

www.aruna.id

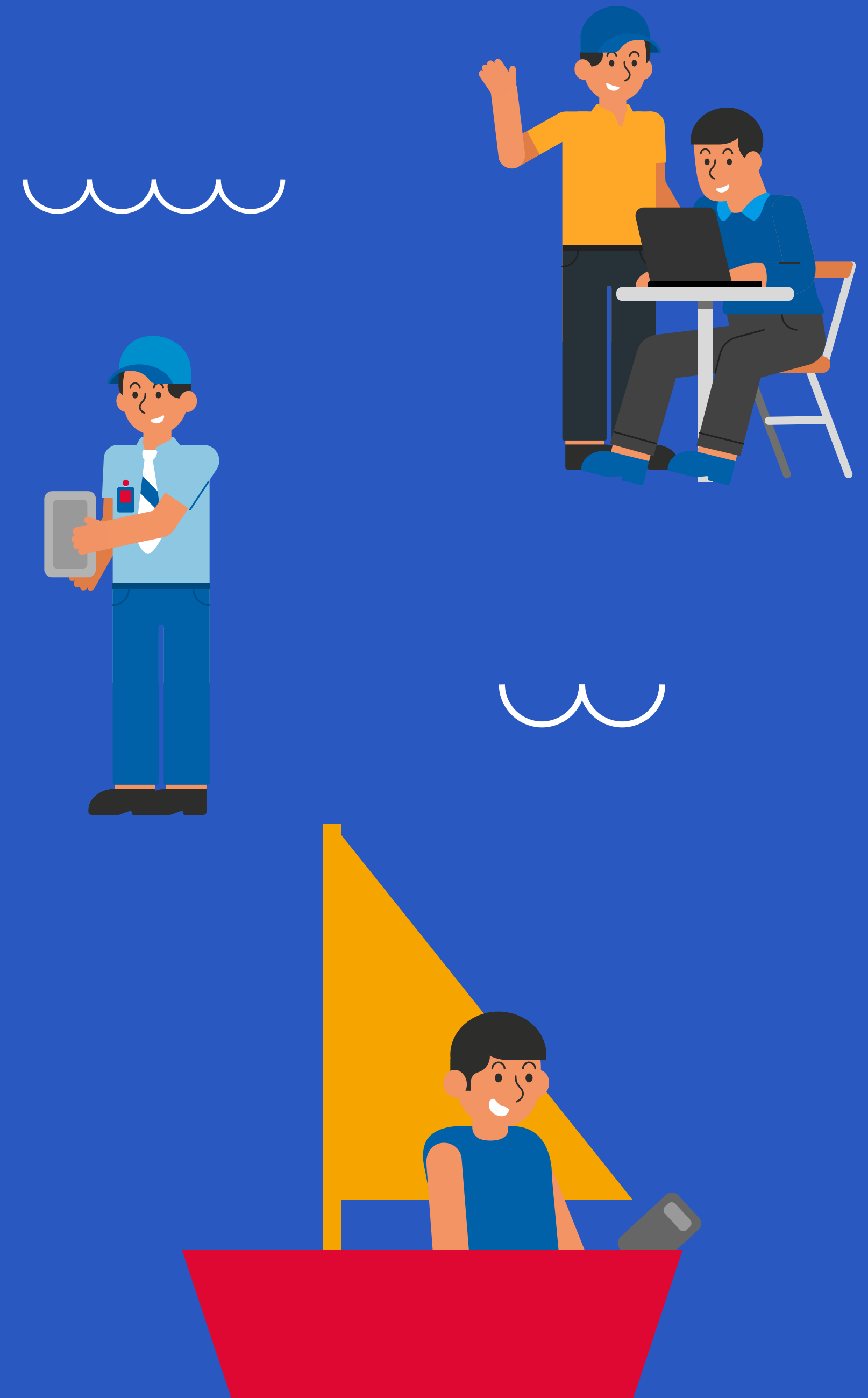
aruna

Founded in 2015, Aruna focused on helping to develop coastal economy by creating a **fair** and **transparent marine-fishery trade** through **Technology Innovation**.

Aruna name come from sanskrit word means "**which shines reddish**", "**morning shine**", "**sunrise**".

PT Aruna Jaya Nuswantara

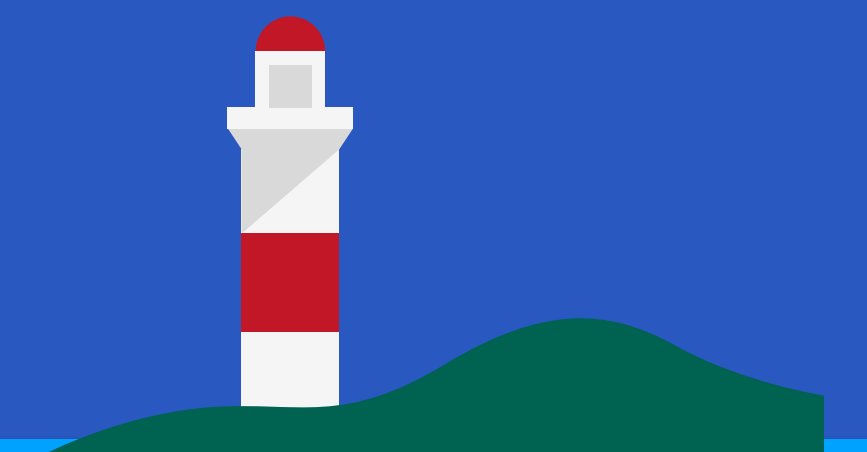
Kawasan Perkantoran Grand Panglima Polim, Kav 90, Jalan Panglima Polim Raya No. 16-17, RT.2/RW.1, Pulo, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12240



aruna MISSION

**to lead & inspire a sustainable use of
our ocean resources for economic
growth, improved human livelihoods,
and ocean ecosystem health.**

