ARISE
BY MDI & FINCH

MDI ventures
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FINCH CAPITAL

Indonesia Fishery Industry Revolution:

Unlocking The Key to Archipelago Treasure Through Digitalization

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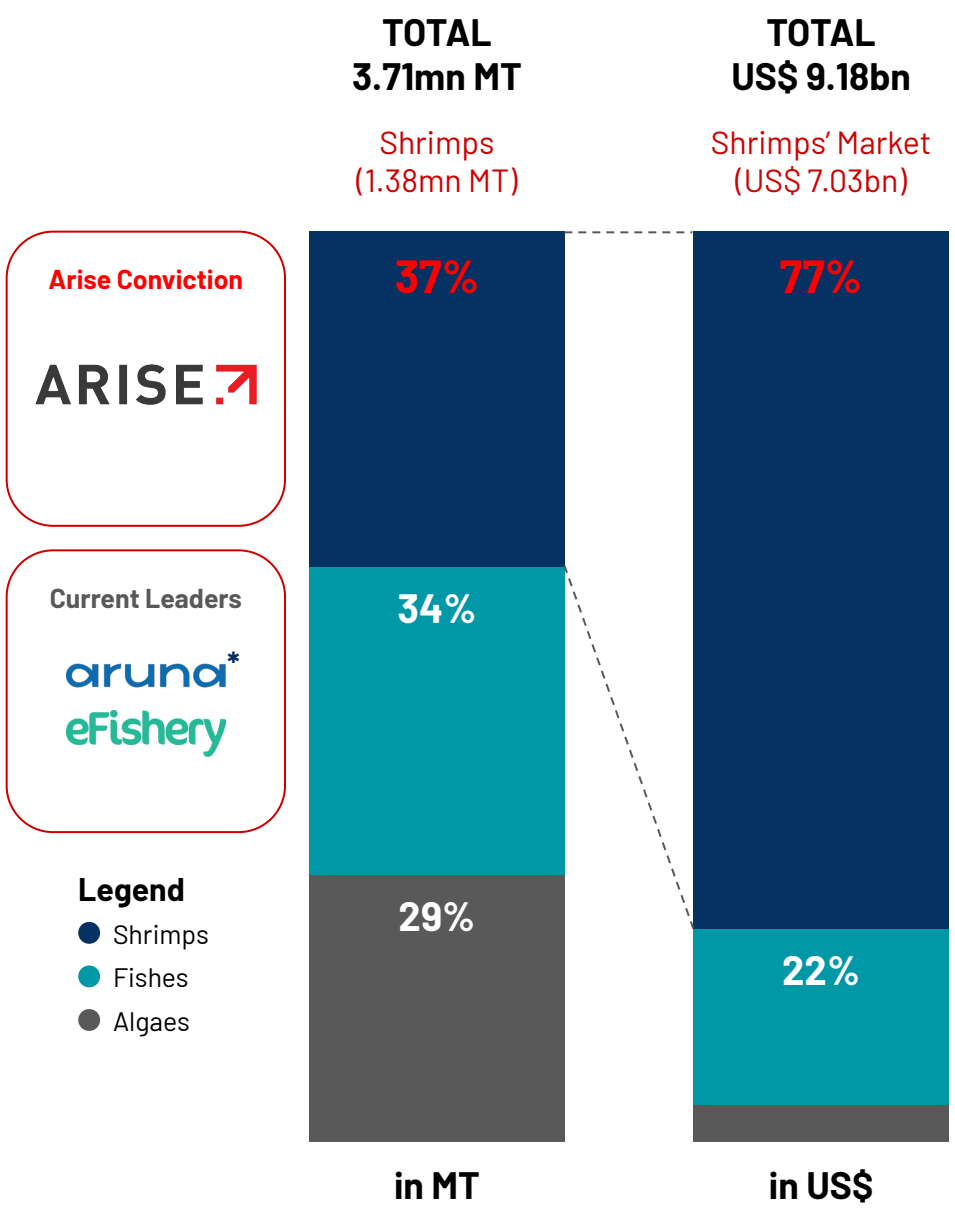
SEA Shrimp market makes up US$7.03 Bn (77%) out of US$9.18 Bn fishery industry

Implying significant multiplier effect potentials by cracking existing production scale up challenges through technology

