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SPOTLIGHT

The Innovative Artificial Inteligence: The Iceberg Theory

Indonesia Becoming the AI Hub Center in SEA?

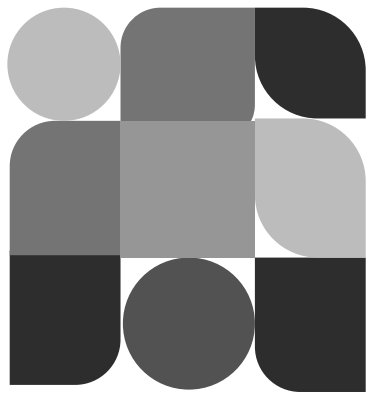**Connecting Human & Tech:** The Future of Workforce

THE RISE FOR AI

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EDITORIAL

Artificial Intelligence is transforming the business landscape by unlocking opportunities for innovation, efficiency, and data-driven decision-making across industries, while also posing significant challenges around data privacy, workforce disruption, and ethical concerns that require careful oversight and investment in integration.

As the AI industry expands, forward-thinking businesses have the chance to harness its potential for growth, but must do so responsibly, balancing innovation with ethical foresight to navigate the complexities of this new technological era.

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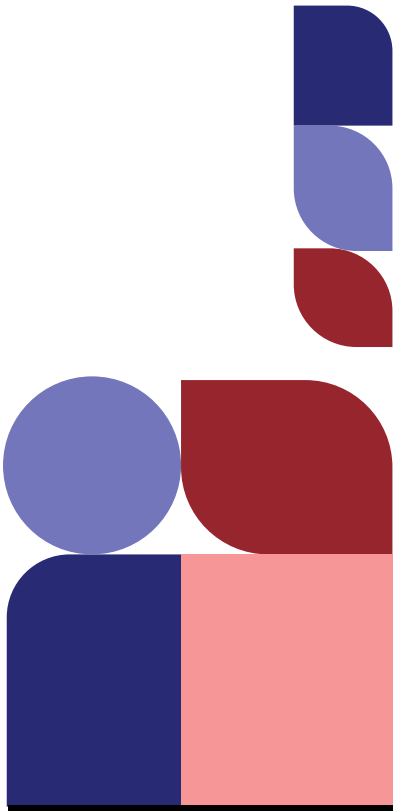
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LEVERAGING AI AND TECH LANDSCAPE

Connecting

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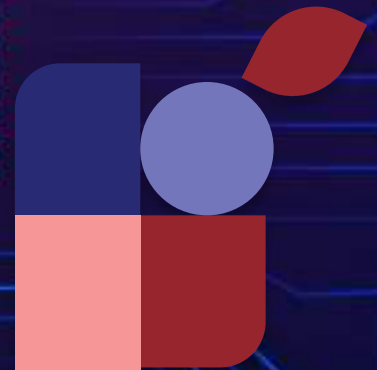
Connecting Human & Tech:
The Future of Workforce

Artificial Intelligence (AI) is making waves across industries in today's rapidly evolving business landscape. With over 10.000 AI tools in the market, there is a massive and unprecedented growth in AI innovation and implementation. In Ipsos' survey on AI Monitor 2024 – Indonesia, 71% of 500 Indonesian respondents agreed that AI has positively affected several aspects of their daily life for the past 3-5 years and will continue innovating for the better. As innovation keeps growing and advancing, many entrepreneurs have been interested in how AI can support their businesses in many ways. Undoubtedly, the integration of AI is transforming processes, streamlining operations, and enhancing productivity.

However, as enterprises implement this powerful technology, **what does this mean for the workforce? Will AI replace human jobs, rendering workers obsolete? Or, is there a nuanced truth behind this debate?**

The Future
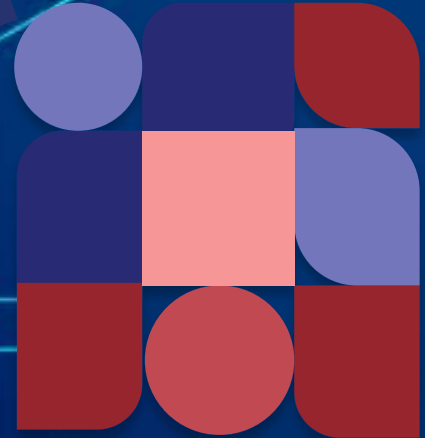
of Workforce

A standard narrative in the AI conversation is the fear of machines taking over workforce, leaving millions unemployed. According to the World Economic Forum, 85 million of jobs may be displaced by machines by 2025. But this myth doesn't tell the whole story. While AI certainly automates some tasks, it doesn't signal the extinction of human jobs. Instead, AI's impact on the workforce is more complex and multifaceted. Even more—97 million new jobs will be created.

