

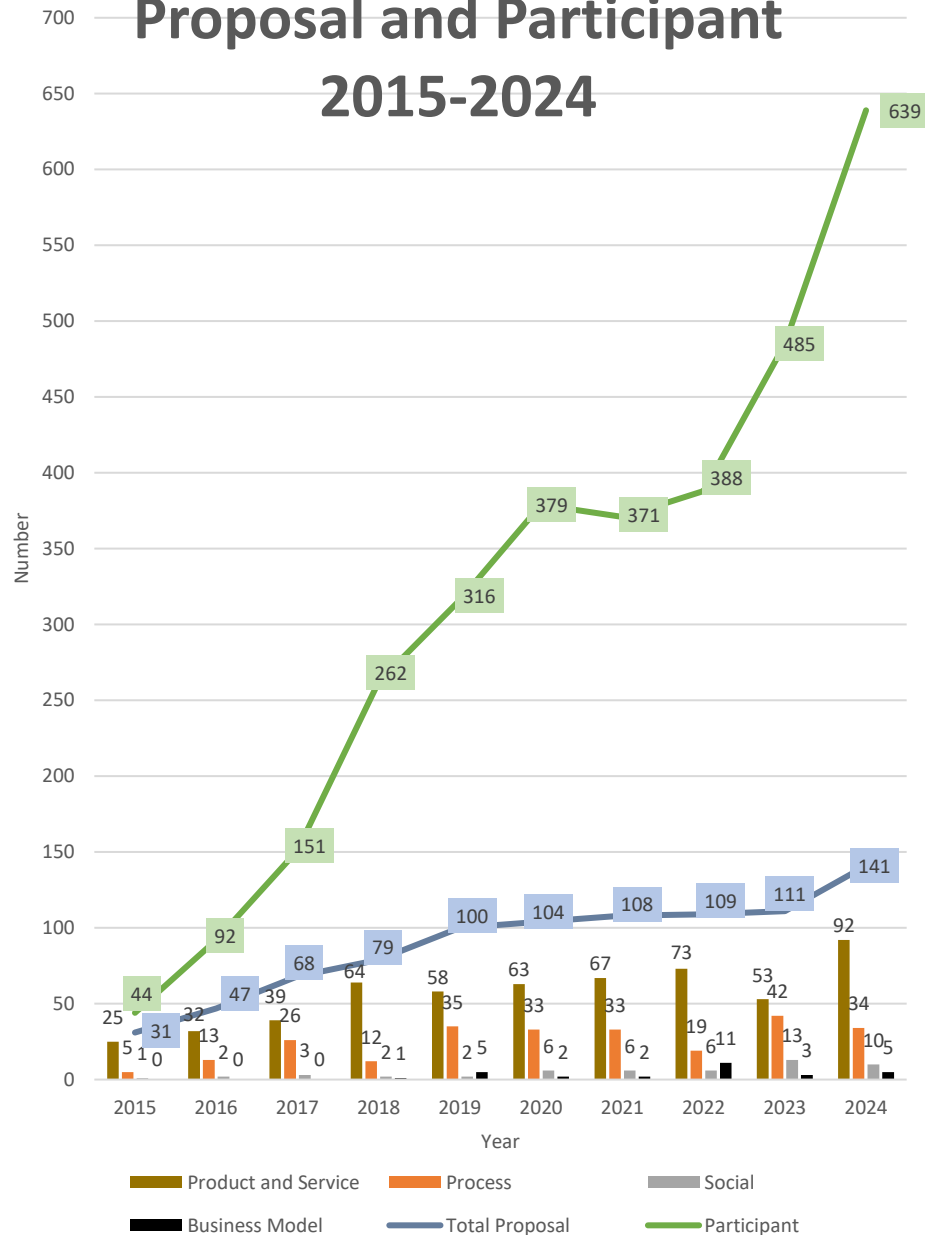
SOSIALISASI INNOVATION AWARD & CONTINUOUS INNOVATION AWARD

CSM + KMI + BINUS Creates (BDV)
Committee





Graph of Innovation Award Proposal and Participant 2015-2024



LATAR BELAKANG

- ☐ Budaya berbagi dan menggunakan pengetahuan yang sejalan dengan visi BINUS 2035
- ☐ Selain menjadi bagian dari visi BINUS, inovasi juga merupakan bagian dari tagline BINUS
- ☐ Innovation Award diselenggarakan sebagai upaya sistematis untuk menciptakan lingkungan kerja yang senantiasa berinovasi guna mencapai sasaran strategis yang telah ditetapkan

REALISASI INNOVATION AWARD & CONTINUOUS INNOVATION 2024

BINA NUSANTARA

INNOVATION AWARD 2024

Congratulations to INNOVATION AWARD 2024 WINNERS

PRODUCT & SERVICE CATEGORY

1



Pioneer Team

2



Selayar Bersama

3



Thesis Apps

NON-PRODUCT & SERVICE CATEGORY

1



BBS MP MMBL
(Business Model)

2



Bee Braille V2
(Social)

3



MMSI-ITS
(Process)

More Info



BINA NUSANTARA

CONTINUOUS INNOVATION

CONGRATULATIONS TO CONTINUOUS INNOVATION AWARD 2024 WINNERS



BLUE JACKET

INDRA D R., KELVIN, AND TEAM
[HTTPS://IA.APPS.BINUS.EDU/PARTICIPANT/GALLERY/221B0X](https://ia.apps.binus.edu/participant/gallery/221B0X)



DIGILIB

DANIEL P H., RINDA H., AND TEAM
[HTTPS://IA.APPS.BINUS.EDU/PARTICIPANT/GALLERY/221WLJ](https://ia.apps.binus.edu/participant/gallery/221WLJ)



SLC RND

REINA KELVIN, AND TEAM
[HTTPS://IA.APPS.BINUS.EDU/PARTICIPANT/GALLERY/171FG1](https://ia.apps.binus.edu/participant/gallery/171FG1)

MORE INFO:



Purpose & Benefit

PURPOSE

Memberikan apresiasi kepada karyawan yang berinovasi.

