

## Edward Ismawan Chamdani of Ideosource VC, Gayo Capital, and StarCamp

**Speaker1:** [00:00:04] This is the Investor Connect podcast program. I'm Hall Martin, I'm the host of the show in which we interview angel investors, venture capital, family offices, private equity and many other investors for early stage and growth companies. I hope you enjoy this episode. The Investor Connect is a 501 C three non-profit dedicated to the education of investors and startups for fundraising. Please consider donating \$100 to the program to help others in their investor and entrepreneur journey. You can find the Donate button on the Investor Connect org website.

**Speaker2:** [00:00:38] Well, hello, this is Hall Martin with Investment Connect. Today, we're here with Edward ismawan Chamdani , managing partner at ideosource, Gayo Capital, and StarCamp. Ideosource Venture Capital started in 2011, investing in more than 30 tech startups with a combined valuation of multiple billion U.S. dollars in twenty twenty one. Edward, thank you for joining us.

**Speaker3:** [00:01:00] Yes, thank you, Almighty.

**Speaker2:** [00:01:02] So tell us more about your background before investing in early stage companies.

**Speaker3:** [00:01:07] I was working for IBM in Indonesia until 2002, and I set up a few startup apps that exceeded some of the company in 2007 and running a consulting company advising large, largest association telco and also Postal Service in Indonesia in the area of e-commerce and financial technology until end of 2010. So ideas of CC was set up in 2011 as early stage PC money.

**Speaker2:** [00:01:42] Great, so what excites you right now?

**Speaker3:** [00:01:45] Ok. This is something very interesting in a way that we see huge idle capital and assets that are pure for speculative purposes and without any direct impact or contributions to basically anything and no fundamental. So you excite me to tinker for a

solution, actually to bridge the gap between speculative investors or capitalists, to value investors that are concerned with the fundamental and I'm really happy to see their money to contribute to the society in general. So star came together with your capital. We are in our first year developing and starting to deploy our projects in majority, and it is Web 3.0 infrastructure. And our first project was Collectible Dot Com, an empty platform and marketplace for sport, music, TV, original content and others. And it turns out that Metaverse is needed also to enhance the experience to our subscribers. So we also in a process of creating sport metaphors in first investment metaphors and also a map for a future for Indonesia and other pipeline already for, you know, in a in a process for this year party.

**Speaker2:** [00:03:20] Great. And so you see a lot of startups and a lot of investors out there. What's your advice for people investing in startups? What do you tell them to do before they write that check?

**Speaker3:** [00:03:30] Ok. Basically, if we see that, you know, we the Web 3.0, you know, we have. This year. You know, a lot of investment in a Web 3.0, it's all about holistic experience. And I've seen too many tech people and start up too quickly jumping into the Web 3.0 craze without a general horizontal understanding of the Web 3.0. So a siloed and quick solution usually will be commoditized very soon and sustain this model impossible to be pursued, right? So it's also similar to the early years of Web 2.0, the one that understand its scale and is able to move various pieces into a holistic solution will win the market in a big way. And.

**Speaker2:** [00:04:24] Right, and so on the other side of the table, what's your advice for people running start ups? What do you tell them to do, but you go out before they go out to raise funding?

**Speaker3:** [00:04:33] I think it depends also on the region and also on the on the train. Also, every year, as you know that venture capital, we we do not invest in, you know, revolution sectors, right? So for example, in the case of the trend this year and basically last year, it started last year, right? It's where 3.0 is definitely something that we need to look into. And also it's infrastructure that can provide, you know, if we focus mainly on the the tech aspect of the Web 3.0 thing is wrong strategy. We know that where revenue is something that we we should see from the common non-tech users and customers to imagine what actually excite them with the

experience that we can put on top of the blockchain. And again, understanding the value chain is extremely important. So I think my advice for running startup this year is to go in into the Web 3.0 space and then but, you know, really disrupt the the potentials of where three not coming from pure technology, but also from the experience and also the holistic view of the technology sector, you know, potentially can, can, can disrupt the space in.

**Speaker2:** [00:06:08] Great. So let's talk about the state of investing in Web 3.0. How do you see the industry evolving from here?

**Speaker3:** [00:06:15] Well, we know that the water infrastructure and solution have been around for some time already. And then. This is something that we have been seeing already this year in 2021. One of the components in NAFTA is picking up so quickly. And we saw it in an opportunity and in fact, our earliest discussion to jump into NAFTA was in February 2021 or last year. We check the market Indonesia. And, you know, out of all the crypto traders in Indonesia, less than one percent actually owns the crypto wallet like MetaMask. So most local crypto exchanges have a million subscribers, which means there is huge potential growth happening in this space, actually.

**Speaker2:** [00:07:07] So what do you think is the biggest change we'll see in the next 12 to twenty four months here?

**Speaker3:** [00:07:11] Disruption of many intermediary services across various industries will be disrupted and in fact, we are starting to plot our own token ecosystem to glue and to bridge between the speculative investors and the value investors in a way that the initiative can be implemented across sectors, including many of them represented by multiple virtual universes that we can create potentially cutting common intermediary services to bridge between investors and also project or startup even startup ecosystem. So basically, we are giving abundance of ways for people to, you know, to experience what they usually experience in the physical world and to look into the metaverse.

