



Empower Others. Grow Together.

krealogî

OLEH DU ANYAM

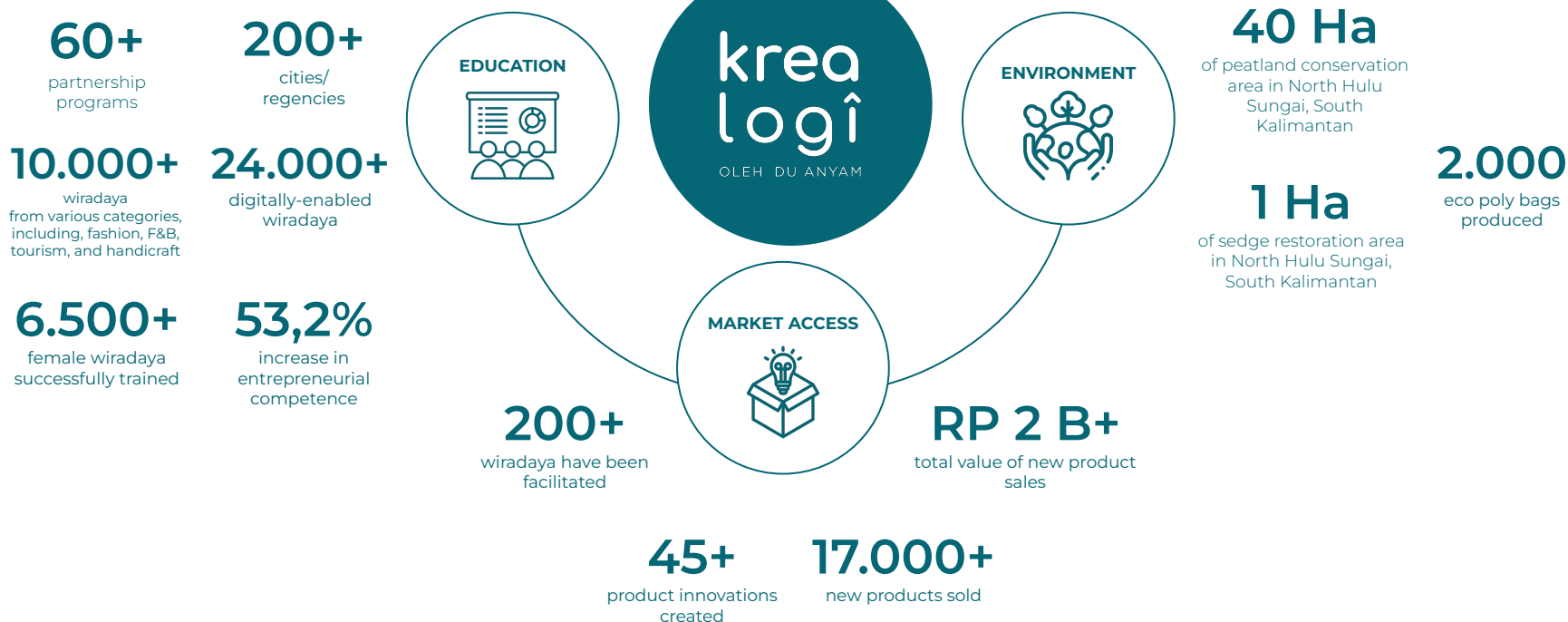
ABOUT KREALOGI

Krealogi is an ecosystem enabler for the entrepreneurial environment that prioritizes digitalization and collaboration.

Through strategic programs and grassroots approaches, Krealogi is committed to empowering communities across Indonesia, even in remote areas.



CONTRIBUTION & IMPACT



HISTORICAL JOURNEY

The application was launched virtually on March 23, 2021, as a user-friendly supply chain digital platform for small to medium-sized businesses.

2021



2020

Krealogi was born from Du Anyam's experience in establishing production systems and supply chains for SMEs in remote areas.



2022

Krealogi began to focus on providing entrepreneurship training and mentoring in collaboration with several partners. This marked the inception of Krealogi's transformative journey.



Krealogi has transformed into a pivotal ecosystem enabler, steadfast in its commitment to digitalization and fostering sustainable collaboration.

