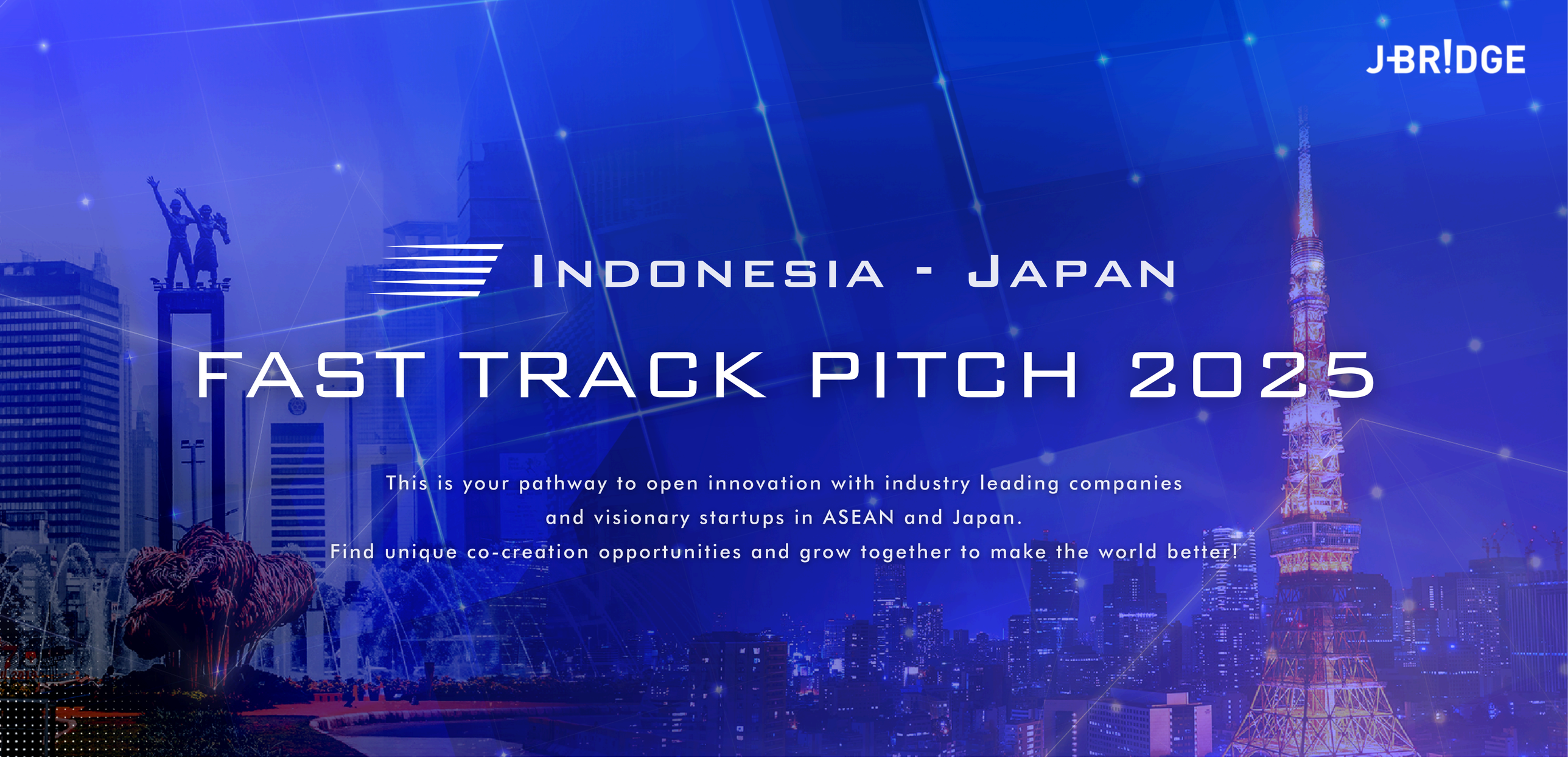

Co-Organized by

METI

EMBASSY OF JAPAN
INDONESIA

JETRO

KEMENTERIAN KOORDINATOR BIDANG PEREKONOMIAN
REPUBLIK INDONESIA

Why Fast Track Pitch?

