

Depok can be the center for **tech developers** in Indonesia, making impact on a global level.



DEPOK



Strong urban area in
Greater Jakarta
Region



2.2 million
people



100.000 +
University students



Characteristic:
hardworking and
resilient



Home of the great
minds of the country



Strong SMBs
ecosystem



CODMARGONDA

A HUB FOR INNOVATION, CREATIVITY AND COLLABORATION



CODEMARGONDA

A hub that empowers local communities for competition in the global landscape, through innovation and creativity .

Founded in 2013 as part of a growing ecosystem of creative industry, entrepreneurship and digital startups in Depok.

Founded on a strong believe in the power of collaboration, creativity and innovation.

CODEMARGONDA ECOSYSTEM

GOVERNMENT

Pemkot Depok:
City government of Depok

PRIVATE

Depok Town Square:
Prominent commercial and trading space in Depok

MEDIA

Teknojurnal:
New media, concentrating in developers

STRATEGIC

Kibar:
Tech Ecosystem Builder

UNIVERSITIES

Universitas Indonesia
One of the most prestigious university in Indonesia.

Universitas Gunadarma
Have a popular and strong computer science major.

COMMUNITIES

GDG:
Google Developers Group, a vibrant community of devs.

Tangan di Atas:
SMB community with strong roots in Depok area.

Code Margonda At A Glance

We run events, workshops, seminars, discussions and meet-ups in various topics designed to empower the community. We also provide a space for community gathering and **coworking**.

1.900 +
Events

54.000 +
People

1.200 +
Communities

** Estimated based on internal Code Margonda data, 2013 to 2016. Number of people refers to traffic and may include return traffic of around 30 percent.*

Code Margonda Visitors

A variety of people make use of Code Margonda, for their events, skill development and networking.

30%
developers

65%
students

35%
female

** Estimated based on internal Code Margonda data, 2013 to 2016. Percentage is estimated based on events average from all event data.*



Tech Developers

Code Margonda is home to Google Developers Group (GDG) Depok Chapter, with regular events being held there. Interestingly, registration rate for GDG Depok is 40 persen female coder.

Google's Indonesia Android Kejar, a study group for Android development, is also routinely held in Code Margonda. With some of the instructor is currently our resident developer.

We also have regular coding workshops for different levels of skill. We even provide 1 on 1 mentorship.



Startup Community

We are in partnership with various startup communities and events. We are involved in Gerakan Nasional 1000 Startup Digital by providing mentors from our network. This includes Andreas Senjaya (iGrow), Tommy Herdiansyah and Firman Nugraha (Teknojurnal).

Bekraf Startup Pitch Day was also held in Code Margonda, providing a launchpad for startups like Kostoom, Learn Quran and Rumah MC to reach national stage.

We also host the Hackathon Merdeka 2.0, with exceptional attendance from SMK Students among the 70 teams competing.

Other startup events in Code Margonda includes Depok Connection and Startup DPK Founders' Drink.





Creative Industry

Various creative industry related events is also held in Code Margonda. Partnering with communities like Depok Creative, Crafter Depok and others.

Depok Creative connects Code Margonda to players such as Faza Meonk (creator of Si Juki character), Gong Studio (an illustration agency based in Depok) and many others.

Crafter Depok is a growing community of thousands, developing skills in creating arts and crafts. They held regular meeting at Code Margonda.

We also engage with boardgame enthusiast, cooking community, writing communities and other in the creative industry.



SMK Students

There is more than 120 vocational high school (SMK) in Depok. Naturally, SMK students are an important part of our community.

SMK internships is done at Code Margonda, where they are involved in doing web development, IT supports and events organization. Total number of students intern is around 15 people.

We conducted several trainings for SMK Students and teachers, including Genuino 101: Understanding the Basic of using Genuino as a platform for Internet of Things.

For various innovation events, such as Hackathon Merdeka 2.0, SMK students participation is around 20 percent.



CODEMARGONDA MENTORS AND ACTIVIST

Government

Emil Dardak, Trenggalek Head of Municipality
Triawan Munaf, Head of Bekraf
Nuroji, Legislative Member of DPR RI

Entrepreneurs

Didi Diarsa, furniture aktif
Tommy Herdiansyah, Code Margonda

Media

Firman Nugraha, Teknojurnal
Wicak Hidayat, ex-Editor Kompas.com
Tantyo Bangun, ex-Chief Editor Natgeo Indonesia

Startups

Yansen Kamto, Kibar
Andreas Senjaya, iGrow
Christian Sugiono, Malesbanget.com
Songyi Lee, Korean startup Bitcoin37
Maurice Stansuz, Germany green startup
Nukman Luthfie, Jualio

Academician

Lahandi Baskoro, Universitas Trilogi
Prof DR Nining L Susilo, CEDS UI
Hastarjo, Indonesian Designers Association
Sigit Prayoga, developer trainer in US

Corporate

Liz Yepsen, Google International
Risman Adnan, Microsoft Indonesia

Ventures

Yongkil Kwon, Neoply Incubation
Andrias Ekoyuono, Ideosource

CODEMARGONDA STARTUP IMPACT

Code Margonda is notorious for being the breeding ground for many startups. Either they were born here or used Code Margonda as an early testbed for engaging the communities or market. These are just some of them:

Kayuh Wooden Bike

Afra Kids

iGrow

Cozora

Jualio

Go Flip

Kita Bisa

Kostoom

Terasolo

Temam Jalan

CODEMARGONDA STARTUP INCUBATION

Code Margonda is also becoming an incubation for several startup efforts that are currently happening. Here are a couple of them:

Laktasia

Focus on breastfeeding issues, especially helping new mothers.

Vicara

Android app that helps children with special needs communicate through pictures.

Bantu Sesama

A crowdfunding platform focusing on charity efforts for orphans.

Tangan Penolong

A crowdfunding platform for charity efforts and humanitarian relief.

Muztreat

An on demand service for personal wellness treatment.

Program

Community
MEETUP

Depok
Connection

Founders
Drink

Depokmobi
Meetup



Hands-on
WORKSHOP

Code 30



Margodev+

Prototyping
HACKSPRINT



Go-to-market
BOOTCAMP

Launch
Camp

Market Validation
INCUBATION

Growth
Camp

Growth Camp Incubation

Desa Wisata Hackathon & Incubation Program

HACKSPRINT

A Guided Hacksprint for 5 teams with a specific solution for each of them.

Teams consist of:

- Hustler (Solution Seeker from Desa Wisata)
- Hacker (Developer from Code Margonda network)
- Designer or UI UX Expert (from Kreavi network)

INCUBATION

Incubation period of 6 months.

Dev teams will take residence at Code Margonda and finish the product until working condition (Beta)

Mentors and assistance will be provided on developing the products, fine tuning the business models and getting them to market.

DEMO DAY

After the Incubation period, all products will be showcased at a special event.

The team can then meet:

- Corporate Partners
- Media
- Government Representatives

Margodev+

Developer Capacity Building Program

MEETUP

Increase the number of developers meetup at Code Margonda. Especially to discuss new technology.

WORKSHOP

Create more workshop to suit the needs of developers. Ranging from large class, small class to 1-on-1 mentorship.

STUDY GROUP

Conduct study group, especially in collaboration with Indonesia Android Kejar, to get more people learning how to code.

5.000 Developers in A Year

Code the world,
and beyond

CODEMARGONDA.COM