Menumbuhkanbudangkan budaya berinovasi yang memungkinkan karyawan di BINUS Group menerapkan rantai nilai inovasi.

Menumbuhkanbudangkan budaya berbagi inspirasi dan pengetahuan.

BENEFIT

Karyawan merasa dihargai atas perannya dalam berinovasi.

Semakin bertumbuhnya budaya berinovasi di lingkungan BINUS Group.

Inovasi dapat diimplementasikan di lingkungan BINUS Group.

Semakin bertumbuh budaya berbagi inspirasi dan pengetahuan.



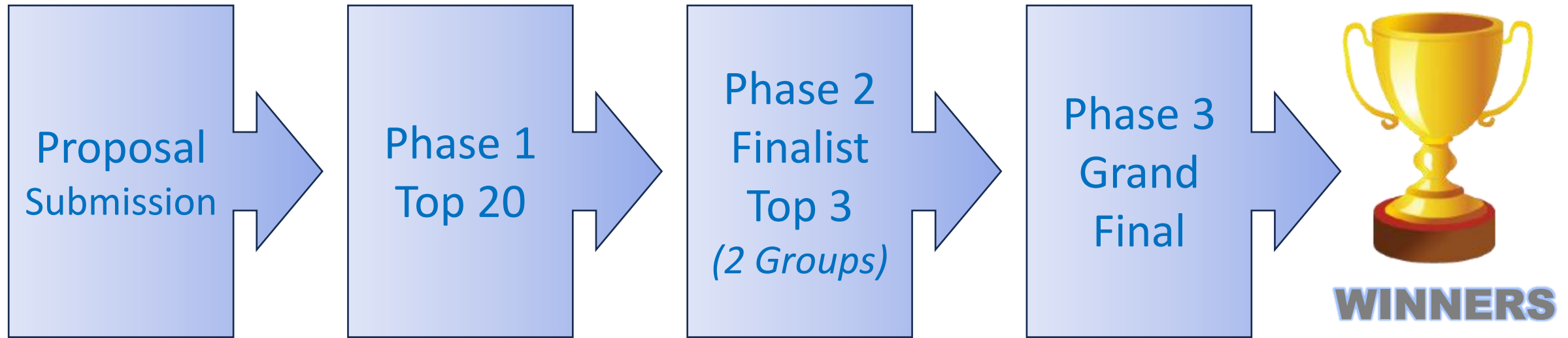
Tema

“Collaborate Strengthen Binusian's Capacity and Capability to Innovate”

*) Tema ini sesuai dengan Renstra 2025 Bina Nusantara



SELECTION PROCESS



PRIZE AND REWARD



14 finalist teams
@5.000.000



Total
Rp.320.000.000+

INNOVATION AWARD REQUIREMENT (1/2)

The requirements for the Innovation Award participants are as follows:

1. Employees, lecturers, or teachers of BINUS Group.
2. The team leader must be an employee of BINUS Group.
3. Each group must have 1 mentor (min. Binusian 15).
4. Participants can submit more than 1 proposal with different topics.
5. Proposals that have been included in the Innovation Award before and do not become an Innovation Award Winner and Honorable Mention can be re-entered if improvements are made.
6. Proposals will be accepted if they are filled out completely, submitted on time, and committed to participating in the Innovation Award until the Grand Final stage.

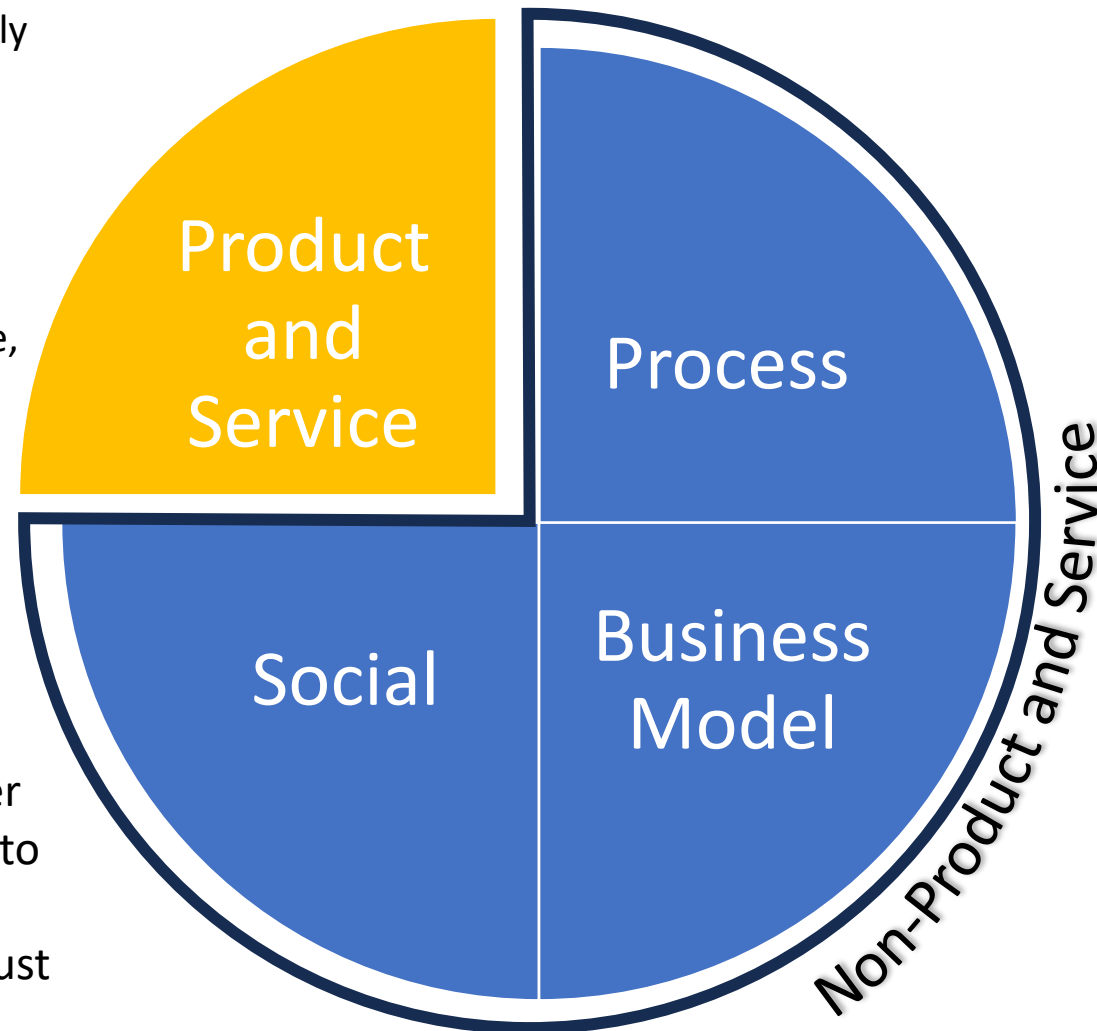
INNOVATION AWARD REQUIREMENT (2/2)

