



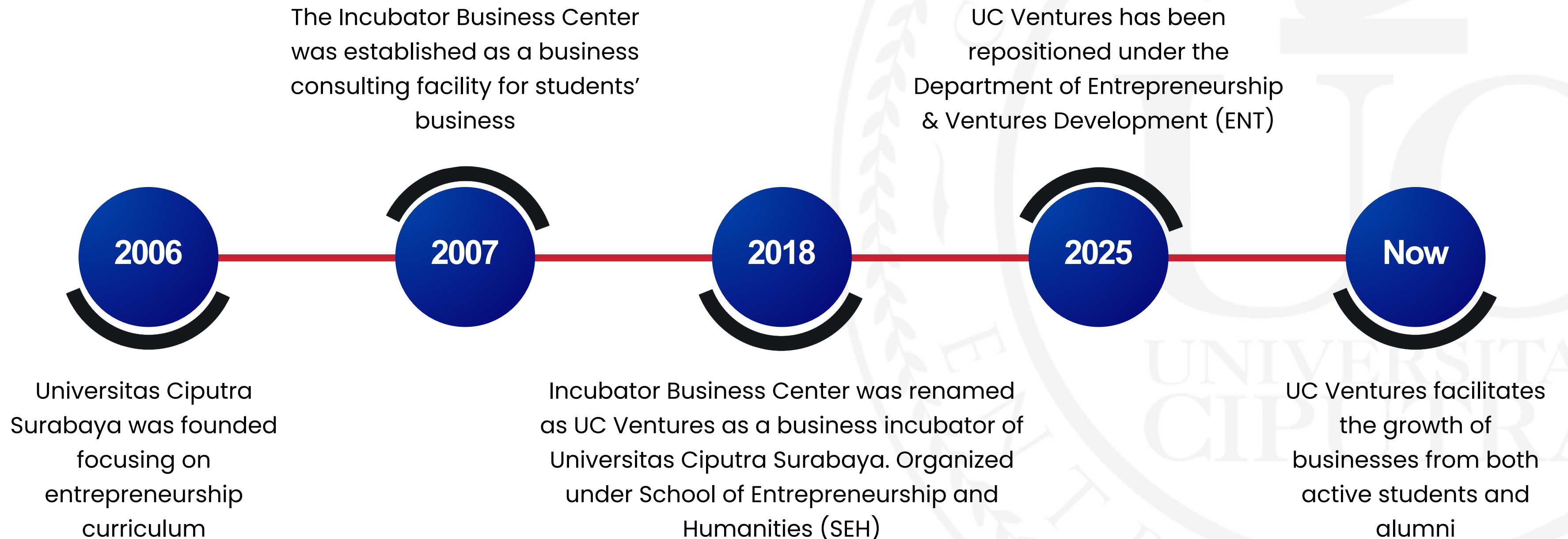
uc ventures
UNIVERSITAS CIPUTRA

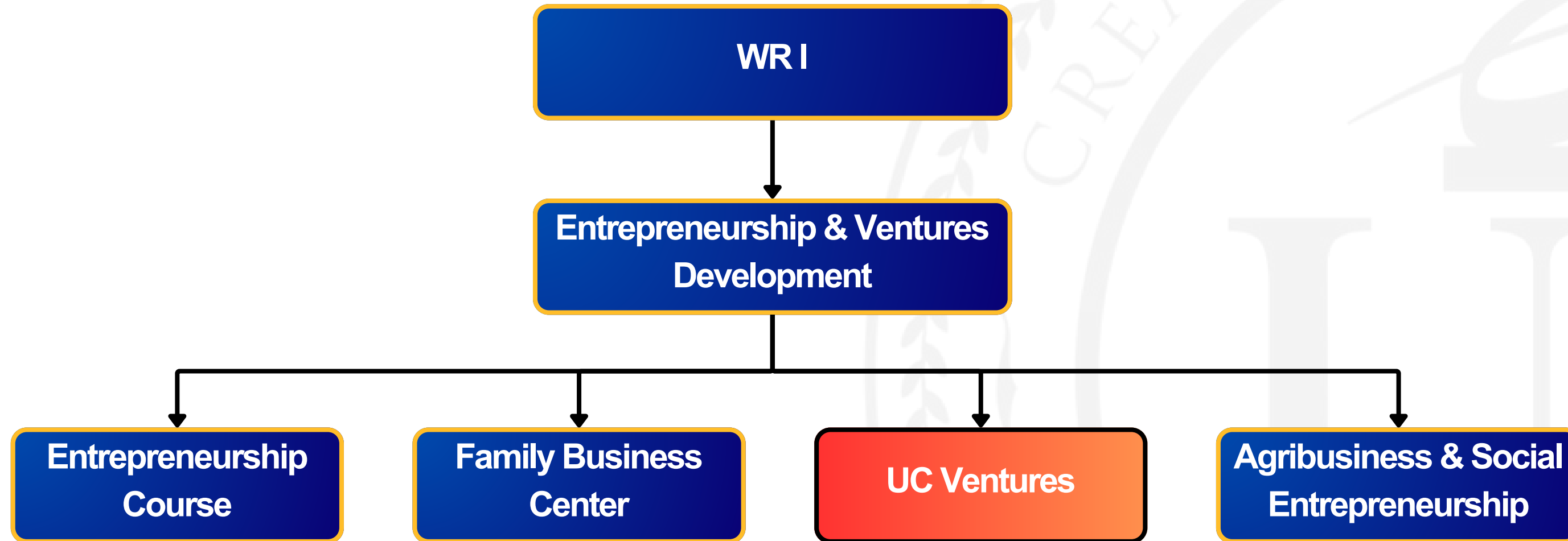
Launchpad for Students' Business

UC Ventures was born to help young venture leaders innovate and grow by providing workspaces, mentorship, education and access to investors for sole entrepreneurs.

Presented by:

UC Ventures Team



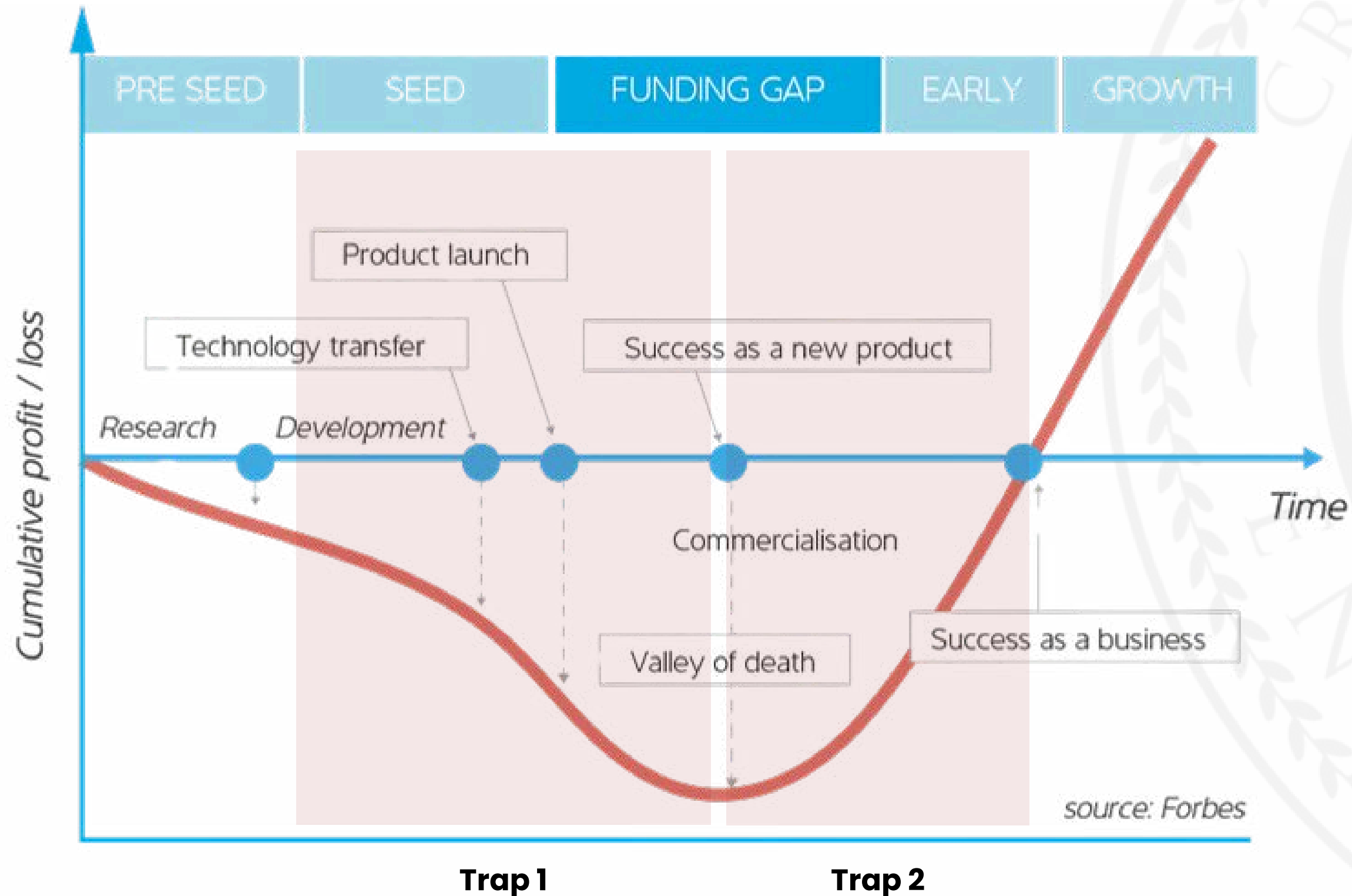


Rizki Candra Kusuma, S.Ak., M.M.
Head of Ventures Development



Dionisius Alfa Amori Kusuma, S.T, M.T.
UC Ventures Specialist

Entrepreneurship Journey



Trap 1: Failing as a Product

- No market need
- Poor understanding of user problems
- Unusable product
- Failure to iterate
- Lack of strong sense of belonging

Trap 2: Failing as a Business

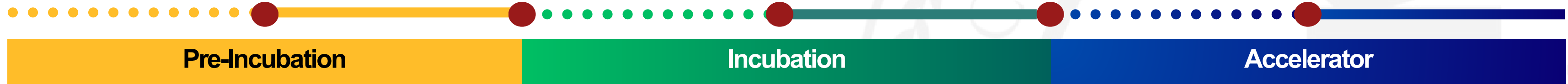
- Incorrect business model
- Trapped in the "freemium" model
- Pricing strategy mistakes
- Internal conflicts (job descriptions and salaries)
- Poor financial management

Entre. Education Journey

Intake Point

Intake Point

Intake Point



Pre-Incubation

Incubation

Accelerator

Level 2

Level 3

Level 4

Level 5

Level 6

Level 7

Startup Camp

Re-Validate

Aligning

Optimization

Autopilot

Expansion

This program focused on turning problems into executable sustainable business idea.

Output:
Prototype 01

This program focuses on market exploration and strengthening the validation of problem-solution fit through repeated experimentation.

Output:
Product Launching

In an interdisciplinary course format, students refine products that have begun to gain traction in the market, develop initial SOPs, and strengthen team structures and role distribution.

Output:

- Product Experience Design,
- Early Standard Operation,
- Customer Journey & Channel Fit,
- Performance Indicator.

Students then concentrate on operational standardization, achieving break-even or initial profit, and optimizing team workflows.

Output:

- Internal Process optimization,
- Profitability Analysis,
