



# etanee

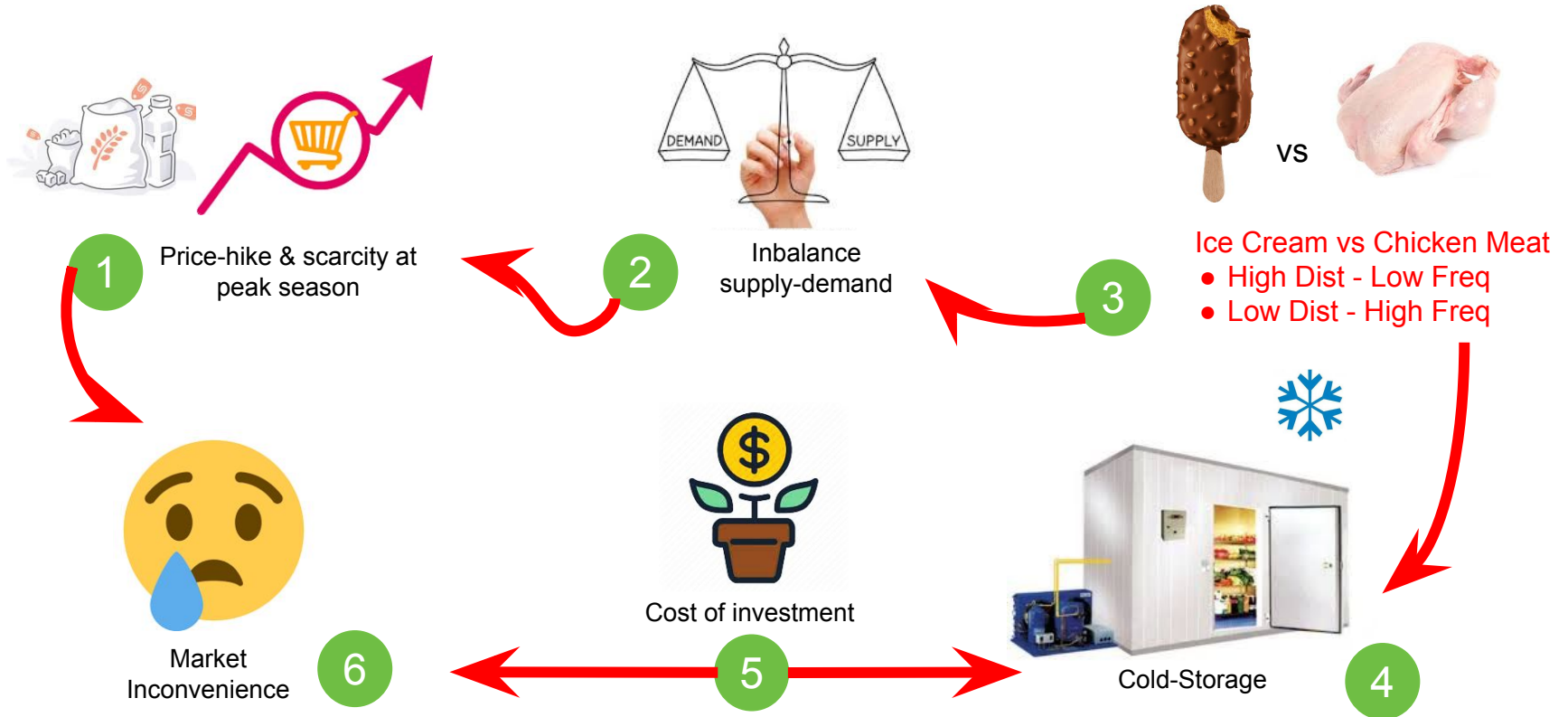
**Food Supply Chain & Marketplace**

etanee creates agri-foods supply ecosystem using sharing economy to deliver easy, quality and value for money food raw materials; by connecting food suppliers, logistic points and delivery transporters using automation technology

**SOLUSI PANGAN UNTUK INDONESIA**



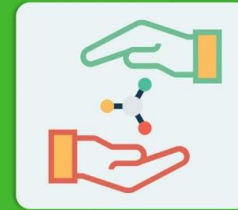
# Lack of cold-chain logistics is the root-cause of price up-down and supply shortage in agri-products commodities





Food Supply Chain & Marketplace

# Digital Food Supply Chain



**Sharing Economy**



**Social Economy Impact**

## Making Indonesia 4.0

Solusi Pangan untuk Indonesia



Food Supply Chain & Marketplace

Our **business model** is similar to **AirBnB in Food Industry**

We create the **supply ecosystem for food raw materials** (frozen, fresh and dry) using involvement of people; to deliver quality, value for money and easier consumer experience.