Aruna Mission Statement





The Digital Ecosystem



Integrated e-Commerce



Ocean Sustainability



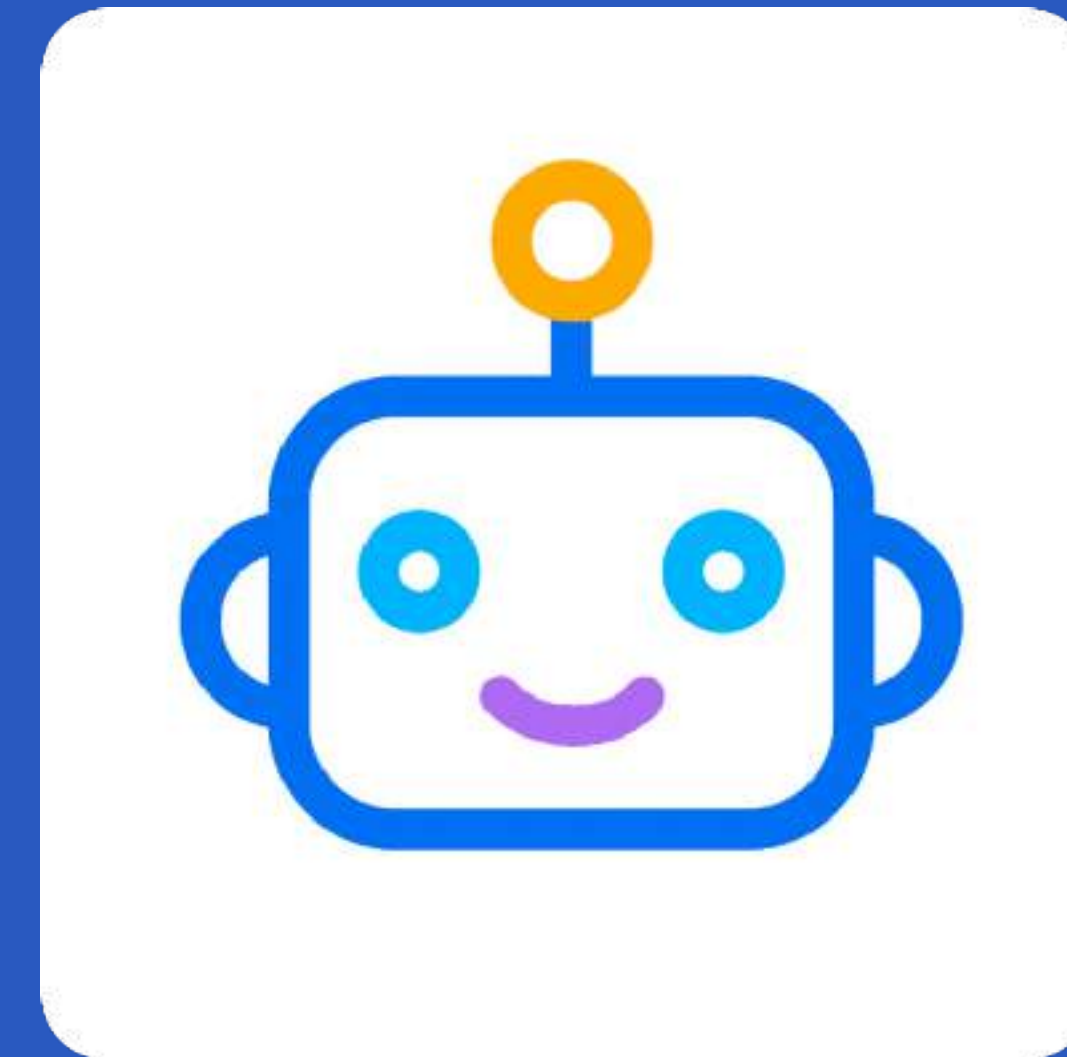
Humanist

Fairness

Social Impact

Local Wisdom & Inclusive

Teamwork



Modernist

Innovation

Openness

Move Fast

Long Term

The Journey



The Journey



Fresh Start

2015

MARET

Inisiasi pasarlaut.com
untuk Lomba bisnisplan

JULI

Indigo Incubator
Telkom Indonesia 2015

AGUSTUS & SEPTEMBER

- Juara Hackathon Merdeka v1.0.
- Diundang Presiden Jokowi & Menteri Kabinet Kerja

DESEMBER

Dikeluarkan dari Indigo Incubator



Struggling Period

2016

JANUARI

Mendapatkan Modal dari Angel Investor

JUNI

Bergabung dalam POKJA Khusus Kementrian Koord. Perekonomian

Intership Program #1

SEPTEMBER

Impact Accelerator Program I 2016

NOVEMBER

Partnership dengan Pusat Koperasi Perikanan Jawa Barat





<CODE NATION>





The Journey



New Start, Practice & Learn

2017

MARET

Mendapatkan Seed Funding dari UMG Indonesia

JUNI

Ekspansi ke Indonesia Timur (Maluku)
Mina Indonesia

AGUSTUS

Program Nelayan Go Online dengan KOMINFO

SEPTEMBER

Model Bisnis B2B Trading dengan skema Mini Processing

NOVEMBER

- Model Bisnis Sistem Perikanan Digital dengan Pemkab Wakatobi
- Development Aplikasi Utama Aruna



Standarization & Scale Up Preparation

2018

JANUARI

B2B Trading growth 2x

FEBRUARI

Partnership dengan Kementrian Desa & BUMN Perinus



Indonesia

USD 1 Trillion

Indonesia marine economic value

6,4 Million ton

Fish Production/year
Export Size #1 ASEAN

Rp 1,1 Million

Fisherman wage/month (USD 84)

↘ 50%

The number of Fisherman
(1.600.000 to 864.000)

*in last 10 years





Japan

Reliable Data is The Key

In Japan, The Government has
data logbook & integrated
system to monitor fish
production

● Government can guarantee production need

● No Illegal Fishing

● Good Prices & Fair Trading

● Build Fishing Quota System

● Prosperous Fishermen

● Integrated Fisheries Market (Tsukiji)



Kembung (Indian Mackarel)

USD 1.1

73%



USD 2
(Jakarta)



Tongkol (Euthynnus affinis)

USD 0.3

500%



USD 2.1
(Sukabumi)



Red Snapper

USD 1.9

1000%



USD 19.2
(China)

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Integrated Fisheries Commerce



Integrated Fisheries System

a platform to help fisheries companies manage their data and operation efficiently