AI is better suited to repetitive, data-driven tasks, freeing employees to focus on creative, strategic, and interpersonal roles that machines cannot replicate; AI is an enhancement to human potential, not a replacement. Workers who adapt to new roles that require uniquely human skills will remain invaluable in the AI-driven workplace. Similarly, AI can analyze vast amounts of data, but interpreting and applying insights from that data still require human expertise. AI is not eliminating jobs; it's reshaping them.

Driving Innovation and Efficiency

The true potential of AI lies in its ability to augment human capabilities. When integrated effectively, AI can lead to more thoughtful decision-making, increased efficiency, and significant business cost savings. For instance, AI-powered tools can analyze customer data to personalize marketing campaigns, boosting engagement and sales. AI-driven robots can improve precision and reduce waste in manufacturing, leading to higher productivity. Moreover, AI can enhance innovation. Automating mundane tasks gives employees more time and mental space to focus on strategic thinking and creativity.

In sectors like healthcare, AI can assist with diagnostics, helping doctors detect diseases earlier and more accurately. In finance, AI-driven algorithms can analyze market trends and assist with investment decisions, enhancing profitability while reducing risk. These are just a few examples of how AI, when used effectively, can bring significant positive change to industries.

What AI Implementation Means for the Workforce

While AI brings many benefits, it presents challenges that cannot be overlooked. The rapid implementation of AI in businesses may result in job displacement for workers whose roles are primarily task-based. This is a genuine concern, particularly in industries like manufacturing, logistics, and customer service, where automation is becoming more prevalent.

The shift towards an AI-driven workforce requires employees to acquire new skills. The demand for digital literacy, critical thinking, and adaptability has remained unchanged. Businesses must therefore invest in reskilling and upskilling their workforce to prepare for the changes AI brings. With this investment, the workforce could avoid greater inequality, as those unable to transition to new roles are left behind.

There's also the issue of bias and ethics in AI. Since the systems are trained on data sets, they can reflect the biases in that data. AI could perpetuate inequalities if not carefully monitored, leading to unfair outcomes, such as biased hiring algorithms or discriminatory lending practices. Businesses must be vigilant about the ethical use of AI and ensure transparency and fairness in their systems.

To successfully integrate AI, businesses should follow three key strategic guidelines:

1. Culture of the Company

AI implementation is as much about culture as it is about technology. Organizations must cultivate a culture of continuous learning and adaptability. Employees should be encouraged to embrace AI as a tool that complements their work rather than replacing it. This can be achieved by promoting a growth mindset, investing in training programs, and creating a supportive environment where workers can experiment with AI tools and learn how to leverage them effectively.

# 2. Investment in AI Implementation

AI is not a one-size-fits-all solution. Businesses must invest strategically, identifying areas where AI can deliver the most value. This requires a clear understanding of the company's goals, the types of AI tools available, and how these tools can be integrated into existing workflows. Businesses must also invest in infrastructure and talent to support AI adoption. It's crucial to implement AI thoughtfully, focusing on long-term benefits rather than short-term gains.

3. Ethics of AI's Implementation

The ethical use of AI is critical to building trust among employees, customers, and stakeholders. Businesses must establish clear guidelines for using AI, focusing on transparency, accountability, and fairness. This involves regularly auditing AI systems for bias, ensuring that AI decision-making processes are explainable, and maintaining human oversight. By prioritizing ethics, businesses can avoid unintended negative consequences and create AI systems that are beneficial for all.

As we move toward a future where AI and humans work side by side, businesses, governments, and educational institutions must collaborate to foster a smooth transition. Ecosystem players must collaborate to accelerate digital transformation, ensuring that AI is implemented responsibly and inclusively.