### The Economic Impact



Farmer (supplier)	Trader (channel)	User (consumer)
Est 4 mio	4.5 mio food retailers	60 mio households
Margin improvement	New job creation	Fresh & quality products
Access to market	Additional income	Price 20% cheaper



### MUDAH

Get-done by App delivered to your door-steps



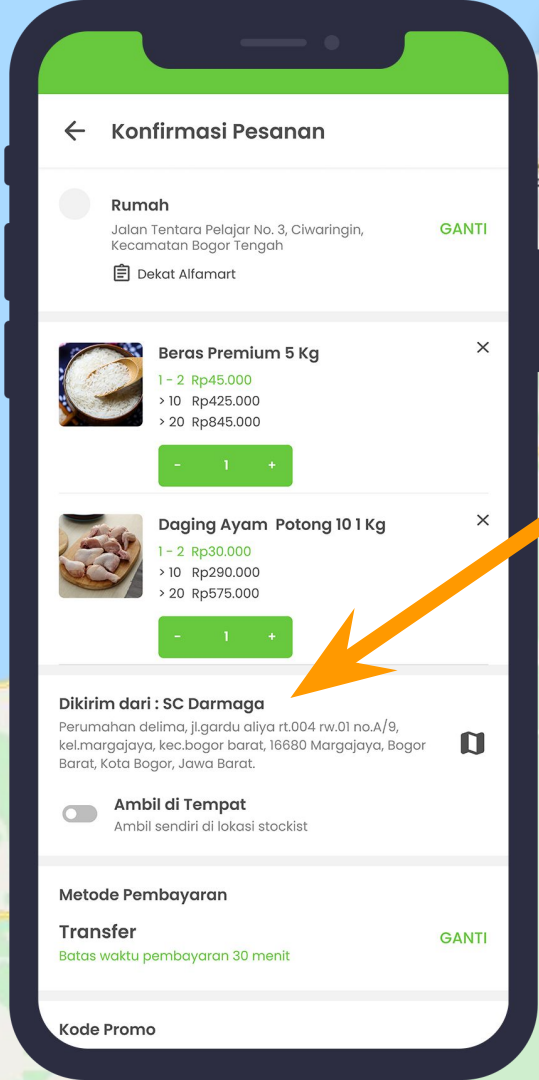
### MURAH

20% cheaper vs supermarket



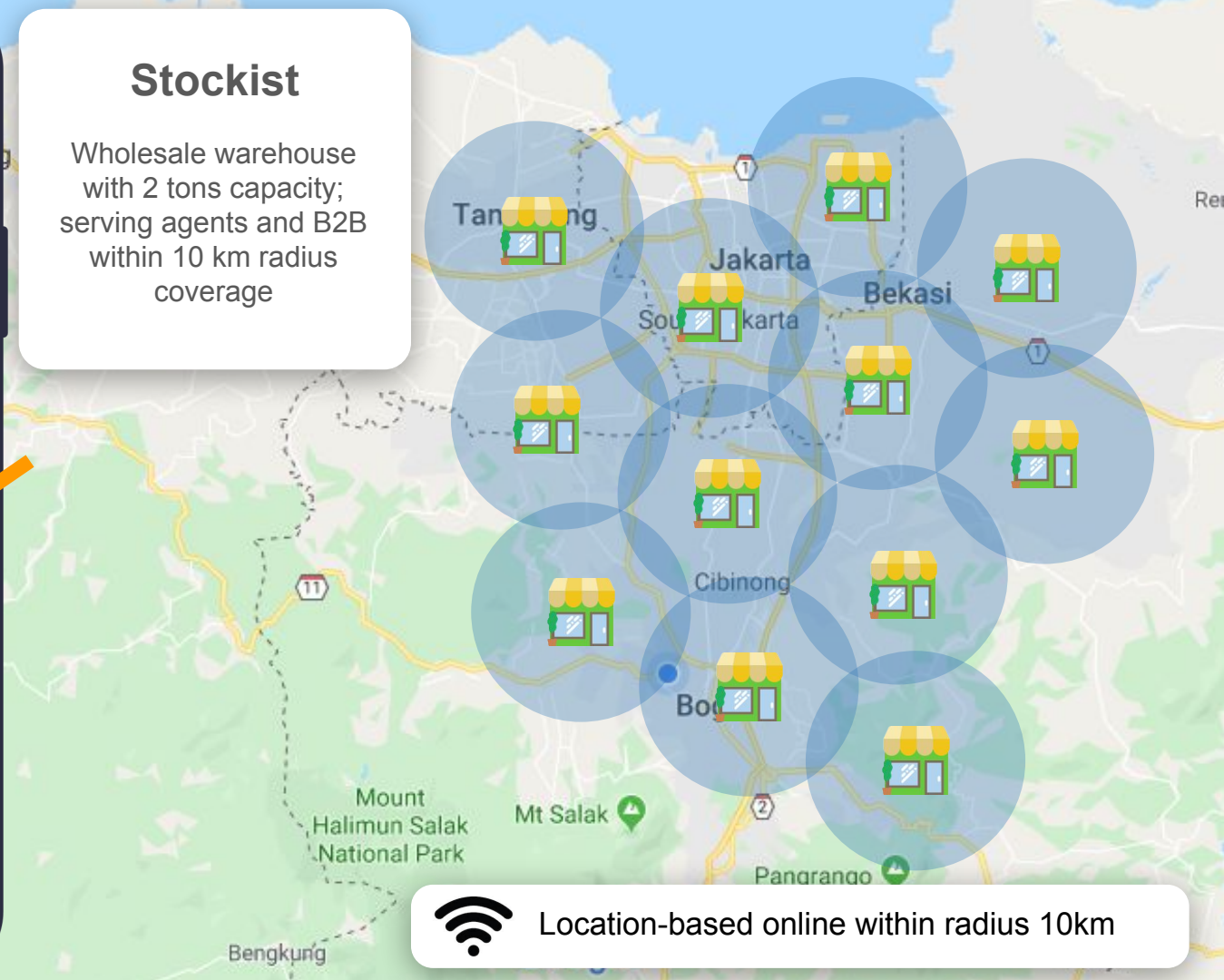
### MUTU


Halal & Quality Guarantee

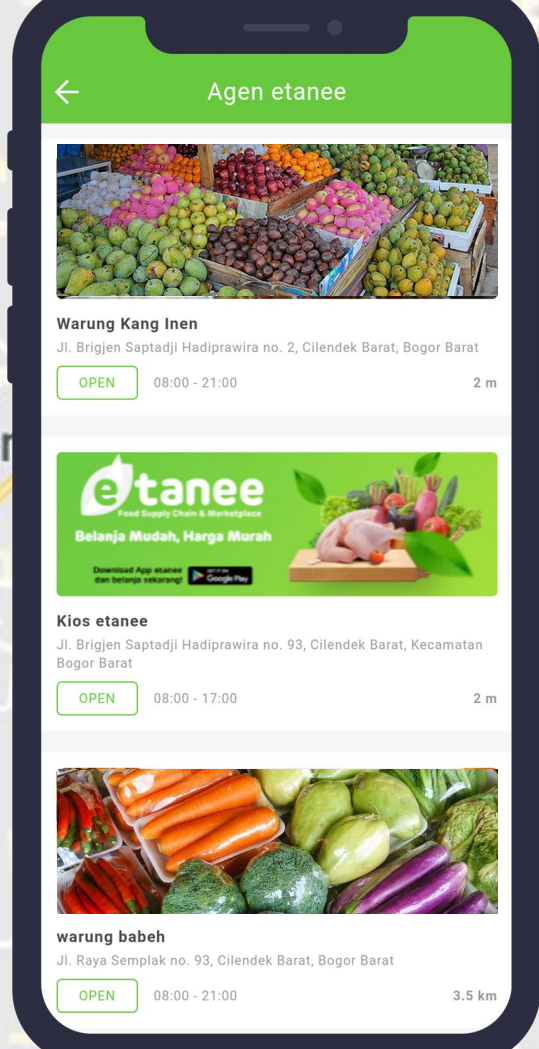


## Stockist

Wholesale warehouse with 2 tons capacity; serving agents and B2B within 10 km radius coverage