Fisheries eCommerce

Online Fisheries Trading Platform for Fisherman & Customer to connect each other



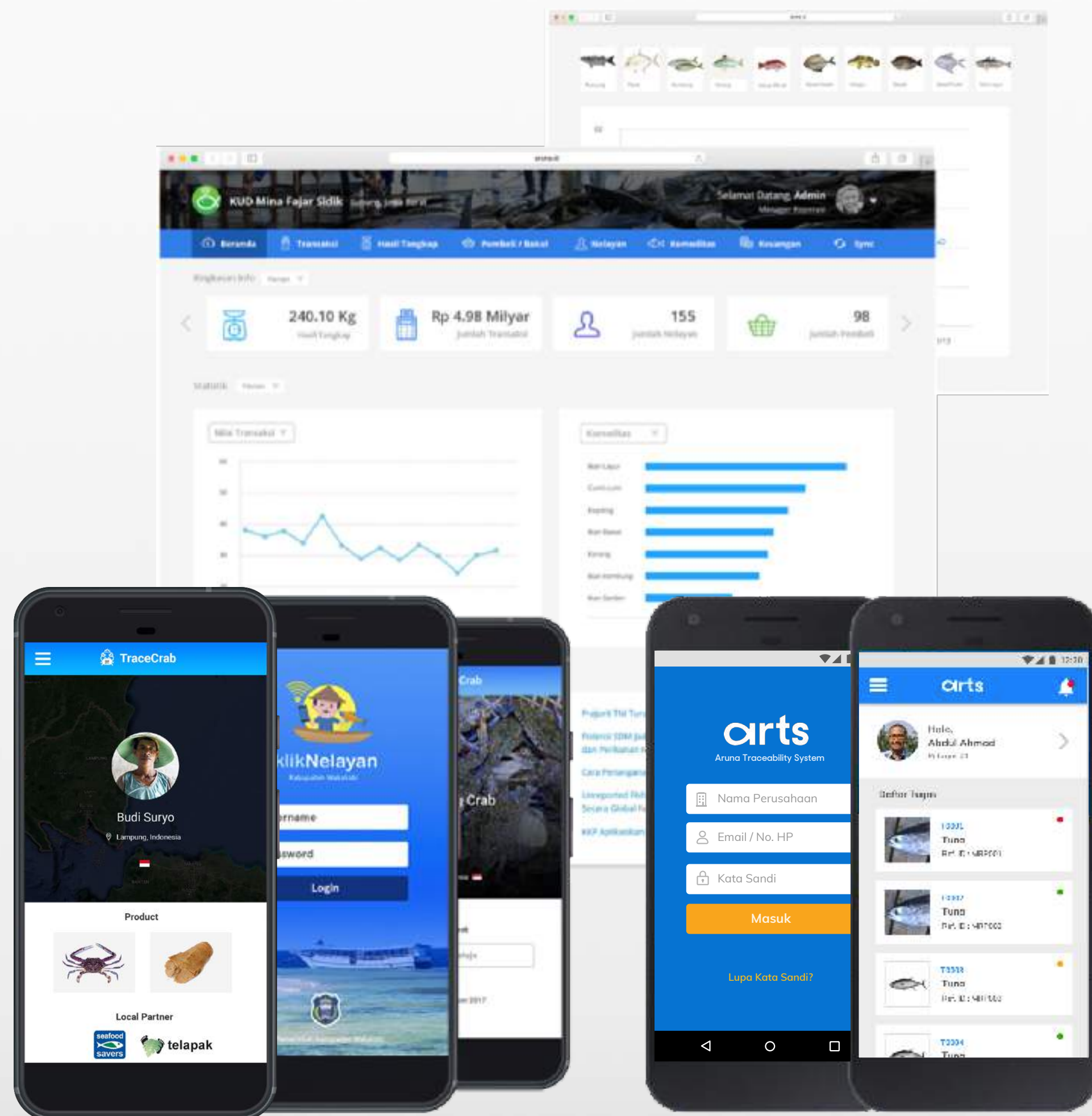


Integrated Fisheries System

a platform to help fisheries companies/organization manage and analyze their data and improve their operation efficiently

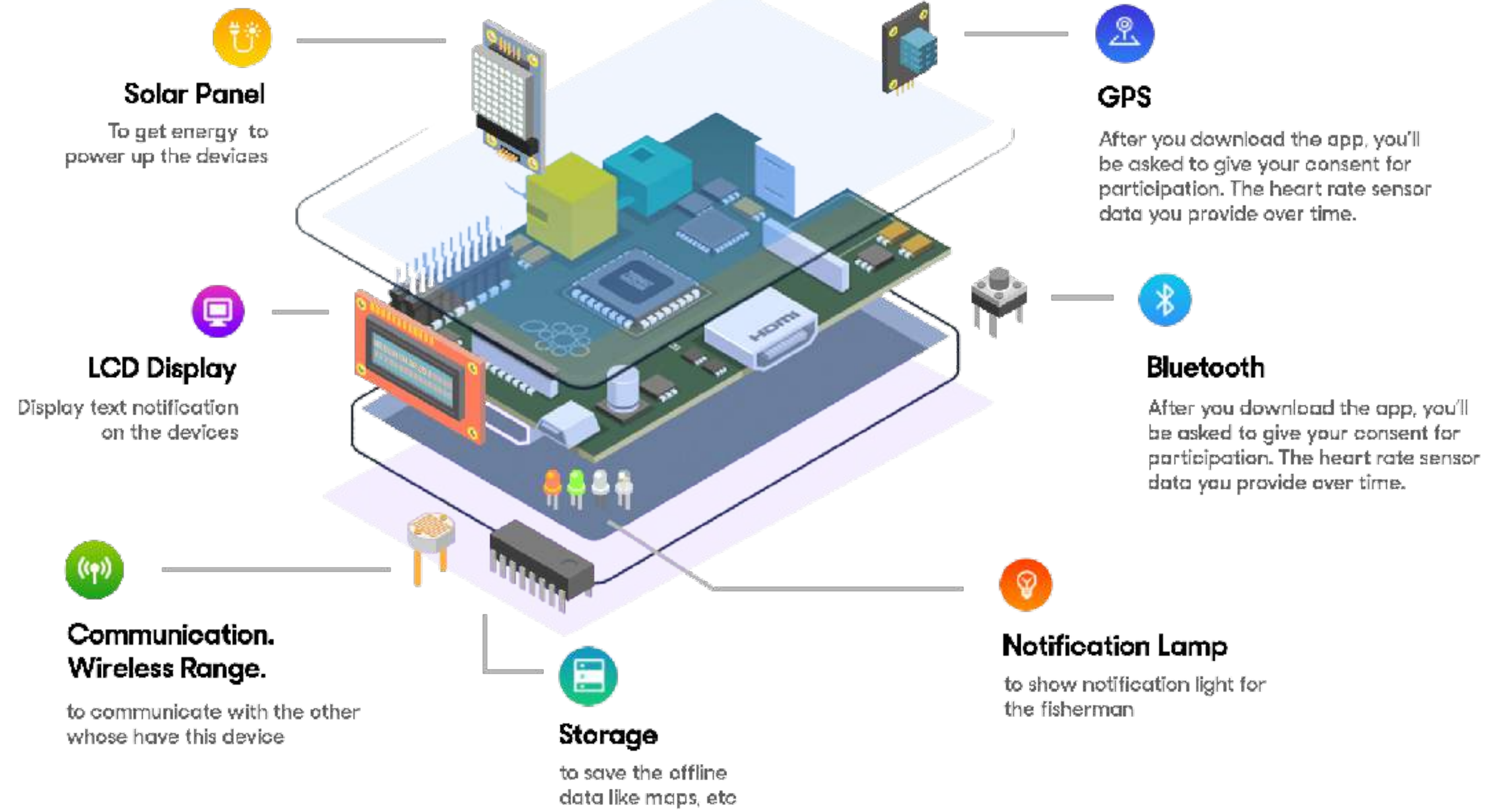
Features :

- ✓ Fish Traceability System
- ✓ Smartfisheries
- ✓ Fisheries ERP
- ✓ Fisheries Big Data Analytics
- ✓ Internet of Things





