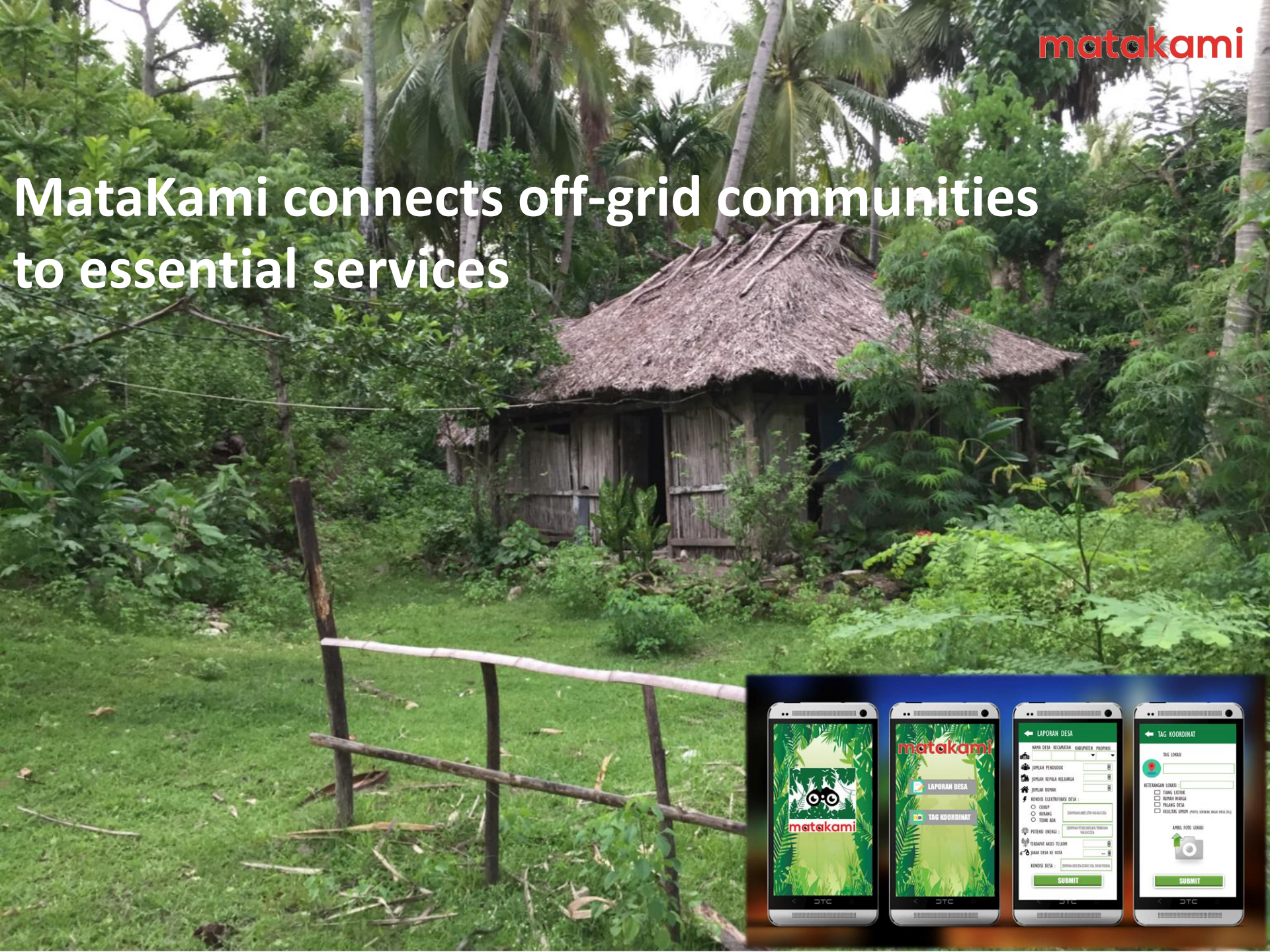


# MataKami bridges the rural BIG DATA gap



# MataKami connects off-grid communities to essential services



# Bridging the Data Gap in Remote Areas To Connect Essential Service Providers to Viable Markets

## Co-founder Expertise:

Strategic Planning; Private Sector, Business Models, Socio- Economic Analysis, Network Rollout, Sustainable Development