7. Participants are not allowed to change group membership during the competition.
8. If the team leader is unable to continue the Innovation Award, the position replaced by team member.
9. The need for the preparation of proposals and project development is self-funded (independent).
10. The jury's decision is final and inviolable.
11. Softcopy of the proposal and video (optional) uploaded on the Innovation Award website.
12. Maximum video duration is 2 minutes with the purpose of clarifying the proposal.

4 Innovation Award Categories

The introduction of a **good or service** that is new or significantly improved with respect to its characteristics or intended uses. This includes significant improvements in technical specifications, components and materials, incorporated software, user friendliness or other functional characteristics.

Social innovation is the process of addressing the world's most pressing challenges with "novel solutions . . . that [are] better than current solutions, new to the world, and [benefit] **society** as a whole and not just a single entity."

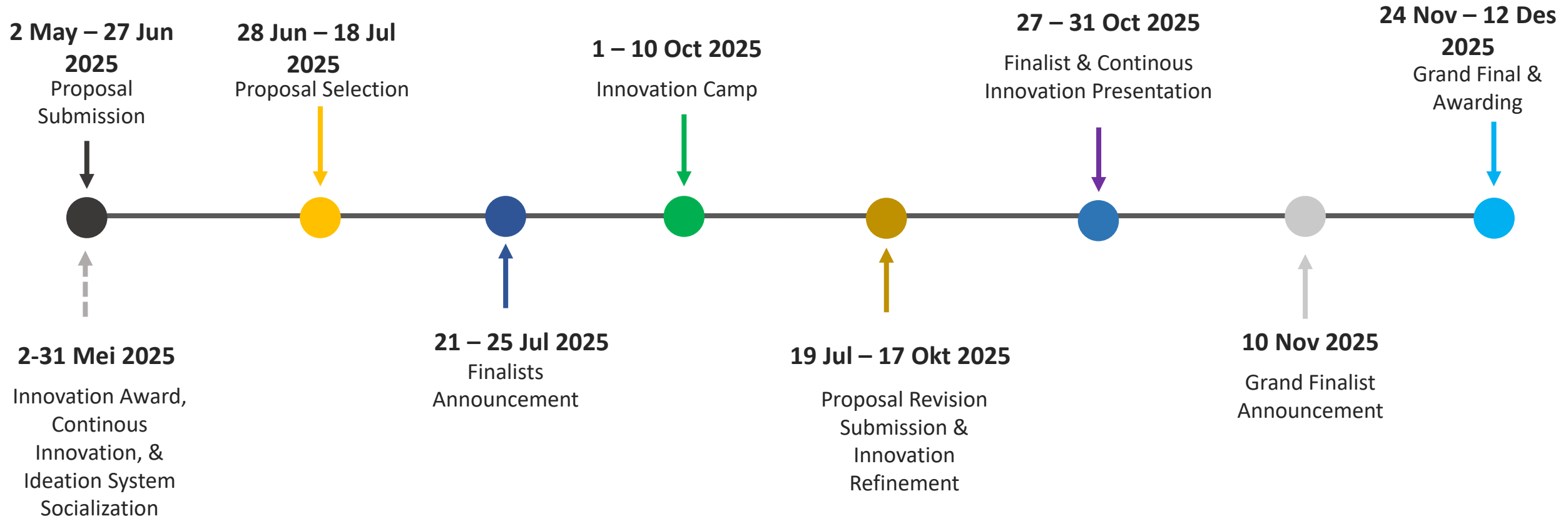


The implementation of a **new or significantly improved production or delivery method**. This includes significant changes in techniques, equipment and/or software.

Business model innovation is the search for **new logics of the firm and new ways to create and capture value** for its stakeholders; it focuses primarily on finding **new ways to generate revenues and define value propositions** for customers, suppliers, and partners."