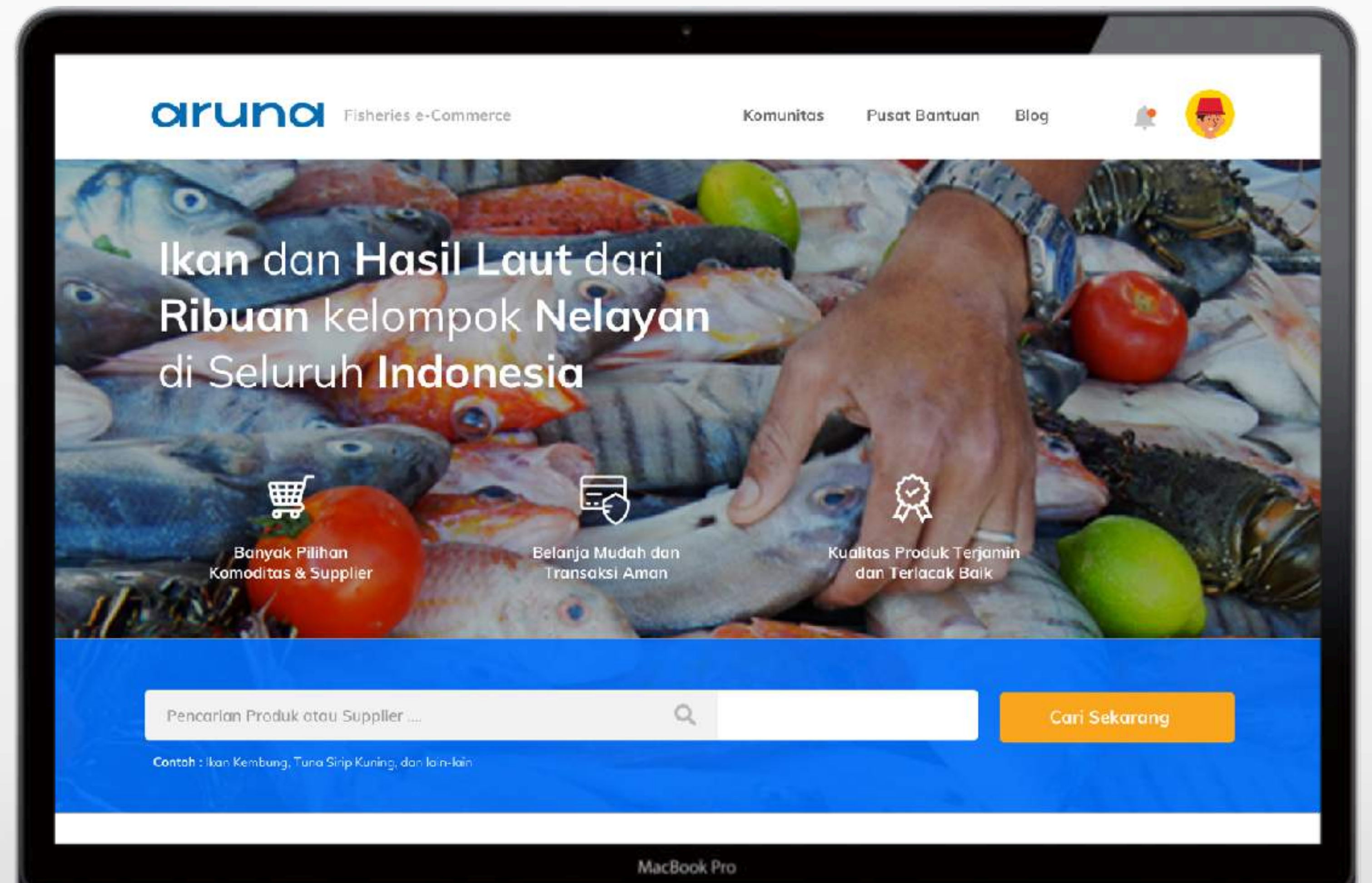
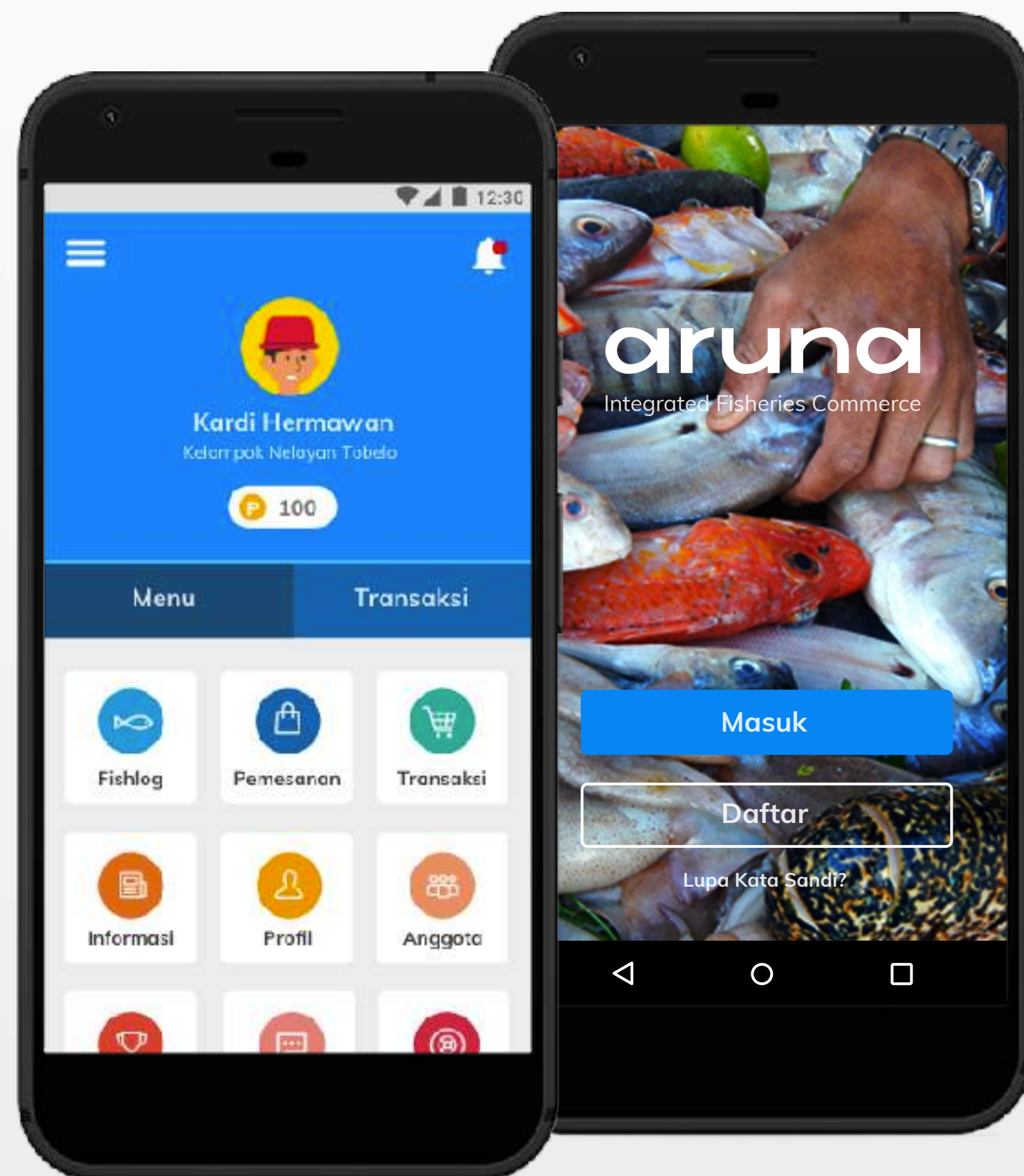
Low Cost Tracking Device for Fisherman

