



**One Platform, Infinite Impacts**

# Company & Impact Profile

Investee of  **Telkomsel**

# What is Lokasoka?

Lokasoka connects Indonesia home-based business and sole proprietorship to national and global buyers from B2B and B2G through a digital ecosystem.



Providing 7000+ Products

Connect to 3000+ Credible Home-Based Business

Investee of



Supported by



Significant Partnership Potential with Top-Tier Brands:



Trusted by >12000 clients in 14 Countries

*Merawat karya Lokal, menjawab tantangan global*  
**Merawat karya Lokal, menjawab tantangan global**



  
**LOCALARIS**

Localaris is a nationwide SME assistance program across Indonesia adopting the Lokasoka.com scheme in curation, SME mentoring, and as a supporter of better and more sustainable SME continuity.

Lokasoka.com, through Localaris, has delivered real impact for SMEs across Indonesia.

**> Rp 40 B**

Procurement transactions in Lokasoka

**> 50 M pcs**

Procurement inquiries every year

# Seamless and Lean Businesses, Lokasoka drives infinite Impacts for UMKM

B2B2G Market Access for SMEs

50 million pcs / year  
SMEs product demand

## Our Solutions for Clients:

Procurement solution with **70% efficiency**, **quality >99.8%**, **funding \$200K+**, customizable products, and local uniqueness.

Market intelligence & KYC  
intelligence

## Impact for 3000+ Home-Based Business and Small Growing Businesses

Reach global markets in up to 14 countries

SMEs Funding  
curation & distribution

SMEs Capacity Building

600%  
SMEs growth revenue



# People behind Lokasoka



## Laras Widyaputri

(Chief Executive Officer)

>10 years exp handling B2B projects & MSMEs scale up program



## Wahju Prasetya

(Chief Finance Officer)

>25 years exp \$200M B2B projects finance controller at global companies



## Tito Guntur

(Chief Product Officer)

>3years exp optimizing UI/UX at Apple, & supply chain system at institution & family business



## Bapak Kasmita Widodo

Komisaris Utama



## Business Holding



**B2B Market**



**SMEs Capacity Building**

Upcoming: **Japan-Indo platform, B2C platform, F&B platform, ESG service platform**



## Didit Hermawan

**Advisor**

Former Country Director Motorola Indonesia, Former Boeing Engineer, Exp >20 years handling >\$200 Million B2B IT Projects



## Imam Nur Azis

**Advisor**

Commissioner Badan Wakaf Indonesia, CoFounder Central Asia and SEA Business Chamber (CASEABC), Advisor ASEAN Mall



# Global Partner Collaboration Market & Supports Exclusive for Indonesia SMEs



## USA with



- US market partners and community
- co-market entry to US in partnerships with Embassy and World Bank networks

## Japan with



- Japan market partners & investor networks (preferable of ecofriendly and other ESGs products)
- IT, R&D, & AI for supporting SMEs productivity

## Australia with **Deloitte.**

- SMEs financial review and revenue-based planning
- Impact metrics & tracking analyst

# Project Portfolio & Milestone

Lokasoka helps SMEs connect with B2B2G E-procurement markets in 14 countries, with more than 50 million pcs of SME product demand on the Lokasoka.com platform each year.



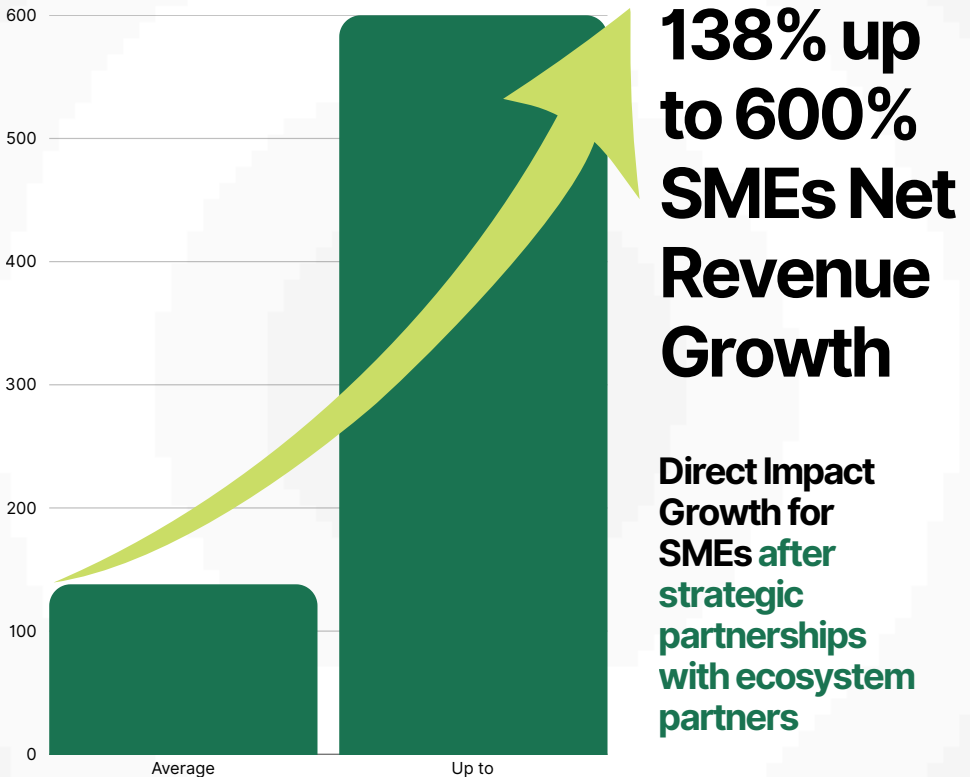
## 2025 Top Projects Official Merch for



WARNER BROS.