This collaboration involves promoting AI literacy, supporting policies that protect workers, and investing in education and reskilling programs that prepare the workforce for the jobs of the future. By working together, we can unlock the full potential of AI, creating a future where technology enhances human work rather than replacing it.
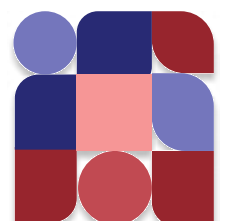
Safeguarding Intellectual Properties through Threat Intelligence

In today's interconnected world, the stakes for safeguarding sensitive information have never been higher. Startups and established businesses alike are grappling with increasing cybersecurity challenges as data breaches grow more sophisticated. For many industries, including healthcare and manufacturing, intellectual property and customer data are the lifeblood of operations. As cybercriminals evolve their tactics, businesses face mounting risks of losing not only proprietary information but also trust and financial stability.

The healthcare sector, for example, is seeing a rise in targeted cyberattacks due to the substantial patient data that hospitals and healthtech startups possess, making it a growing target for cybersecurity breaches. Additionally, a loss of sensitive customer data could result in lawsuits, damage to reputation, and financial losses that might be insurmountable for early-stage startups.

In a recent report by IBM Security's X-Force Threat Intelligence Index 2023, another top-attacked industry is manufacturing, with the report finding that the most common cyberattack is in the form of extortion. The attacks are due to manufacturers' integral role in the supply chain, combined with the complexity of their operations, making them profitable targets for cybercriminals.

These two industries are among those with high potential for cybersecurity attacks. With the advancement of technology, solutions are emerging to address these challenges head-on. One key advancement is the use of AI to strengthen cybersecurity.
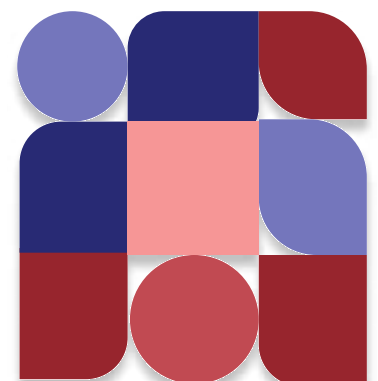
Threat Detection and Response

AI-powered cybersecurity systems can detect threats faster and with more accuracy than traditional methods. By using machine learning algorithms, these systems can analyze vast amounts of data in real-time, recognizing patterns that indicate malicious activities such as phishing attempts, ransomware, or unauthorized access to sensitive information.

For example, startups using AI can instantly be alerted when unusual activity—like multiple failed login attempts or large data transfers—occurs. This enables them to respond immediately before damage is done. AI systems also learn from past incidents, improving their accuracy over time and reducing the risk of false alarms.

With 48,9% of global executives and security experts considering AI and machine learning as potent tools to combat modern security threats (The Economist Intelligence survey), it proves the reason for more entrepreneurs to consider, implement, and leverage AI to detect security intrusions.

Data Encryption and Privacy Protection

One of the most effective ways AI supports cybersecurity is through advanced encryption techniques. AI algorithms can automatically encrypt sensitive data, ensuring that even if hackers access it, the information remains unreadable.

AI systems can also ensure data privacy by enforcing strict access controls, preventing unauthorized users from viewing or modifying critical IP-related files.

For startups working with proprietary data or developing innovative technologies, this level of protection is invaluable. AI can ensure that only the right personnel have access to sensitive information, and data transfers between partners or clients are secured end-to-end.

Predictive Analysis for Vulnerability Detection

AI excels at predictive analysis, helping startups identify weak points in their security infrastructure before they are exploited. By continuously analyzing their systems and comparing them against known vulnerabilities, AI can alert companies to potential risks—such as outdated software, weak passwords, or gaps in firewalls—allowing them to address these issues proactively.

This is especially important for startups that rely on rapid scaling, which often introduces new vulnerabilities that might go unnoticed. AI allows companies to stay ahead of potential threats by continuously learning from global cybersecurity incidents. The knowledge it gains will be integrated into their systems.

One successful case of AI in cybersecurity is Darktrace. Established in 2013, the Cambridge-based company uses AI tech to provide autonomous response capabilities to cyber threats by mimicking the human immune system by learning what constitutes normal behavior in a network and detecting deviations from the norm.While Darktrace AI can detect threat at a large scale. The AI system automatically neutralized the threat before it escalated, saving companies from a significant IP theft. They also armed their customers with significant tools and weapons to combat increasingly advanced cyber attackers.