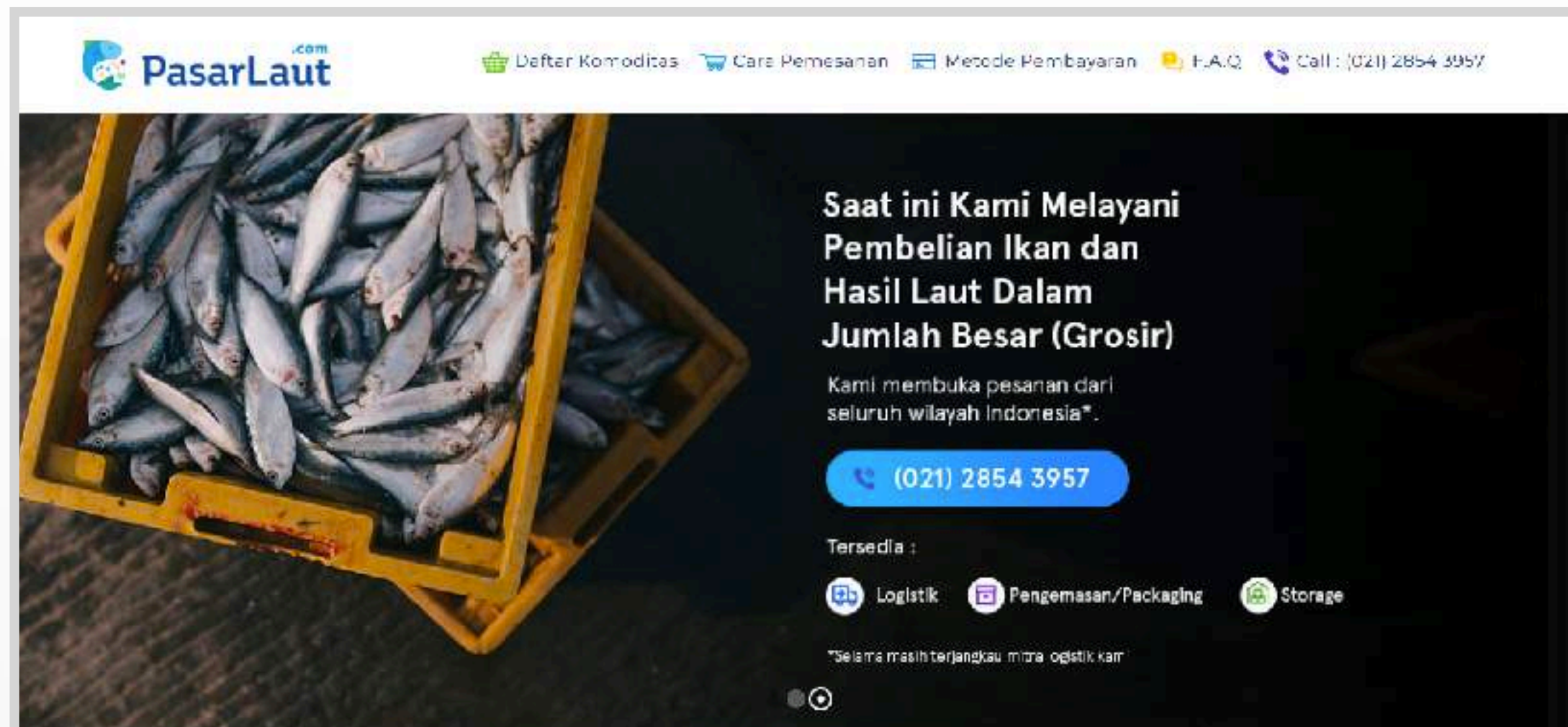


The 1st Winner of
fishackathon ><



Fisheries eCommerce









Search bar with fields for 'Kata Kunci...', 'All Types', 'Pilih Lokasi', a price range slider, and 'Min Price' / 'Max Price' buttons.

Three promotional banners:
 1. 'Lebih dari 80 JENIS KOMODITAS HASIL LAUT & PERIKANAN' with a 'LIHAT SEMUA' button.
 2. 'Customer Support' with phone numbers '(021) 2854 3957' and '0821 1413 8866'.
 3. 'yang Anda Cari Tidak Ada?' with a 'REQUEST KOMODITAS' button.

- Kategori**
- Ikan Laut (15)
 - Ikan Tambak (0)
 - Ikan Budidaya (0)
 - Ikan Hias (0)

Daftar Komoditas

URUTAN: TERBARU | TERPOPULER | ALPHABETICAL | HARGA TERTINGGI | HARGA TERENDAH

 <p>Tuna</p> <p>Rp25,000</p> <p>Tipe GROSIRAN</p> <p>Ukuran < 1 KG</p> <p>Kondisi FROZEN</p> <p>Minimal Order 15 TON</p> <p>Ketersediaan STOK TERSEDIA</p>	 <p>Cakalang</p> <p>Rp18,000</p> <p>Tipe GROSIRAN</p> <p>Ukuran < 1 KG</p> <p>Kondisi FROZEN</p> <p>Minimal Order 25 TON</p> <p>Ketersediaan READY</p>	 <p>Lemadang / Mahi-mahi</p> <p>Rp26,000</p> <p>Tipe GROSIRAN</p> <p>Ukuran > 2 KG</p> <p>Kondisi FROZEN</p> <p>Minimal Order 100KG</p> <p>Ketersediaan READY</p>	 <p>Salem</p> <p>Rp18,500</p> <p>Tipe GROSIRAN</p> <p>Ukuran 5-8</p> <p>Kondisi FROZEN</p> <p>Minimal Order 50KG</p> <p>Ketersediaan READY</p>
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Online Fisheries Trading Platform for Fisherman & Customer to connect & transact each other

Customer :

- Export/Import
- Unit Processing Plant
- Hotel, Restaurant, Cafe
- Traditional Market

Country :



1.701

Fisherman Group



15

Province



86

Fish Species Recorded



Fisheries eCommerce



Customer from Japan visited our fisherman partner in Aceh to check quality control of the fish