- Performance Analysis,
- Founder Delegation

This program focused on developing proper internal system such as job description, SOP, BSC, OKR, and business expansion plan.

Output:

- SOP evaluation,
- Team Performance Evaluation,
- Business Audit (Finance, Customer, and Internal Process),
- Final Review

At this stage, students demonstrate that their businesses can operate without their daily involvement, supported by active SOPs, an independent team, functioning control systems, and stable financial conditions.

Output:
Performance Evaluation

Experiential Learning Model

A learning theory developed by David Kolb that emphasizes the process of learning through direct experience.

Bridging Theory and Practice

bridges this gap by ensuring students don't just learn entrepreneurial concepts, but also apply them in real-world contexts.

Developing Critical Entrepreneurial Skills

develop skills essential for entrepreneurship, such as Problem-solving, Decision-making, Resilience, Adaptability

Encouraging Active Learning and Ownership

fosters this sense of ownership as students actively engage in building and managing business ventures.

Real-World Relevance and Application

opportunities to work on real business projects, giving students exposure to market dynamics, customer behavior, and competition.

Learning Through Failure

encourages students to learn from their failures in a controlled environment, helping them develop resilience and the ability to pivot.

Improved Retention and Deeper Understanding

provides immersive experiences that allow students to internalize key business concepts through repeated application.