Major Species being Produced in the SEA's Brackishwater Aquaculture



Source: Fishery Statistical Bulletin for the South China Sea Area in Southeast Asian State of Fisheries & Aquaculture (2017)
**) MDI's Portfolio*

Technology Adoption Can Play as The Bridge to Fill The Gap of These Asymmetric Access

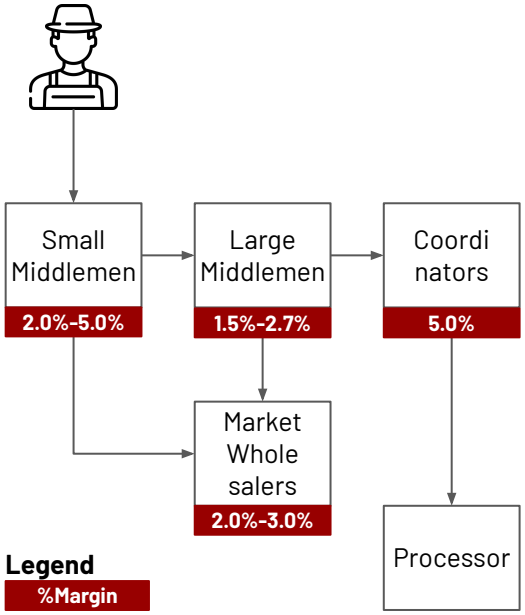
Classic challenges in **multi-layer value chain, low productivity, and lack of financing** hinder the archipelago **$$$ Multi Billion Dollar** Shrimp industry untapped potentials

Fragmented Value Chain

In Indonesia, middlemen plays a vital role in connecting remote farmers with other players in supply-chain. They provide **transportation, input materials, and financing**

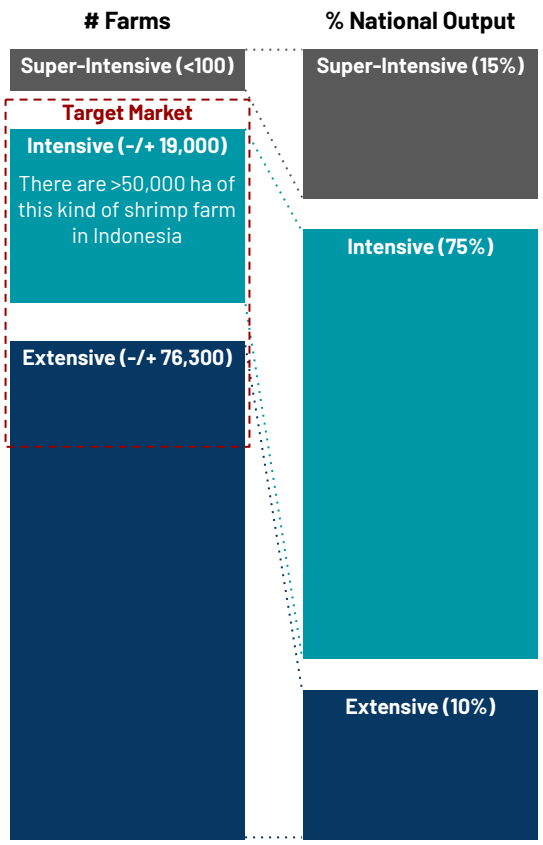
The fragmented value chain leads to:

- Additional margins taken from each layer of the supply chain
- Lack of data records and traceability - important for improvements in production & projections (est. to increase the price up to 20%)
- Fragmented shrimp farmers yield lower productivity



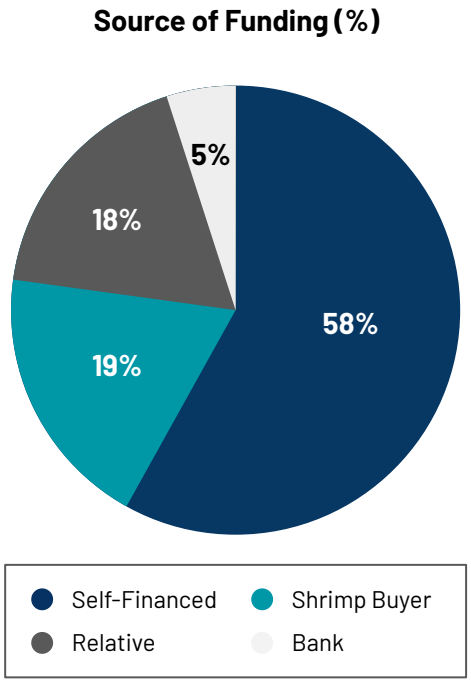
Low Productivity

70% of shrimp farmers only contribute 10% of Indonesia's national shrimp output. It is proven that shrimp farmers can improve productivity as super intensive farmers (<100 farmers) can yield 15% of national output. **Improve from 10 t/ha to 35 t/ha**



