



INKUBATOR
BISNIS
PRIMAKARA



PRIMAKARA BUSINESS INCUBATOR

OUR PROFILE

- PRIMAKARA Business Incubator Established in 2014
- Accredited A by the Indonesian Ministry of SMEs in 2024
- In 2025, there are **27 tenants** consisting of 19 in-wall tenants (student businesses) and 8 out-wall tenants (businesses from the community).
- Tenant business categories include: Digital Business, Services and Trade, Creative Industry, Manufacturing, Cultivation, Food and Beverage.



TECHNOPRENEURSHIP CAMPUS

Entrepreneurial activities are integrated in:

- Curriculum
- Event
- Start-up Ecosystem



Curriculum

Curriculum-Integrated Entrepreneurship Program

1. Digitalization of MSMEs (Semester 4)

This course focuses on understanding and applying digital technology to support MSME development. Students learn digital marketing and how to utilize e-commerce platforms to grow micro and small businesses. Students, in groups, **provide mentoring to MSMEs** (Micro, Small, and Medium Enterprises) **for 1 semester**.

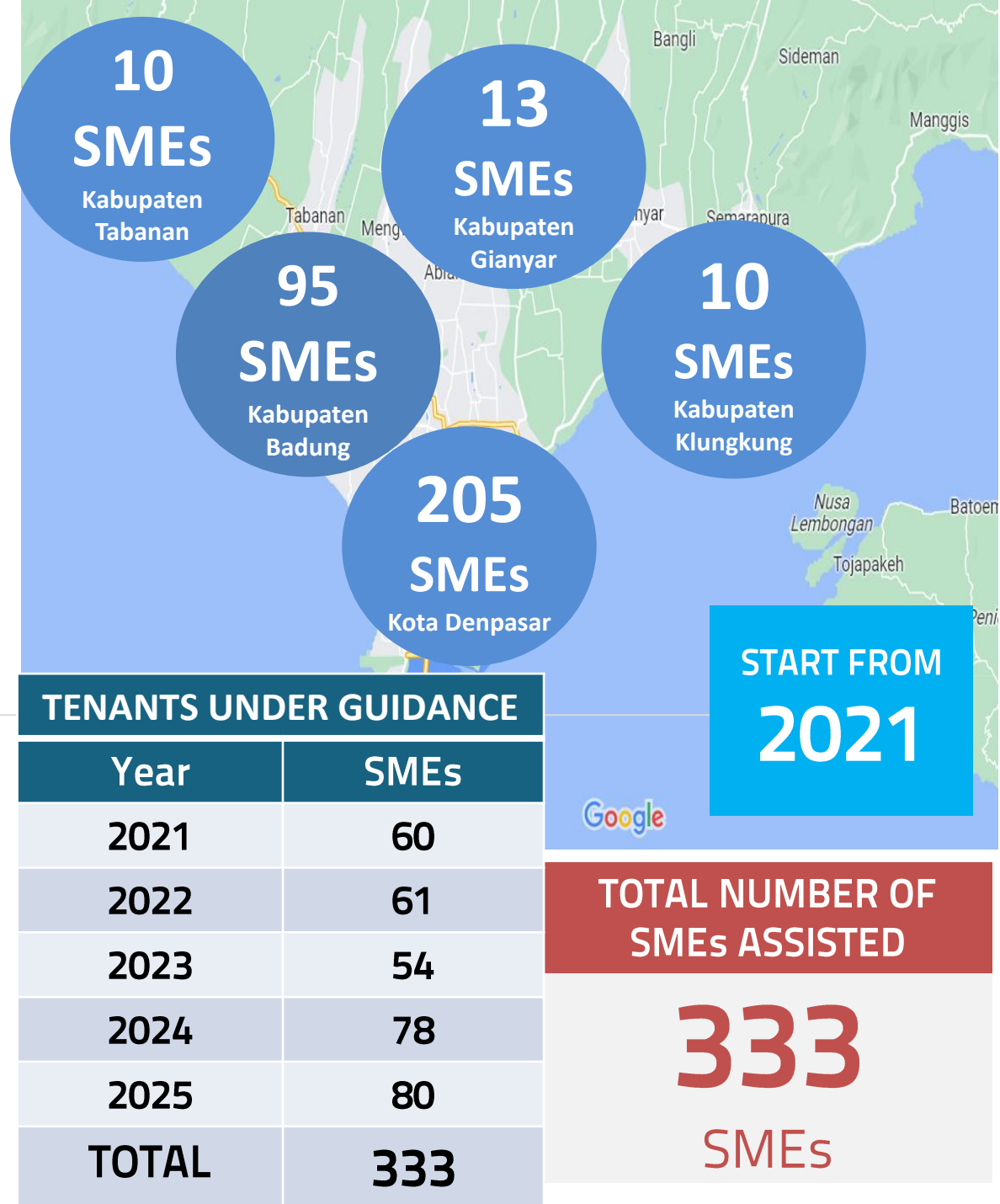
2. Technopreneurship (Semester 5)

In this course, students **develop technology-based business concepts and innovation**. At the end of the semester, the student team will participate in **BALI STARTUP CAMP**, where they will **create a prototype of a business idea** and compete in a **pitching contest** in front of judges who are startup practitioners.

