



50 STORIES, 50 WOMEN LEADERS IN INDONESIA

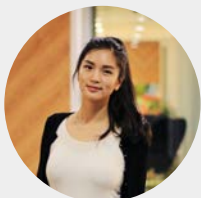
ANGIN WOMEN'S SPOTLIGHT

A MINI-REPORT ON OUR PROGRESS & NEXT STEPS GOING FORWARD

50 STORIES WOMEN LEADERS IN INDONESIA

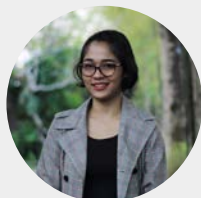
ANGIN Women's Spotlight is proud to publish our 50th story highlighting the achievements and addressing the challenges of female leaders in Indonesia. Our project has taken us from coffee shops in Jakarta to art galleries in Yogyakarta, from coworking spaces in Bali to social impact roadshows in Lampung and Manado. We have interviewed a diverse range of profiles, from successful female serial entrepreneurs to girls embarking on their first ventures, as well as women in the overall entrepreneurial ecosystem: investors, accelerators and incubators, and consultants, among others.

SOME OF THE PROFILES WE'VE SPOTLIGHTED



Crystal Widjaja
GO-JEK SVP of
Business Intelligence
Jakarta

Crystal Widjaja is one of the pioneers of business intelligence at GO-JEK, helping the unicorn make data-driven decisions every day. Seeing potential in Indonesia, she took the risk and moved from the US to Jakarta in order to make a difference in people's lives.



Maria Ivena Amanda
Human Resources Lead
at Design for Dream
Yogyakarta

Marina Ivena is making waves in the Yogyakarta startup community; growing up with a physical disability, she did not let that hinder her dreams. Now she is working to empower the disabled community in Indonesia through crowdfunding and technology.



Lientje H.K. Mamahit
Founder of UD
Makaarwen
Manado

Lientje H.K. Mamahit is a local entrepreneur in Manado who started her own herbal medicine business in 2000. Now, she's an award-winning entrepreneur who has traveled Indonesia to speak on her knowledge.



Nina Moran
Co-Founder of
GoGorl! Magazine
& Aprilis Co.
Jakarta

Nina Moran is an entrepreneur and feminist, using her wildly successful magazine, GoGirl!, to teach and empower young girls to think independently. Through the power of media, she gives women a platform to be themselves and voice their opinions.