2024



The remarkable achievements attained along this journey:

Proud member of:



Received an award from:



KREALOGI PARTNERS

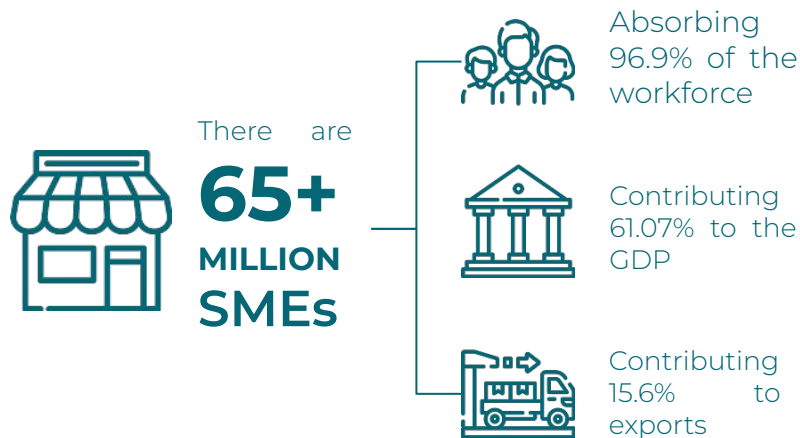
Every program is the result of collaboration between Krealogi and our empowerment partners (mitradaya).

Here are some of them:



INSIGHTS INTO INDONESIA'S SMEs

Fortunately, based on data from the Ministry of Cooperatives and Small and Medium Enterprises regarding the contribution of SMEs to the Indonesian economy:



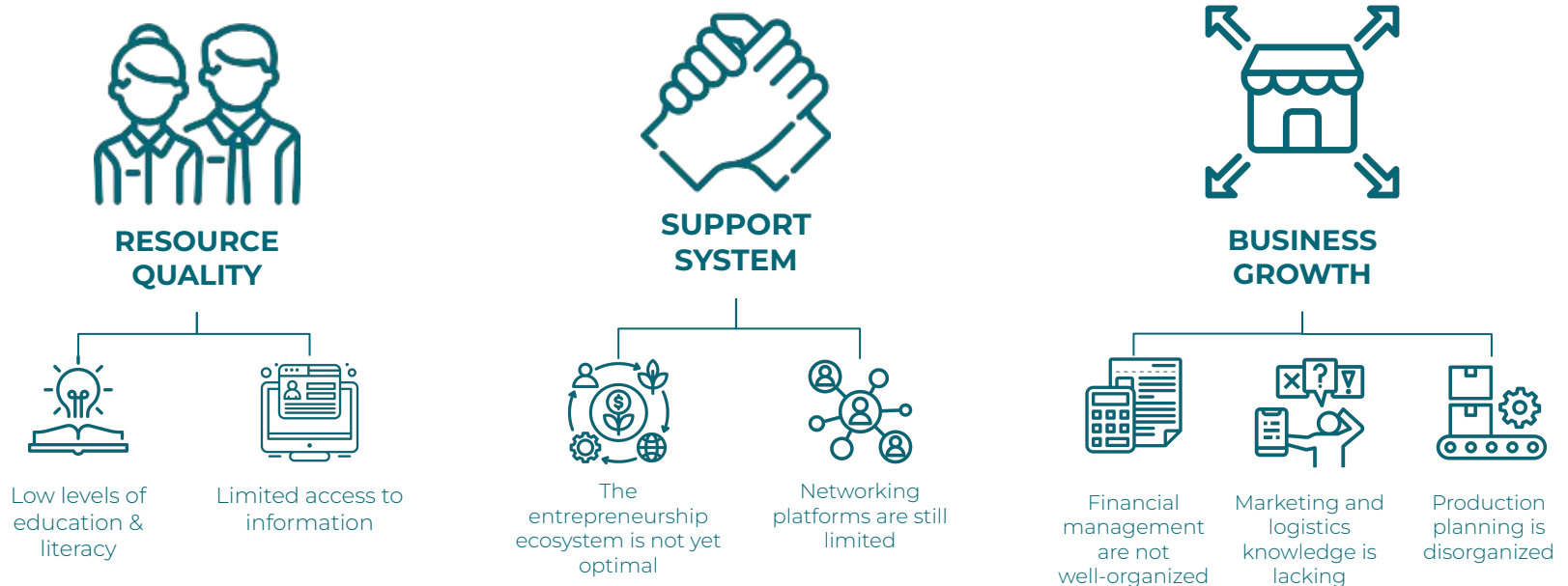
Unfortunately, despite their significant potential to bolster the national economy, most SMEs in Indonesia still struggles to thrive and adapt in the era of digitalization.

This can be seen from the structure of MSMEs which has not undergone significant changes in the last 10 years.



CHALLENGES OF MSMEs

There are three main challenges faced by Indonesia's SMEs in adopting digital technology, namely:



OPPORTUNITIES FOR BUSINESSES

The Indonesian Government has established two agendas to drive sustainable and inclusive economic growth, namely:



Empowering
MSMEs &
Women



Managing
Climate Change

By leveraging the opportunities presented in the government's priority agenda, companies can:



Contribute to society and the environment



Expand market reach



Innovate through collaborative business models



Strengthen business competitiveness

THE BENEFITS OF COLLABORATING WITH KREALOGI

To address the challenges of entrepreneurship in the digital era, Krealogi offers a range of strategic solutions that prioritize four key advantages:



Continuous Digitalization

Krealogi provides a comprehensive application that has effectively and sustainably digitized over 24,000 SMEs.