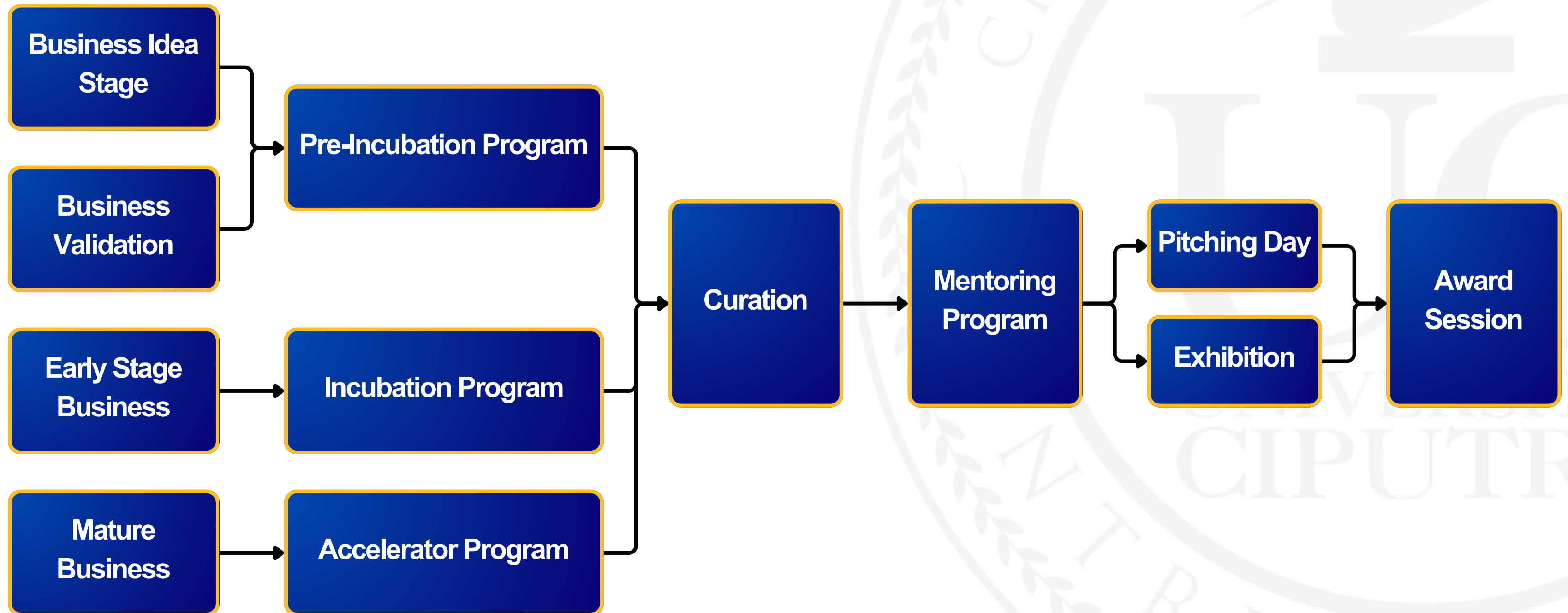
Building Entrepreneurial Mindsets

being comfortable with risk, being open to new opportunities, and being proactive in seeking solutions.

This is what we do



Incubation Stages at UC Ventures



Industry Focus



Fast Moving Consumer Goods

- Packaged Food (canned, instant)
- Snacks,
- Dairy Products (Milk, cheese),
- Beverages (Canned soda, drink, essence syrup, protein shakes)
- Frozen Food,
- Condiments & Seasoning,
- Bakery & Cereals,
- Health & Nutrition Food,
- Cosmetics & Skincare



Technology

- Digital Application (Web, Mobile),
- Internet of Things (IoT),
- Augmented Reality (AR),
- Virtual Reality (AR),
- Artificial Intelligence Agent (AI),
- Game Development,
- Software as a Service (SaaS).

