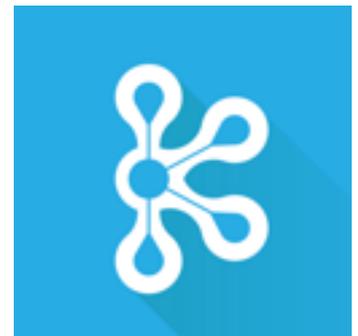




KITABISA

Introduction



KITABISA

Enabling millions of Indonesia's initiatives and potential through digital *gotong royong* (mutual cooperation)

Location: Jakarta, Indonesia

Industry: Finance & Technology

Founded in 2013

Image credit to Straits Times

KitaBisa ('we can', in Bahasa) is the leading crowdfunding site for social projects in Indonesia, founded by Alfatih Timur and Vikra Ijas. Launched in 2013, it has garnered attention and attracted users, and local celebrities have also helped to promote the website. Users of the website can help social causes by through donation, volunteering, or sending in their ideas to the project team. Project creators set a budget for their projects, and they get to keep the pledged amounts when it crosses their budget requirements. If the required budget is not met, the pledged money is returned to the users.

Highlights

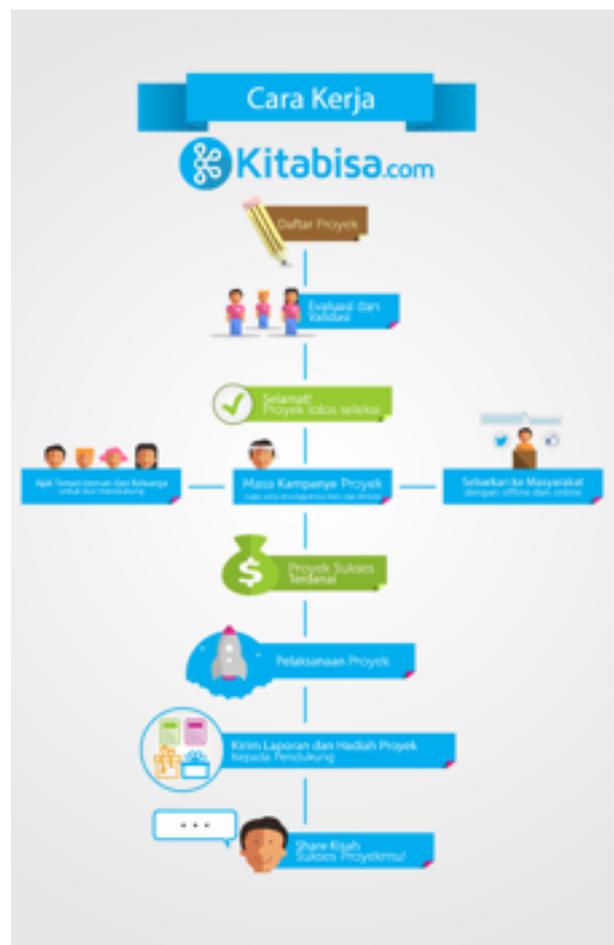
- KitaBisa has funded over 1100 projects
- Kitabisa's first project raised US\$12,000 to stop a school for marginalised children from being relocated, and to improve school facilities
- Kitabisa is a DBS-NUS Social Venture Challenge Asia 2014 Finalist

Social Problem

According to the Indonesian Reserve Bank, Indonesia has a \$27 billion annual donation potential, of which only 1% has been realized. Direct giving is a far more common practice in charity in the country. Kitabisa thus aims to be an intermediary for collaboration, linking up social needs to locals who are interested in social causes but are not sure how to help.

Social Intervention and Impact Created

Kitabisa is positioned to capture the growing market for digital fundraising and donation. It aims to target ‘urban changemakers’ who sincerely want to make a change, have social capital and networks that can be activated, but are constrained by limited time and resources. To attract project creators such as Non-Government Organisations, Kitabisa aims to provide a meaningful fundraising solution ranging from fundraising toolkit to direct fundraising support. To date, KitaBisa has funded over 1100 projects, raised over \$1.2 million Singapore Dollars for various projects, and now boasts over 65,000 website users.



Flowchart showing how KitaBisa works (Bahasa Indonesia)

Image credit to
KitaBisa

Business Model

For every donation collected, Kitabisa charges an administration fee (5%), except for projects related to natural disasters and medical emergencies, for which no fees will be charge. Fees are used to support operational needs. Kitabisa verifies each user who is raising funds, and requires each project creator to provide reports on the use of funds to donors. KitaBisa filters projects based on a few criteria, such as impact, location, creator, and feasibility.

Kitabisa has worked with many reputable partners, such as the Indonesian Red Cross to raise funds for a blood donor mobile unit.

Current Marketing Efforts

Online presence and social media

- **Company Website:** contains articles written about campaigns in Bahasa

- **Facebook** (kitabisa.com): 18,663 likes, with multiple posts daily in Bahasa
- **Instagram** (Kitabisa): 2901 followers
- **Twitter** (@Kitabisa): 12,900+ followers, 266 likes, multiple tweets per day, in Bahasa
- **Youtube** (Kita Bisa): 31 uploaded videos, largely in Bahasa, and few selected video with English subtitles.

Partnerships with events and organisations

Kitabisa gains exposure and credibility through partnerships with events such as IdeaFest 2015, which brings together locals who are interested in creating social impact. Such partnerships create many new crowdfunding campaigns from various partners who are also involved in the events, and therefore learn about Kitabisa.

Challenges Faced and Project Scope

Kitabisa strives to develop trust and credibility, and to maintain relationship with fundraisers and donors, so that they continue using Kitabisa as their fundraising and donation channel. In particular, Kitabisa has an interest in expanding to overseas market, and would like student teams to assist in:

- Developing market strategy to expand its operations to neighbouring SEA countries like Malaysia and Singapore
- To search or create gofundme style campaign in Singapore for market test (topics : helping someone in need - medical emergency, economic empowerment)
- To create a promotion and marketing materials ie: video, poster, viral articles (social media based) to encourage crowd in Singapore to campaign or donate. One example the founder has in mind is to have a campaign similar to that of *Follow the frog*. (See <https://www.youtube.com/watch?v=3ilkOi3srLo>)

Assistance in the above will guide Kitabisa in entering the Singapore/Malaysia market. As Kitabisa does not currently have plans to develop new platforms or brand, students are to limit their ideas to using the current website of Kitabisa which runs in both English and Bahasa.

Useful Links and Resources

Company Website: <http://en.kitabisa.com/>

Facebook: <http://www.facebook.com/kitabisa.com/>

Tumblr: <http://kitabisa.tumblr.com/>

Additional references

Crowd fund Your Idea with Kitabisa.com (Video)

<https://www.youtube.com/watch?v=mxEPDMBERXE>

Kitabisa: DBS-NUS Social Venture Challenge Asia Semifinalist Spotlight (Video)

<https://www.youtube.com/watch?v=MVs6RM6cmaU>

Article by Information Society Innovation Fund

<http://isif.asia/projects/projects/view/855>

Feature on TechnAsia

<https://www.techinasia.com/kitabisa-indonesia-social>

“Kitabisa connects ‘change-maker’s and helps realise their goals”

<http://www.socialenterprisebuzz.com/2014/05/22/kitabisa-connects-change-makers-and-helps-realize-their-goals/>

KitaBisa: A Collective Effort to Move Mountains

<http://indonesiaexpat.biz/other/charities/kita-bisa-a-collective-effort-to-move-mountains/>