1 **Fastest way to build new businesses**
with leading companies from ASEAN and Japan

2 **Fastest path to connect with supporters**
driving the innovation eco-system of ASEAN and Japan

3 **Fastest access to grant opportunity**
for PoCs by companies between ASEAN and Japan

Contribute to connecting startup eco-system by organizing the event in four innovation centers in 2023 and 2024.
Received about 850 proposals for collaborations and about 2,650 audiences participated in the event (total over 2 years).

Past Event

Leading companies from Indonesia and Japan present challenge statement to call for proposals from startups, SMEs, and university labs, etc. from all over the world. Selected finalists pitch their solutions directly to the challenge owners at the pitch event in Indonesia.

Co-Organizer

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REPUBLIK INDONESIA

Challenge Owner

Indonesia Companies

Japanese Companies

Startups
SMEs
University labs
etc

Challenge

Indonesia Companies & Startups

Matching

Propose solutions to the challenges

Global companies & startups

Challenge

Japanese Companies & Startups

Deltamas City 2.0 for
< Intelligent Urbanism>
< Inspired Living>
< Next-Gen Industry>

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Innovative Smart ICT Infrastructure in SEA and South Asia

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Aim to enhance mall operations productivity and elevate decision-making by leveraging AI, robotics, and VR.

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Transforming Urban Mobility in Indonesia: From Connectivity to Comfort and Sustainability

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Deltamas

Deltamas Open Innovation Challenge: Smart City, Better Living, Stronger Industry

(1) Smartification of the entire Deltamas City
(2) Enhancing the attractiveness of Residential / Commercial Areas
(3) Innovative solutions for tenants in Industrial Areas

About Deltamas

An urban developer engaged in developing “Deltamas City,” a 3,200-hectare integrated township in the Cikarang area, east of Jakarta. The project is funded by Sinar Mas Land, Sojitz, and public investors. In addition to excellent access to the KICI high-speed railway and two toll roads, Deltamas features well-developed infrastructure—roads, water supply, and power supply—offering strong competitive advantages as a township project. Its industrial area hosts +180 tenant companies, attracting major corporations from around the world, including automakers, food manufacturers, and data centers. In the urban development area, the township has also attracted key facilities such as the Bekasi Regency Government Office, an AEON Mall, and a general hospital.

Deltamas

Challenges

We are looking for startups that can propose any of the following innovative solutions or services to contribute to the development of Deltamas City;

Challenge 1 - Smartification of the entire Deltamas City

Challenge 2 - Enhancing the attractiveness of Residential / Commercial Areas

Challenge 3 - Innovative solutions for tenants in Industrial Areas

Deltamas

Collaboration Needs

Challenge 1 - Citywide Smartification of Deltamas

At Deltamas, we are advancing the deployment of a city OS, traffic management systems, disaster detection systems, and smart security systems.

Join us in growing Deltamas into an iconic city through innovative ideas. We welcome proposals for systems and related hardware that will promote a citywide smart transformation.

Challenge 2 - Enhancing the Attractiveness of Residential/Commercial Areas

Development of the residential and commercial areas is now moving into a critical phase. With fresh perspectives and concepts, we invite you to help us create a Deltamas that attracts people.

From digital signage to next-generation entertainment, let's embed engaging attractions throughout Deltamas.

Challenge 3 - Innovative Solutions for Industrial Tenants

+180 companies have located in the industrial area. We are seeking solutions that make tenants' production operations more efficient, as well as services that improve the working environment for factory staff.

For example, we have in mind logistics management systems and Energy Management Systems (EMS), among others.

Deltamas

Business Opportunity

Challenge 1 - Utilization of Living Urban Environments as PoC Sites

Example: Opportunities for solution implementation at the block level and data collection across the entire Deltamas area.