Our Partner Products



Tuna



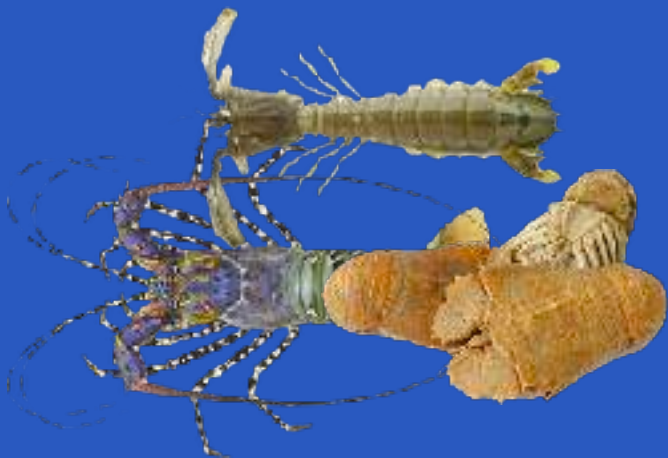
Snapper



Grouper



Crab



Shrimp &
Lobster



Squid



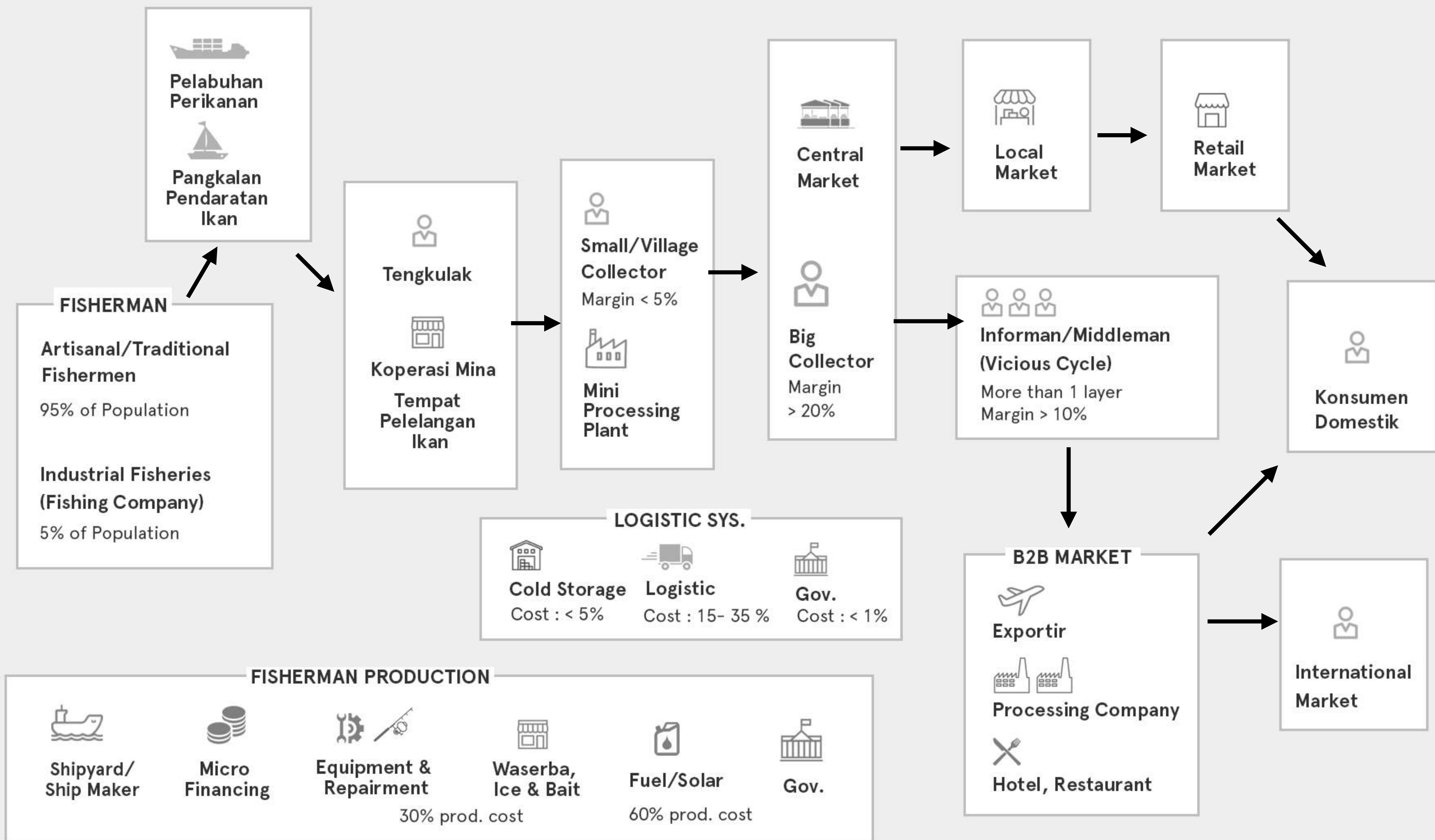
Eel/Unagi



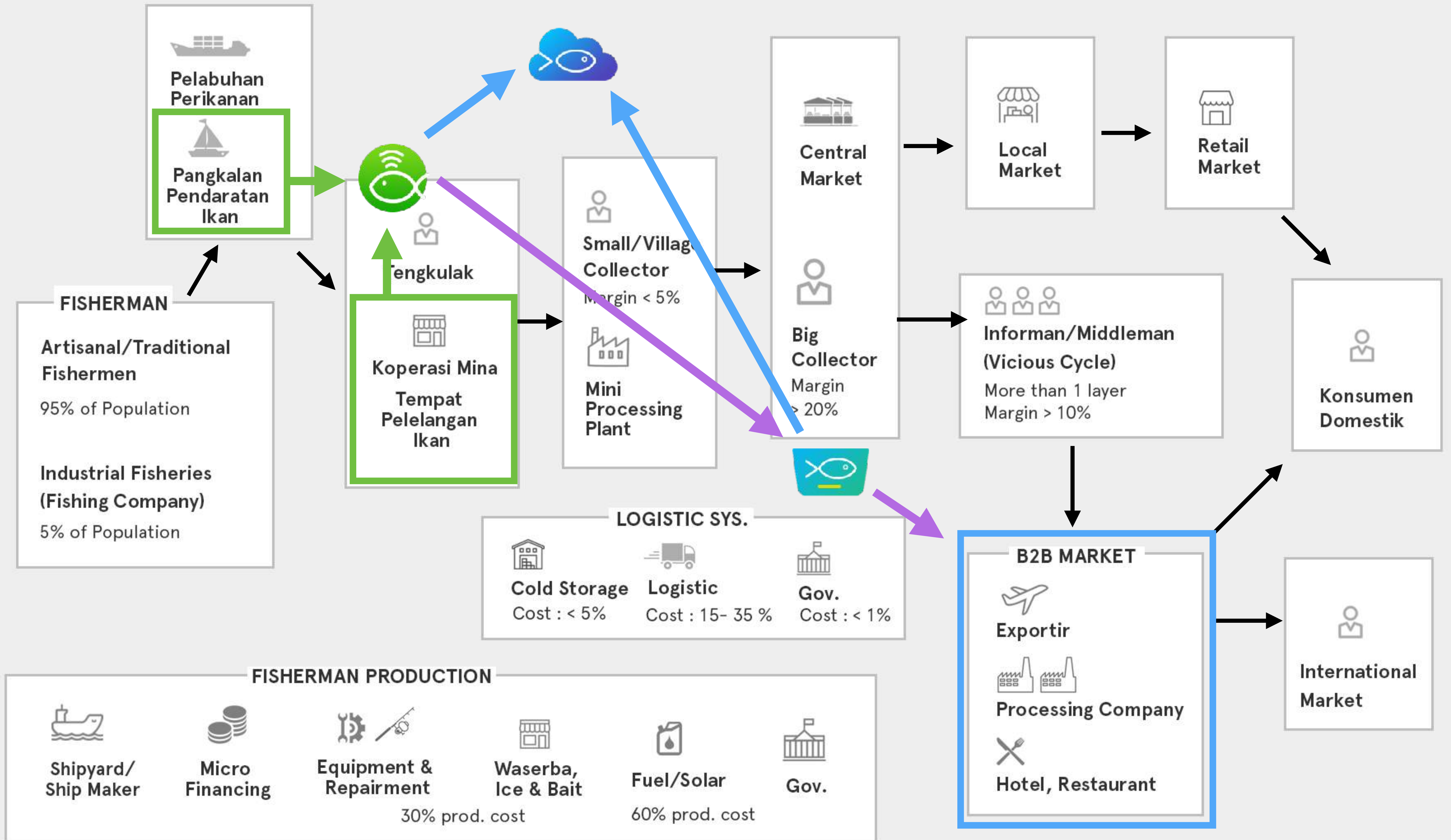
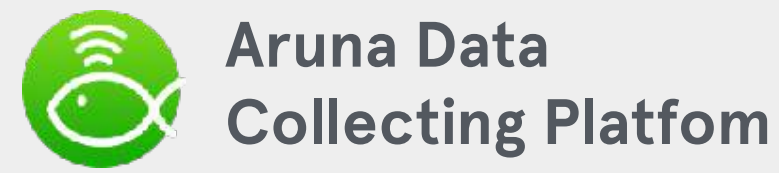
Others



