

# 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.

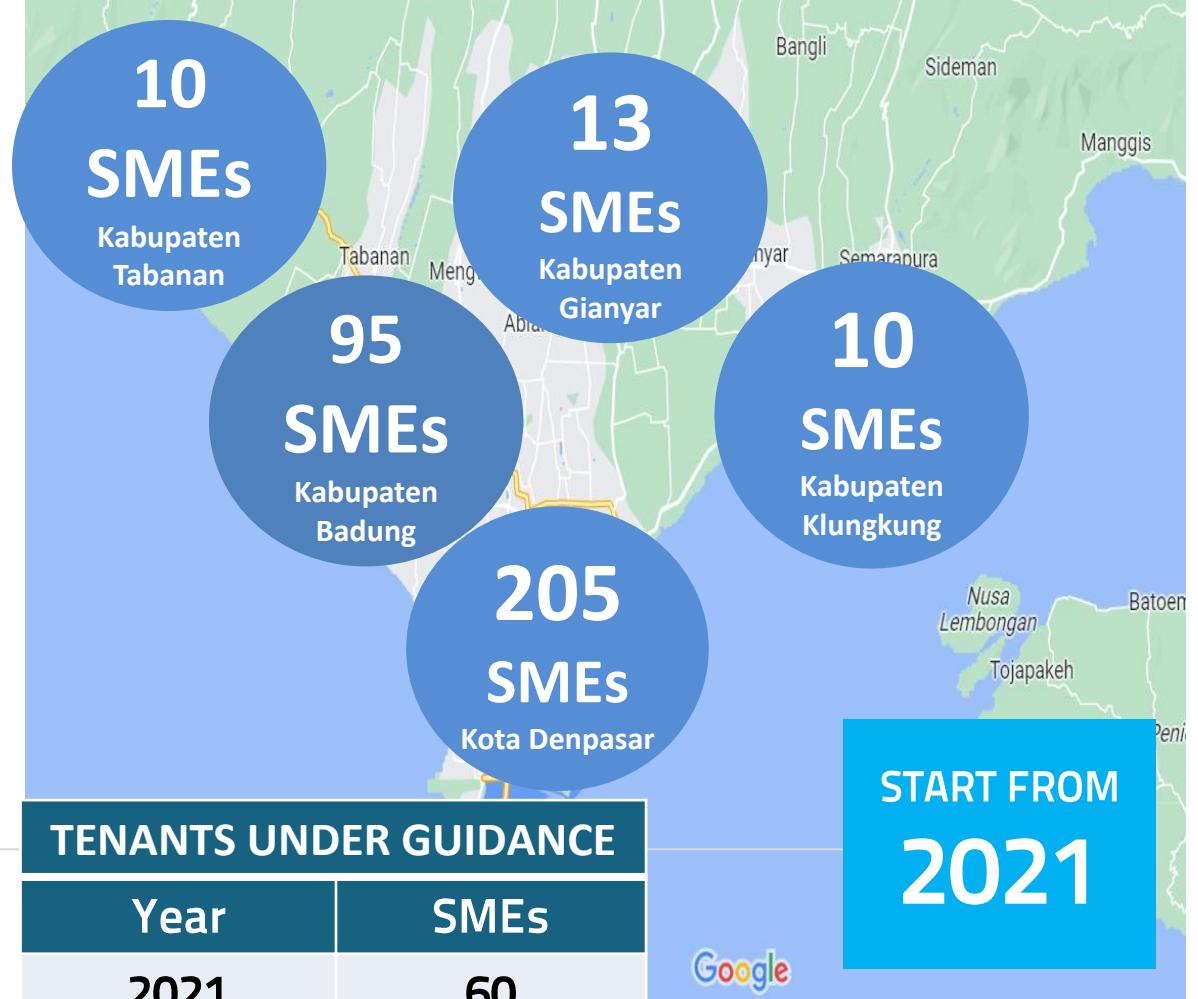
### 2. Technopreneurship (Semester 5)

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



## TENANTS UNDER GUIDANCE

Year	SMEs
2021	60
2022	61
2023	54
2024	78
2025	80
<b>TOTAL</b>	<b>333</b>

**TOTAL NUMBER OF  
SMEs ASSISTED**

**333**  
SMEs



2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

A horizontal timeline consisting of ten blue circles connected by a thin line, with the years 2015 through 2024 positioned below each circle.

**LAUNCH YOUR  
STARTUP IN 48  
HOURS!**





# 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



## Party Barrage

Party Barrage is an action game blending MOBA and Real time Strateg...

Mobile, PC, Browser, Console



## Battle of Guardians

Battle of Guardians is a real-time Online Multiplayer PVP, PVE, and Fighting...

Mobile, PC



## FALALA CHOCOLATE

"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.""

"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."

## MIRACLE GATES ENTERTAINMENT

# Tenant Achievement

  <https://bali.suaramerdeka.com/teknologi/82413843789/luar-biasa-mahasiswa-primakara>

 Nasional Internasional Olahraga Hiburan Ekonomi Teknologi Kesehatan Gaya Hidup

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

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



Grand Final APRESIASI WIRAUSAHA MUDA PEMUDA (WMP) BERPRESTASI DI LEMBAGA PENGAYAK WIRAUSAHA MUDA Tingkat Nasional 2024

Deputi Bidang Kewirausahaan dan Kewirausahaan Pemuda

APRESIASI WIRAUSAHA MUDA PEMUDA (WMP) BERPRESTASI DI LEMBAGA PENGAYAK WIRAUSAHA MUDA Tingkat Nasional 2024

Deputi Bidang Kewirausahaan dan Kewirausahaan Pemuda

BIDANG SOCIOPRENEUR JUARA 3 16.000.000

BIDANG SOCIOPRENEUR JUARA 2 25.000.000

BIDANG SOCIOPRENEUR JUARA 1 30.000.000

Jakarta, 30 Oktober 2024

[kempora.go.id](http://kempora.go.id)

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



# 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



metrobali

April 1, 2024 8:11 PM



## 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