GEOGRAPHIC DISTRIBUTION

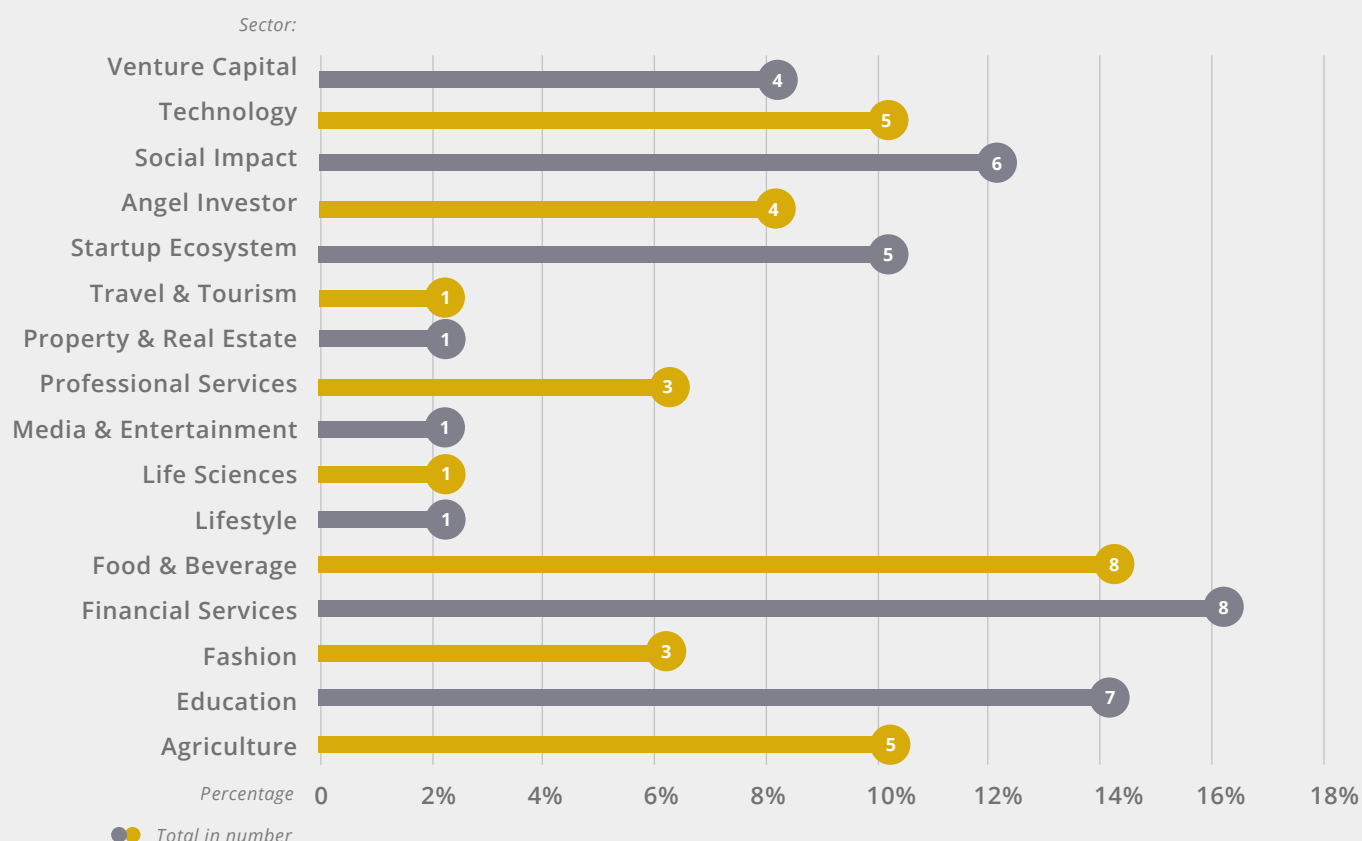


ABOUT ANGIN'S WOMEN'S SPOTLIGHT:

ANGIN Women's Spotlight aims to showcase unique stories - achievements and challenges alike - from inspiring women across Indonesia. Our goal is to shine a light on women changemakers and leaders, from C-level powerhouses to fresh entrepreneurs embarking on their dreams, so that we can inspire a new generation of female leadership, motivate young women in their career paths, and spark dialogue about the unique challenges that women face in the workplace. We strive to tell the stories that haven't been told before and address gender issues in the entrepreneurial space with candor, while celebrating women's achievements across the archipelago. Our spotlight is proud to collaborate with the likes of [UBS Unique](#) and [The Busy Woman Project](#) to bring a deeper range of diversity and impact to our storytelling.

SECTORAL DISTRIBUTION

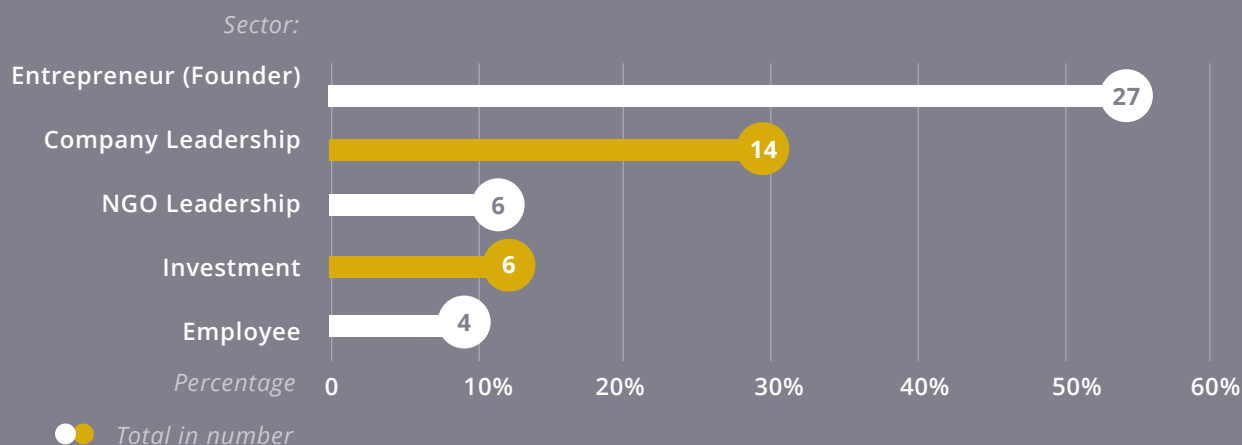
The women leaders we've spotlighted hail from a diverse mix of industries and backgrounds. Out of the 50 women we've interviewed, 20 work in either a social enterprise, NGO, or movement dedicated to creating social impact.