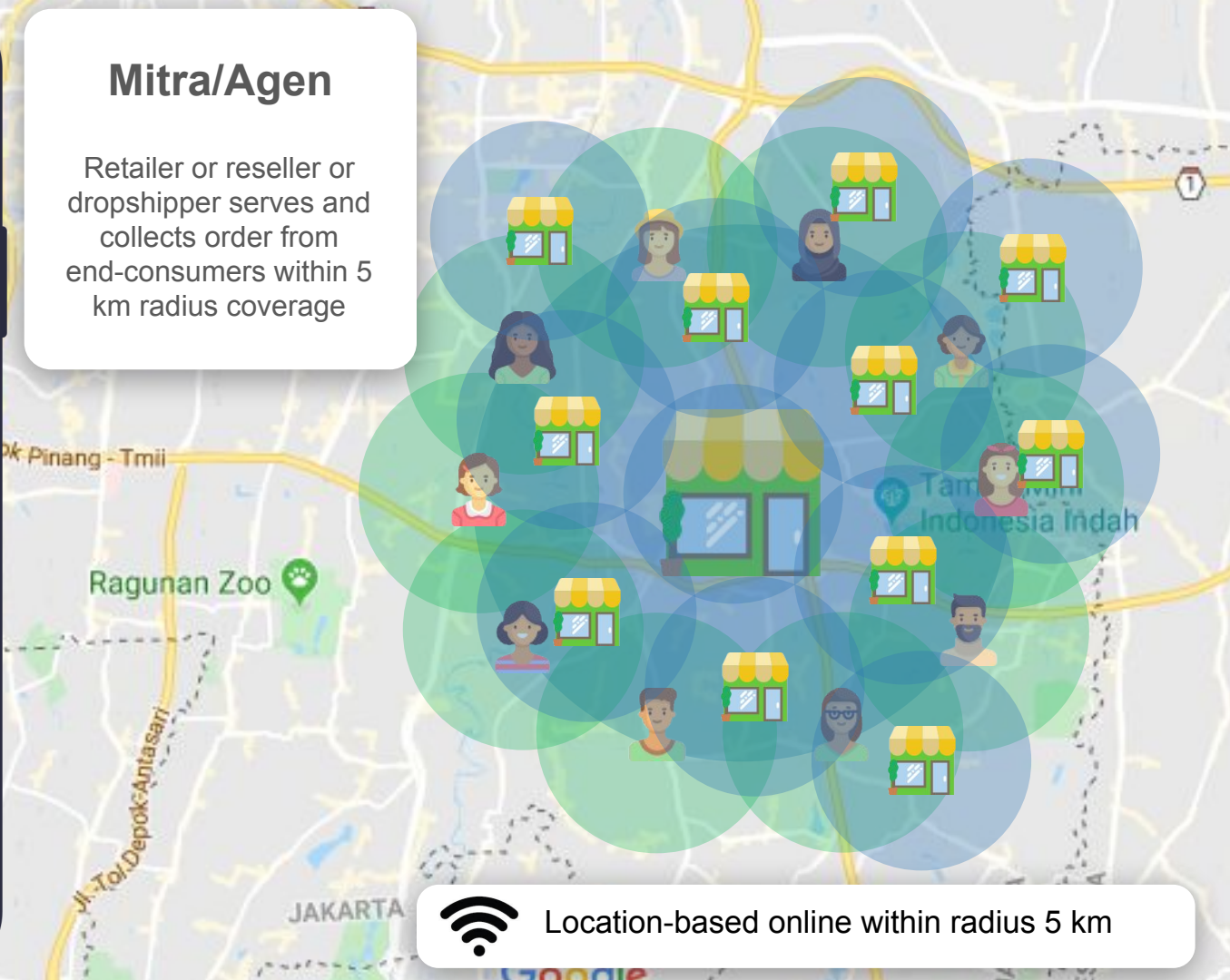


 Location-based online within radius 10km



## Mitra/Agen

Retailer or reseller or dropshipper serves and collects order from end-consumers within 5 km radius coverage

