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## **The first BOOST Conference brings leading entrepreneurs and investors from Silicon Valley and Japan to Indonesia**

November 10, 2011

BOOST ([www.boost-asia.com](http://www.boost-asia.com)) is a non-profit conference that helps local Indonesian startups grow into scalable companies. Through this conference, young local entrepreneurs and investors will be able to connect with and learn from the people that built global tech brands such as YouTube, Sega Rally and many others. The conference will be held on **January 17-18, 2012** at InterContinental Jakarta MidPlaza.

The current list of speakers include: Brent Hurley (YouTube, Founding team member), Tetsuya Mizuguchi (ex-producer of Sega Rally; world renown game developer), Aki Sano (Founder of Cookpad), Jameson Hsu (Mochi Media), Jia Shen (RockYou Asia), and Ian McFarland (Digital Garage).

BOOST is run by entrepreneurs for entrepreneurs and by investors for investors. Panel topics include:

- *Financing startups* – Listen to entrepreneurs and venture capitalist as they discuss startup valuation and financing from different sides of the table
- *Running Incubators* – Look behind the scenes as the world's top incubator program leaders describe different incubation models
- *Startup Lifecycle* – Successful entrepreneurs will share their experience of going through the up and downs of founding and growing their startup

“We know and understand the challenges of building a scalable company in a region still lagging behind China and India. It is hard to find quality talent, funding, and mentorship. Which is why we're bringing the best mentors we can find to Jakarta,” says Adi Kusma, CEO of Biznet Networks and one of the executive committee members of BOOST.

BOOST attendance is intentionally limited to provide an opportunity for small group mentoring sessions with the speakers. To participate in the conference, interested entrepreneurs can submit an application form and current business plan pitch through [www.boost-asia.com](http://www.boost-asia.com).

BOOST will work closely with tech organizations such as SparX Up, Founders Institute, Project Eden and many more to select 50 high potential startups, the BOOST 50, based on three categories: revenue, user base and investment to date.

For further details please refer to the BOOST official website at [www.boost-asia.com](http://www.boost-asia.com)

### **About the BOOST organizing team**

BOOST is led by volunteers from the tech industry in Indonesia. The executive committee includes Adi Kusma (CEO, Biznet), Aldi Haryopratomo (CEO, Ruma), Andi Sadha (CEO, Activate Media), Andy Zain (Founder's Institute), Antonny Liem (CEO, MerahPutih Incubator), Ari Awan (CTO, FlutterScape), Fida Heyder (Lexagon Capital Partners), Kevin Mintaraga (CEO, Magnivate), Megain Widjaja (Advisor, Project Eden), Nanda Ivens (Director, Edelman Digital), and Ryu Kawano Suliawan (Harvard Business School Class of 2012).

**For more information, please contact [boost.indonesia@gmail.com](mailto:boost.indonesia@gmail.com)**