**Suzy Oge**



**matakami**  
Data Collection & Analytics

Renewable Energy Engineering, Procurement, Installation; Remote Field Experience, Local, Regional, Provincial Government Experience

**Andre Susanto**



## Process:

Field Data collected via MataKami Android based APP



Data Analysis: Technical & Socio-economic



Dynamic Layered Map for Strategic Planning & Deployment



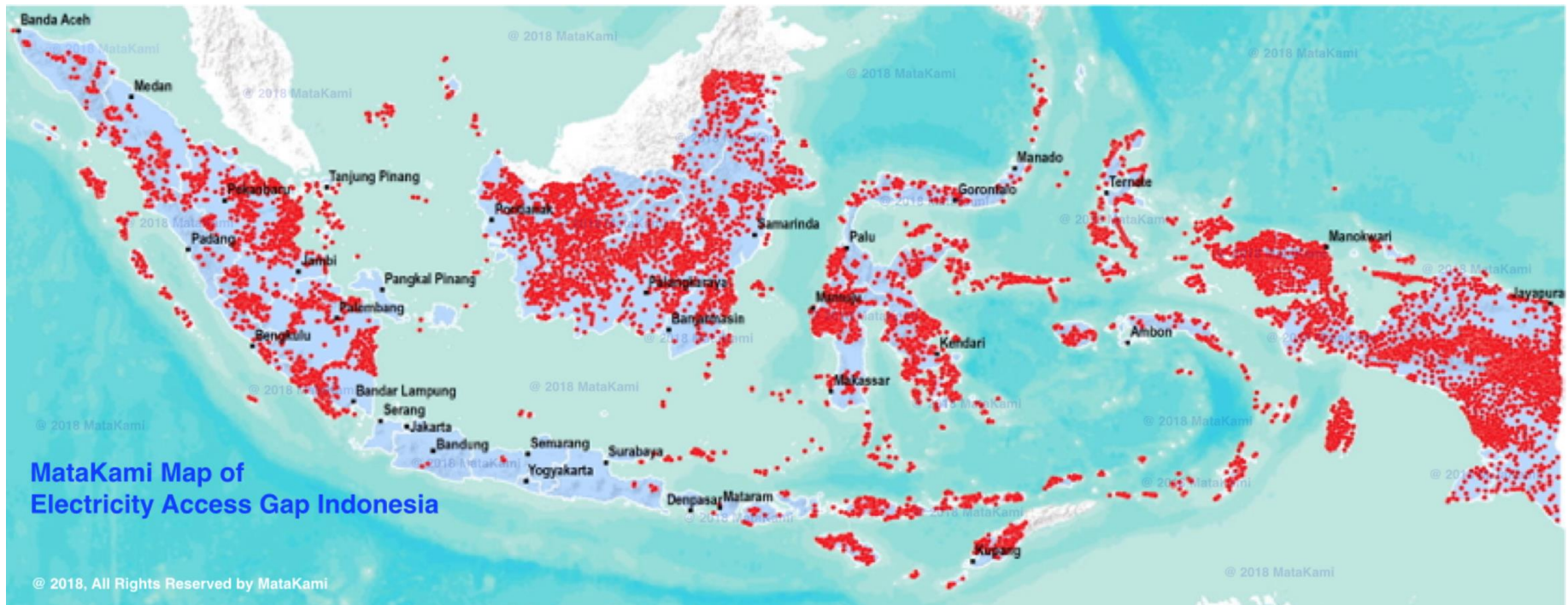
## Results:



- Identify the Needs, Socio-Economics of a Community
- Match the Community with Appropriate Technology/Solution
- Find Viable Communities for a specific solution or Business Model



