



FACING INDONESIA 4.0 : OPPORTUNITY OR THREAT FOR INDONESIAN ENTREPRENEUR

Achmad Zaky – Founder & CEO

BUKALAPAK

Bukalapak sebagai perusahaan teknologi hadir memberikan kemudahan dan solusi terbaik untuk masyarakat Indonesia



Bukalapak berkomitmen untuk membangun Indonesia melalui teknologi dan pemberdayaan UKM di Indonesia



2010

Berawal dari
sebuah kos-
kosan

Memulai hanya
dengan 5 UKM

2011

Memiliki 5 orang
karyawan

Jumlah UKM
meningkat
menjadi 10.000
UKM


2018

Jumlah pelapak
sudah lebih dari
3 juta pelapak

Menghubungkan
pelapak dengan
50 juta
pengguna

A close-up, slightly blurred photograph of a person's face, focusing on the eye and nose area. The background is a soft, out-of-focus blue-grey color. The text is overlaid in the center of the image.

**REVOLUSI INDUSTRI INDONESIA 4.0
ADALAH SEBUAH PELUANG!**



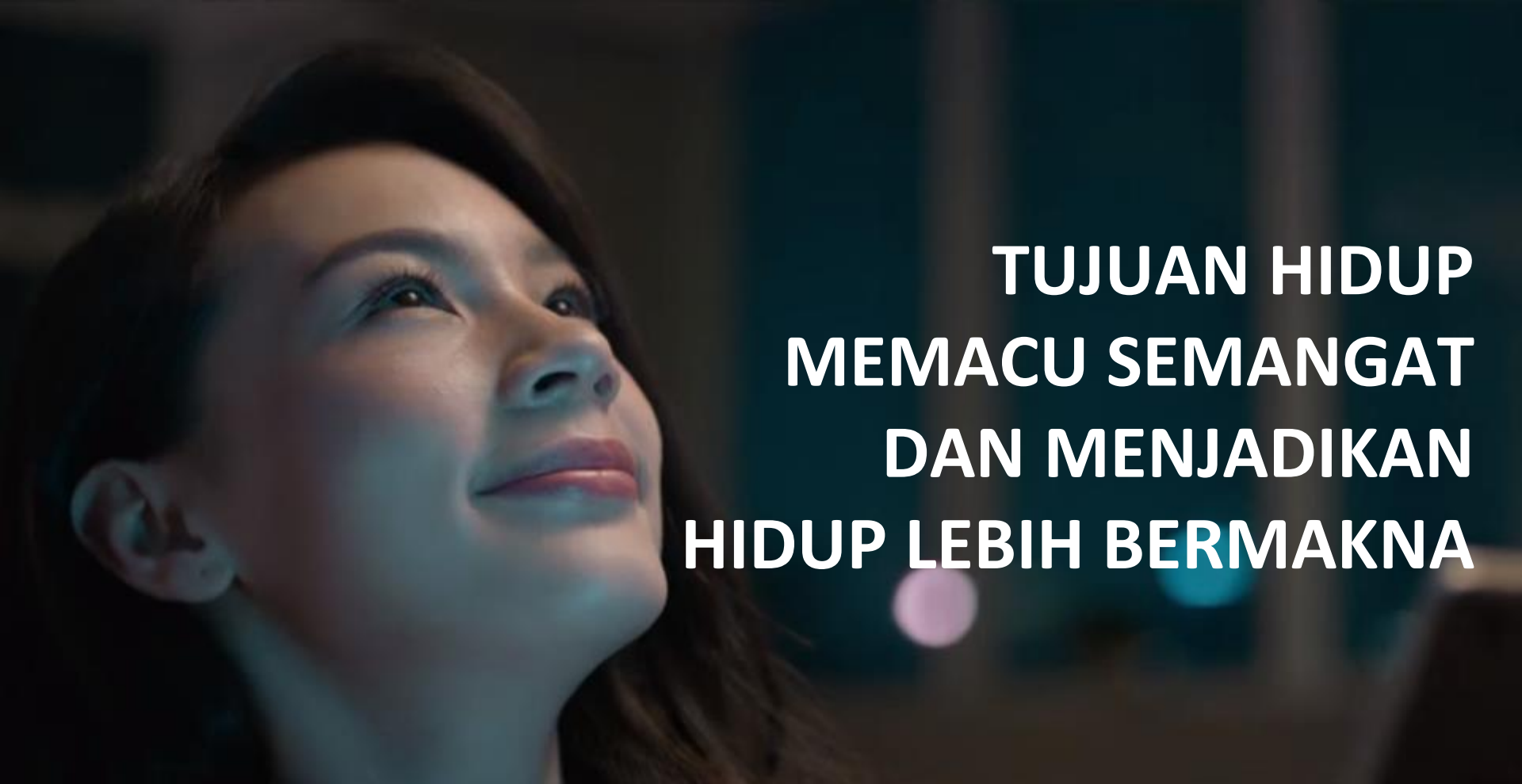
**OPTIMISME
MENGUBAH TANTANGAN
MENJADI PELUANG**

A man with dark, wavy hair and a goatee, wearing a dark blue button-down shirt over a black t-shirt, is looking down at a white card he is holding in his right hand. He is standing in a field of tall, golden-brown grass. The background is a blurred landscape of green hills and trees under a bright sky. The overall mood is contemplative and focused.

**PROAKTIF
MENDATANGKAN PELUANG**

A man with dark hair, wearing a light blue patterned shirt, is shown in profile from the chest up, facing right. He appears to be speaking or presenting to a large, blurred crowd of people in a well-lit indoor space, possibly a conference or seminar. The background is filled with out-of-focus figures and bright light sources, creating a sense of a busy, professional environment.

NETWORKING MEMBUKA PELUANG



**TUJUAN HIDUP
MEMACU SEMANGAT
DAN MENJADIKAN
HIDUP LEBIH BERMAKNA**

The image features two hands clasped together in a firm grip, holding a portion of the Indonesian national flag (Merah Putih). The hands are positioned centrally, with the fingers interlaced. The background is a gradient of red and white, with a subtle pattern of small white dots on the red areas. The text is overlaid on this background.

Bukan Pak
BANGUN INDONESIA!

Terima Kasih