Challenge 2 - Direct Access to Specific Customers

Example: Direct access to over 180 global manufacturers (including automotive, food, and data center industries).

Assets/Support

- Utilization of Urban Infrastructure

Example: PoC initiatives involving collaboration with "City OS" and utilization of data in compliance with security policies.

- Provision of Offices and PoC Spaces

Example: Temporary use of undeveloped land within Deltamas, as well as utilization of Deltamas offices and shared spaces.

Prize

- PoC, Implementation Opportunities at Deltamas

Deltamas

Atsushi UEHARA

PT Puradelta Lestari Tbk.
Vice President Director

Message from Leadership

We are very excited to collaborate with you to make Deltamas an even more attractive city. The examples listed above are just a starting point; we encourage bold, imaginative solutions that go beyond them. Let's fully leverage our respective strengths and create the future of Deltamas with you.

Aim to enhance mall operations productivity and elevate decision-making by leveraging AI, robotics, and VR.

LIPPOMALLS

(1) Intelligent Mall Maintenance System using 360° AI Robotics

(2) External Building Inspection AI using Drone Vision

(3) Immersive AI Leasing Experience using VR and Generative Simulation

About LippoMalls

Established in 1989, based on Dr. Mochtar Riady's vision to transform an unproductive area into a modern and dynamic city.

Malls are at the heart of every Lippo development, where communities, families, and people come together.

Malls create entertainment, offer new experiences, and host memorable events. We believe that malls exist to fulfill people's needs.

Lippo Malls Indonesia consistently pursues its goal of serving customers and families, while continuing to contribute to nation-building by fostering economic growth and improving the quality of human resources.

Challenges

Challenge 1- Intelligent Mall Maintenance System using 360° AI Robotics

Manual mall inspections for structural cracks, dead lamps, and maintenance issues are inefficient and prone to human error. The current method relies on staff carrying 360° cameras to record areas manually. LMI aims to automate this process using robotics and AI analytics for more accurate, consistent, and real-time facility monitoring.

Challenge 2- External Building Inspection AI using Drone Vision

External façade maintenance of malls is currently reactive—issues like wall cracks, paint deterioration, leaks, or roof damage are often discovered only after visible degradation. This leads to higher repair costs and potential safety risks. LMI aims to shift toward preventive maintenance by using drone-based visual inspection combined with AI analytics to detect early structural or surface anomalies.

Challenge 3- Immersive AI Leasing Experience using VR and Generative Simulation

The current leasing prospect process relies on printed mall layouts and verbal explanations, making it hard for potential tenants to visualize how their future store will look and feel. This slows decision-making and reduces engagement. LMI seeks to transform this into an immersive, AI-driven virtual experience, allowing tenants to explore, customize, and simulate their prospective lots in real time.

Collaboration Needs

Challenge 1- Intelligent Mall Maintenance System using 360° AI Robotics

Seeking technology partners capable of developing a 360° AI-based visual inspection system that can:

(1) autonomously navigate mall interiors using layout data.

(2) detect cracks, leaks, corrosion, and lighting failures.

(3) integrate results into the mall's maintenance dashboard.

Ideal solutions combine robotics, computer vision, and digital twin technologies.

Challenge 2 - External Building Inspection AI using Drone Vision

Seeking startups or partners with expertise in AI-driven drone inspection and computer vision capable of:

(1) autonomously mapping large building exteriors.

(2) identifying cracks, corrosion, water leakage, paint or sealant deterioration, and roof damage.

(3) generating anomaly heatmaps or maintenance reports.

(4) integrating findings with LMI's maintenance system or digital twin platform.

Preference for solutions that can operate safely in urban mall environments with minimal manual intervention.

Challenge 3 - Immersive AI Leasing Experience using VR and Generative Simulation

Seeking partners specializing in VR/AR + Generative AI technologies capable of developing a platform that:

(1) enables immersive 3D/VR walkthroughs of available lots.