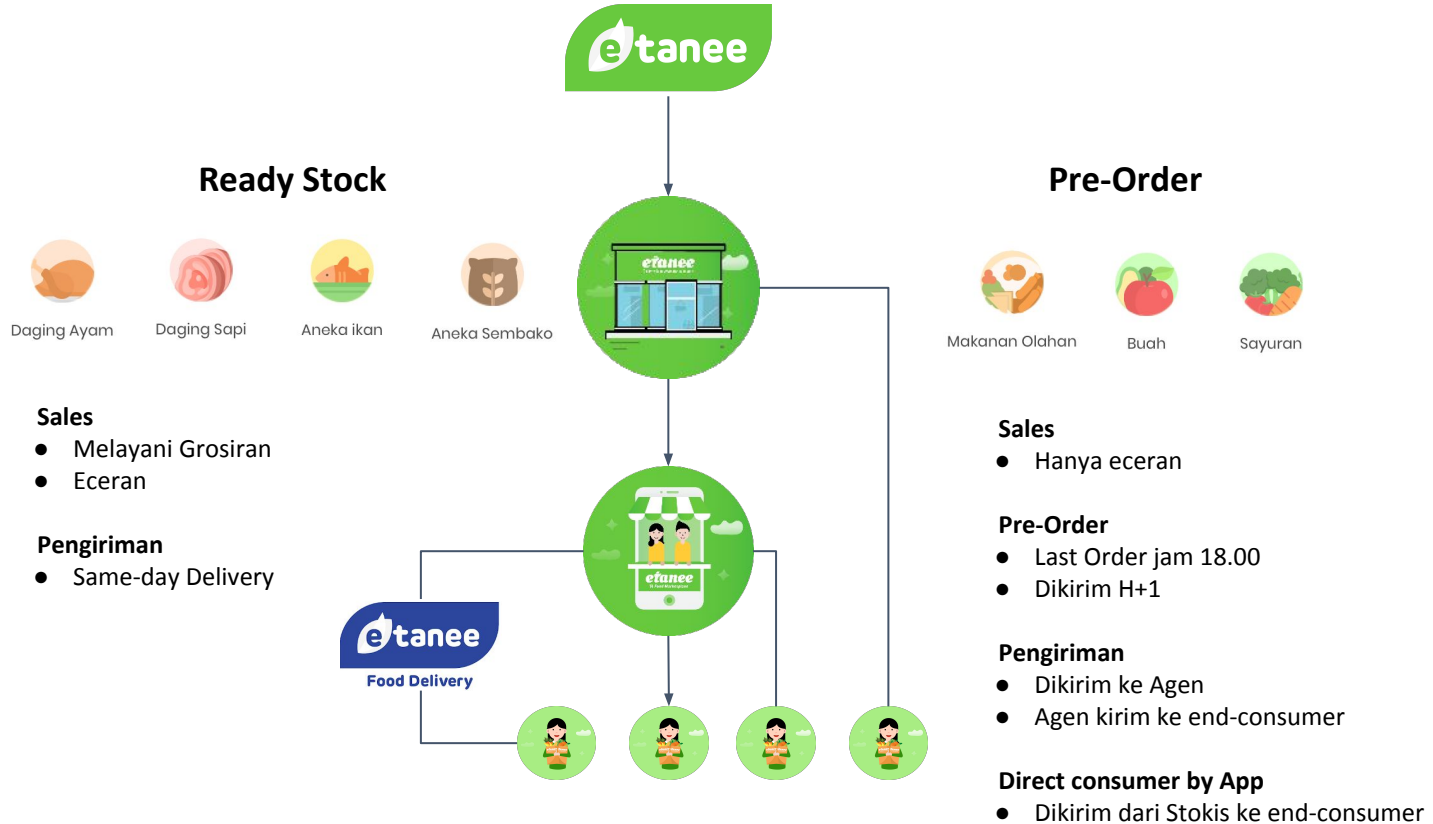


Location-based online within radius 5 km



# Business Model

Food Supply Chain & Marketplace



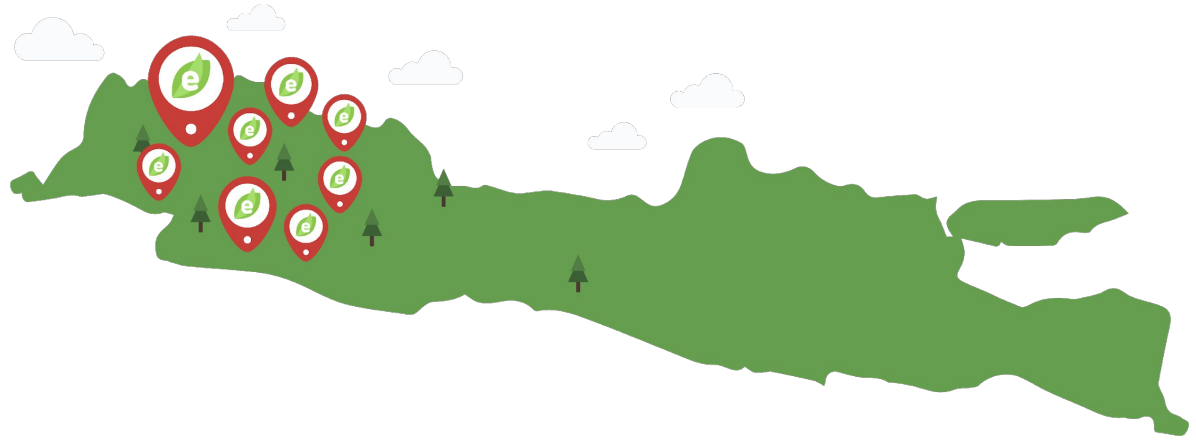


Food Supply Chain & Marketplace

# Service Coverage

## 8 Cities

Jabodetabek,  
Bandung



**15**  
Stockist



**500+**  
Agents



**10,000+**  
Users



**30,000+**  
Orders



# Founders Profile

Food Supply Chain & Marketplace



**drh. Cecep M. Wahyudin**  
**Co-Founder & President**

Doctor of Veterinary Med, IPB

**Veterinarian & Poultry Entrepreneur**

Working Experiences:



**Herry Nugraha**  
**Co-Founder & Chief Growth**

Statistics & MM, IPB

**Consumer & Channel Marketer**

Working Experiences:



**Windu Purnomo**  
**Co-Founder & Chief Technology**

Computer Science, IPB

**Full-stack Software Engineer**

Project Experiences:





# Awards & Recognitions

Food Supply Chain & Marketplace

## Top 4 Startups, Batch#1



SHINHAN FUTURE'S LAB  
INDONESIA

## Top 9 Startups, Batch #3

gojek xcelerate

Startup Accelerator Indonesia

Powered by DIGITARAYA

## Top 50 Indonesia Netpreneurs Digital Economy Ecosystem @Alibaba HQ



## Top 15 Startups Making Indonesia 4.0 Ministry of Industry



## Top 18 Innovative Company Apresiasi Inovasi 2019



### Inovasi Ujung Tombak Perusahaan



PENERIMA PENGHARGAAN APRESIASI INOVASI 2019			
No	Perusahaan	Kategori	Jenis Inovasi
1.	PT Hero Supermarket Tbk	CSR	Delivering Quality, Service, and Value