# MataKami Map of the Electricity Access Gap



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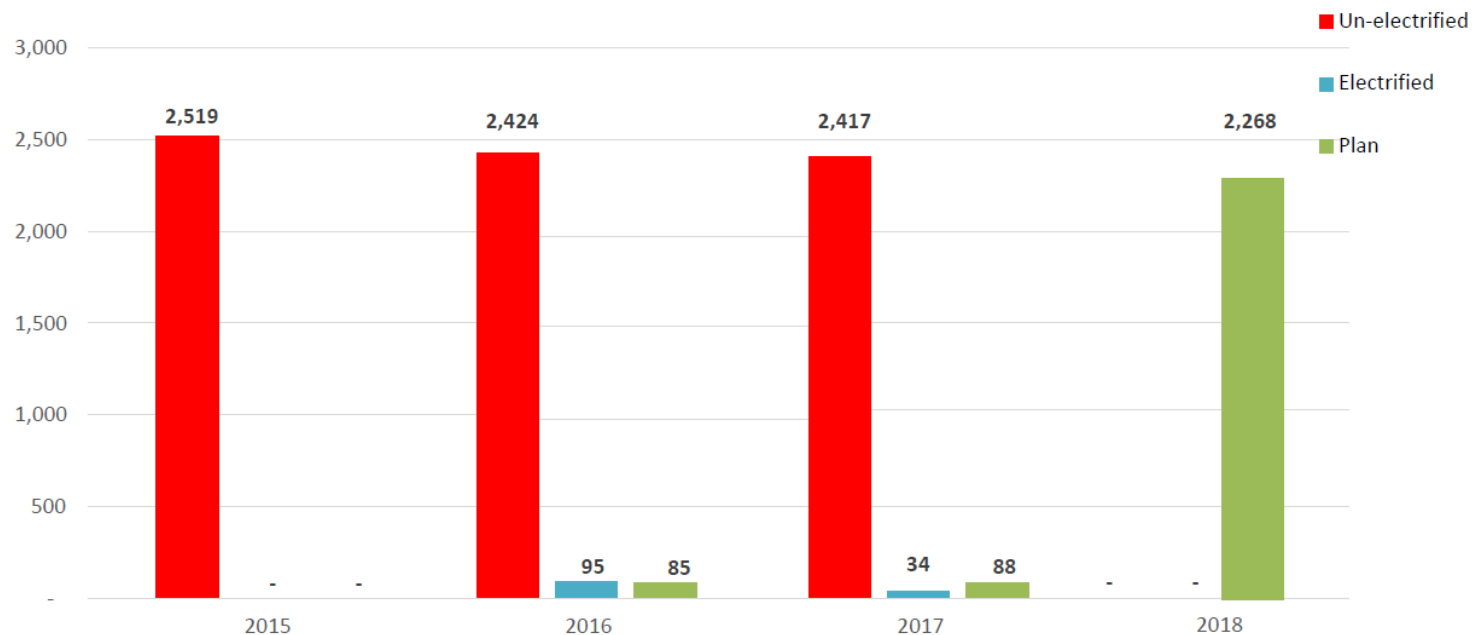


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INDONESIA

# ESDM Rural Electrification Progress (Q1 2018)

## PROGRESS OF 2,500 UNELECTRIFIED VILLAGES

- Year **2015** : **2,519** unelectrified villages.
- Year **2016** : **2,424** unelectrified villages, **95** electrified village.
- Year **2017** : **2,390** unelectrified villages, **34** electrified villages, 88 villages under planning.
- Year **2018** : 2,268 vilages will be electrified (the remaining unelectrified villages in 2017).



www.esdm.go.id @KementerianESDM Kementerian Energi dan Sumber Daya Mineral Kementerian ESDM @kesdm