(2) allows tenants to redesign the space interactively. (e.g., change interiors, add structures, simulate multi-floor concepts)

(3) uses AI to generate instant visual simulations aligned with mall architectural constraints.

Integration with existing leasing databases and mall layout maps is essential.

LIPPOMALLS

Business Opportunity

- Opportunity to conduct Proof of Concept (PoC) in one of LMI's flagship malls.
- Potential to scale across 60+ Lippo Malls nationwide.
- Co-development opportunity for integration with LMI's Center roadmap (2026 initiative).

Assets/Support

<u>Challenge 1- Intelligent Mall Maintenance System using 360° AI Robotics</u>

- Access to mall layout data, CCTV Command Center, and maintenance system.
- Technical collaboration with LMI's AI and IT Infrastructure teams.
- Visibility and exposure through LMI's innovation network within the Lippo Group ecosystem.

<u>Challenge 2 - External Building Inspection AI using Drone Vision</u>

- Access to site areas, existing drone flight data (if available), and structural drawings.
- Collaboration with LMI's AI and Facility Engineering teams for validation and deployment.
- Visibility and scaling support within Lippo Group's broader property ecosystem.

<u>Challenge 3 - Immersive AI Leasing Experience using VR and Generative Simulation</u>

- Access to digital mall layout data, 3D maps, and leasing data.
- Collaboration with LMI's Leasing and AI Development teams.
- Visibility within Lippo Group's innovation and technology ecosystem for scaling and commercialization.

LIPPOMALLS

Angkasa Perdana Putra
LippoMalls
Chief Digital Ofiicer

Message from Leadership

Lippo Malls Indonesia operates the country's largest mall network with 69 malls nationwide, serving families as our primary audience. We believe that experience is the deciding factor for visitors when choosing where to go, and this belief drives our strategy. Our responsibility is to ensure every guest, in every mall, receives the best possible experience. This requires more than scale—it requires consistency, innovation, and a commitment to excellence across all locations.

To deliver on that promise, we push technology, capability-building, and creativity at every level of the organization. With our national footprint, staying ahead is essential. We continuously develop and adopt new technologies—AI, automation, and advanced digital infrastructure—to ensure our systems remain intelligent and future-ready. These efforts are not optional; they are fundamental to fulfilling our mission to elevate visitor experience and maintain Lippo Malls as the preferred destination across Indonesia.

Innovative Smart ICT Infrastructure in SEA and South Asia

(1) ICT Smart Infrastructure Assets and Platform

(2) Affordable and Innovative ICT Infrastructure Technologies

About NTT East

NTT East, Inc. is an ICT solution company dedicated to creating the future together with local communities. Based on our fiber-optic networks and ICT services, we drive digital transformation (DX) in smart cities, disaster preparedness, healthcare, and education. Committed to co-creating a regional circular society, we continuously deliver sustainable value.

Challenges

We aim to build a sustainable, circular society in Japan and across Southeast and South Asia by utilizing our advanced network infrastructure and capabilities to support rapid digitalization and the resolution of the digital divide.
To achieve this, we are seeking strategic partners who can provide innovative technologies, platform solutions, and assets.

Challenge 1 - ICT Smart Infrastructure Assets and Platform
(FTTH, Network Connectivity, Private 5G, etc.)
Our goal is to deliver affordable and advanced ICT infrastructure to users in Southeast and South Asia to address social challenges. This includes connectivity between data centers and enterprises (fiber-optic networks, cloud services, SD-WAN, etc.).
We are looking for partners who can share assets and capabilities for co-creation.

Challenge 2 - Affordable and Innovative ICT Infrastructure Technologies
To enhance asset value, we are seeking partners capable of deploying proprietary technologies and related innovations—such as low-cost optical fiber sensing, Wi-Fi interference prevention, fault detection, AI-based acceptance inspection, asset and facility management platforms. We are also seeking chances to work with partners that provide technologies such as AI-driven area marketing and demand forecasting primarily in Southeast and South Asia, as well as in Japan.
Examples:
Underground cavity detection using communication fiber-optic cables
https://www.ntt-east.co.jp/release/detail/20250213_04.html

Collaboration Needs

We are seeking collaborative partners who can deliver affordable and innovative solutions by leveraging cutting-edge IoT and AI technologies, as well as unique business models.