# Economic Impacts for SMEs



## **Key Highlight:**

- There was a 138% increase in direct impact growth for SMEs after forming strategic partnerships with ecosystem partners.
- Strategic partnerships had a major positive effect on SME growth, more than doubling their direct economic impact between the two periods compared.



### **Mr. Alan: Garment Entrepreneur**

His business turnover has increased to more than IDR 2 billion after joining Lokasoka, serving orders from major clients such as Warner Bros, Samsung, Lazada, and others.



### **Mr. Miki: Bamboo Craftsman**

Lokasoka helped Mr. Miki develop his bamboo crafts business by connecting him with new markets and meeting product legality requirements. A product that was once just a hobby has now grown into an export-ready product with turnover reaching >IDR 120 million.



### **Ms. Ani: SME Curator**

Ms. Ani is a single mother who, through her SME curation activities, has managed to support her family's well-being. Her total SME curation income now reaches >IDR 50 million per year.

Every purchase of Lokasoka.com products, amounting to **70%** of the transaction value, becomes direct **economic benefits** for SMEs **without any deductions**.

**2 SMEs Benefited**

**>3000+SMEs  
Benefited**

2016

2025



## **MEMBELI SERAYA MENDUKUNG**

Bersama Lokasoka, klien diajak untuk lebih mengenal potensi UMKM lokal melalui produk berkualitas yang dapat disesuaikan dengan kebutuhan mereka, sebagai perusahaan maupun individual. Membeli produk Lokasoka berarti mendukung pertumbuhan UMKM lokal.



# Portfolio Lokasoka x Krakatau Posco

Gelas 200 mL  
Coffee Drip  
Premium Tea

Songsong dan Hard Box  
Ukuran: 45 x 35 x 12 cm  
Bahan: Art Cartoon Full Printing

Greeting Card Bahan  
Art Cartoon Ukuran  
B6 Full Printing



Product Value: >Rp1,5 B

Purpose of Purchase:  
Eid hampers for  
office employees

Why Lokasoka: Having a wide  
variety of products, competitive  
prices, and fast production

**For 2 years straight, Lokasoka receive orders from Indonesia-Korea company with transactions of Rp 3.5 Billion.**

# Portfolio Lokasoka x Krakatau Posco

Bodycare

Hardbox Ukuran:  
42,5x 23 x 10 cm Full  
Print

Mug Coffee  
Stainless 350 mL

Lunchbox  
Premium



Product Value: >Rp1,6 B

Purpose of Purchase:  
Eid hampers for  
office employees

Why Lokasoka: Having a wide  
variety of products, competitive  
prices, and fast production





# Milestone Localaris: SMEs Capacity Building

Localaris is a nationwide SME empowerment program in Indonesia, adopting the Lokasoka.com model for product curation and business mentoring, supporting stronger and more sustainable SMEs growth.



Responsible for providing coaching to SMEs across Indonesia, particularly in the creative industry sector, which includes:

- Developing an effective go-to-market strategy
- Team development and human resource management
- Monitoring founder performance and company growth metrics
- Preparing and managing funding with a disbursement value of IDR 2.5 billion
- Planning measurable fund allocation
- Monitoring businesses and conducting sustainable post-funding evaluations

### Program Metrics

- Business curation for student entrepreneurs across Indonesia
- Business coaching and mentoring

### Impacts and Result

- 300% SMEs revenue growth
- 60% SMEs disbursement winner previously mentored by Lokasoka
- Export SMEs products to Malaysia & Singapore



**Localaris** is a local SME empowerment program initiated by Lokasoka in collaboration with Telkomsel, BRIN, and TBN Asia. It focuses on curating high-quality local products, digitalization, and thematic marketing campaigns based on product categories and SME markets.

Through this program, more than 5,000 SMEs have been empowered, with total transactions reaching over IDR 14 billion, and SME products successfully exported to 8 countries. Localaris serves as a collaborative ecosystem to drive the competitiveness of local products in the global market.

### Program Metrics

- Curation of High-Quality Local Products
- Digitalization and Promotion
- Thematic Marketing Campaigns based on Product & SME Market Categories

### Impacts and Result

- >Rp 14 Milyar Transaction for SMEs
- >5000 SMEs Empowered
- Export to 8 Countries

### Ecosystem Partner





KEMNAKER



Responsible for fostering and supervising the business capabilities of MSMEs, especially in the following areas:

- Planning and strategic allocation of funds.
- Fund management (ensuring that MSME financing of IDR 1 billion is well utilized and supports the scaling up of MSME businesses).
- Monitoring and evaluating business development.
- Ensuring MSME business reporting in administration and taxation is properly carried out and complies with standards set by the Ministry of Manpower.

### Program Metrics

- Preparation of Independent Workers (TKM) for the grant program from the Ministry of Manpower.
- Reviewing proposals created by TKM for grant submission.
- Monitoring the implementation of the program

### Impacts and Result

- 300% SMEs revenue growth.
- 67 Independent Workers (TKM) received funding from the Ministry of Manpower and experienced business growth after funding (60% entered the next-stage grant program).
- Exporting SMEs products to Malaysia & Singapore

### Ecosystem Partner



# Empowering Local SMEs to Connect with Office Procurement Market Coverage in 14 Countries



Lokasoka proudly achieved certification  
Quality Management System!



Supported By:



# *Let's Co-create Together*

## Thank You