**note: Can belong to more than one career type

CAREER TYPE

Whether they're trailblazers in tech startups, leaders within their companies, creators of associations, or leading impact efforts in NGOs, these ladies own what they do. 54% of women spotlighted are entrepreneurs or founders of their own companies, movements, or NGOs. 28% are involved in their company's leadership team (non-founder), and 12% are involved in their NGO's leadership team (non-founder). 12% of women interviewed are directly involved in investment activity - either as a VC or angel investor. Lastly, 8% of these women are employees of their companies or NGO.



**note: Can belong to more than one career type

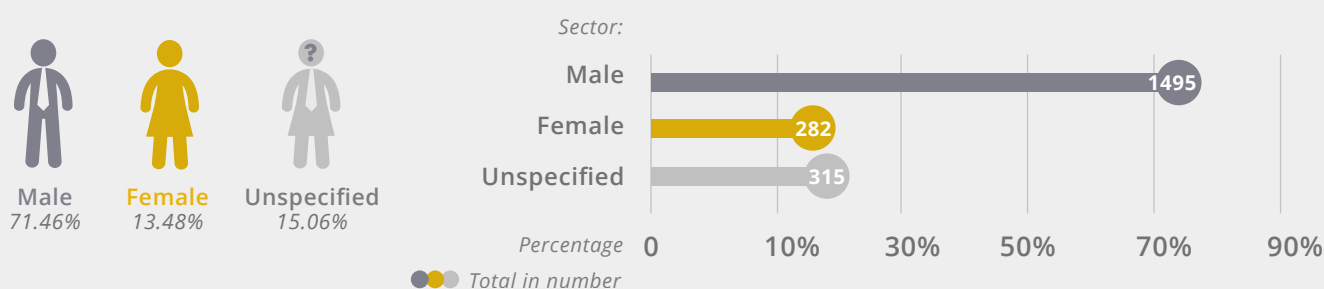
7 INSIGHTS FROM CONNECTOR.ID DATA

The ANGIN Women's Spotlight is conducted in partnership with Connector.ID in order to provide greater data insights and analytics to the Indonesian landscape through a gender lens. By disaggregating the data collected using Connector.ID, we have drawn several preliminary insights on the ecosystem as it pertains to female entrepreneurs:

INSIGHT #1:

According to data collected from applicants via both Connector.ID and ANGIN, the typical woman entrepreneur profile in Indonesia (on the basis of largest percentage overall, segregated by female) has a coverage area of "All of Indonesia" with a technology startup/business that balances social impact and commercial return in the Food & Beverage sector, running for less than 1 year, up and running and generating revenue, making USD 0K – 1K in revenue with a fundraising need of USD 50K – 100K in the form of Equity.

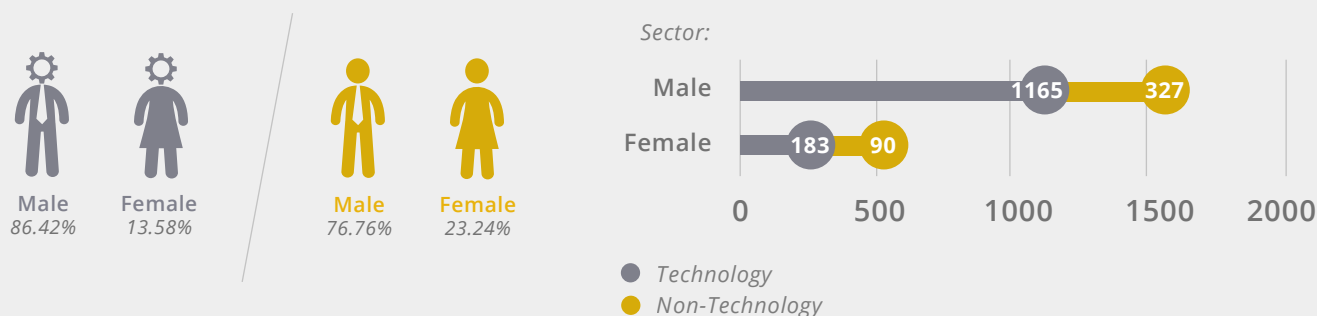
ENTERPRISE GENDER BREAKDOWN



INSIGHT #2:

The gender gap is extremely large with few female-owned or led businesses. These businesses apply later and for less financing. In fact, only 13.48% of all ANGIN applicants are female. And across all variables measured, the gender gap is universal and consistent with no bright spots.

TECHNOLOGY VS. NON-TECHNOLOGY



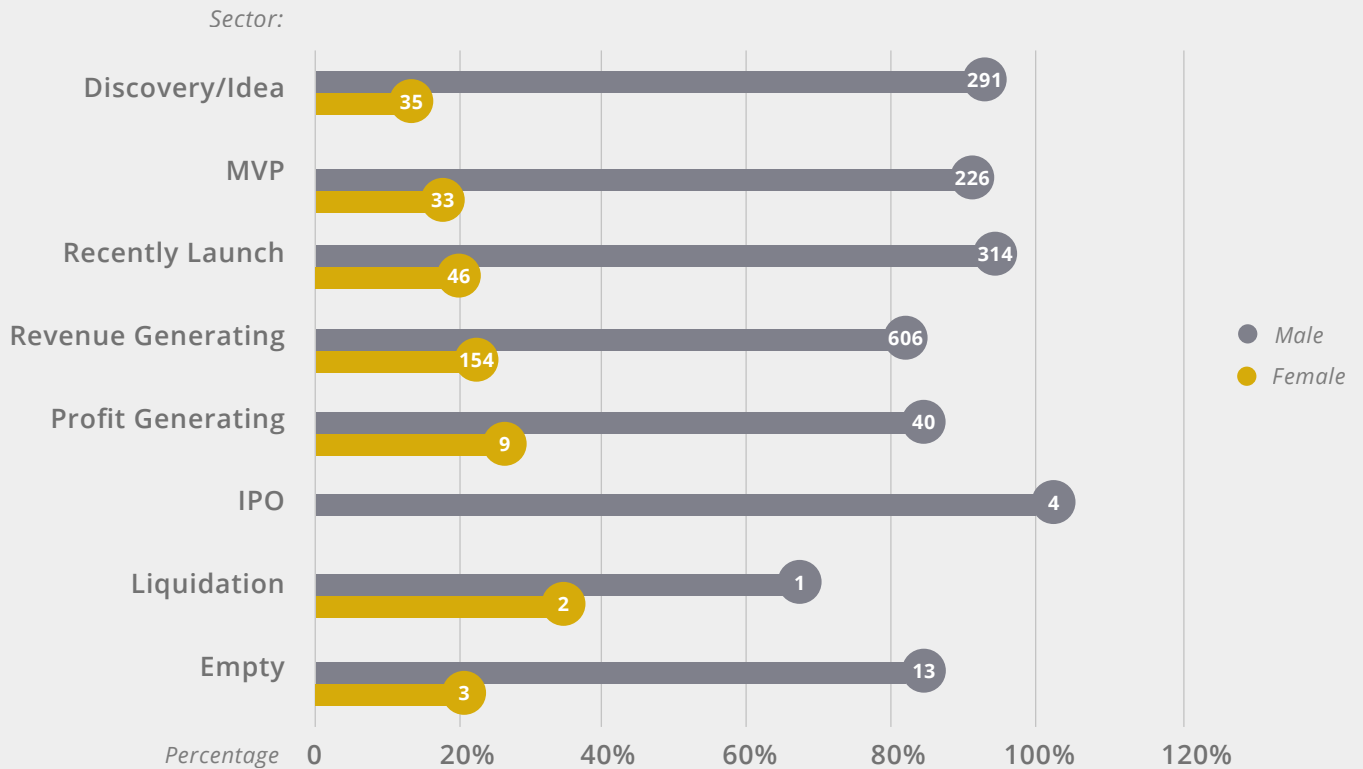
ABOUT CONNECTOR.ID:

Connector.ID is a technology platform created to simplify fundraising in Indonesia by matching entrepreneurs to relevant capital providers via a set of proprietary algorithms and connecting them to various opportunities and events throughout the Indonesian entrepreneurial ecosystem. Developed with the help of ANGIN, Amazon Web Services, and UNDP Indonesia, it is the first platform of its kind in Indonesia. Through a data-driven approach, Connector.ID seeks to improve access to capital for all entrepreneurs regardless of location, gender, age, or background via a data-driven approach. Additionally, the data that Connector.ID collects is analyzed and used to help strengthen the entrepreneurial ecosystem by providing insights on existing gaps, trends, and statistics on both entrepreneurs and investors. To find out more, visit our website: www.connector.id

INSIGHT #3:

A greater proportion of women are revenue-generating (compared to the overall population of gender applicants received) than men: 57.80% of female entrepreneurs identified themselves as revenue-generating or profit-generating, as compared to 43.22% of male entrepreneurs.

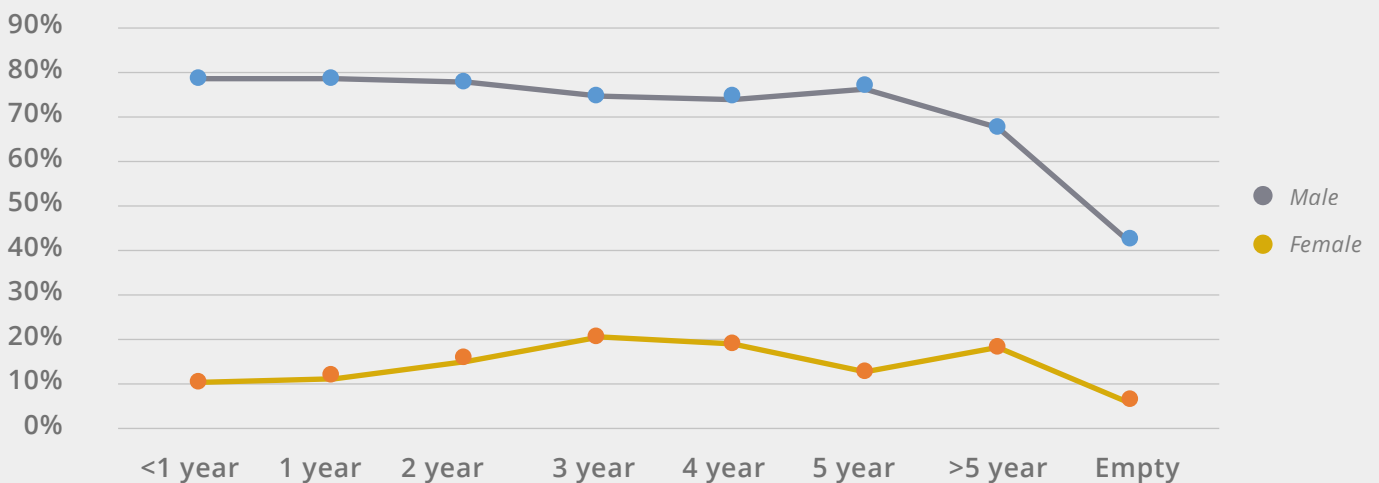
ENTERPRISE STAGE BY GENDER



INSIGHT #4:

While technology enterprises comprise of the majority for both male and female entrepreneurs, a higher percentage of non-technology enterprises are owned by female applicants. 35.11% of females own a non-technology enterprises, versus 21.87% of males. Of all non-technology enterprises we have received, 23.24% of them are female, while 76.76% of them are male.