**Speaker2:** [00:08:09] So tell us more about your investment thesis. What exactly is it and what's your criteria for making an investment?

**Speaker3:** [00:08:17] Yeah. So now, because we are into the Web 3.0 quite heavily, so it has a clear value proposition right now. So in a way that is scalable in a sense of once deployed with limited or controlled efforts anywhere. It's almost like a decentralized autonomous organizations. So it's the level that we we do right now. I think it should be scalable in a way and, you know, involve a lot of people to participate. And this is something that if our investment thesis is very important, we don't want to be bogged down developing something that is not scalable. And I think with blockchain, DAO is very possible for us to do that.

**Speaker2:** [00:09:14] Right. And what started fit with that thesis?

**Speaker3:** [00:09:17] Well, what 3.0 strategy and the proven and successful Web 2.0 model as a start, you know, meaning disrupting the incumbents and on top of that, you know, branching out to other capabilities, unlocking the Web 3.0 full potential. So in the case of Indonesia, Martin, you know, we have been around since 2011, right? And then we see that, you know how a start up that they just started into in 2009 to 2013 now becoming, you know, contributing almost like two percent of the GDP in Indonesia. So if you ever heard a company called Gojek and there's another company called Tokopedia, one of the leading marketplace in Indonesia. So both of them, they emerged last year and then they're planning to be listed this year in Indonesia and perhaps also in the US next year. And yeah, they're they're really huge right now and they contribute a lot into our economy. So I think looking at at that experience from myself, you know, started the venture capital early. I had the confidence, you know, even for a start up there, you know, have the right angle, the right pieces, the right team and also directions. And moreover, right now we know that Web 3.0 is something that really can disrupt the space and go global. So, you know, it's kind of a belief and also a potential for startup to start this year, I think is huge.

**Speaker2:** [00:11:13] Great. So what are the challenges for the startup in the Web 3.0 space? What do you see them struggling with the most?

**Speaker3:** [00:11:21] I'm imagining, you know what, what the Web 3.0 can do and think beyond the current limitation existed from regulators, governments and also company solutions. So in the example of the internet is this is proven that creators IP owners are dissenters or values and where people is able to provide the right platform to facilitate and provide full potential benefit

to those creators, right? So we are giving too much power to intermediary intermediary services. So it is only scratching the surface of Web three. There will be huge disruption coming ahead of us and we should not be surprised to see something that we see as a simple invention turns out to be fairly disruptive and common to our future needs.

**Speaker2:** [00:12:17] Right. And then on the other side of that table, what's the challenge the investor faces in funding Web 3.0 deals?

**Speaker3:** [00:12:25] It's quite difficult to explain what three apparently even in the, you know, in the U.S. and also in other developed countries to common people know even most of the venture capital investors is quite challenging. Also to is already a challenging experience for us to explain them. So there will be some time before where three potentials are put into the right context and discussed with the same frequency understanding. So this can be a challenge to the investors, but it can also be a huge new ocean opportunities to many investors and start up to understand it well.

**Speaker2:** [00:13:07] Right. Well, there are many different sectors and applications within Web three. If you had to pick one or two that you think are good opportunities to pursue today, what would you call out?

**Speaker3:** [00:13:17] Well, currently we are pursuing the lifestyle, including the sport, music video, original content and part of it. We are starting to venture into agriculture and the sustainable development and goal initiatives. So as you know that Indonesia has the, you know, tropical countries archipelago with 17000 islands and we are, you know, can be said as the land of the Earth. So I think there should be a lot of initiative that we can deploy to put Indonesia in the right context, meaning that with this future map and the blockchain technology, you know, people will will be able to contribute in a bigger way and with the with the better accountability. Yeah.

**Speaker2:** [00:14:19] Great. Well, in the last minutes that we have here, what else should we cover that we haven't?

**Speaker3:** [00:14:25] Well, this is, you know, quite excite me this this year, knowing that after realizing the difficulties explaining weaponry to people, while it is important for us as investors to educate the masses for faster adoption. So yeah, this is something that, you know, I asked a friend of mine to do to actually his is the one that, you know, wrote many bestsellers besides books locally. And you know, I urge them to write Web3 three Potential's book as fiction, book or novel, you know? And you know not to be taken too seriously as how to book, but to give some context, opening up curiosity as to questioning some aspects of our daily life and what is happening in the world we are living in today hope to have it ready around probably mid or Q3 this year. Start with the local language, of course, and hopefully we can translate it to English and not this year.

**Speaker2:** [00:15:34] Well, great. So how best listeners to get back in touch with you?

**Speaker3:** [00:15:39] The best channel to reach me is via LinkedIn at EIC, sorry.I, Shamdasani II, CAC and and nine, right?

**Speaker2:** [00:15:51] Well, put that in the show notes. I want to thank you for joining us today and hope to have you back for a follow up soon.

**Speaker3:** [00:15:56] Yes, thank you. Hold on.

**Speaker1:** [00:16:01] Investor Connect helps investors interested in startup funding. In this podcast series, experienced investors share their experience and advice. You can learn more at Investor Canaccord. Paul T. Martin is the director of Investor Connect, which is a 501c3 nonprofit dedicated to the education of investors for early stage funding. All opinions expressed by hall and podcast guests are solely their own opinions and do not reflect the opinion of Investor Connect. This podcast is for informational purposes only and should not be relied upon as a basis for investment decisions.