEN & REDISCOVER INDONESIAN SOCIAL ENTERPRISES



Instellar annual event focusing on social enterprises landscape in Indonesia.



ASIA SOCIAL INNOVATION CONFERENCE



Instellar annual conference focusing on social innovation development and discovery in Asia.



INSTELLAR IMPACT GIG



Instellar's alumni-oriented event focusing on networking, potential support and collaboration.

[OUR ROLES](#)[CONSULTING](#)[PROGRAM](#)[INVESTMENT](#)[OTHER](#)

INTELLAR ZEBRA PLAYBOOK

In 2025, Instellar has released the Zebra Playbook. The playbook provides guidance for enablers across Indonesia, with a focus on those operating outside Jakarta.

This initiative stems from over seven years of first hand experience at Instellar Impact. We've seen how challenging it is to design and run incubation/acceleration programs for 'Zebras'—social entrepreneurs dedicated to balancing purpose and profit.

Roadshows to introduce this playbook to local Enterprise Support Organizations (ESOs)



[Click Here to Download Our Zebra Playbook](#)



OUR ROLES

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PREVIOUS PROJECTS

Investment Facilitation
Business Development
Market Research & Analysis
Gender Integration



Accelerator for Capacity Building of Sentra Inovasi & Produksi (2025)

This accelerator project aims to strengthen Sentra Inovasi & Produksi as a sustainable business hub that drives local innovation and impact through improved operations and strategy.

Instellar supports LTKL as a consultant to boost Sentra Inovasi & Produksi's capacity through mentoring, strategy, and tools for sustainable growth.

To accelerate the growth of Sentra Inovasi & Produksi, Instellar supports LTKL in strengthening the Sentra's business structure, operations, and strategic direction. Through targeted mentoring, strategic guidance, and practical tools, the project enhances governance, improves operational efficiency, and prepares the Sentra for future scaling. The overall approach positions the Sentra as a sustainable, independent business entity delivering long-term economic, social, and environmental value.

Participants

- **Siak:** Pinaloka - A pineapple-based product manufacturer sourcing from peatland farms in Siak.
- **Sigi:** Gampiri Bumi - A processor and trading hub for local forest commodities in Sigi, Central Sulawesi, currently focusing on coffee and vanilla

Expected Output

The final output is a comprehensive roadmap that includes baseline findings, aligned Year 5 goals, and a clear, actionable plan, starting with a detailed Year 1 strategy and outlining steps for sustained progress in the following years

Local Innovation Hub	■
Agriculture	■
Commodity	■
Community Empowerment	■



ASEAN FOUNDATION

ASEAN Social Enterprise Development Programme (SEDP) 4.0 (2025 - On Going)

ASEAN SEDP 4.0 is a regional accelerator program by the ASEAN Foundation, TikTok, and SAP that supports 30 youth-led social enterprises from 10 ASEAN countries. The program offers tailored capacity building, market access opportunities, and seed funding to help them scale their impact.

Instellar co-leads the accelerator program by designing the curriculum, assessing startups, providing mentorship, and building networks for 30 youth-led social enterprises across ASEAN.

The program seeks to empower youth-led social enterprises in Southeast Asia by strengthening their productivity, innovation, financial access, market reach, and entrepreneurial capabilities. It aims to create a resilient and innovative social enterprise ecosystem that can contribute to inclusive and sustainable development in the region

5 Phases of the program include:

- Preparation phase
- Recruitment and Selection phase
- Assessment & Curriculum Development Phase
- Incubation Phase
- Post Incubation Phase

Submission Accepted

365 Applicants

Participants

30 Selected Social Enterprises

Youth-led social enterprises

Inclusive Economy

Agriculture

Aquaculture

Green Economy

Climate Resilience

Food Security

Employment

STANDARD
CHARTERED
FOUNDATION

ybi | Youth
Business
International



InnoFund (2025 - On Going)

InnoFund is a financial support initiative designed to empower Micro Enterprises to provide accessible financing and essential business skills to underserved entrepreneurs, fostering economic growth and social impact.

Instellar leads recruitment, selection, and tailored technical assistance to prepare social enterprises for loan access and long-term growth across a 3-year, 4-batch program.

The program aims to support underrepresented businesses by combining catalytic funding with tailored technical assistance to strengthen financial management, boost business growth, and enhance credit readiness. Over three years, it seeks to ensure effective fund utilization, sustain a revolving grant, improve financial literacy, and create jobs in underserved communities.