**MataKami reveals market viability**

**Connects communities to new market opportunities**

# What is the benefit to SMEs and schools when PLN “electrifies” villages with limited hours of overnight electricity?



# Voices from the Villages

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## Voices from the Villages





# MataKami sees socio-economic opportunities



# Nilam Production in Sulawesi



**MakaKami identifies socio-economic opportunities.**  
Nilam is a high value crop.

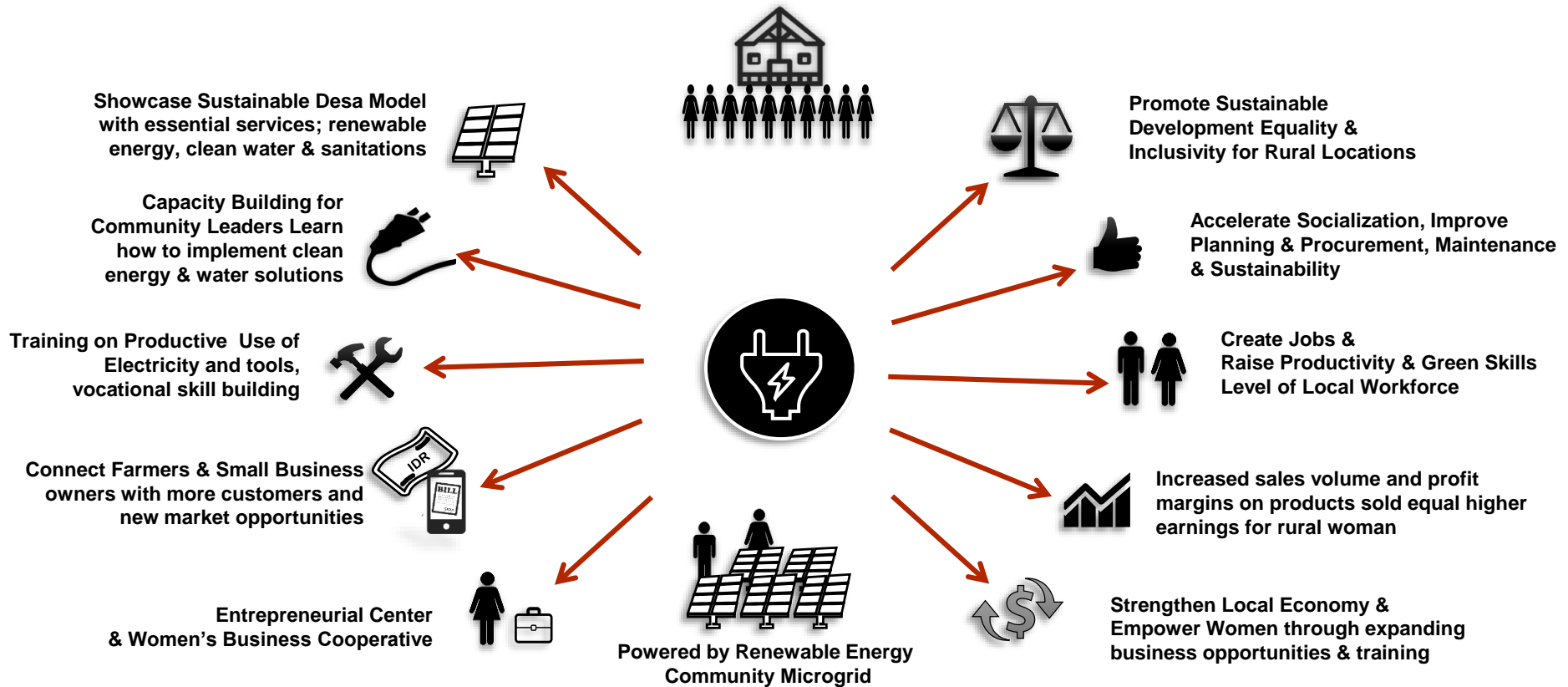
**Problem:** These villagers have high income, but no access to mobile service or electricity. Lack access to market pricing. They resort to deforestation to heat the nilam.

**Solution:** A small investment in Clean Energy to process the patchouli oil, optimize production and reduce deforestation.