Challenge 1- ICT Smart Infrastructure Assets
(FTTH, NW Connectivity, Private 5G, etc.)
Companies that own affordable and innovative ICT infrastructure to accelerate network advancement in Southeast and South Asia.

Challenge 2- Affordable and Innovative ICT Infrastructure Technologies
Companies with proprietary technologies and related innovations—such as low-cost fiber-optic sensing, Wi-Fi interference prevention, fault detection, and AI-based acceptance inspection—primarily operable in Southeast Asia and South Asia.

Business Opportunity

Challenge 1 - Business Collaboration with the NTT East Group and Our Overseas Investment Portfolio
Leverage synergies with NTT East Group and our global investments to drive innovation.

Challenge 2 - Opportunity to Conduct a Proof of Concept (PoC)
Validate solutions and accelerate adoption through joint PoC initiatives.

Challenge 3 - Market Access in Southeast Asia and Japan via the NTT East Group Ecosystem
Expand your reach by utilizing our strong regional presence and trusted network.

Assets/Support

1.Technical Support
Technical consulting by our capabilities related to ICT Infrastructure
Seamless assistance to integrate solutions and ensure interoperability

2.Co-Marketing and Proof of Concept (PoC) Opportunities
Joint initiatives to validate solutions and amplify market reach.

3.Access to Our Resources, Including Potential Strategic Investment
Leveraging expertise, infrastructure, and funding to accelerate growth.

Shinya ISHIMOTO

NTT East, Inc.
Senior Manager,Business Development,
Global Office

Message from Leadership

NTT East, Inc. has been leveraging its strengths in telecommunications infrastructure and advanced technologies to support local communities in Japan while taking on the challenge of creating new value, primarily in Southeast Asia, since 2023. We have continued hands-on investments through 2024 and 2025. By driving digital transformation to solve social issues, we aim to build a sustainable future together as your trusted partner, and we look forward to collaborating with you.

Transforming Urban Mobility in Indonesia: From Connectivity to Comfort and Sustainability

WILLER

Challenge 1: Solving the Last-Mile Gap
Challenge 2: Achieving Sustainable Urban Mobility
Challenge 3: Delivering a Safe and Comfortable Mobility Experience

About WILLER

WILLER is a mobility solutions company that provides mobility and accessibility through innovation in order to create wellbeing and sustainable cities and lifestyles by mobility services for all.

WILLER is now aiming to build a "next-generation public transportation platform" that can be used in daily life. The platform consists of four components; MaaS app, Fleet Management System, Energy Management System, Safety Control System. WILLER is seeking collaboration that will enhance this platform more, and thereby facilitate its widespread deployment in Southeast Asia, Japan, and around the world.
The world is facing all kinds of challenges regarding mobility and accessibility, such as accidents, traffic congestion and air pollution, and WILLER welcomes proposals from partners who can co-create with us to solve these challenges through innovation.

Challenges

Transforming Urban Mobility in Indonesia: From Connectivity to Comfort and Sustainability

Challenge 1 - Solving the Last-Mile Gap

We aim to improve access to key urban locations such as malls, industrial parks, schools, hospitals, residential areas, and station areas. While WILLER has operational experience, challenges remain in collecting demand data, securing demonstration fields, and coordinating multiple stakeholders. Collaboration with facility operators and urban developers is therefore essential.

Challenge 2 - Achieving Sustainable Urban Mobility

By leveraging data-driven demand forecasting, operational optimization, and seamless integration with public transport, we aim to increase ridership while reducing congestion and environmental impact. Partnerships with technology companies and data platforms are important to integrate diverse data and build sustainable business models.