3. Technopreneur Project (Semester 6)

In this course, students form cross-disciplinary teams of five members to **develop an innovative product or service collaboratively**. At the end of the semester, each team is required to participate in a **two-days public exhibition** in a shopping mall, allowing them to gather direct customer feedback and make real sales (**BALI STARTUP EXPO**).

Digitalization of SMEs



***LAUNCH YOUR
STARTUP IN 48
HOURS!***





2016 – 2024 Bali Startup Expo











Ilman Dzikri
Assistant Vice President At Sweef Capital



Gita Irawan Wirjawan
Educator, Entrepreneur, Host Of The Endgame Podcast



Isroqi Muthahajjid
Pegasus Venture



Prof Yudho Giri Sucahyo
Akademisi, Dosen UI



Yasmin Stamboel
Trustee - Ancora Foundation

STARTUP WORLD CUP BALI

"Strengthening Bali Through Technology And Innovation"

With Bali Startup Expo

Pitching
Talkshow
Networking
Mini Games
Startup Expo

FOR MORE INFO! And Registration



<https://balitechstartup.com/startup-world-cup/>

Living World
Jl. Gatot Subroto Tim., Tonja,
Kec. Denpasar Utara, Kota Denpasar, Bali

Wednesday, 10 July 2024

Sponsored By:








Supported By:





Media & Event Partner:











Incubation Programs

PRE-INCUBATION



- Workshops and entrepreneurship education
- Business Plan and Business Model Canvas (BMC) development
- Startup competitions mentoring
- Action plan formulation

INCUBATION



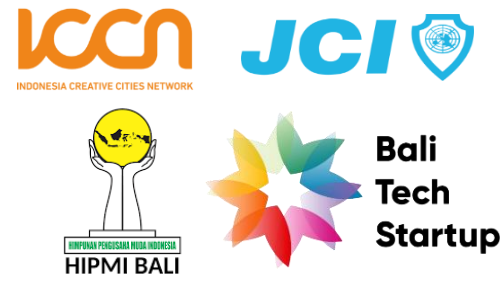
- Coaching and mentoring
- Business monitoring and evaluation
- Funding facilitation
- Intellectual Property (IP/HKI) assistance