Timeline



Innovation Award JUDGE

Judge Coordinator

Head of School of Innovation

Binusian Leader

Chief Executive Officer

Chief Operating Officer

Rector

Managing Director

Director

Vice Rector

Dean

Expert Judge

Nama Juri	Jabatan
Prof. Firdaus Alamsjah, Ph.D	Koordinator Juri Head of School of Innovation Director of Binus Creates
Dr. Nelly, S.Kom., M.M	Rector of BINUS University
Win Ce, S.Kom., M.M	Rector of SATU University
Prof. Dr. Engkos Achmad Kuncoro, SE, M.M	Vice Rector – Academic Development
Johan, S.Kom., M.M.,CDMS	Vice Rector – Global Employability & Entrepreneurship
Dr. Reina Setiawan, S.Kom., M.M	Vice Rector – Academic Operations & Resources
Prof. Dr. Ir. Yohannes Kurniawan, S.Kom., S.E., MMSI.	Vice Rector – Student Affairs
Prof. Dr. Juneman Abraham, S.Psi., M.Si.	Vice Rector – Research & Technology Transfer
Dr. Rini Setiowati, S.E., M.B.A.	Vice Rector – Collaboration & Global Engagement
Dr. Fredy Purnomo, S.Kom., M.Kom.	Director of BINUS @Semarang Campus
Dr. Drs. Andreas Chang, M.B.A	Director of BINUS @Senayan Campus
Prof. Gatot Soepriyanto, S.E., AK., M.Buss., Ph.D	Director of BINUS @Bekasi Campus
Prof. Dr. Lim Sanny, S.T., M.M.	Director of BINUS @Alam Sutera Campus
Dr. Robertus Tang Herman, S.E., M.M	Director of BINUS @Malang Campus
Dr. Johan Muliadi Kerta, S.Kom., M.M.	Director of BINUS @Bandung Campus
Tri Juniarty, S.Kom, MM	Director of BINUS @Medan Campus
Gintoro, S.Kom., M.M	Director of Binus Center, Education Services
Harly Toindo, S.E., M.M	Director of BINUS Corporate Learning & Development
Harry Surya Adam, S.E.	Director of HC & Finance
Iman Herwidiana Kartowisastro, Ph.D	Director of Education Development & Provost

Nama	Jabatan
Ivan Sangkereng, S.T., M.M	Director of IT Division
Jamin Djaja Pranata, S.E	Director of General Affairs
Judi Arto, S.T., M.M.	Director of Marketing
Prof. Dr. Elidjen, S.Kom., MInfoCommTech., CIP, CKM	Director of Knowledge Management & Innovation
Prof. Dr. Sani Muhamad Isa, S.Si., M.Kom.	Director of BINUS Graduate Program
Danendro Adi, S.Sn., M.Arts.	Dean - School of Design
Prof. Dezie Leonandra Warganegara, Ph.D	Dean - BINUS Business School
Prof. Fergyanto E. Gunawan, Dr. Eng	Dean - BINUS ASO School of Engineering
Dr. Ir. Hardijanto Saroso, M.MT., M.M	Dean - BBS Undergrad Program
Dr. Rudy, S.Kom., M.M.	Dean - School of Information Systems
Elisa Carolina Marion, S.S., M.Si	Dean - Faculty of Humanities
Prof. Dr. Ir. Derwin Suhartono, S.Kom., MTI	Dean - School of Computer Science
Prof. Ang Swat Lin Lindawati, S.E., M.Com (Hons)., Ph.D., CSRS., CSRA., CMA., CertDA	Dean - School of Accounting
Dr. Ir. Nina Nurdiani, S.T., M.T.	Dean - Faculty of Engineering
Dr. Yanti, S.Kom., M.M.	Dean - Faculty of Digital Communication and Hotel & Tourism
Samuel Mahatmaputra Tedjojuwono, S.Kom., M.Info.Tech	Dean - School of Computing and Creative Arts
Prof. Dr. Ir. Widodo Budiharto, S.Si., M.Kom	Expert Judge
Prof. Idris Gautama So, S.Kom., SE, M.M, MBA., PhD	Expert Judge

Note:

- Jumlah juri 38 orang

- Juri yang diexclude:

- Juri yang ditambahkan:

1. Prof. Derwin
2. Tri Juniarty

- Akan dikonfirmasi:

1. -



Rubrik Innovation Award (Phase 1)

Rubrik fase 1 digunakan untuk seleksi dari proposal Innovation Award 2025 yang masuk menjadi Finalis Innovation Award 2025

Criteria	Weight	Score (1-100)			
		Bad (1-25)	Good (26-50)	Distinction (51-75)	Excellence (76-100)
Background & Problem Statement	15%	unclear/not relevant	clear and based on unit/department	real life and based on directorate/BU	real life and based on BINUS Group or National
Plan	25%	not feasible	clear but no prototype	prototype but not ready implemented	prototype and ready to implemented
Risk	10%	not defined	well identified but no solution	well identified but least solution	well identified and great solution
Potential Output	25%	unclear output	well defined and impact to unit/department	well defined and impact to Business Unit/Directorate	well defined and impact on national/BINUS Group
Novelty	25%	already exist with little improvement	already exist with moderate improvement	already exist with heavy improvement	new to BINUS Group/national

Rubrik Innovation Award (Phase 2)

Rubrik penilaian fase 2 digunakan untuk seleksi Finalis Innovation Award 2025 menjadi Grand finalis

Criteria	Weight	Score (1-100)			
		Bad (1-25)	Good (26-50)	Distinction (51-75)	Excellence (76-100)
Literature Study	10%	relevant reference < 3 & should be uploaded to KM Portal	relevant reference < 6 & should be uploaded to KM Portal	relevant reference < 9 & should be uploaded to KM Portal	relevant reference < 12 & should be uploaded to KM Portal
Risk	15%	not defined	well identified but no solution	well identified but least solution	well identified and great solution
Output	25%	unclear output	well defined and impact to unit/department	well defined and impact to Business Unit/Directorate	well defined and impact on national/BINUS Group
Implementation	30%	not implemented	partially implemented	mostly implemented	fully implemented
Novelty	20%	already exist with little improvement	already exist with moderate improvement	already exist with heavy improvement	new to BINUS Group/national



Rubrik Innovation Award (Phase 3)

Rubrik penilaian Fase 3 digunakan untuk seleksi Grand finalis menjadi 1st, 2nd, 3rd Innovation Award Winner 2025.