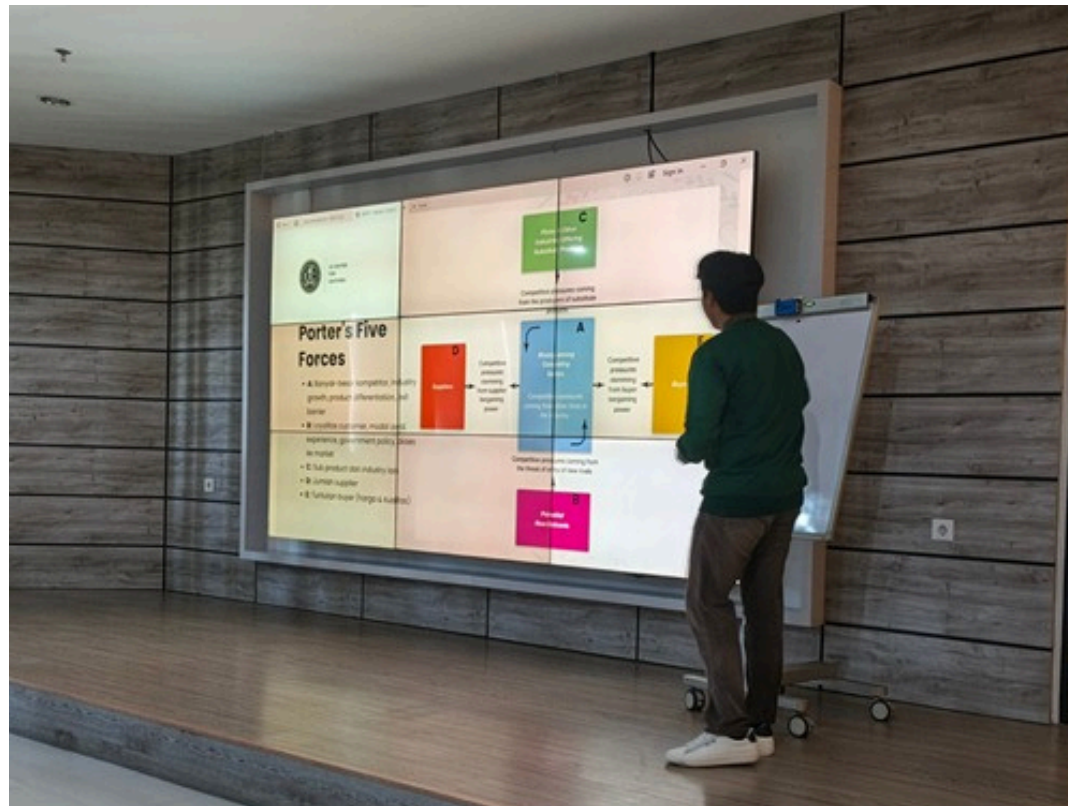
Industry Focus



B2B Services

- Social media consultancy
- Consulting services
- Marketing Agent
- Graphic design
- Niche Education
- Writing services
- Virtual assistant
- Affiliate marketing
- Web Development

Our Main Learning Programs



Business Growth Intensive Program (Incubation & Accelerator Program)

One semester program to focus on business growth and expansion



Startup Camp (Pre-Incubation Program)

One month program for business ideation and team building



Training & Mentoring

Once a week session with experts from relevant tenant's industries and fields

Supporting Programs



Company Visit

Field learning in several companies relevant to our tenant industries



Workshop

Inviting expert speaker to teach a specific business skill



Free One Stop Legal Solution

Unlimited legal consultation and free access

What Access do You Get?



Access to Market
Exhibition



Access to Funding
Angel, VCs, Grants



Access to Stakeholders
Multi-Industry Giants



24/7 Coworking Facilities

You can discuss with your team or facilitator



Mini Studio

We provide studio for your content creation



Pantry

We provide mini pantry to heal your stress

Our Tenants in Recent Program

48 Tenants

14 FnB	3 Creative
14 Service	2 Fashion
10 FMCG	2 Property
3 Tech	

3 Stages

15 Pre-Incubation
28 Incubation
3 Accelerator

Turnovers and Grants (2025)

Total Turnover

+3 Billion

+1 billion : 1 tenant
+100 million : 1 tenant
+50 million : 3 tenants
+10 million : 2 tenants
Under 10 mio : 5 tenants

Total External Grants

+20 Million

P2MW
Competition
Network

Our Progressive Tenants


RENJANA



od



and many more...





Your upcoming mentors



Sean Tanbunan

Expertise:
F&B (Cafe & Resto), Services &
Import Business

Business:
PT. Bimura Putra Persada



Rizky Rahman Septian P.

Expertise:
F&B (Restaurant & Cafe)

Business:
Kombitiam, Ribiravespa, Ribirakios,
Gelateriasby, Ampmcoffee.sub



Timothy Jason Lianto

Expertise:
Fast Moving Consumer Good /
FMCG (Food)

Business:
PT Renjana Adika Nusantara



Hadi Kurniawan

Expertise:
F&B (Franchise and Central Kitchen)

Business:
INCIPONO



Your upcoming mentors



Thobroni Ali

Expertise:
Fast Moving Consumer Good /
FMCG (Skincare)

Business:
Skincare Broman & Cogan

COGAN.



Aldian Muhammad

Expertise:
Fashion, Influencer Branding

Business:
Kato+ & Casa Kato



Fielien Kosasih

Expertise:
Digital Startup & Funding

Business:
Zemangat



Syamsul Qomar

Expertise:
Digital Startup & Event Management

Business:
AGENDAKOTA.ID



**"the way to get started is to quit talking
and begin doing" (Walt Disney)**

Thank you.

谢谢, ありがとう, شكرًا