

MM UI NEWSLETTER

ECOBITE UI INCUBATE: MASTER OF MANAGEMENT UNIVERSITAS INDONESIA



ECOBITE, a startup founded by five individuals with a shared mission to achieve social, economic, and environmental sustainability, was created as part of the Universitas Indonesia's Innovation and Entrepreneurship course. With the guidance of Mrs. Avanti Fontana, the team participated in the UI Incubate competition, where their creativity, market analysis, and presentation skills were put to the test. As a result, ECOBITE was selected as one of the winning teams and received funding through the Problem-Solution Fit scheme.

This funding, along with participation in training programs, workshops, and networking events, has provided ECOBITE with the tools to refine their business offerings. The team gained valuable insights from mentors and peers, helping them strengthen their product development and align more closely with market demands.

Having successfully completed the training and evaluation process, ECOBITE is now ready to move on to the Product-Market Fit (PMF) stage in 2025, where they will continue working toward achieving their sustainability goals while refining their products to meet customer needs.