Criteria	Weight	Score (1-100)			
		Bad (1-25)	Good (26-50)	Distinction (51-75)	Excellence (76-100)
Output	35%	unclear output	well defined and impact to unit/department	well defined and impact to Business Unit/Directorate	well defined and impact on National/BINUS Group
Implementation	30%	not implemented	Partially implemented	Mostly implemented	Fully implemented
Novelty	15%	already exist with little improvement	already exist with moderate improvement	already exist with heavy improvement	new to BINUS Group/national
Futue Prospects	20%	Undefined future Prospects	Some prospects with limitation	Clearly defined prospects	Excellence and clear prospects



Rencana Merchandise IA

(diberikan untuk finalis IA)



Egg Mug
Logo Innovation Award



INNOVATION AWARD – KURASI KARYA INOVASI YG BERPOTENSI UNTUK KOMERSIALISASI

NO.	LEADER/INVENTOR	TEAM-PRODUK	PRIORITAS	KOMENTAR
1	Kelvin	Blue Jacket: Aplikasi untuk mempercepat proses penilaian pada Quiz Database	1	Produk terlihat memiliki potensi bagus untuk dikomersialisasikan dengan mengembangkannya dan berkolaborasi dengan beberapa unit BINUS lainnya
2	Dr. Dwiyantari Widyaningrum, S.Si, M.Si.	BABM Be-Eco: Sabun Batang dan Sabun Cuci Piring dari Eco-Enzyme	2	Penjelasan yang diberikan cukup matang untuk masuk ke tahap scouting dan terlihat bisa dikembangkan lebih lanjut
3	Dr. Peri Akbar Manaf, B.Sc., MBA.	BINUS Business Simulation Games Team: Aplikasi Interaktif untuk memahami konsep bisnis dan praktiknya via Moodle Great Nusa	COMMERCIALIZED WITH GREATNUSA	Produk sudah berhasil dikomersialisasikan oleh Greatnusa
4	Candy Reggi Sonia, S.Ds., M.Ds.	Selayar Bersama: Video Pembelajaran yang diintegrasikan dengan motion graphic	3	Produk akan dilakukan scouting setelah list prioritas dan dengan terlebih dahulu melihat kebutuhan dan waktu yang dimiliki BDV
5	Dr. Mulyono, S.E., M.M	Cash Flow Management: Boardgame dengan tema Accounting	3	Produk akan dilakukan scouting setelah list prioritas dan dengan terlebih dahulu melihat kebutuhan dan waktu yang dimiliki BDV
6	Matthew Martianus Henry	MethylBERT: Aplikasi web-based untuk memprediksi situs metilasi arginin dari protein	3	Produk berlatarbelakang aplikasi sehingga tim BDV akan melihat lebih dalam detail dari produk yang sedang dibuat
7	Prof. Dr. Nesti F. Sianipar, S.P., M.Si.	FBRC: Cookies untuk Booster ASI yang terbuat dari tepung pisang Torpedo dan tepung daun kelor	3	Produk akan dilakukan scouting setelah list prioritas dan dengan terlebih dahulu melihat kebutuhan dan waktu yang dimiliki BDV
8	M. Zaky Yusuf Pahlevi	EL CID BI SQUAD: Mobile Apps untuk penerjemah bahasa isyarat dengan dukungan AI untuk deteksi gerakan	3	Produk berlatarbelakang aplikasi sehingga tim BDV akan melihat lebih dalam detail dari produk yang sedang dibuat
9	Sahrul Anwar	BSQ & FRIENDS: Sabun organik Echo Enzym	3	Produk akan dilakukan scouting setelah list prioritas dan dengan terlebih dahulu melihat kebutuhan dan waktu yang dimiliki BDV
10	Kelvin	SLC RnD: Aplikasi/Platform untuk pengelolaan data center dengan konsep gamifikasi	3	Produk berlatarbelakang aplikasi sehingga tim BDV akan melihat lebih dalam detail dari produk yang sedang dibuat
11	Erni Fitriana	BeeBook: Ebook Interaktif	3	Produk akan dilakukan scouting setelah list prioritas dan dengan terlebih dahulu melihat kebutuhan dan waktu yang dimiliki BDV

	Prioritas Scouting	: BDV akan melakukan penjadwalan Scouting	5
	Optional Scouting	: BDV akan melakukan Scouting setelah list prioritas	5
	Sudah Komersialisasi	: BDV tidak akan melakukan Scouting	1

WEBSITE SUBMISSION INNOVATION AWARD



<https://ia.apps.binus.edu/>



<https://kmi.apps.binus.edu/>



Continuous Innovation





Continuous Innovation

- Continuous Innovation merupakan program *reward* tambahan yang diusulkan di 2021, dimana tim Knowledge Innovation akan melakukan pemetaan terhadap semua proposal yang sudah di-*submit*, maupun yang menjadi pemenang dari Innovation Award tahun sebelumnya. Tujuan program ini adalah untuk memberikan Apresiasi terhadap proposal yang tetap dilanjutkan, bahkan dikembangkan lebih lanjut.
- Program ini hanya ditujukan pada setiap Karyawan Binus Group yang pernah mengikuti Innovation Award.