Accelerating Digital Transformation with AI

The benefits of AI in safeguarding intellectual property and strengthening cybersecurity are evident. But to truly realize its potential, startups, governments, and the tech ecosystem must work together to foster AI adoption across industries. This collaboration can be achieved through partnerships, and shared expertise that emphasize the importance of AI in protecting businesses' most valuable assets.

KUMPUL encourages startup founders, technology leaders, investors, and regulators to prioritize the integration of AI-driven cybersecurity solutions in their organizations. AI offers the capability to scale cybersecurity measures at the speed that modern innovation demands, making it an indispensable asset in the protection of intellectual property. By embracing AI, startups can confidently pursue their innovations, knowing that their IP and sensitive data are well-protected from emerging threats.

In an age where cybercrime is evolving rapidly, the ecosystem must accelerate its digital transformation to ensure that businesses remain resilient. Let's thrive together to harness the power of digital advancement and secure the future of entrepreneurship with KUMPUL.
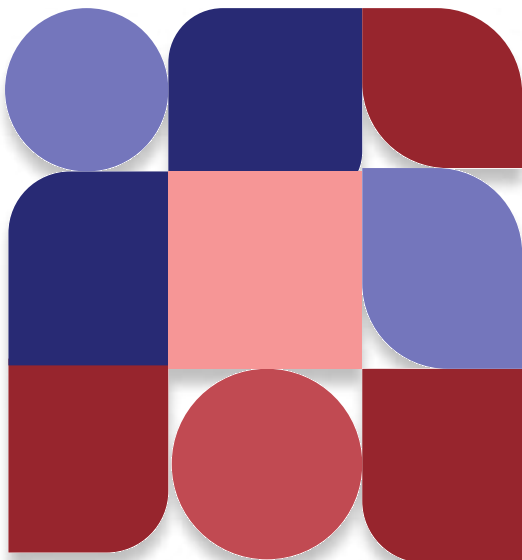
Artificial Intelligence Innovation:
The Iceberg Theory

Artificial Intelligence (AI) has captured the world's attention. From generative AI tools that create content in seconds to predictive algorithms shaping business decisions, AI is revolutionizing industries at an unprecedented pace. For many, these innovations represent the apex of AI capabilities—but they are just the tip of the iceberg. Beneath the surface lie untapped AI technologies with immense potential to transform core industries such as healthcare, agriculture, and manufacturing.

This article takes an "iceberg theory" approach, exploring mainstream AI innovations that are widely recognized and diving into the more profound, lesser-known technologies that could reshape the future.

Above the Waterline

The visible part of the AI iceberg is already making waves. Businesses, from SMEs, small startups to large enterprises, leverage AI to improve efficiencies, streamline operations, and enhance customer experiences.

Generative AI

This branch of AI, popularized by tools like ChatGPT and MidJourney, is revolutionizing content creation. Businesses use generative AI to automate social media posts, generate marketing materials, and even draft code. It's user-friendly, affordable, and adaptable—it's quickly becoming a must-have for enterprises and small businesses.

AI in Customer Service

AI chatbots have transformed customer support systems, providing 24/7 assistance to customers, automating responses to common queries, and improving response times.

Predictive Analytics

Businesses use AI-driven predictive analytics from retail to finance to forecast trends, understand customer behaviors, and optimize supply chains.

These innovations are widely recognized and rapidly becoming standard practice across various industries. Yet, they represent only a small fraction of AI's potential.

Beneath the Surface: Unexplored AI Technologies

We find numerous AI innovations that remain underexplored but could revolutionize industries in ways we have yet to grasp fully.

AI in Healthcare

AI is slowly making its way into healthcare, but much of its potential is untapped. According to Accenture, AI in healthcare could potentially create $150 billion in annual savings for the U.S. healthcare economy by 2026.

Beyond diagnostic tools and robotic surgery, AI holds the power to revolutionize personalized medicine, early disease detection, and drug discovery. For example, machine learning algorithms can analyze genetic data to customize treatments, predict disease outbreaks based on health records, and accelerate the process of finding cures for complex diseases with better diagnostic and decision-making.

AI in Agriculture

The agriculture sector is ripe for AI innovation, yet only a small percentage of farms use AI-driven technologies. AI-powered drones can monitor crop health, optimize water usage, and predict the best planting times to maximize yields. This technology could help address the global food crisis and make agriculture more sustainable.