Hyperlocal Approach

Krealogi fosters robust relationships with local partners, including local governments, educational institutions, communities, and influencers.



Wide Reach

Krealogi has reached various regions across Indonesia, including second and third-tier cities and regencies, such as Riau, West Sumba, Tanggamus, and Papua.



Sustainability Commitment

Every Krealogi program implements at least 3 out of 17 pillars of sustainable development goals.



THE FOCUS OF EMPOWERMENT

Krealogi's empowerment efforts are divided into two categories, namely:

BASED ON BUSINESS SCALE



POTENTIAL

- Still in informal status
- Limited production capacity
- Low quality
- Local market
- Conventional marketing
- Not yet digitized



SUCCESSFUL

- Has business permit
- Medium production capacity
- Good quality
- Regional market
- Hybrid marketing
- Already digitized

BASED ON COMMUNITY CATEGORIES



Women



Disability



Green

HOLISTIC SOLUTION

Through a holistic solution framework called the Berdaya Bersama (Empowered Together) Program, Krealogi transforms every entrepreneur into an empowered entrepreneur (wiradaya) who successfully elevates their level.



**FROM
WIRAUSAHA**



Telisik

A feasibility study to identify:

- Challenges
- Opportunities
- Potential
- Growth



**Kelas
Krealogi**

A training program customized to participant profiles and needs.

There are two types of classes:

- Daily Class
- Intensive Class



Naik Level

A mentoring program offering business coaching and consulting, including:

SOP

Product Mix

Legal Compliance

Funding



**Ritel
Krealogi**

Expanding market access to meet local, national, or international market demands.

Consists of 3 levels:

Pemula

Intermediate

Superior



**TO
WIRADAYA**



GEMA INDONESIA TIMUR

Gema Indonesia Timur (GIT) is a movement initiated by Krealogi to support economic growth and empower communities in the Eastern Indonesia region.

Through our holistic Berdaya Bersama program and/or any other empowerment program, we aim to create impacts on:



Local Economic
Growth



Women & Youth



Environmental
Conservation

NEXT-LEVEL SOLUTIONS



Lokadaya

Business solutions growth through empowering local communities and influencers with a focus on:

- Acquisition
- Activation
- Advocacy



Brand Activation

From interactive dialogues, festivals, to entrepreneurial competitions, Krealogi excels in organizing impactful events and platforms.



Creative Content

Krealogi creative content production in the following formats:

- Articles
- Social Media Content
- Dedicated Account Management
- Videos



Expert

Krealogi has a network of speakers from various backgrounds, such as:

- Krealogi Mentors
- Successful Entrepreneurs
- Industry Experts
- Stakeholders



Customized

Whatever form of empowerment program is needed, Krealogi is ready to collaborate.

SUCCESS STORIES



PROGRAM AKSARA

Aksara is a training program aimed at enhancing the capacity and competency of female entrepreneurs in 7 locations across Indonesia, namely Cirebon, West Manggarai, Tanggamus, Banyuasin, Karangasem, East Flores, and North Central Timor.

YAYASAN PLAN
INTERNATIONAL
INDONESIA



FUTUREMAKERS

Futuremakers is a training and mentoring program for market-based micro-businesses in the eco-friendly crafts sector, targeting 400 youth in East Nusa Tenggara (NTT), with 100 of them being persons with disabilities.



IFC
International
Finance Corporation
WORLD BANK GROUP



ANTER UMKM SUKSES

Anter UMKM Sukses is an intensive training and mentoring program for 108 SMEs from Surabaya and Sidoarjo. The focus of this program is on financial management and product marketing.

SUCCESS STORIES

In addition to successfully conducting several training and mentoring programs, Krealogi is also open to various other forms of collaboration.



Krealogi had the opportunity to participate in the Cerita Nusantara 2023 event organized by the Ministry of Cooperatives and SMEs by showcasing a collection of traditional woven fabrics from West Sumba, which are the creations of Karaja Sumba as fostered SMEs.



In the Cantikpreneurship competition organized by Sekar Pelangi Foundation and KG Media, Krealogi appeared as one of the mentors as well as judges to identify the most resilient women-led business groups.



Besides conducting training and mentoring for SMEs under Peatland and Mangrove Restoration Agency, Krealogi also participated as a speaker in one of the talk show sessions at the Pameran Hasil Produk Unggulan Restorasi Gambut.

INSPIRING STORIES

The commitment of Krealogi with its mitradaya is also reflected in a variety of creative content in various formats, ranging from articles, documentation photos, infographics, to videos.



Info
grafik



Video



By collaborating and synergizing, we can drive sustainable and inclusive economic growth.

Let's Empower Others and Grow Together!



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