Pemenang Continuous Innovation Award 2021-2024

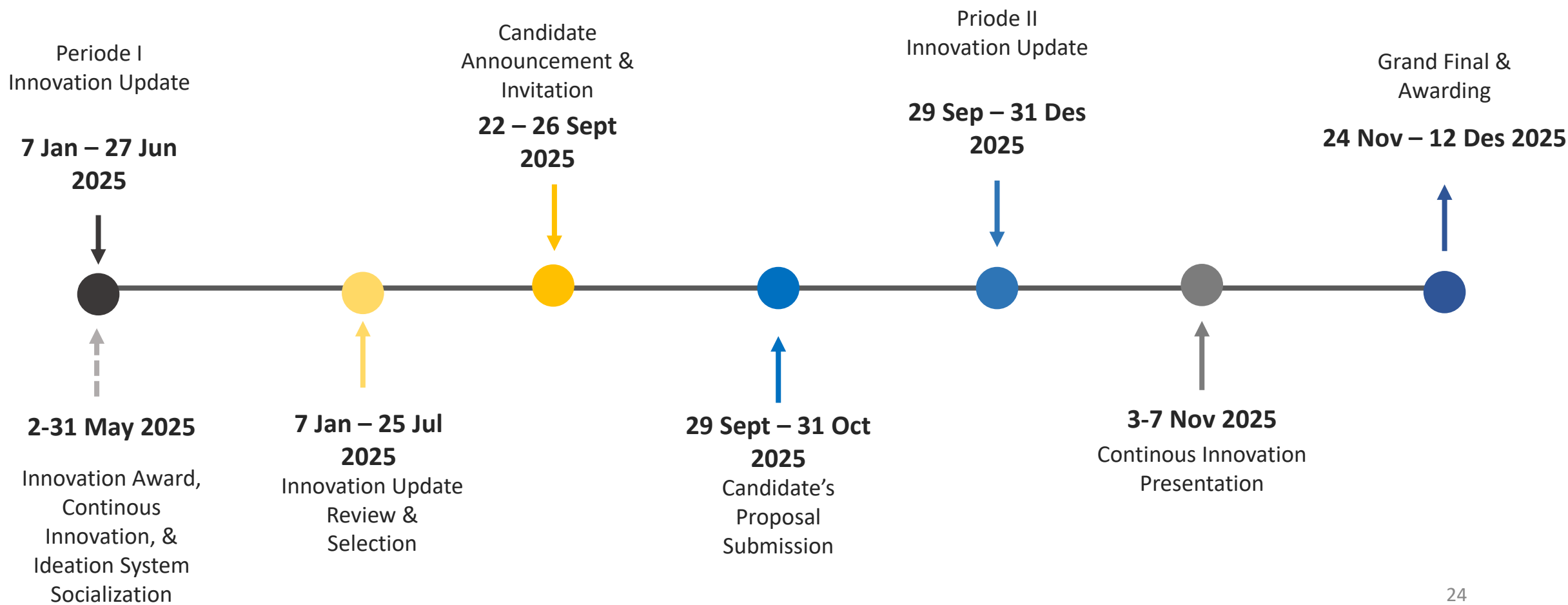
Tahun	Tim	Kategori
2021	Disruptive Technology in Learning and Development	Process
	Digital Marketing and Social Listening	Process
	Beilder – Microsite Generator	Product & Service
2022	Vairbees	Product & Service
	Taman Belajar	Social
	Sekolahmaya.id	Product & Service
2023	Powerbot	Product & Service
	GA and Friends	Social
	D-knowledge Team	Product & Service
2024	SLC RnD	Product & Service
	Galaxion	Product & Service
	DiGiLib	Social

Skema Baru (2024) Pendaftaran Continuous Innovation Award

- Peserta Innovation Award wajib melakukan update inovasinya di sistem Innovation Update (<https://ia.apps.binus.edu/participant/innovation-update>)
- Pengisian Innovation Update merupakan entry point untuk mengikuti Continuous Innovation Award
- Proposal yang masih berlanjut & sudah terimplementasi akan diseleksi menjadi kandidat Continuous Innovation Award
- Tim kandidat Continuous Innovation akan dihubungi oleh panitia untuk memasukkan proposalnya ke Continuous Innovation Award (<http://ci.apps.binus.edu>).



Timeline





Rubrik Continuous Innovation Award

*)Rubrik ini mengalami perubahan dibandingkan tahun 2023

Criteria	Weight	Nilai (1-100)			
		[Bad] [1-25]	[Good] 26-50	[Great] 51-75	[Excellence] 76-100
Output	25%	Used in internal unit	Used in more than 1 unit	Used on all Binus Group (Internal)	National / International (External)
Implementation	30%	Slightly implemented	Partially implemented	Mostly implemented	Fully implemented
User Feedback (stakeholder/user satisfactory result)	20%	Unsuitable measurement method(s)	There is already a way to measure the outcome, but the measurement has not yet been implemented and there are description without evidence	There are outcomes reported but the way they are measured is unclear.	The team report data of measured outcomes of the innovation
Commercial Viability / Replicability	15%	Has barely commercial potential, does not tackle practical aspects of production	Has little commercial potential, barely tackly practical aspects of production	Has commercial potential, addresses aspects of effective design and production, not of fast execution	Has a commercial potential, addresses aspects of effective design and production, applicable for fast execution and market penetration
Lesson Learned	10%	Unclear explanation of lesson learned	Vague explanation lesson learned	Clear explanation of lesson learned	Clear explanation of lesson learned with mitigate strategies ²⁵



Rencana Merchandise CI

(Diberikan untuk peserta CI)



Pin Magnet

Pin untuk pakaian. Menggunakan magnet sehingga tidak merusak baju.



Pin logo CI

INTERNATIONAL INNOVATION AWARD 2024



International Innovation Awards® (IIA) is the most coveted recognition program where it recognizes outstanding innovations, and in the process encouraging organizations to continue investing in innovations. This program held annually since 2017.

Past Event:

Year	Venue
2017	Shanghai, China
2018	Macau, China
2019	Singapore
2020	Virtual
2021	Virtual
2022	Bangkok, Thailand
2023	Taipei, Taiwan
2024	KL, Malaysia

Blue Jacket

Galaxion: Automated Grading System for Database Courses



Innovation Award 2023 Winner

(Awarding ceremony in November 23rd 2023 at BINUS @Angrek)



International Innovation Award 2024 Winner

(Award ceremony in November 29th 2024 at W Hotel KL, Malaysia)



Past Winner: **Deloitte.**



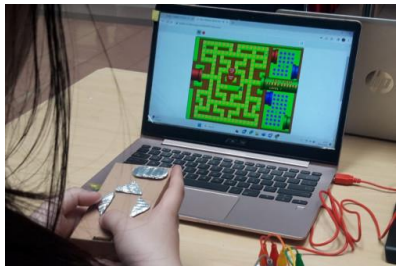
PAMERAN & WEBINAR INOVASI

Digital Innovation Exhibition

- Membuka Booth di Digital Innovation Exhibition, untuk menampilkan produk inovasi pemenang/finalis Innovation Award dan juga ajang Innovation Award.
- 2024: 4 pameran, Total 78 produk Inovasi
- 2025: 2 pameran, Total 35 produk inovasi
- Next pameran:

1. 25 April 2025	3. 29 Juli 2025	5. 23 Oktober 2025
2. 27 Mei 2025	4. 18 September 2025	6. 25 November 2025

- Content di Binus Gallery <https://binus.ac.id/gallery>



WEBINAR

1. NYKC CHAPTER
2. MOOC CHAPTER
3. BINUS BOOK REVIEW CHAPTER
4. INNOVATION CHAPTER *)
5. BOLD SERIES (BION)
6. LECTURER ENGAGEMENT SERIES