Lack of Financing Access

Farmers have limited access to financing. A study has shown that the majority of shrimp farmers are self-financed (58%), which contributes to the inability of shrimp farmers to produce higher yields, as they are unable to purchase the necessary equipments, tools, feed, and medication



Source: BCG Report

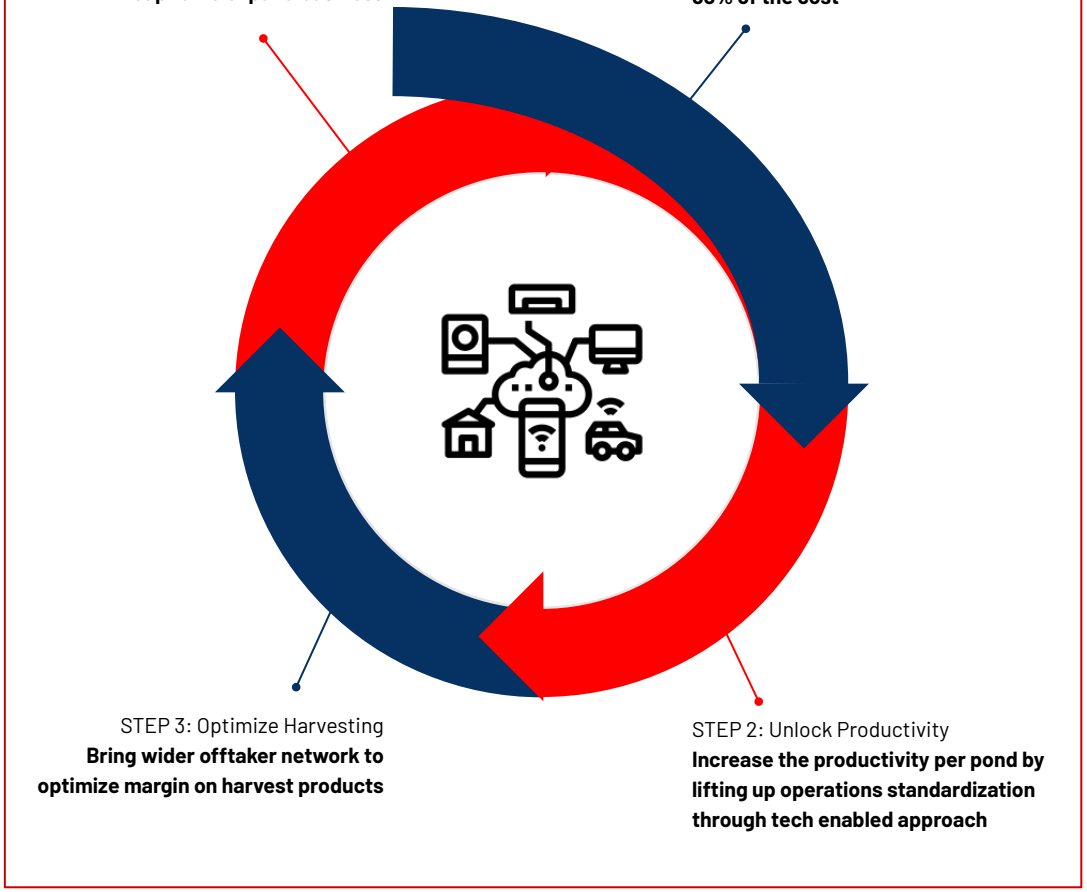
A tech enabled solution that leads to higher FCR[a], SR[b], and Harvest will be a killer flywheel

Immersing the tech into local farmers culture and infra while bridging incumbent stakeholders

Higher FCR

Higher SR

Higher Harvest



[a]*FCR: Feed Conversion Ratio*
[b]*SR: Survival Rate*

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