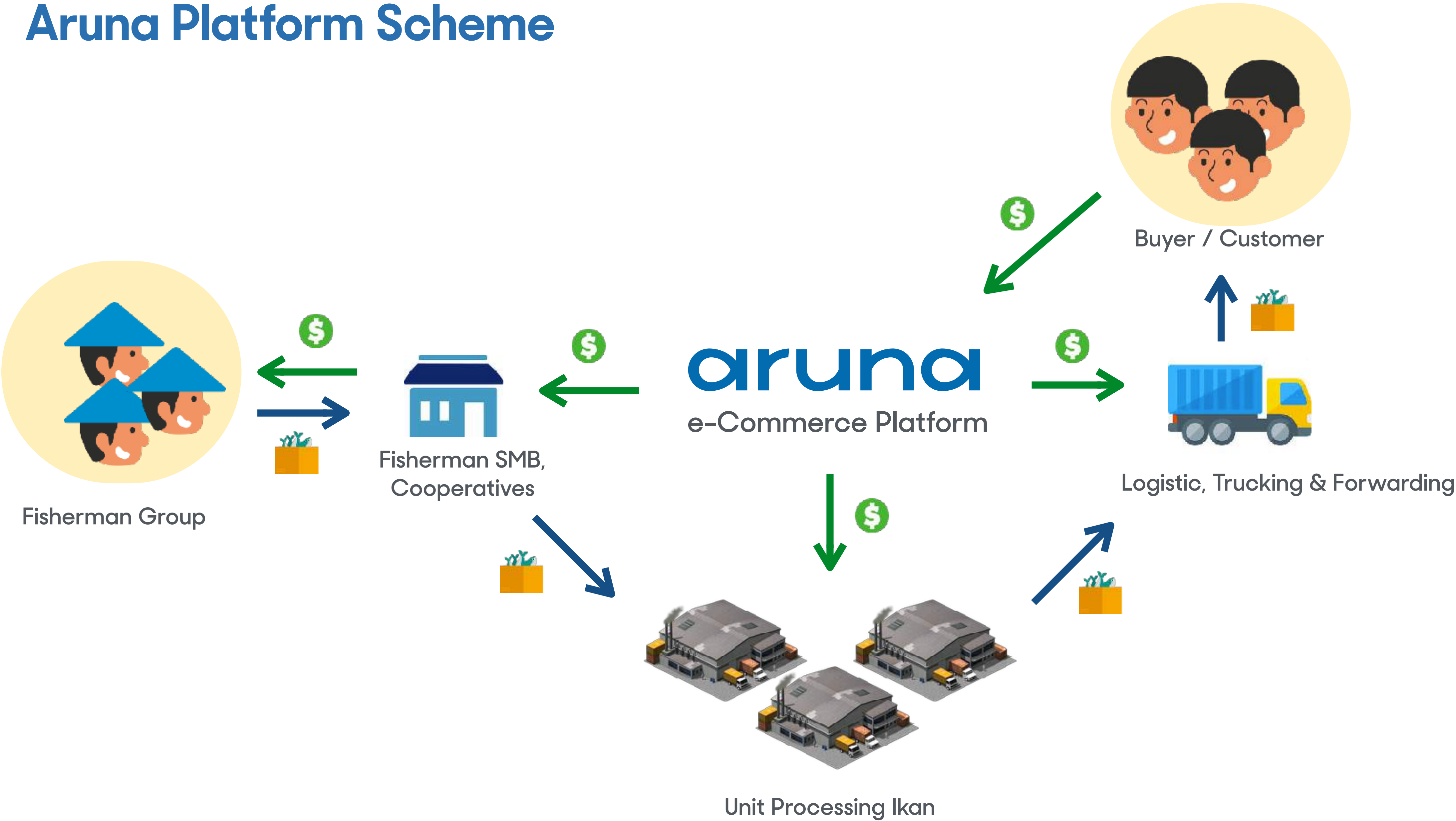
Current Indonesia Fisheries Supply Chain