Research from MarketsandMarkets (2023) states that AI in agriculture will grow reaching to USD 4.7 billion by 2028.

AI in Manufacturing

AI is starting to assist in automation, but deeper potential lies in smart manufacturing—where AI systems self-learn, optimize production in real time and predict maintenance needs before breakdowns occur. This could lead to zero-downtime manufacturing and significantly reduced operational costs.

AI in manufacturing sets a massive potential for gearing up in the industry, with the potential value of reducing labor costs and cutting 50% in defective products with precision processes.
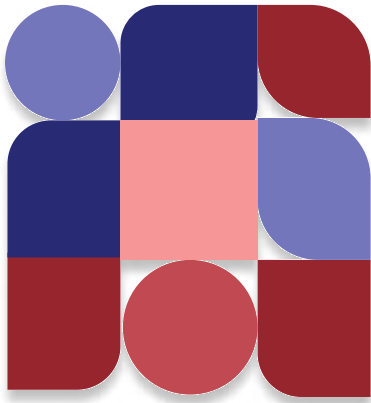
AI for Sustainability

Climate change and resource scarcity are global challenges that AI could help mitigate. AI can optimize city energy consumption, predict environmental hazards, and contribute to sustainable infrastructure planning. These applications are still in their infancy but hold the key to a greener future.

According to The World Economic Forum, AI can detect climate crises and determine where and how fast they will occur, such as when ice melts, deforestation, polluted oceans, and many more. Several global enterprises, such as Sipremo, The Ocean Cleanup, and more, are starting to use AI to help predict climate disasters and how to solve them faster.
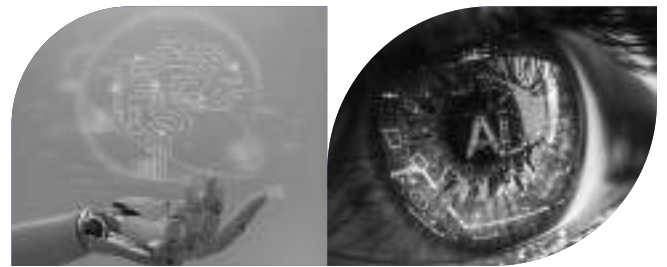
Unleashing AI's Full Potential

The untapped potential of AI lies in its ability to go beyond automating simple tasks and improving efficiencies. It has the power to address some of humanity's most pressing challenges. However, for AI to realize its full potential, we must take several key actions.

Investing more in AI research will surely uncover more and advanced new applications. There is a need for more directed investments toward AI applications in underdeveloped sectors. Across industries, the future of AI lies in partnerships between AI experts and industry leaders. By working together, they can identify new opportunities for AI to drive innovation in their fields.

The surface-level innovations we see today are just the beginning. To fully unlock AI's potential, we need ecosystem players—governments, businesses, and research institutions—to work together. Through collaborative innovation, increased investment in research, and a commitment to ethical AI deployment, we can accelerate the digital transformation of core industries and ensure that AI contributes to a more prosperous, sustainable future.

Now is the time to dive deeper into AI, push boundaries, and uncover the transformative technologies hidden below the surface. Work together with KUMPUL to support and accelerate AI and digital startups in Indonesia to solve complex challenges and drive innovation across industries, paving the way for a future where technology and humanity thrive together.

MEET OUR EMERGING STARTUPS FOR AI EVOLUTION

# Harnessing AI for Intellectual Property Protection for Businesses

In today's highly competitive business landscape, intellectual property (IP) is one of the most valuable assets a company can own. IP protects the unique ideas, designs, and innovations that give businesses their competitive edge, from trademarks and patents to copyrights and trade secrets. Securing this property is crucial to safeguard brand identity and protect against potential financial losses from infringement. However, ensuring this protection can be complex, time-consuming, and expensive, particularly for small and medium-sized enterprises (SMEs).

This is where artificial intelligence (AI) comes into play. AI is revolutionizing how businesses protect their intellectual property by automating processes that would otherwise require extensive manual effort. Through advanced data analysis, AI can detect potential threats to trademarks and brands in real-time, significantly reducing the risk of infringement while making the protection process more accessible and cost-effective.