2.	PT Bank Central Asia Tbk	Layanan	Transparansi Proses KPR
3.	Astra Infra Toll Road Tangerang-Merak	Teknologi	Toll Road Technology Transformation
4.	Astra Infra Toll Road Tangerang-Merak	SDM	Creating Expertise Talent with RTS (Record, Teaching, Sharing) Cycle
5.	PetroChina International Jabung Ltd	CSR	Program Pemberdayaan Suku Anak Dalam di Kab. Sarolangun, Jambi
6.	PT FWD Life Indonesia	Teknologi	FWD Max
8.	PT Solusi Pangan Perwiratama	Teknologi	Etanee Food Supply Chain & Marketplace
9.	PT Hutama Karya Infrastruktur (HKI)	Produk	Proyek Jalan Tol Trans-Sumatera Ruas Pekanbaru-Dumai
10.	PT Brantas Abipraya (Persero)	SDM	Digitalization Employee Certification & Database
11.	PT Brantas Abipraya (Persero)	CSR	Menciptakan Nilai Tambah Program CSR di Bidang Lingkungan Hidup
12.	PT XL Axiata Tbk. (XL Prioritas)	Produk	Device Rental
13.	PT Asuransi Jiwa Inhealth Indonesia (Mandiri Inhealth)	Teknologi	Ide Pengembangan Mandiri inhealth Mobile
14.	PT HM Sampoerna Tbk	CSR	Sampoerna Retail Community (SRC)
15.	PT Inhik. Cat dan Tinta Pacific Paint	CSR	Mewarnai Indonesia
16.	PT RLNI (Persero) Unit Induk Distribusi Jakarta Raya	Produk	Ultra Electricity For Every Needs: Power Bank Ultra and Premium Ultra
17.	PT Asuransi Jiwa Generali Indonesia	Layanan	DNA Journal Report
18.	PT SGMW Motor Indonesia (Wuling Motors)	Teknologi	Wuling Indonesian Command (WIND)



We're available on



Contact : Herry Nugraha [0811 18 6535]

Web App : <http://etanee.id>

Email : [cs@etanee.id](mailto:cs@etanee.id)