



# The future of Digital Asset in Indonesia

OSCAR DARMAWAN - INDODAX



**WE ARE ONE OF THE PIONEERS OF BLOCKCHAIN STARTUP IN SOUTHEAST ASIA.**

**SERVE AS A PROVIDER OF DIGITAL ASSETS FOR OTHER PUBLIC BLOCKCHAIN STARTUPS.**

**IS ALSO A SOLUTION FOR EXCHANGE SOLUTION FOR DIGITAL ASSET.**



• Revolution Starts Now •

Blockchain Technology

is often regarded as

**THE BIGGEST  
INVENTION**

since the Internet

Internet was first invented  
35 years ago but it had only  
been used by a quarter of world's  
population by 2009.



## BLOCKCHAIN

BLOCKCHAIN WAS INVENTED BACK IN 2009 ALONG WITH BITCOIN,  
but within 5 years, the amount of users has reached more than  
millions of people all over the world, including giant companies in  
developed countries.



**JANUARY 2019**

Global Cap Market  
**\$123,801,819,940**

**JANUARY 2018**

Global Cap Market  
**\$795,832,000,000**

**JANUARY 2017**

Global Cap Market  
**\$17,476,700,000**

Source: <https://coinmarketcap.com/>

# Number of Tokens in Public Blockchain



Source: <https://coinmarketcap.com/>  
Last accessed on March 30<sup>th</sup> 2019



# DASHBOARD

## MENU

INDODAX



Muhammad  
Deivito Dunggio  
mrdobon

Estimasi Nilai Aset  
Rp 1.005.757

## NAVIGASI

Marketplace

Financial

Voucher

Beli / Jual Bitcoin Instan

Premium Member

Community Coin Voting

Live Chat

Informasi

1 BTC = Rp 94.683.000

Financial



Indonesia

Menu

## IDR MARKETS

## MARKET DIGITAL ASET

Search

Market	Asset Name	Last Price	24h Volume	% Change	Balance
BTC/IDR	Bitcoin	94.683.000	11,6bn IDR	0.1%	
TEN/IDR	Tokenomy	2.269	495,8mn IDR	0.9%	
ABYSS/IDR	The Abyss	138	117,8mn IDR	0.7%	
ACT/IDR	Achain	364	102,3mn IDR	0.8%	
ADA/IDR	Cardano	1.130	799,5mn IDR	2%	
AOA/IDR	Aurora	397	22,0mn IDR	0.3%	
BCD/IDR	Bitcoin Diamond	25.100	892,9mn IDR	2%	
BCH/IDR	Bitcoin Cash	7.779.000	5,8bn IDR	4.1%	
BTG/IDR	Bitcoin Gold	431.000	151,0mn IDR	2.7%	
BTS/IDR	BitShares	1.400	42,7mn IDR	0.1%	
DASH/IDR	DASH	2.348.000	40,6mn IDR	0.9%	
DAX/IDR	DAEX	160	90,4mn IDR	7.5%	
DOGE/IDR	Dogecoin	46	1,8bn IDR	2.1%	

- Profil & Setting
- Keamanan
- Android App
- Trade API
- Riwayat
- Program Afiliasi
- Mode Gelap
- Logout

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# INDONESIA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL  
POPULATION



268.2

MILLION

URBANISATION:

56%

MOBILE  
SUBSCRIPTIONS



355.5

MILLION

vs. POPULATION:

133%

INTERNET  
USERS



150.0

MILLION

PENETRATION:

56%

ACTIVE SOCIAL  
MEDIA USERS



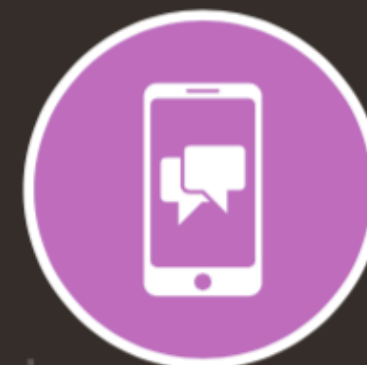
150.0

MILLION

PENETRATION:

56%

MOBILE SOCIAL  
MEDIA USERS



130.0

MILLION

PENETRATION:

48%



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# ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