# Business & Training Center for Rural Electrification & Entrepreneurship

## INITIATIVES

## IMPACT



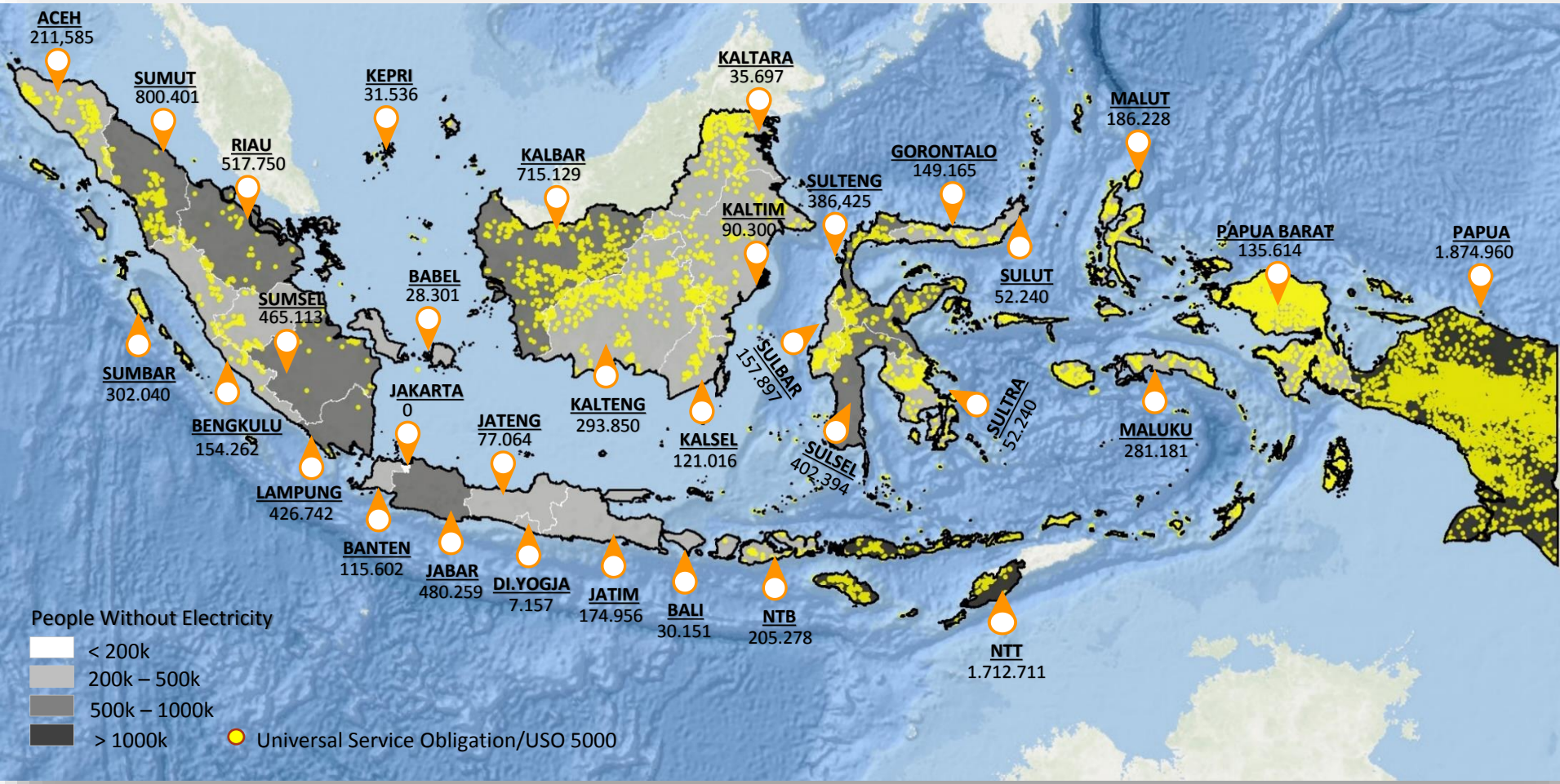
**Replicable across Indonesia**



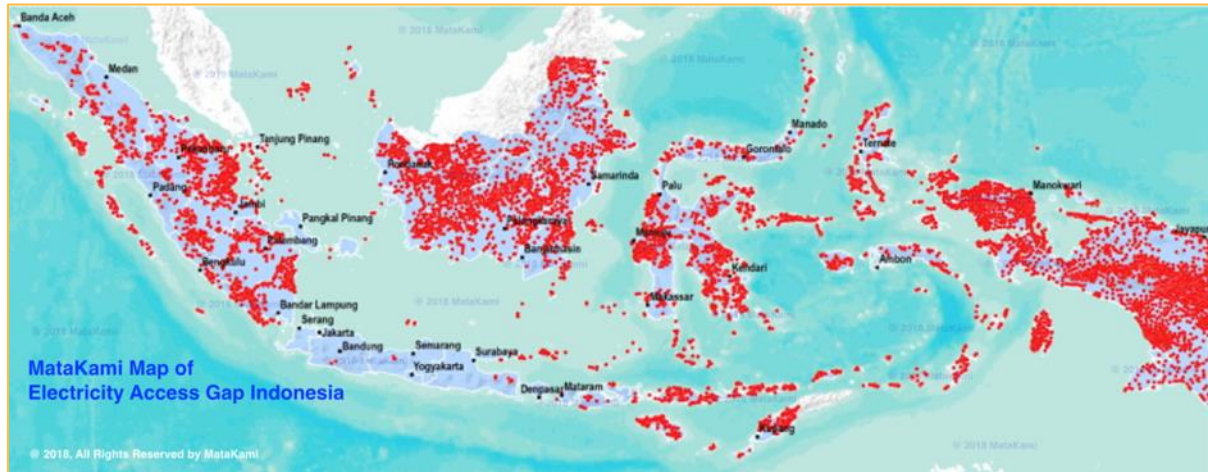
# MataKami Map of the Connectivity Gap



# Lack of