

talento.id

# EVENT PROPOSAL



**HIPMI JAKPUS  
PRESENTS:**

“Convince Investors Within  
The First 3 Minutes”

**HOSTED BY:**



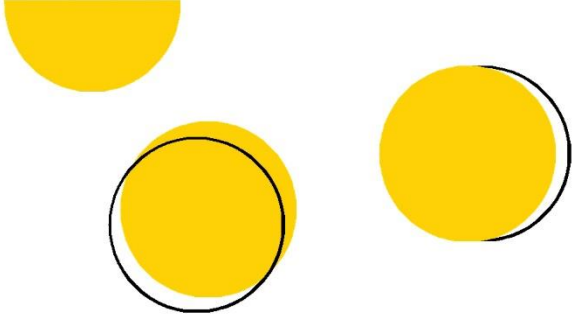
**talento**

# WHAT IS TALENTO?

A platform that brings together expertise  
that can fit with the personality and  
interest to start a business.



talento



TALENTO is a group of student with a background in economics, who are in the process of **creating a platform for collecting various talents in a more efficient and delightful way.** We are aware of the obstacles that comes with building a business; the demands of an era that pushes us to keep creating evolutive ideas. In addition, the core of a company lies within the quality of its work force. Thus, this is one of the reasons why TALENTO was created; a platform of Prasetiya Mulya Branding Undergraduates that aims to **help digital entrepreneurs to find talent(s) that are needed and suitable under their set of requirements.** We would like to share various experiences through classes, seminar, and community-building, in order to build a generation that has wider perspective, while contributing solutions that are worthwhile. We believe, that every digital startup needs to have **great talents as its components.**

TALENTO is present to provide **seminars** for a startup company. We call the event, Talento: **“Convince Investors Withinthe First 3 Minutes”** with the theme, Pitch Effectively.

The development and competition of the creative industry and business in Indonesia is getting tighter. Building a start-up requires time-consuming preparation, a lot of physical and mental energy. Yet, there are some aspects that are often forgotten by entrepreneur(s), which is how to **make an impression and winning the heart of investors in a matter of minutes.** We hope after participating in the Pitch Effectively seminar, participants are able to bring home knowledge and learning experiences which are useful for the continuity of their business, thus having positive impact on themselves, the company, and more importantly; those who are around them.

# BACKGROUND



# CONCEPT

The concepts that will be raised are in the forms of seminar and workshops, where the audience will not only be listening and viewing visually, but will also be actively involved in activities, such as conducting study case(s) in groups with an appropriate topic of discussion. In addition, TALENTO will be providing time for the participants to establish an atmosphere suitable for networking in the hopes for the audience to bring home connections and a potential partnership needed for their start-up.

# OBJECTIVES

1. Provide instructions to undergo pitching
2. that grabs investor's attention and interests within the first 2-3 minutes of presentation.
3. Provide a platform suitable to create networks between participants.
4. Develop the participant's soft skill in public speaking.
5. Give proper training to participants for encountering investors.
6. Increase participant's competitiveness.



Date : Thursday, December 14<sup>th</sup> 2017

Time : 5 PM – finish

Place : JSC Hive Coworhing Space.

Jl. Prof. DR. Satrio No.7, RT.3/RW.3, Karet  
Kuningan, Setia Budi, Kota Jaharta Selatan

## TIME & PLACE

# SPEAKERS



**DIATCE G. HARAHAHAP**  
CEO and co-founder at Bang Joni



**ARYA BUDI NUGRAHA**  
Co-Founder of GREДУ  
Former GO-SEND Product Manager



**MOHAMMAD RIZKY ANIES**  
Co-Founder of GREДУ

- Startup Founders
- Talents
- Students
- Practitioners
- University organization all over Jabodetabek

## AUDIENCE



Time	Duration	Program	Agenda	Add. Information
17.00-17.30	30'	Open Registration	Registrasi dan entering the venue	Participants register on the registration table and enter the venue
17.30-17.35	5'	Opening	<i>Introduction and ice breaking</i> by MC	
17.35-17.40	5'	Story	Sharing session opening	Introduction of TALENTO and sponsor mentioning
17.40-17.55	15'	Welcoming Speech	TALENTO CEO, HIPMI, perwakilan prasmul	
17.55-18.00	5'	Story	Telling the flow of seminar	A starter towards seminar
18.00-18.40	40'	Seminar: Dlatoe (Ache) G Harahap	Guest Speaker	
18.40-19.00	20'	Networking Session	Finding new connections	Conversing with fellow participants
19.00-19.05	5'	Story		Guide towards advanced seminars
19.05-19.45	40'	Seminar: Arya Budi Nugraha dan Mohammad Rizky Anies	Guest Speaker	
19.45-19.55	10'		Q&A	
19.55-20.25	30'	Study Case	Cooperating with fellow participants to solve a given study case	Forming group discussions and present in front of other participants, and choosing winning candidates
20.25-20.30	5'	Closing		

# COMMITTEE



**IMAN CAMIL**  
PERSON IN CHARGE



**ARVELLA NATHANIA**  
CREATIVE



**KENNY FARAS**  
CHIEF EXECUTIVE



**SAQILA SAMPETODING**  
MARKETING



**ANGELINA JENNIFER**  
FINANCING



**ANDRE BARUSMAN**  
OPERATION



**NICOLAS APRILIO**  
MARKETING




# FOR FURTHER INFO

KENNY FARAS  
081287150972  
kennyfaras@gmail.com

SAQILA SAMPETODING  
0895320472797  
sampetoding.saqila@gmail.com

Sincerely,



Iman Camil  
Person in Charge



Kenny Faras  
CEO of Talento.id