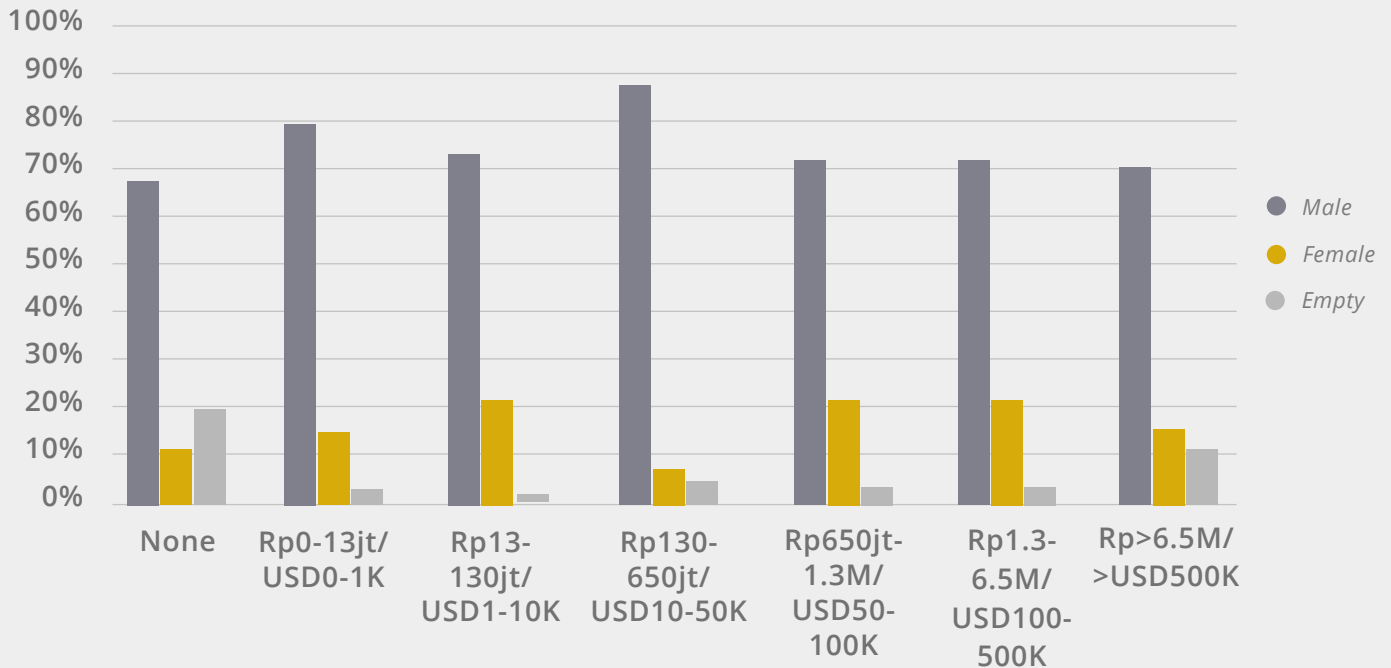
ENTERPRISE RUN TIME BY GENDER



INSIGHT #5:

Women-led businesses generally operate on a longer timeline than men-led businesses. A greater percentage of female entrepreneurs (46.45%) than male entrepreneurs (35.72%) have been running for timelines of two or more years, with 11.35% of female entrepreneurs sustaining operations of More than 5 Years (compared to 7.56% of male entrepreneurs).

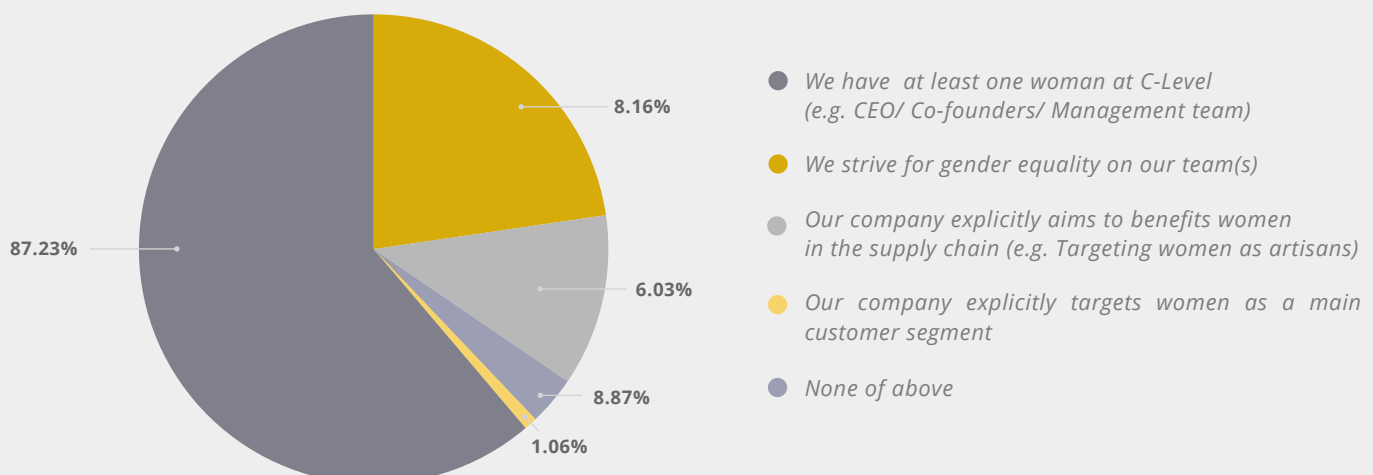
REVENUE OVER PAST 12 MONTHS BY GENDER



INSIGHT #6:

Are women entrepreneurs more socially-minded? 57.45% of female applicants classified themselves as either social enterprises (balancing social impact & commercial return) or social organizations (non-profit/foundations/etc.), as compared to 42.54% of male applicants. The top three most popular SDGs among women applicants are: GOAL 8 - Decent Work & Economic Growth, GOAL 10 - Reduced Inequality, and GOAL 4 - Quality Education.