- Content Webinar <https://binus.ac.id/webinar>





Innovation Camp



Day 1, Oct 2025	Day 2, Oct 2025	Day 3, Oct 2025	Benchmark, Oct 2025
Sharing Session 1: “CISCO AI Technology Innovation” Adri Gautama Business Development Manager CISCO : Indonesia – Malaysia	Coaching Session for 10 Finalist Teams (30 mins for each team at coaching session) Coaching Session for Commercialization Potential Funding from BINUS Creates - BDV	Coaching Session for 10 Finalist Teams (30 mins for each team at coaching session) Coaching Session for Commercialization Potential Funding from BINUS Creates - BDV	Benchmark : CISCO
Sharing Session 2: “Innovation Ambidexterity “ Prof. Dr. Elidjen			
Meet & Greet BINUSIAN Innovator			
Sharing Session 3: “Innovation Commercialization” Prof. Firdaus Alamsjah, Ph.D / James Antonius, B.Sc.CS., MBA			
Innovation Project PPT & Poster (.pdf) Submission			



IA & CI Camp Session

Materi	Narasumber
Inovasi	Prof. Dr. Elidjen, S.Kom., MInfoCommTech., CIP, CKM
Sharing Session	Prof. Firdaus Alamsjah, Ph.D
AI	BCL&D
Komersialisasi	BINUS Creates
IA Winner Sharing	@20 menit

BINUS Venture Funding

For **Innovation Award 2025** by KMI

About Us:

Business Development & Venturing

Unit yang berfokus pada
komersialisasi dan **pengembangan bisnis baru**
yang berasal dari **hasil inovasi** BINUSIAN

NEW REWARD: BINUS VENTURE FUNDING

Pendanaan sampai **Rp 100 juta***

**Dapat diklaim di PI Jurusan*

Apa itu “BINUS Venture Funding”?

1. Dana *funding* dari BDV untuk pengembangan dan penggunaan proses lainnya dengan tujuan kearah komersialisasi
2. Proses finansial dari funding ini serupa dengan “*Proyek Inisiatif*” (di mana membutuhkan persetujuan dari Finance, dengan dokumen pendukung yang valid)
3. Luaran yang diharapkan dari *BINUS Venture Funding* adalah:
 - Peningkatan *Technology Readiness Level (TRL)* atau Pengembangan Produk ke arah komersialisasi
 - Peningkatan *Commercial Readiness Level (CRL)*

SELECTION PROCESS FOR BINUS VENTURE FUNDING

[ia.apps.binus.edu/participant/proposal/1/a9335284-aac7-49c4-ab0d-fb88b21e2924/view](#)

Project Summary

Body Proposal

Appendix

1. Background Of The Project

2. Problem Statement

3. Goal And Benefit

4. Project Implementation Plan

5. Novelty

6. Potential Output

7. Resource Efficiency Estimation ROI

8. Project Risk

9. Commercialization

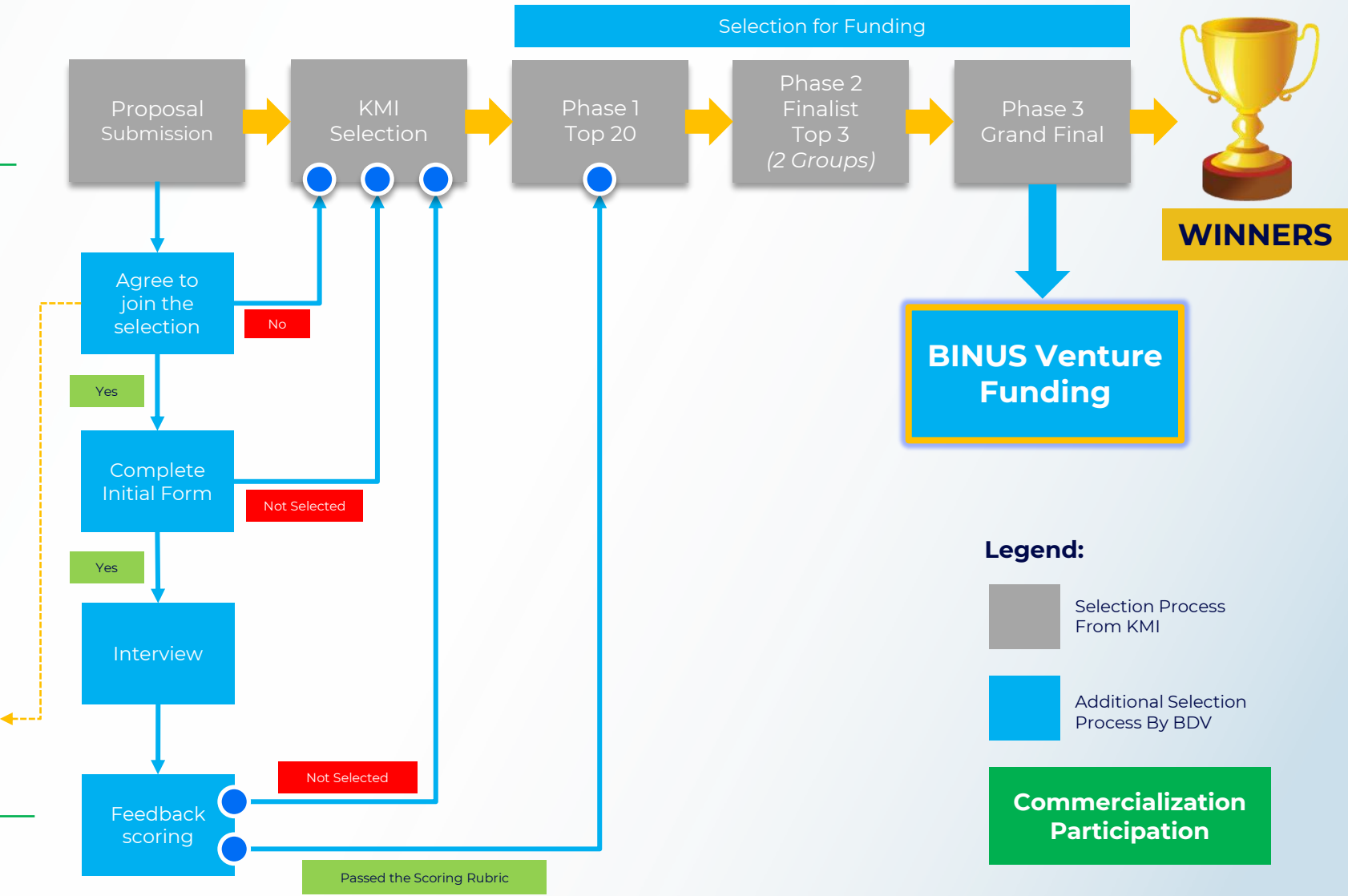
Are you willing to participate in the commercialization process?