POST-INCUBATION



- Market access support
- Business matching
- Networking and funding access

PARTNER COLLABORATION



Business Incubator Award



Facilities and Infrastructure



Co-working spaces



Meeting and mentoring rooms

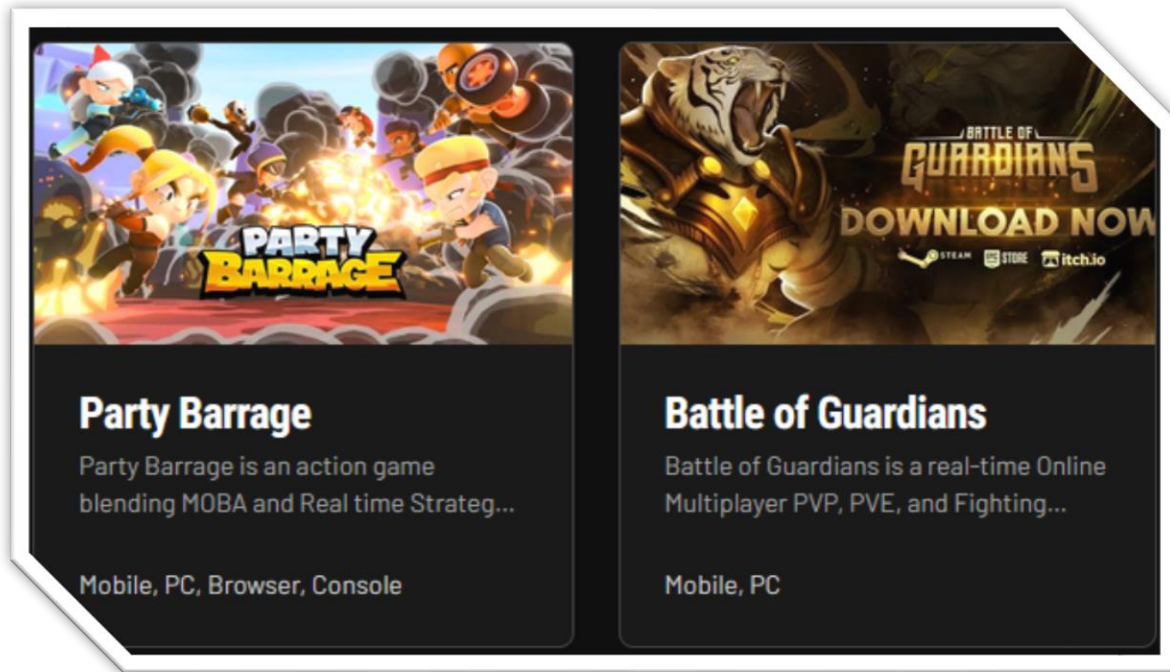


Co-working spaces



Digital & Research Infrastructure

What Our Alumni Says



MIRACLE GATES ENTERTAINMENT

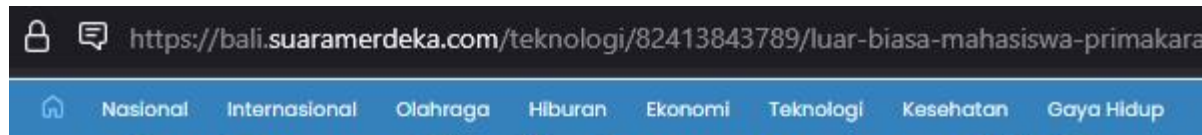
"As one of the first tenants nurtured by the Primakara Business Incubator, it has now evolved into **one of the largest game studios in Indonesia**, with its flagship game, "Battle of Guardians.""



FALALA CHOCOLATE

"As an alumnus of Inbis Primakara's tenant program and a Primakara graduate, I started Falala Chocolate while I was still in college. Today, Falala Chocolate **generates hundreds of millions of rupiah per month** in revenue and **has four branches across Bali**. It is now recognized as a premium chocolate souvenir brand from Bali."

Tenant Achievement



Buat Pesona Plastic, Langsung Juara WMP 2024 Kemenpora Bidang Sociopreneur,



Putu Alit B - Rabu, 30 Oktober 2024 | 15:29 WIB



Founder Pesona Plastic I Dewa Agung Ary Krisna (kanan) saat berfoto bersama juara lainnya di WMP 2024 yang digagas Kemenpora (ISTIMEWA)



PRE

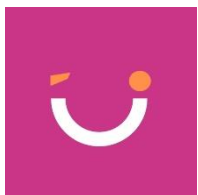
ORDER



PRE

ORDER

Out Tenant 2025



Prime-U Juara 1 Nasional Fordigi Summit 2023, Kalahkan Tel-U, UI, hingga UGM

1 October 2023



Primakara University (Prime-U) - Satu-satunya universitas IT di Bali terus meraih prestasi gemilang melalui karya *startup* besutan mahasiswa. Kali ini, giliran *startup* iFixpedia menyabet juara 1 dalam ajang Forum Digital BUMN Summit 2023 (Fordigi Summit 2023) yang mengangkat tema "Digital

Luar Biasa Membanggakan! Tim INOCHOCO Primakara University Raih Kategori Terbaik Innovillage 2023, Kalahkan ITB Hingga ITS



metroballi

April 1, 2024 8:11 PM



Copy Link



Perbesar

TESTIMONIALS FROM MINISTERS WHO HAVE VISITED PRIMAKARA



ERICK THOHIR
MENTERI BUMN

"Saya rasa apa yang dibuat oleh Primakara ini adalah inovasi yang luar biasa. Bagaimana sudah memikirkan era digitalisasi yang akan terus menjadi gelombang baru yang besar di mana Indonesia harus menang."

H. Erick Thohir, B.A., M.B.A.

(Menteri Badan Usaha Milik Negara Republik Indonesia)

Tanggal Kunjungan: 19 September 2021



TETEN MASDUKI
MENTERI KOPERASI & UKM

"Primakara yang setelah saya kunjungi menurut saya keren, hebat! Ini bisa jadi semacam plug and play seperti di Amerika, yang memberikan ruang kepada anak-anak muda untuk mengembangkan ide-idenya di bidang startup yang berbasis teknologi digital."

Drs. Teten Masduki

(Menteri Koperasi dan UMKM Republik Indonesia)

Tanggal Kunjungan: 08 Juni 2021



PROF. H. MOHAMAD NASIR
MENTERI RISTEK DIKTI KABINET KERJA

"Primakara punya potensi besar ke depan, di usianya yang terbilang masih muda sudah bisa mengalahkan kampus-kampus lain yang usianya sudah 20 tahun bahkan 30 tahun. Jadi ini memberikan dorongan pemerintah melalui Kemenristek-Dikti untuk terus melahirkan wirausaha-wirausaha yang unggul di perguruan tinggi."

Prof. Drs. H. Mohamad Nasir, Ak., M.Si., Ph.D.

(Menteri Ristek-Dikti Republik Indonesia Kabinet Kerja)

Tanggal Kunjungan: 12 November 2016



Thank You