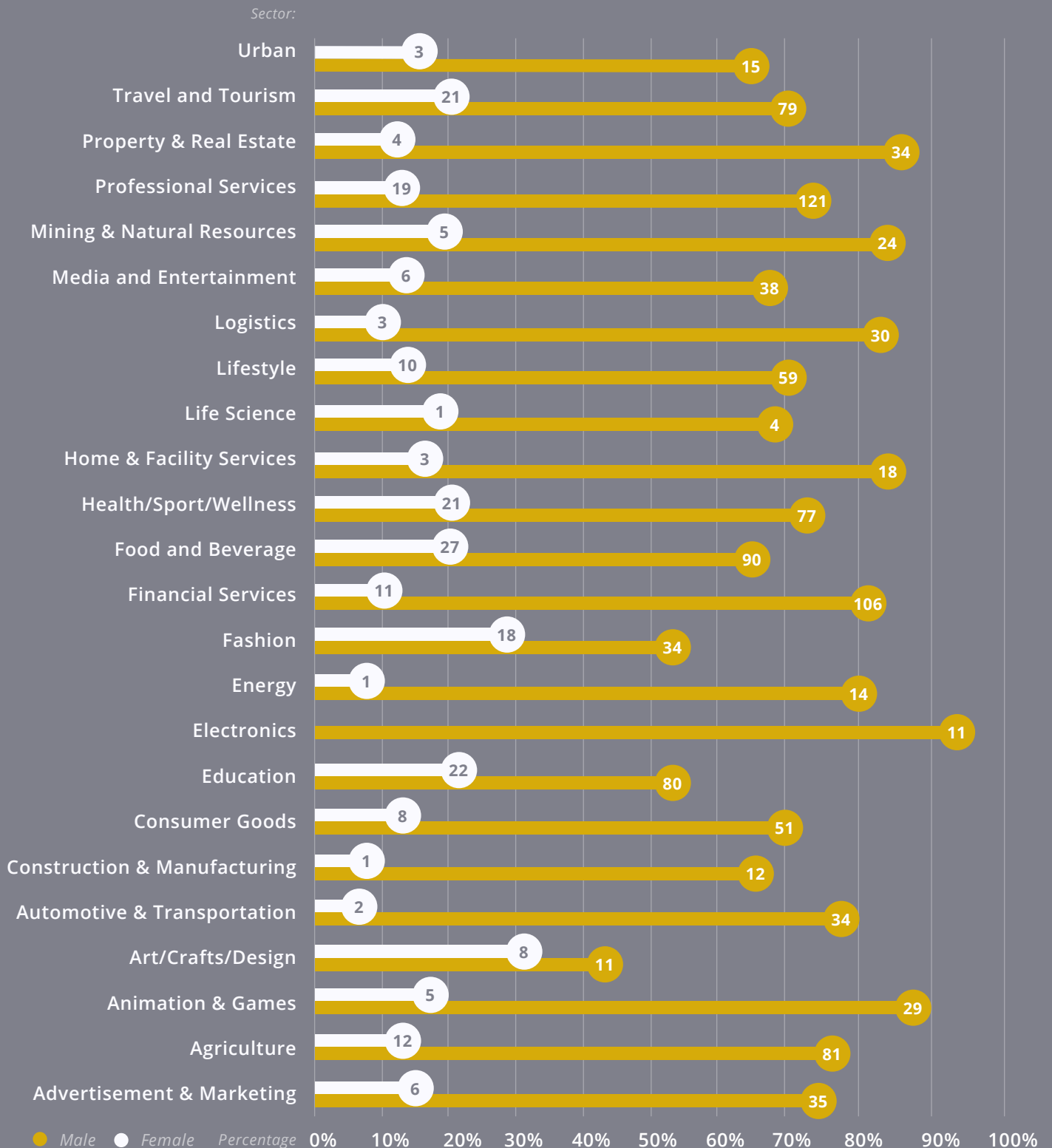
SCOPE OF GENDER IMPACT BY GENDER: FEMALE



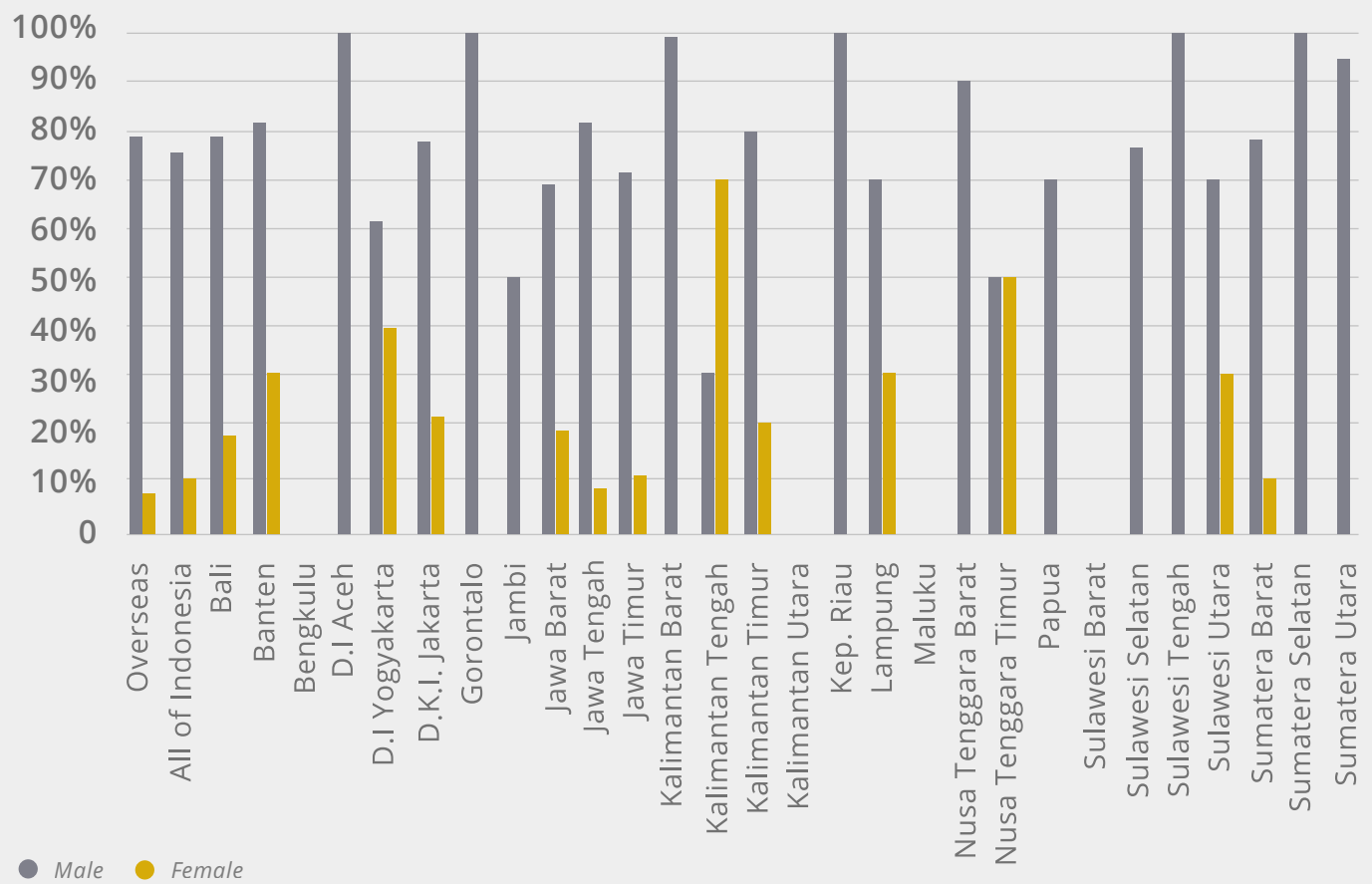
INSIGHT #7:

Women tend to empower other women. While 46.02% of male applicants did not identify their businesses as having a scope of gender impact, only 8.87% of female applicants did not. Female applicants tended to work in enterprises with more women in C-level positions and at enterprises which explicitly targets women as beneficiaries - either as consumers or within the supply chain.