☒ Yes, I'm willing to participate in the commercialization process and have the benefit of early screening

☐ No, I'm joining the regular process, and will only be eligible for commercialization process if nominated to Top 20 or finalist stage

Last saved: 14:39:29 05 May 2025

Save



INITIAL FORM: SELF-CHECK FOR COMMERCIALIZATION

Product Readiness

Type a subheader

3 Questions

NEXT →

Apakah produk anda berasal dari hasil riset?

Is your product research-based?

YES NO

← PREVIOUS NEXT →

Financial Cost & Projection

Type a subheader

4 Questions

← PREVIOUS NEXT →

Apakah anda mengetahui sumber daya (biaya, peralatan, waktu, tenaga) yang dibutuhkan untuk menghasilkan satu produk?

Are you aware of the resources (cost, equipment, time, manpower) needed to create this product?

YES NO

← PREVIOUS NEXT →

Data pendukung bila ada

Type a description

Drag and drop files here

Max. file size: 10.6MB

BROWSE FILES

← PREVIOUS SUBMIT

Market Opportunity

Type a subheader

1 Question

← PREVIOUS NEXT →

Apakah ada produk lain yang serupa di pasaran?

Is there similar products on the market?

YES NO

← PREVIOUS NEXT →

Value Proposition

Type a subheader

2 Questions

← PREVIOUS NEXT →

Apakah produk anda memiliki keunggulan dibanding produk lainnya?

Type a description

YES NO

← PREVIOUS NEXT →

Target Market

Type a subheader

1 Question

← PREVIOUS NEXT →

Apakah anda memiliki target market yang akan menggunakan produk ini?

Do you have a target market in mind, who will use your product?

YES NO

← PREVIOUS NEXT →

REQUIRED INFORMATION

For Each Stage Of Selection Process

STAGE 1

Initial Form

(Self-Check Commercialization)

Product Readiness

- Readiness level?
- Ready to be demonstrated?

Financial Cost & Projection

- Resources needed?
- Source of funding?

Market Opportunity

- Any competitor?

Value Proposition

- Unique value of your product?
- Is your product a solution to a problem?

Target Market

- Who will use your product?

STAGE 2

Interview

- Product demo to BDV
- Cost breakdown
- Financial projection / potential revenue
- Current market situation
- Name of competitor
- Our product feature vs competitor's feature
- Competitive advantage
- User persona
- TAM, SAM, SOM

STAGE 3

Funding proposal

(Final Selection & Review)

Funding proposal

- What are you going to use the funding for?
- What's the plan / timeline?

Financial cost & projection (template)

Development & commercialization plan

TIMELINE

BDV

Stage 1: Self-Check
Stage 2: Interview

BDV

Stage 1 & 2
for
Top 20

BDV

Stage 3: Final selection for funding

**2 May – 27 Jun
2025**

Proposal
Submission

**28 Jun – 18 Jul
2025**

Proposal Selection

2-31 Mei 2025

Innovation Award,
Continuous
Innovation, &
Ideation System
Socialization

21 – 25 Jul 2025

Finalists
Announcement

**BDV: Announcement for
“Early registrants”**

1 Sep

1 – 10 Oct 2025

Innovation Camp

19 Jul – 17 Okt 2025

Proposal Revision
Submission &
Innovation
Refinement

27 – 31 Oct 2025

Finalist & Continuous
Innovation Presentation

10 Nov 2025

Grand Finalist
Announcement

**BDV: Announcement of
BINUS Venture Funding**

**if any*

24 Nov – 12 Des 2025

Grand Final &
Awarding

BDV SCORING RUBRIC

INDICATOR	Score 1	Score 2	Score 3	Score 4	Score 5
Product Readiness 25% How prepared is the product for commercialization?	Early ideation, Proven concept	Tested concept, limited feasibility	Functional prototype, externally validated	Proven solution, industry interest	User-tested, industry-supported product
Value Proposition 15% The advantages that the product has compared to existing competitors.	Unclear concept, assumed need	Validated need, feasible solution	Defined problem, targeted value	Proven need from multiple user, optimized product	Confirmed demand, clear solution
Market Opportunity 20% How large is the potential market for using the product?	Niche market, limited growth	Small market, moderate growth	Moderate market, strong growth potential	Large market, strong growth opportunity	Massive market, exponential growth
Market Understanding & Validation 10% The product has been developed according to user needs and its necessity has been validated.	Lack of industry knowledge, unvalidated fit	Initial insights, further validation needed	Comprehensive research, initial market fit	In-depth feedback, strong market fit	Validated market fit, clear customer segments
Potential Revenue 30% How much potential revenue can be generated?	Less than IDR 100 Million	Between IDR 100 - 249 Million	Between IDR 250 – 499 Million	Between IDR 500 – 999 Million	More than IDR 1 Billion

Thank you

More Info



Please scan
the barcode for
registration and **further
inquiries**

or click the following link
<https://linktr.ee/bdvfunding>

Contact Us

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Thank you

More Info

Click the following link

<https://www.binus.edu/innovation-award>

<https://kmi.apps.binus.edu>

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