SBN INDONESIA UPDATE
SEPTEMBER 2019
PITCH COMPETITION INDONESIA 2018

Pre-selection

Applications
100 participants → 10 startups selected → The selected startups join mentoring session for pitching

Post-event Support

The first winner will go to Nairobi for NAIF

The selected finalists will get incubation support from Block 71

Pitch competition on 19th September 2018

3 winners selected

The competition

3 Winners are RUMAH KELOR (Moringa), YANT SORGHUM, GARDA PANGAN
Felix Bram of Rumah Kelor was the winner of the Indonesia local pitch competition.

As the winner, Felix received mentoring from Axton Salim, which included training on R&D, production, marketing and cash prize, and was also invited to join Nutrition Africa Investor Forum in Nairobi.

Felix was also introduced to local food accelerator company to improve Rumah Kelor’s capabilities in commercialization.
SUN PITCH COMPETITION 2019/2020 – SBN INDONESIA

Proposed Theme around Food Design
Food Design Innovation with focus on addressing Anemia and Under Nutrition

<table>
<thead>
<tr>
<th>Activities</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discuss w/ InnoFactory</td>
<td>Sep week 1</td>
</tr>
<tr>
<td>SBN Indonesia meeting</td>
<td>Sep week 2</td>
</tr>
<tr>
<td>InnoFactory proposal</td>
<td>Sep week 2</td>
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<tr>
<td>Inform proposal to SBN member</td>
<td>Sep week 2</td>
</tr>
<tr>
<td>Concept approval &amp; SBN member confirmation</td>
<td>Sep week 3</td>
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<tr>
<td>Preparation of event</td>
<td>Sep w 3 – Oct w 1</td>
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<tr>
<td>Pitch announcement</td>
<td>Oct week 1</td>
</tr>
<tr>
<td>Coaching presentation skill (InnoFactory)</td>
<td>Nov week 3</td>
</tr>
<tr>
<td>Judging &amp; Winner</td>
<td>Dec week 2</td>
</tr>
<tr>
<td>Winner mentoring by SBN Indonesia</td>
<td>Jan 2020</td>
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<tr>
<td>Winner remote mentoring by Global</td>
<td>Jan - Mar 2020</td>
</tr>
</tbody>
</table>
HIDUP SEHAT YUK! has achieved over 9/10 ratings from students in multiple aspects, suggesting positive reception and real impact in educating healthy lifestyle to students.

- **Students rating on understanding after watching/accessing HIDUP SEHAT YUK!**
  - 8.89/10

- **Students rating on likelihood to implement HIDUP SEHAT YUK! in the daily life**
  - 8.87/10

- **Students rating on overall quality of HIDUP SEHAT YUK! content**
  - 9.30/10

- **Students rating on likelihood to recommend HIDUP SEHAT YUK! content to their friends and peers (Net Promoter Score: 78.67%)**
  - 9.13/10

More than 125,000 users have accessed HIDUP SEHAT, YUK! content since Aug 2018.
A telemedicine-based Cardiotocography (CTG) that is used to detect fetal well-being. With TeleCTG technology development, CTG functions can be acquired at a more affordable price, portable and accessible for patient safety and comfort.
CASE STUDY : KUPANG

Piloting in Kupang Regencies (per April 2019)
Kemendesa - Kupang Regency - Naibonat Hospital (Public)

Risk Factor Indentifying
Implementation with Sehati TeleCTG Apps

Nutrition Intervention
Collaboration between Govt with Indofood

Post-Intervention
Monitoring through Sehati TeleCTG Apps

Risk Factor - Top 5

<table>
<thead>
<tr>
<th>Risk Factor</th>
<th>% Risk Factor</th>
<th>Intervention</th>
<th>Public Sector</th>
<th>Private Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anemic</td>
<td>230</td>
<td>18%</td>
<td>Suplement, Nutrition food</td>
<td>District Health Office</td>
</tr>
<tr>
<td>To-close</td>
<td>173</td>
<td>13%</td>
<td>Education</td>
<td>BKKBN</td>
</tr>
<tr>
<td>Serotinus</td>
<td>171</td>
<td>13%</td>
<td>Education</td>
<td>District Health Office</td>
</tr>
<tr>
<td>Lack of Nutrition</td>
<td>166</td>
<td>13%</td>
<td>Suplement, Nutrition food</td>
<td>District Health Office</td>
</tr>
<tr>
<td>To-old</td>
<td>133</td>
<td>10%</td>
<td>Education</td>
<td>BKKBN</td>
</tr>
</tbody>
</table>

Kupang Regency in Number
Puskesmas - 14 | 26 | 53%
Pregnant Mother - 1,300 | 6,500 | 20%
Midwives - 46 | 252 | 18%

Early risk factors were successfully identified allowing for early intervention.
Indofood, Platinum Partner of ACN, communicating Role of Industry in Public Private Partnership in Food and Nutrition; sharing SBN and Invite SBN Member to join. The event was attended by 2,500 State Actors and Non State Actors International and Indonesia

Plenary Session - Acceleration to end Hunger and Malnutrition

Symposium Role of Food Industry in Food and Nutrition Security
Nutrition for Workforce facilitation to communicate with Ministry of Health and NJPP-ILSI Nutrition in Workplace supported by Indofood

Mobilizing SBN Indonesia Member to participate in ACN

SBN Leadership sharing to IYouLead, future international leader in Nutrition
ADVOCATION ON FORTIFICATION:
Vitamin A Mandatory Fortifications on Cooking Oil by Jan 2020

Over 50 MMT fortified since 1998

Severe Micronutrient Deficiency 1996 MOH Report

Fortification of iron, zinc, folic acid, vitamin B1 and B2 on Wheat Flour

Mandatory Cooking Oil with vitamin A starting Jan 2020

Noodle with iron and premix of vitamin A, B1, B6 and B12
VARIOUS PPP- INDUSTRY REPRESENTATION

Food Industry Asia and other PPP on Affordable Nutrition

SBN representation in Launch of Burden of diseases and SBN Indonesia Evaluator