Participant Target

From the 70 participants, the minimum percentage of requirements are as below:

- 51% Women-led business
- 49% Men-led businesses, but must reside outside the major cities
- 5% participants are person with disabilities

Expected Output

- MSMEs received catalytic funding to scale.
- Entrepreneurs enhanced their financial management skills.
- Businesses built financial track records to strengthen future loan applications.

Women-led social enterprises



Person with Disability



Decentralized businesses



Loan



Revolving Grant





KONSERVASI
INDONESIA

CORAL REEFS POSITIVE INVESTMENT (2025 - Ongoing)

This program to develop and invest in reef-positive businesses by enhancing their readiness and building a supportive financing ecosystem to protect coral reefs.

Instellar supports Konservasi Indonesia by identifying reef-positive business opportunities, building investment readiness for 15 businesses, and building the relevant ecosystem

Konservasi Indonesia (KI) and Conservation International Ventures (CIV) aim to create enabling conditions for scalable, investable reef-positive businesses. The initiative focuses on partnership-based financing models that engage communities, governments, and private sector stakeholders to promote coral reef protection and resilience. The program targets areas like WPP 572, Bird's Head Seascape and Lesser Sunda, with a \$3 million investment plan aligned with GFCR and gender-smart principles.

Our Scope of work:

- Identify and assist reef-positive businesses with technical and capacity support.
- Monitoring & Evaluation
- Investment Support
- Partnership Development
- Market Ecosystem Building

Participants

20 Selected Impact Businesses, split into
2 cohort (10 participants each cohort)

Blue Economy	
Coral Reef Positive	
Aquaculture	
Sustainable Fishery	
Waste Management	
Blended Finance	



Catalyst Changemakers Lab (2024)

The Catalyst Changemakers Lab by GoTo Impact Foundation, in partnership with Instellar, supports selected changemakers in co-creating sustainable solutions for Indonesia's economic, environmental, and social challenges.

Instellar provides support for GoTo to implement Catalyst Changemakers Lab in Indonesia.

The Catalyst Changemakers Lab (CCL), part of the GoTo Impact Foundation's Ecosystem 3.0 Program and implemented by Instellar, is designed to support changemakers in developing innovative, sustainable solutions for Indonesia's key challenges. Through a series of structured activities—including selection, matchmaking, lab sessions, and graduation—participants receive tools, resources, and collaboration opportunities to turn their ideas into real-world impact.

Agriculture	
Circular Economy & Waste Management	
Tourism & Empowerment	
Fisheries & Aquaculture	
Social Inclusion	

Submission Accepted

300 Express of interest

Participants

- 18 Selected consortium
- 30 Social Enterprises
- 19 NGOs
- 2 Education Institutions



And many more



ASEAN BLUE INNOVATION CHALLENGE (2024)

The ASEAN Blue Innovation Challenge (ABIC) aims to foster innovative solutions within the blue economy, targeting climate issues, marine plastic pollution, sustainable fisheries, and sustainable tourism.

Instellar helps to manage an incubation program to support 60 innovators across ASEAN and Timor-Leste, focusing on climate issues, marine plastic pollution, sustainable fisheries, and tourism.

The ASEAN Blue Economy Innovation project, supported by the Government of Japan and UNDP, aims to advance the blue economy in ASEAN and Timor-Leste by showcasing innovative solutions from diverse stakeholders. The project runs from April 2024 to March 2025 and includes three main activities: the ASEAN Blue Innovation Challenge (ABIC), the ASEAN Blue Incubation Programme, and ASEAN Blue Business Matchmaking.

The ABIC selected 60 promising innovations, each receiving up to US\$40,000 for development, with opportunities for business matchmaking to connect with investors.

Submission Accepted
507 qualified applicants

Demoday
123 applicants were shortlisted for 30-minute interviews, each including a 5-minute pitch and a 25-minute Q&A session

Participants
123 applicants, then shortlisted into 60 awardees, each set to receive up to USD 40,000 in funding



Sustainable Fisheries	■
Marine Plastic Pollution	■
Climate Issue	■
Sustainable Tourism	■



Social entrepreneurship together with



I-SEA (2023 - On Going)

Instellar and IKEA Social Entrepreneurship Indonesia Accelerator (I-SEA) is a scale-up program to support SE in sustaining business and deepening their impact.

Collaboration

I-SEA Changemakers Collaboration between Duitin and Koinpack.