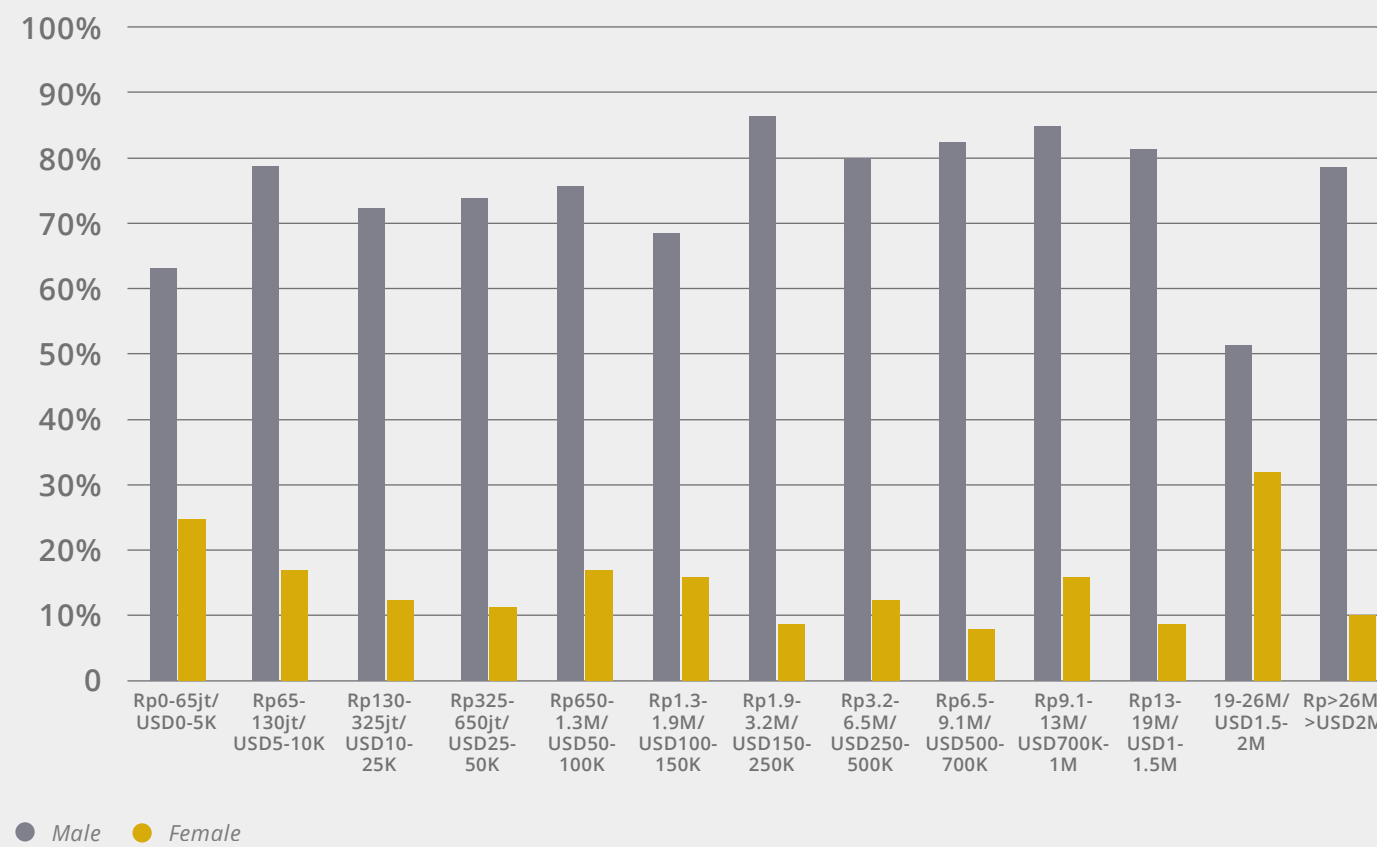
SECTOR BY GENDER: MALE & FEMALE



REGION BY GENDER: MALE & FEMALE



TICKET SIZE BY GENDER: MALE & FEMALE



EXCERPTS:



"We started this business with our own money, so when we hit a point where we didn't have any more resources to be allocated to the business, we really felt like, "Oh my God, why are we doing this?" It's so crazy because there are quite a few people who said that we are a crazy couple.

But I really believe what Elon Musk said, that if you believe in something, you do it even if the odds are not in your favor."

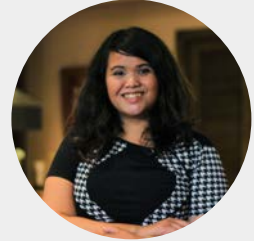
- Anda Sapardan, Co-Founder of Sehati & TeleCTG



"Think about yourself as a pioneer. Because if you join now, you'll be one of the first female VCs in Indonesia and in Southeast Asia. You'll probably be one of the first 10% of the female VCs in Indonesia actually.

While venture capital itself is a growing industry – we're getting more mature, compared to a few years ago. Think about it as 'we're writing history and you're being a part of it'."

- Melina Subastian, Vice President of Investment at Alpha JWC Ventures



"I think women in blockchain actually have a lot of potential that can be pushed. And Indonesia itself needs to be more open to this possibility. The women of Indonesia need to understand that this is a wonderful niche where women can make or break a new blockchain project."

- Pandu Sastrowardoyo, Spokesperson & Co-Founder of Blockchain Zoo

WHAT'S NEXT?

ANGIN Women's spotlight will run until we reach 100 stories. Based on our current collection of stories, we have largely been reaching women in urban Jakarta areas in the food & beverage and financial services sectors. We would like to diversify our stories and reach women beyond Jakarta of all backgrounds, working in a greater variety of industries. We believe that leadership doesn't come with a title - an entry-level employee can take just as much leadership as a CEO if she has the right mindset and drive. If you happen to know of an outstanding woman leader in Indonesia, feel free to nominate her here: <http://bit.ly/ANGIN-Women-Nomination>

ANGIN Women's Spotlight doesn't stop after 100. After our story collection concludes, we plan on going further with our impact by connecting these outstanding women to one another, as well as to ecosystem resources to help them along their journeys. We are also planning several events surrounding women's empowerment to continue our work promoting female leadership in the Indonesian entrepreneurial ecosystem. Have any ideas or feedback? Thinking of a potential collaboration? Feel free to email meredith@angin.id with your thoughts!

50 **STORIES**
WOMEN LEADERS IN INDONESIA

ANGIN WOMEN'S SPOTLIGHT



ARUM K.PUTRI



PUTRI ATHIRA



REKY MARTHA



RETNO
DEWANTI



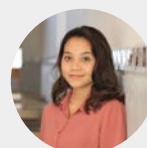
INDAH
MARIANI



LAURENTIA
MELINDA



MICHELLA
IRAWAN



MILA ALFITRI



LINASARI
SANTIOSO



MARIA IVENA
AMANDA



DHETA AISYAH



NAJELAA
SHIHAB



MERLINA LI



DENICA FLESCH



PANDU
SASTROWARDOYO



CLARISTY



SURI



MELINA
SUBASTIAN



DIAN
WULANDARI



NINA MORAN



SAMANTHA GUNAWAN
& JOSEPHINE BAHARI



FARINA
SITUMORANG



NAMIRA
PUSPANDARI



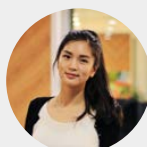
ELSYE
YOLANDA



ELSA DEWI
SANTIKA



FANY
OKTHALIA



CRYSTAL
WIDJAJA



SUNARNI
WIDYASTUTI



SITI FUADILLA
ALCHUMAIRA



KARTINI
IGIRISA



LIENTJE H.K.
MAMAHIT



REITA ANNUR



RIZKIA MEUTIA
PUTRI



HASRIA
SARIANTO



RIA PRATIWI



SURIANA



DWI SITI
SUNDAR



VANESSA
HENDRIADI LI



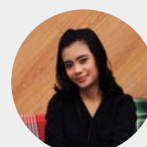
PRAVITASARI



CLAIRE QUILLET



GIULIA
SARTORI



DAYU DARAH
PERMATA



ELISABETH
KURNIAWAN



FENA EVANS



SHINTA
KAMDANI



NUNIEK TIRTA



SARA
DHEWANTO



AMINA QONITA



ANDA SEHATI



METHA
TRISNAWATI