Access: Electricity & Mobile Coverage

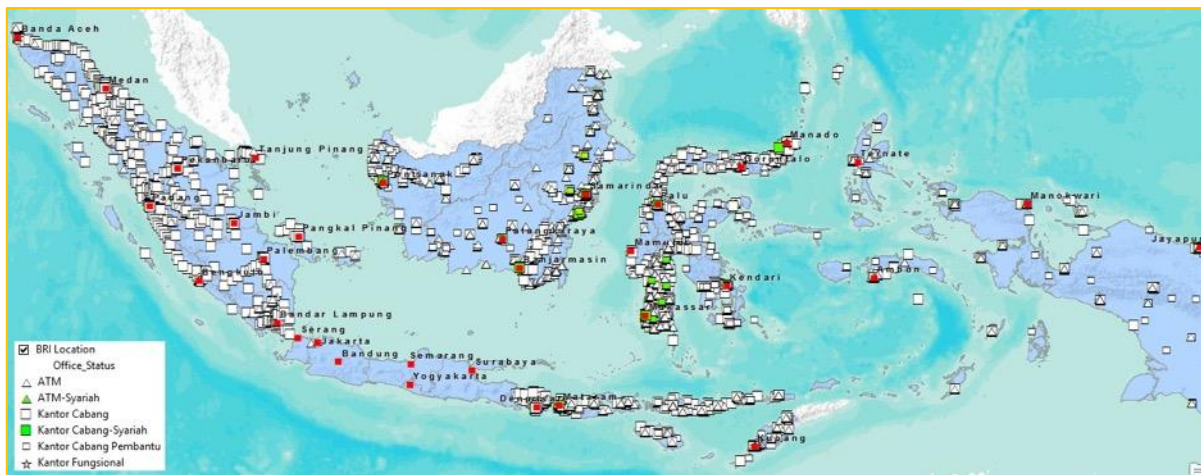


# Energy Access is a Barrier to Financial Inclusion in Indonesia



Limits access to:

- Essential services (Mobile & Internet)
- Financial Services
- Productive use of electricity for SMEs