Instellar and IKEA Social Entrepreneurship Indonesia Accelerator (I-SEA) and is a 2-years program that aims to increase the scale of impact of Social Entrepreneurs for vulnerable and marginalised communities by improving livelihood, equality and inclusion.

Submission Accepted

1,475 Applicants

Demoday

On-going program

Participants

10 Selected Social Enterprises



Agriculture



Circular Economy



Last Mile Delivery



Waste Management



INVESTING IN WOMEN

SMART ECONOMICS

Transforming Business Coalitions into Social Enterprises (2023-2025)

The projects aim to help Business Coalitions (IBCWE, PBCWE, BCGE) transform from NGOs into sustainable social enterprises with stronger independence and diversified revenue.

This series of consulting projects provides planning, performance services, and research, giving the coalitions clear roadmaps and tools to reduce grant dependency and drive women's economic empowerment.

This series of consulting projects supports Business Coalitions (IBCWE, PBCWE, and BCGE) in their transformation from NGOs into sustainable social enterprises. The work has included delivering workshops on social enterprise, facilitating multi-month strategic planning processes, conducting market research on workplace gender equality, and strengthening organizational performance through OKR development, capability assessments, and training recommendations. Each engagement is designed to build institutional capacity, reduce grant dependency, and equip the coalitions with practical tools and clear roadmaps so they can operate as sustainable business entities while continuing to champion women's economic empowerment in Southeast Asia.

Participants



- **November 2023:**
Workshop on Social Enterprise
- **January–June 2024:**
BC Strategic Planning Process 2024
- **May–December 2024:**
Workplace Gender Equality Market Research in Indonesia
- **March–May 2025:** IBCWE: Organizational Performance Services
- **August–September 2025:** PBCWE: Organizational Performance Services

Expected Output

- Support the transformation of BCs into sustainable social enterprises.
- Build organizational performance through structured planning and OKRs.
- Provide evidence-based insights on workplace gender equality adoption in Indonesia.
- Strengthen IW's long-term strategy to drive women's economic empowerment in Southeast Asia.

ImpactX

ImpactX is a Sustainable Trade program by Crevisse with the objective to promote cross-border trade by helping businesses to expand the market at global scale, develop the global supply chain, and engage in import and export activities. The other role is to make investment and provide hands-on support to expedite the growth with a target of increasing the company value over ten times and creating social and environmental impact.

Agriculture Environment 

Submission Accepted

179 Applicants

Participants

4 Selected Social Enterprises



ImpactX (2023-2024)

ImpactX aims to identify, scale up, and invest in two businesses that create impact in specific sectors such as forestry & agriculture and energy & environment.



Sangsang Startup Camp (2023)

“Sangsang Startup Camp” is a program that aims to discover and foster young startups aspiring to start socially innovative companies that provide business solutions to social agendas.

Instellar provides support for MYSC and KT&G to implement KT&G Sangsang Startup Camp Demoday in Jakarta.

Instellar provides support for MYSC and KT&G to implement KT&G Sangsang Startup Camp Demoday in Jakarta by introducing accelerated startups to Indonesia Market and getting close with stakeholders, such as VC and Indonesian government officials.

Demoday

Connected with 16 Indonesian VCs & 16 Experts from Various Sectors in Indonesia

Participants

5 Selected Social Enterprises



Logistic - SaaS	█
Manufacturing	█
Manufacturing - Circular Economy	█
F&B	█
Creative Industry	█



CybHER (2022 - 2023)

CybHER is an inclusive program by UK Indonesia Tech Hub and Instellar to educate and empower Indonesian women through cybersecurity transformation.

CybHER, Cyber Security for HER, is a program funded by the UK through a partnership between UK Indonesia Tech Hub and Instellar. This program aims to educate and empower Indonesian women through cyber security transformation. The program will equip participants with knowledge related to cybersecurity for personal and MSME capacities as well as the potential for the world of work in the field of cybersecurity for women.

Submission Accepted

1,195 Registrants

Demoday

198 Registrants

Participants

Individual

Collaboration

- Collaboration with 5 well-known social enterprises:



- Cyber Ambassador Program with Campaign

College Student



Professional



Entrepreneur



Housewife





AMMAN Economic Empowerment Program is directed to improve job creation that is important to the wellbeing of economy. The program adopts a market-driven and community-based strategy. It involves multiple stakeholders, establishes strategic partnership, and exposes the beneficiaries to larger network to access market expansion and financial support.

