

## IATSS Forum Alumni Activity Proposal

<b>Title</b>	Entrepreneurial Workshops for the rise of OVOP Movement in Siak
<b>Origin</b>	Indonesian IATSS Forum Alumni Association (IIFA)
<b>Beneficiaries</b>	Micro business players around Siak Region (target: 5 OVOP products, 10 participants).
<b>Partners</b>	<p>Cemerlang Grocery Store  Dapur Mama Nizam Bakery  Perkumpulan Penyelenggara Jasaboga Indonesia (PPJI) Siak –  “Indonesian Food &amp; Beverage Service Association in Siak”  IIFA members</p> <p>Cemerlang grocery store was first established in 1991. They provide food raw material and packaging to support micro and small business in food industry.</p> <p>Dapur Mama Nizam is the most popular modern bakery in Siak. They also encourage other micro business to keep improving their products and provide display to promote their products.</p> <p>PPJI is a non-profit organization to gather food and beverage business player and hold many activities to improve its member’s skillset.</p>
<b>Duration</b>	6 weekly program : 9 October – 13 November 2021 (schedule might be changed depend on situation) Onwards : Monitoring and continuous improvement
<b>Budget</b>	US\$ 2,400
<b>Theme</b>	<ul style="list-style-type: none"> <li>• Introduction of OVOP philosophy from Japan</li> <li>• Introduction of SDGs and the 3 pillars: Economy, Social, Environment</li> <li>• Collaborative leadership to strengthen local economy</li> <li>• Business Model Canvas</li> <li>• Product development</li> <li>• Certification &amp; Legal</li> <li>• Operations Management</li> <li>• Financial Management</li> <li>• Sales &amp; Marketing</li> </ul>
<b>Priority Issue</b>	<p>People in Siak were fond of the idea becoming civil servant or employee for their living. Then recently many people, particularly woman begin small business as their part time job to make a better life since the quota for civil servant has shrunken a lot and it’s not easy to find a good job. Most of them don’t have any standard quality and particular target yet. Just a few people do business seriously.</p> <p>Dapur Mama Nizam is one of the success story of entrepreneurial journey here. Together with Cemerlang Retail store and PPJI, they would like to start entrepreneurial network and initiate OVOP movement in Siak.</p> <p>As the starting point, a team of mentors from IIFA would select 5 best products from business owner in Siak. Then business owner representatives of selected products would undergo intensive online and offline workshop for 6 weeks to develop their product, business model, operations, financial, sales and marketing (we would invite IIFA members from various expertise and other local people who could fulfill their needs). After 6</p>

	<p>weeks, they would do presentation of the final product and business model. Their product would be marketed on a larger scale. Hopefully it would become the starting of productive entrepreneur community and the role model for the other micro business player in this region.</p>
<b>Goal</b>	<ol style="list-style-type: none"> <li>1. Develop 5 products from Siak to be “OVOP” product that would be well recognized</li> <li>2. Spread practical skills and knowledge of creating innovative and added value products / services.</li> <li>3. Create entrepreneurial network for know-how sharing &amp; promoting collaborative leadership</li> <li>4. Inspire community of Japanese best practice story (OVOP, Regulus, Moku-moku farm, etc)</li> </ol>
<b>Objective(s)</b>	<ol style="list-style-type: none"> <li>1. 5 OVOP products are ready to the market</li> <li>2. New entrepreneurial network is established with some standard policy to help themselves and each other on creating sustainable innovative added value products / services.</li> </ol>
<b>Location</b>	Siak Sri Indrapura
<b>Activities</b>	<p>All participants would do the workshop together in a certain venue. They would learn together from mentor directly or via teleconference. Some topics that would be delivered are:</p> <ol style="list-style-type: none"> <li>1. Introduction of OVOP <ul style="list-style-type: none"> <li>- Participants understand the concept of OVOP philosophy</li> <li>- Participants could plan to develop and add value to their product / services</li> <li>- Participants know how to make sustainable business and contribute to society</li> </ul> </li> <li>2. Introduction of SDGs and its main pillars <ul style="list-style-type: none"> <li>- Participants understand about sustainable development goals and its importance</li> <li>- Participants could embed SDGs into their business</li> </ul> </li> <li>3. Business Model Canvas <ul style="list-style-type: none"> <li>- Participants could understand each block of business model canvas and identify every aspect of it</li> <li>- Participants could develop their business model for better</li> </ul> </li> <li>4. Product Development <ul style="list-style-type: none"> <li>- Participants could analyze the potential of their surrounding and make it as their advantage for their products / services</li> <li>- Participants could do trial and error to develop their products</li> <li>- Participants could collaborate and co-create a product / service as a team</li> <li>- Create a simple PDCA map for their product / service</li> </ul> </li> <li>5. Certification and Legal <ul style="list-style-type: none"> <li>- Participants understand how to deal with certification and legal to develop their market</li> </ul> </li> <li>6. Operations <ul style="list-style-type: none"> <li>- Participants could develop a more efficient daily production activities</li> </ul> </li> <li>7. Financial Management <ul style="list-style-type: none"> <li>- Participants could understand simple financial reports and aim for a positive balance sheet</li> </ul> </li> <li>8. Sales &amp; Marketing <ul style="list-style-type: none"> <li>- Participants could identify their market, how to acquire customer, customer retention, and customer satisfaction</li> </ul> </li> </ol>
<b>Action Needed</b>	<ol style="list-style-type: none"> <li>1. Formulate how to decide which products and team that would be delivered in workshop</li> </ol>

	<ol style="list-style-type: none"> <li>2. Identify more partners to share their expertise</li> <li>3. Identify the facilitators for product development workshop and design the content to meet program's objective.</li> <li>4. Sustainability of project</li> </ol>
<b>M &amp; E Plan</b>	<ol style="list-style-type: none"> <li>1. Mentors need to develop the specific content of these workshops</li> <li>2. Cemerlang retail store and Dapur Mama Nizam's representative would be the advisor of the entrepreneur community to ensure the sustainability of project.</li> </ol>
<b>Project Team</b>	Project manager – Juliyanto (batch 62)

**Signature:**



Sonny Hendrawan Saputra

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President,  
IATSS Forum Indonesia Alumni Association  
Jakarta, Indonesia

## Details of Budget

No	Item Breakdown	Budget Request	Purpose	Remark
1	Mentor			
	Local Expert Mentor	US\$ 700	To guide the participants directly or remotely online	
	IIFA Mentor	-	Online Mentoring	
2	Product Development Incentive	US\$ 500	US\$ 100 for each participant. They will use it for trial and errors attempt to develop their product (R&D process)	
3	Reward for best OVOP mentee	US\$ 500	2 packaging machine as long term business support	
4	Projector	US\$ 200	For offline workshop learning media and interaction media between participants and facilitators on online workshop	
5	Internet Package	US\$ 50	For facilitator and participants on online workshops	
6	Venue room rent	US\$ 150	Small room fit for 12 – 15 people for 6 times	
7	Snack and Lunch	US\$ 200	Snack for 12 – 15 people for 6 times	
8	Stationeries	US\$ 30		
9	Instagram advertisement	US\$ 50	For the whole product marketing campaign on “Sales & Marketing” workshop	
10	Miscellaneous items	US\$ 20		
	<b>Total</b>	<b>US\$ 2,400</b>		

### Funding sources:

1. IATSS Forum project grant : US\$ 2,000
2. Crowdfunding : US\$ 400

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