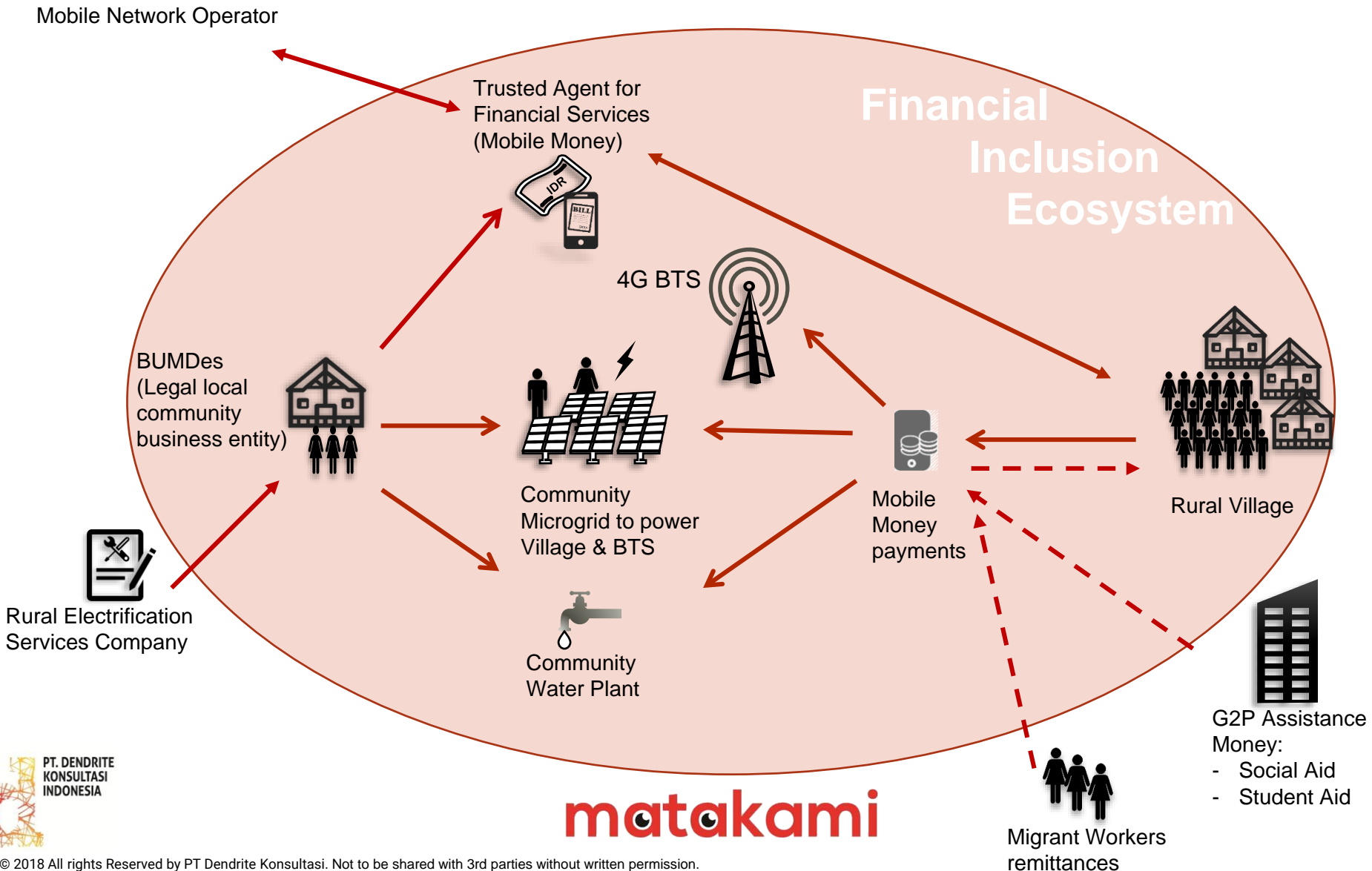


Limits expansion of

- Bank locations
- Bank Agents
- SME business growth

\*Bank location map based on open source data Tableau Public

# Financial Inclusion through Electrification & Mobile Broadband



# MataKami paves the way for rural development equality

- 1) Demand productive use of electricity
- 2) The business case for collaboration (GSMA)
- 3) Let it Go! Release your potential!
- 4) Incentives to develop the market





# Essential Elements of the Ecosystem

## Policy & Planning Principles

- Start with viable markets to develop rural business models B2V.
- Bring multiple services to a community using appropriate technologies.
- Stimulate rural development not by offering limited services that limit growth.
- Develop the Indonesian market and supply chain- to drive innovation.
- Capacity building planning a priority!