Local Business

Tourism

Agriculture & Farm

Cultivation

ECONOMIC EMPOWERMENT (2022-2023)

Amman Economic Empowerment is supporting the community to build its long term capability and resilience to sustain and thrive, through economic empowerment for the MSMEs and youth in West Sumbawa Region

Timeline

July 2022 - January 2023

Recruitment Process:

September 5 - 25, 2022

Targeted Participants

MSMEs and youth in West Sumbawa Region (Sekongkang, Maluk, and Jereweh District)



HYUNDAI STARTUP CHALLENGE (2021)

Hyundai Start-Up Challenge aims to nurture young social entrepreneurs with innovative ideas and creative solutions.

Collaboration

- Mungilmu and Magobox (Biomagg) and supported by PlasticPay and Bell Society.
- Virgil Coffee was invited to open a booth at Dubai Expo 2021 and collaborated with Bell Society to create a bag using coffee grounds to make the raw materials.

Hyundai Startup Challenge Indonesia is an initiative organized by Hyundai Motor Group in partnership with Community Chest of Korea, Impact Alliance, Crevisse Partners, Instellar, and Indonesia Creative City Network, to discover and nurture young social entrepreneurs with innovative ideas and creative solutions to social problems in education, employment, and the environment.

In HSC 2021 Indonesia, we fully supported the growth of 15 entrepreneurs through our renowned acceleration expertise, equipping startups with grant capital, and access to dedicated mentoring sessions, workshops, and a series of classes.

Submission Accepted

604 Applicants

Demoday

17,593 Demoday Viewers in 7 days (Youtube)

Participants

15 Selected Social Enterprises



Agriculture & Fisheries	
F&B, Retail & Ecommerce	
Health & Medicine	
Creative Art, Fashion & Culture	
Environment & Sustainable Energy	
Education	
Internet of Things	
Manufacture & Infrastructure	
Telecommunication & Digital	



Grow With DBS Foundation

DBSF SE BOOTCAMP (2021)

DBS Foundation Social Enterprise Bootcamp is a bootcamp program by DBS Foundation.

DBS Foundation provides DBSF Social Enterprise Bootcamp 2021, a capacity-building program designed to provide a support mechanism for SEs, SMEs, or individuals, which is accessible and interactive. The program will augment the participants with a perspective of creating social impact, surviving the pandemic era, and scaling up the business.

Submission Accepted

114 Applicants

Demoday

219 total live viewers at Final DBSF Bootcamp 2021

Participants

15 Selected Social Enterprises and 1 partner team that passed the Final Screening Document + Relevancy and Meeting.



Creative industries	
Education	
F&B, Retail, FMCG	
Management, Sustainable Energy	
Agriculture	
Building Material	
Media	



GRAISEA (2021)

GRAISEA is a program that aims to empower local farmers and fisherman, to transform through value chains and business models using a gender analysis approach. Oxfam collaborating with Instellar to implement the GRAISEA program in Indonesia

GRAISEA (Gender Transformative & Responsible Business Investment in Southeast Asia) is a program that aims to empower local farmers and fisherman, to transform through value chains and business models using a gender analysis approach. This program seeks to address existing gender bias issues and empower actors and families involved in the sector GRAISEA has promoted across Southeast Asia. Oxfam, an NGO from the UK, has entrusted Instellar to implement the GRAISEA program in Indonesia.

Potential Social Enterprises

15 Direct Approach

Participants

5 Selected Social Enterprises

JALA Pictafish



Industry

Aquaculture

Success Story

Through GRAISEA, the selected social enterprises are learning about Women's Economic Empowerment (WEE) with various approaches, such as self-assessment, gender analysis, and GALS (Gender Action Learning for Sustainability). They learned that the ideal concept of WEE should be uniquely adapted based on the social enterprise's condition, vision, and values. And at the end of the program, all five of the social enterprises has increased their point in WEE self-assessment.

JALA and Mina Ceria, become the only two participants to incorporated gender inclusive policies in the organizations. JALA was also the only one to gained another support from Oxfam to extend the program to implement GALS in 3 more locations, namely Cilacap, Cirebon, and Jembrana.

change.org

Change.org Indonesia (PT Dinamo) – CSO Transformation Project (2020)

This project helps Change.org Indonesia build financial sustainability and transform into a social enterprise by reducing donor dependency and creating new revenue streams aligned with its mission.

Through workshops, business planning, and financial projections, the project supported Change in shaping business models, validating ideas, and preparing organizational structures for sustainable operations.