TOTAL  
POPULATION



**+1.0%**

JAN 2018 – JAN 2019

**+3 MILLION**

MOBILE  
SUBSCRIPTIONS



**-19%**

JAN 2018 – JAN 2019

**-83 MILLION**

INTERNET  
USERS



**+13%**

JAN 2018 – JAN 2019

**+17 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+15%**

JAN 2018 – JAN 2019

**+20 MILLION**

MOBILE SOCIAL  
MEDIA USERS



**+8.3%**

JAN 2018 – JAN 2019

**+10 MILLION**



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# INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



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150.0  
MILLION

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



global  
web  
index

56%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



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142.8  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE  
OF TOTAL POPULATION



53%



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# FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS AN ACCOUNT WITH  
A FINANCIAL INSTITUTION



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49%

HAS A  
CREDIT CARD



2.4%

HAS A MOBILE  
MONEY ACCOUNT



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3.1%

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



11%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



1.9%

PERCENTAGE OF MEN  
WITH A CREDIT CARD



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3.1%

PERCENTAGE OF WOMEN  
MAKING ONLINE TRANSACTIONS



13%

PERCENTAGE OF MEN  
MAKING ONLINE TRANSACTIONS



9.4%

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# CONNECTED MONEY

UNDERSTANDING INTERNET USERS' ONLINE FINANCIAL ACTIVITIES



USE MOBILE  
BANKING



61%

MAKE MOBILE  
PAYMENTS



35%

PURCHASE ITEMS ONLINE  
USING A MOBILE PHONE



76%

OWN SOME FORM  
OF CRYPTOCURRENCY



9.5%

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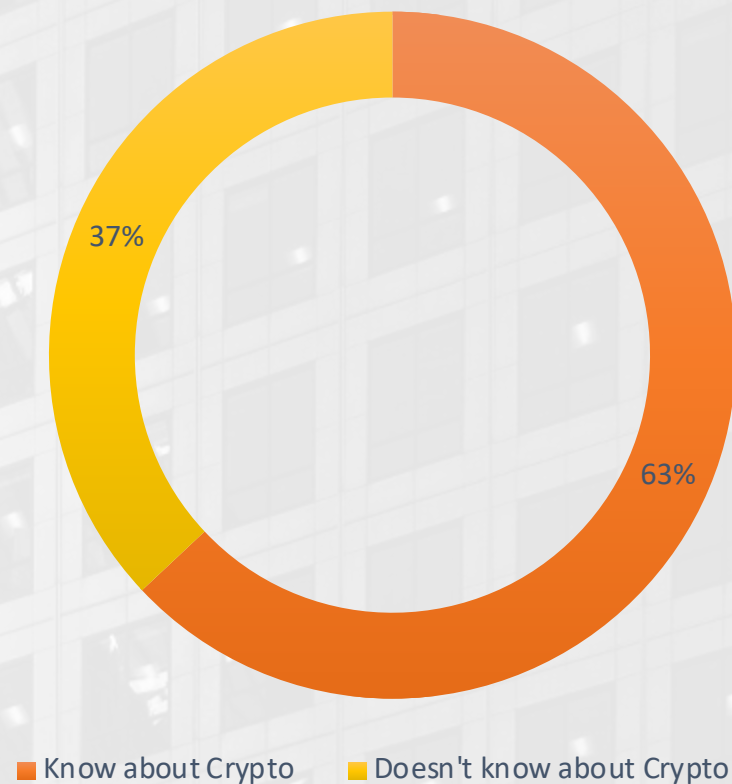




## 63% people in Indonesia know about CryptoAsset

Indonesian's awareness about cryptoasset classified as the highest in the world defeating other countries such as Malaysia, France, Italy and Ireland

