



TaniGroup: A LEADING AGRIBUSINESS START-UP IN INDONESIA

Agriculture has transformed into one of the most promising sectors in ASEAN region owing to the abundant natural resources and conducive climate that is perfect for agriculture. This condition emboldens many ASEAN entrepreneurs to jump on the opportunity of starting their own agriculture business.

One of them is TaniGroup, an Indonesian agriculture company that was founded by a group of young entrepreneurs who have a deep passion and curiosity for all things agriculture. The 6 youths, who go by the name of Michael Jovan S, William Setiawan, Pamitra Wineka, Ivan Arie Sustiawan, Edwin Setiawan, and Oki Setiawan, are presently paving the way to realise their dream with their twin companies: TaniHub and TaniFund. These companies were born out of the desire to tackle the problem of agriculture by focusing on 2 most important aspects, which are market access and funding assistance. While TaniHub focuses on bridging farmers to market in Indonesia and overseas, TaniFund provides financial access to farmers via crowdfunding or peer-to-peer (P2P lending mechanism).

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One of the important steps that they want to take in the future is to increase their companies’ impact towards every business processes that they are involved in. Rather than focus on selling goods and increasing financial gains generating profits, TaniGroup aims to create better climate for all stakeholders in this business sector. TaniGroup also hopes to collaborate with other organizations that strive for resolving problems within agriculture sector as because they believe that collaboration is much more crucial than competition.

The founders of TaniGroup comprise both young and experienced individuals who have endured insurmountable difficulties in building their business. “Our journey was started with rejections,” one of the founders said. “But with persistence, belief and

“If we all share the same understanding in asking how to win, we all can win this by empowering others.” continued one of the founders.



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