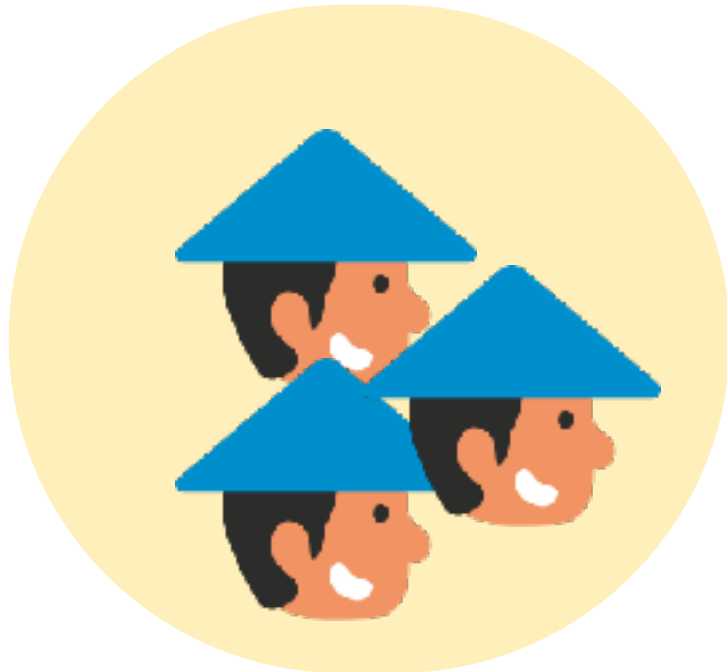
Indonesia Fisheries Supply Chain



Aruna Platform Scheme



Aruna Platform Scheme



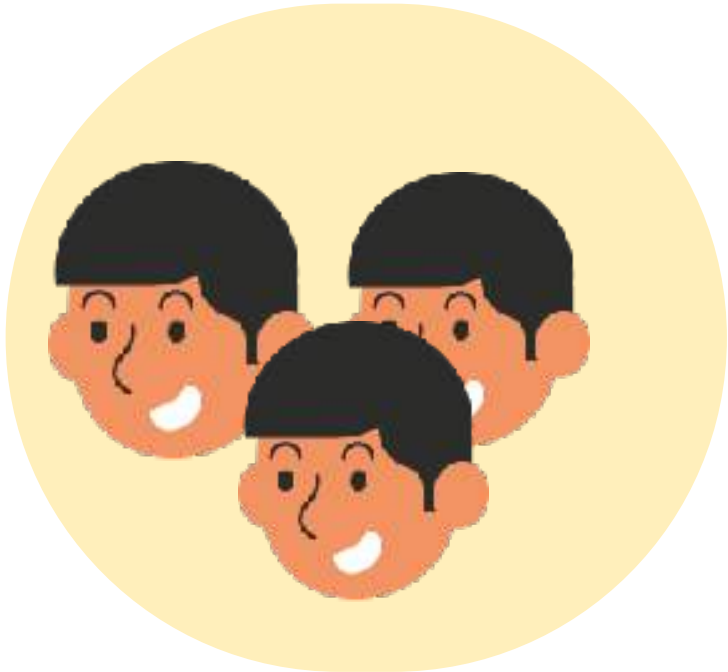
Fisherman Group / SMB

↑ 20%

Fish Price



aruna
e-Commerce Platform



Buyer / Customer

↓ 10%

Fish Price

REVENUE MODEL :

5-10% as Operating Partner

1% as Platform

Study case



Start Small, Make an Impact

Aruna make a pilot project in several area in Indonesia. One of them is a village in Balikpapan, East Borneo. Our partner create a mini processing plant for fisheries commodity especially crab. They implement Aruna standard best practice management & quality control

Impact (1 Partner Site) :

Revenue **USD 3,800/Day**
(projected USD 600,000/year)

Fisherman **>100**

New Job for Woman **8-15**



Scaling Up

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Fisheries eCommerce



10.666

Fisherman Villages

Strategic Partnership

Sourcing-Side
Partner



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Market-Side
Partner



Standardization &
Certification Partner



Sourcing-Side Partner
Ministry of ICT
Ministry of Village
Perum Perinus (State
owned Enterprise)

Market-Side Partner
Ministry of Marine & Fisheries
Fisheries Association (APRI,
AP5I, APPSI, dll)

**Standardization &
Certification**
WWF

The Digital Revolution Has Already Happened



World's largest taxi company owns no taxi



Largest accommodation provider owns no real estate



Largest Phone Companies own no telco infra



World most valuable retailer has no inventory

facebook

Most popular media owner creates no content



Fastest growing bank have no actual money

NETFLIX

World largest movie house owns no cinema



Largest software vendors don't write the apps

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and How about Fisheries ?



China

Manufacturing Country



Thailand

Tourism Country



Indonesia

Maritime Country



CERTIFIED
SUSTAINABLE
SEAFOOD
MSC
www.msc.org





Presentation in front of President Republic of Indonesia



Discussion Meeting with President & Ministers RI



With General Secretary of Marine & Fisheries Ministry in Mina Bahari Building



Together as the Business Social Innovation Team of the Coordinating Ministry for Economic Affairs



Inauguration of Cooperative Digitalization in West Java together with Head of PUSKUD Jabar & Regent of Pangandaran



One of the partnership inauguration event with our cooperatives partner in Subang, West Java.



With our fishermen partner in Indramayu, West Java



One of our partner in Balikpapan, produce Blue Swimming Crab for US Export



Nelayan Go Online Program with Kominfo



Aruna selected to become a partner of the Government for “Nelayan Go Online” program in 2017

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Honors & Awards



Winner of Hackathon Merdeka v1.0 2015



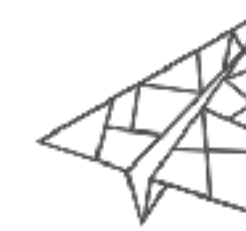
1st Winner Fishackathon 2018 & RunnerUp Fishackathon 2016



Indigo Incubator 2015



Indonesia Impact Accelerator 2016



Winner Klikstart Business Competition 2015



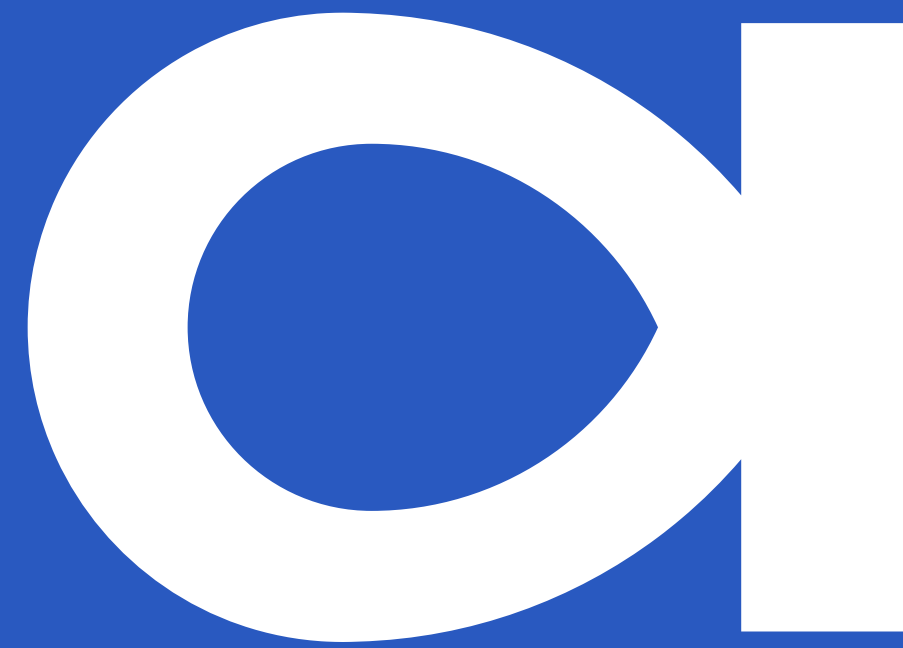
Finalist The Best Indonesian Startup 2017

Media Coverage



Partner





PT Aruna Jaya Nuswantara

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