Challenge 3 - Delivering a Safe and Comfortable Mobility Experience

By prioritizing safety, cleanliness, and UX, we aim to provide a mobility service that feels pleasant and reliable. Further improvements in vehicle equipment, service quality, and UX standards require co-creation with technology providers, equipment suppliers, and UX specialists.

WILLER

Collaboration Needs

Challenge 1: Solving the Last-Mile Gap

- Technologies and services related to on-demand transportation, DRT, and shared mobility
- Data and location-based technologies that enable demand forecasting and optimization of user movement
- Digital platforms that can integrate with commercial facilities, residential areas, industrial parks, schools, and hospitals
- Provision of demonstration fields and development of testing environments in collaboration with urban developers and facility operators

Challenge 2: Realizing Sustainable Urban Mobility

- Technologies that enable integration and analysis of multi-operator and multi-location data
- Technologies that support operational optimization—such as demand forecasting, dispatching, routing, and simulation
- MaaS and API integration technologies that enable seamless connectivity with public transportation (MRT/BRT, etc.)
- Knowledge and tools for designing and analyzing sustainable business models

Challenge 3: Creating a Safe and Comfortable Mobility Experience

- UX/CX design and service evaluation frameworks in the mobility sector
- Vehicle and equipment technologies that enhance safety, cleanliness, comfort, and accessibility
- Monitoring and AI management technologies for continuous evaluation and standardization of service quality
- Co-development of user experience, service protocols, and training/evaluation systems

WILLER

Business Opportunity

The “mobi MaaS Platform” is a co-creation platform that connects people, services, and cities through mobility.
It enables partner companies to leverage their strengths and create new business opportunities.
With Japan-quality safety management and operations, we could deliver a safe and comfortable mobility experience.
Together, we aim to establish the “mobi MaaS Platform” in Indonesia and maximize its value through collaboration.

Assets/Support

WILLER leverages its experience gained across ten countries, including Japan, and its “mobi MaaS Platform” to provide end-to-end support—from planning and proof-of-concept to full commercialization.
We are currently seeking partners in Indonesia to jointly carry out PoC (proof-of-concept) projects.
By utilizing AI, data analytics, and our network, we aim to co-create well-being-focused urban mobility solutions.

Prize

Selected partners will have the opportunity to participate in the Proof of Concept (PoC) to be conducted in Indonesia.
Through this PoC, we will provide opportunities to integrate with the mobi MaaS Platform, verify technologies, and co-develop new services. Based on the outcomes, we will consider priority partnerships for commercialization, joint business expansion, and global deployment.

Shigetaka Murase

WILLER
CEO

Message from Leadership

To all startups joining this program, we look forward to collaborating with those who share a strong WILL.
WILLER is a team driven by purpose, and true innovation emerges when such determination comes together.
Your agility and ideas, combined with our mobility expertise, can create impactful last-mile solutions.
Let’s unite our strengths to build scalable services that enhance everyday life.
We welcome your passion and look forward to shaping the future of mobility together.

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Enterprise


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OPENSPACE


PKSHA
CAPITAL


REBRIGHT
PARTNERS


SBI Ven Capital


SDEC
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Sidec
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SME SUPPORT JAPAN


SoftBank


SPIRAL VENTURES


ThinkZone


TSUCREA
STARTUP INCUBATOR


25 STARTUPS


UntroD
Capital Asia


UTEC


VSV CAPITAL


Vynn Capital


W fund


WUV

Schedule of the Fast Track Pitch 2025[tentative]

	4	5	6	7	8	9	10	11	12	1	2	3
Singapore	**Application Open** Oct.24	Call for proposals →	**Pitch Event** Jan.14@SG									
Vietnam					**Application Open** 4th Nov. →		**Pitch Event** Jan.27@Hanoi proposals					
Malaysia							**Application Open** 13th Nov.	Call for proposals →	**Pitch Event** 5th Feb.			
Indonesia									**Application Open** 20th Nov.	Call for proposals →	**Pitch Event** 12th Feb.	