Instellar worked with Change.org Indonesia to design a transformation pathway from a donor-dependent NGO into an impact-driven enterprise under PT Dinamo Perubahan Indonesia. The engagement included organizational readiness assessments, co-creation workshops, market and industry research, business model development, and multi-year financial planning. Instellar also facilitated governance restructuring, capacity building, and business validation. By combining internal competency mapping with external market analysis, the project produced concrete service offerings, pricing strategies, and financial scenarios. This provided Change with clear roadmaps, governance frameworks, and operational tools to become self-sufficient while sustaining its social mission

Participants

- Change.org Indonesia / PT Dinamo Perubahan Indonesia

Expected Output

- Transformation roadmap from NGO to social enterprise
- Business model design and feasibility analysis
- Financial projections and revenue strategy
- Governance and organizational restructuring plan
- Company profile and service offerings

OUR TEAM



OUR ROLES

CONSULTING

PROGRAM

INVESTMENT

OTHER



ROMY CAHYADI

CEO

Romy is a purpose-driven entrepreneur with more than twenty years of experience. He co-founded Instellar to help other entrepreneurs driven by their purposes to create a sustainable impact on the environment and communities. He graduated from Iowa State University.



ADISTI M. CHANDRA

COO

Adisti has more than eight years of experience in consultancy work. She was with FCB, Telkom International, and Deloitte Konsultan Indonesia, where she performed strategic planning, market research, and financial & commercial due diligence. She gained her MBA with merit from the University of Glasgow.



DEWI AYUNINGTYAS

CFO

Dewi has experience in Accounting and Finance Industry. She graduated from the University of St Andrews with Master of Science in Finance. She has experiences in numerous projects related to merger and acquisition, financial plans and business valuation for social enterprises, financial sustainability plan for NGO transformation.



RIZKY ANUGRAH

Head of Impact Consulting

Rizky is a young passionate individual with hands-on experiences in consulting projects, market research, new market development, project management, and impact measurement. Graduating from Bandung Institute of Technology in Business Management, he combined his experiences in helping social enterprises maximize their impact, sustainability, and scalability.



KHALYA SIREGAR

Head of Business Development & Partnership

Khalya is an experienced strategist. She started her career in Ogilvy to build impactful narratives for multinational companies. Following her MA in Entrepreneurship from UCL London, she contributes in Indonesian entrepreneurial ecosystem implementing skills like building strategic partnerships, project management, researching, and stakeholders liaising through multiple roles.

OUR BOARD OF COMMISSIONER



OUR ROLES

CONSULTING

PROGRAM

INVESTMENT

OTHER

EKO PRIYO PRATOMO

Independent Commissioner of PT BNI Asset Management



Eko Priyo Pratomo joined as President Commissioner of PT BNI Asset Management since 2022. Obtained a Bachelor of Engineering/Aviation degree at the Bandung Institute of Technology (ITB) in 1988 and a Master of Management at IPMI International Business School in 1991.

Eko had a career at PT BNP Paribas Asset Management from 1996 – 2018 by occupying various positions including: Associate Director, Director, President Director, to Senior Advisor. He also had a career at PT. Mandiri Investment Management from 2019 - 2020 as Senior Advisor.



BNP PARIBAS
ASSET MANAGEMENT



STEPHANIE HERMAWAN

Managing Director of Instellar Impact Investment
The First Impact Angel Investor Indonesia



Stephanie is an award-winning entrepreneur, author and angel investor who is on a mission to rebalance the world through business, meditation, and investing. Stephanie is also well-known as a committee member of Entrepreneurs Organization (EO) Indonesia, a global business network of 10,000+ leading entrepreneurs in more than 143 chapters and 46 countries. EO Indonesia has one of the highest numbers of women entrepreneurs across all chapters globally. She is the first Angel Impact Investor in Indonesia with more than 5 portfolio investments.



SHANA FATINA

CEO of Tinamitra, Komodo Water, and Former President Director Labuan Bajo Flores Tourism Authority



Shana established Tinamitra Mandiri in 2010, a diversified business group that focus on clean energy business and carbon reduction initiatives towards a sustainable future. Her entrepreneurial projects started in the CNG conversion for public transportation and now expanded into other sectors related to sustainable development nationwide. She also succeeded to establish the first Gas Flare utilization for power in Indonesia, which located in West Papua, and encourage more renewable energy usage for remote areas. She was on Top 10 Make a Difference Award in Hongkong 2012, and Asia Forum of Clean Energy Financing. In 2017, she was awarded Community Award for Ernst & Young Social Entrepreneur of the Year.



COLLABORATE
WITH US



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