### Crypto In Indonesia



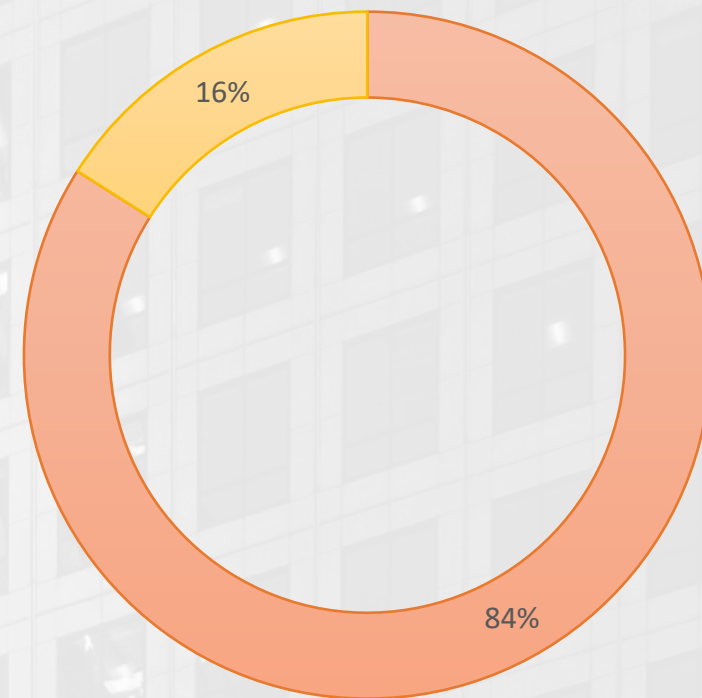
\* The percentage was from 1,000 local respondents (18 years and over) by Kantar TNS



According to **Kantas TNS**

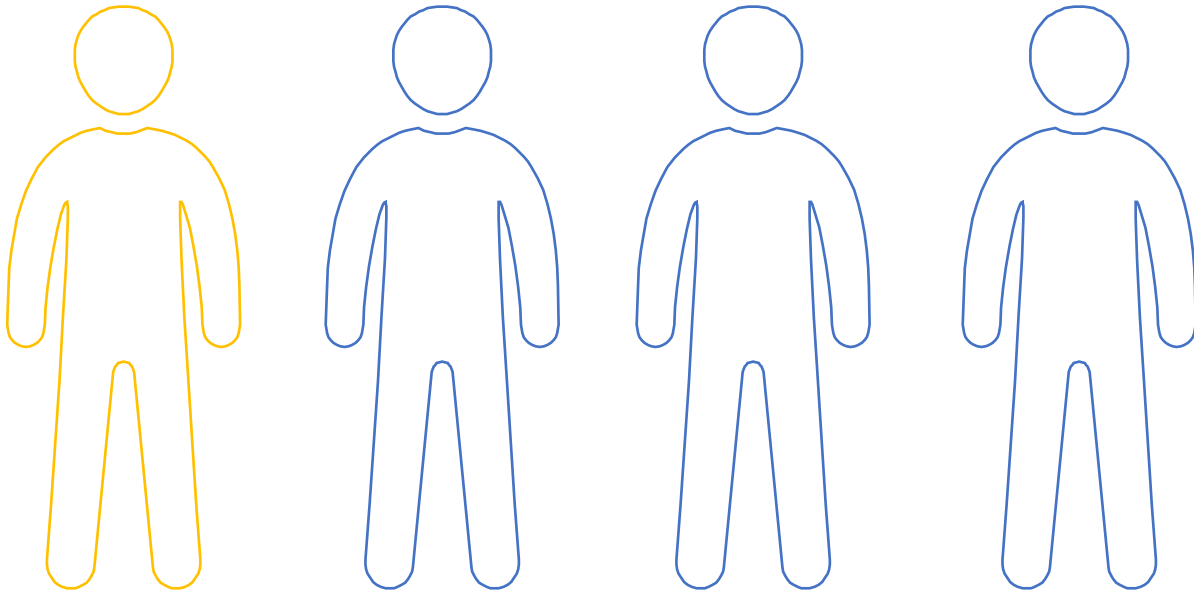
84% people in Indonesia interested in  
Cryptocurrency for Investment

## Crypto In Indonesia



Interested in Crypto for investment   not interested

\* The percentage was from 1,000 local respondents (18 years and over) by Kantar TNS



According to the survey, One out of 4 people already have cryptocurrency while one out of 3 are interested in owning cryptocurrency



# Digital asset in Indonesia

- ☑ Classification of digital asset : Commodity
- ☑ Most participants are speculators
- ☑ Medium to Low level of understanding of Blockchain
- ☑ High percentage of unbanked people
- ☑ Many misunderstanding from Media and Regulators itself



# Ideal Place for Blockchain Technology

- ☑ Young demographic
- ☑ High percentage of unbanked people
- ☑ People have better access to internet than to Bank
- ☑ High corruption in many industries
- ☑ People welcoming innovation
- ☑ Friendly regulation about Blockchain





*Thank You!*