One startup leveraging AI's power to solve this critical issue is Mebiso, an Indonesian Intellectual Property platform. Mebiso is helping businesses navigate the complexities of trademark registration and protection by offering AI-driven solutions that ensure brand security, efficiency, and affordability.

Mebiso's Journey through AI

Mebiso's origins trace back to a common legal service challenge—manual and labour-intensive brand registration processes. The company's founder, Hesti Rosa, who previously worked at a legal services bureau handling business registrations, noticed that clients frequently asked whether their brand could be registered. Responding to these inquiries required meticulous and time-consuming checks, which, on average, could take an entire day to process for 20 to 50 clients.
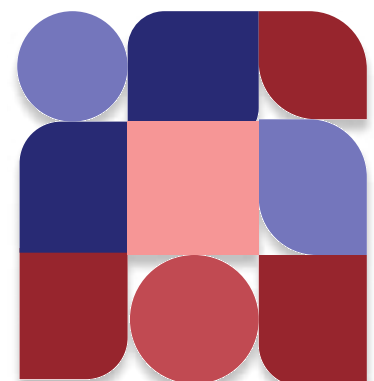
To overcome these challenges, Mebiso introduced an innovative and practical solution. The AI-powered platform offers tools that streamline the brand registration process, enhancing accuracy and reducing costs. Brand owners can now check the likelihood of successful registration, monitor the progress of their trademark applications in real time, and receive immediate notifications via their mobile phones. The platform also includes a cutting-edge brand protection feature capable of detecting brand imitation attempts—effectively safeguarding intellectual property even post-registration.

With AI technology at the heart of Mebiso's success, the company's sophisticated algorithms enable automated brand checks, cutting down what used to be manual, error-prone tasks. This automation has enabled businesses—particularly micro, small, and medium enterprises (MSMEs)—to secure their intellectual property without enduring lengthy, costly procedures. Mebiso's AI capabilities allow it to swiftly analyze vast amounts of data, offering business owners real-time insights and alerts about potential risks to their trademarks.

"AI doesn't replace humans (in protecting IP); rather, it augments our ability to protect brands more effectively and at a lower cost," says Hesti Rosa. "Our platform has transformed the way brand owners approach trademark protection, making it not only easier but also more responsive to threats of infringement."

Beyond automation, Mebiso continuously advances its capabilities to serve a growing market. One of its most anticipated features is the "Logo Similarity Checker," an AI-driven tool that will identify similarities between logos based on design, not just words. This feature will further empower businesses to protect their visual identities, reinforcing Mebiso's commitment to delivering comprehensive solutions for the global market.

Hesti Rosa
CEO of Mebiso

AI's Role in Safeguarding Businesses

The increasing adoption of AI across industries demonstrates its potential as a transformative force. For Mebiso, AI is more than just a tool for efficiency; it's a pivotal driver of security and growth. By providing accurate, rapid assessments of trademark viability and protection, Mebiso's AI systems help prevent costly legal disputes arising from brand infringement.

AI's ability to analyze complex datasets and provide actionable insights has proven particularly valuable for MSMEs, which often lack the resources to engage in lengthy legal battles. With Mebiso, these businesses now have access to affordable trademark protection, levelling the playing field and allowing them to compete more effectively in Indonesia's dynamic business environment.

The company's long-term vision is ambitious. Mebiso is currently focusing on expanding its database from a national to an international scale, aiming to become a global player in the IP protection industry. This global expansion will position Mebiso as a leader in trademark protection and create new opportunities for Indonesian startups to compete internationally.

Mebiso's commitment to continuous innovation is evident in its plans. The company is actively developing new features and improving its platform to meet the evolving needs of its users. By focusing on B2B services and enhancing its core products, Mebiso aims to increase conversion rates and deliver even greater value to businesses seeking IP protection.

One of the most exciting aspects of Mebiso's future strategy is its dedication to becoming a global leader in trademark protection. By incorporating AI-powered solutions, Mebiso aims to bridge the gap between companies worldwide, offering a seamless and efficient way to protect intellectual property.

"AI is an investment in the future of business," the founder remarks. "It's not just about safeguarding today's trademarks; it's about creating scalable, adaptable solutions that will continue to protect brands in a fast-changing global market," adds Hesti.

## Supporting Tech-Driven Initiatives

Mebiso's growth reflects a broader trend in Indonesia's startup ecosystem, where AI is increasingly recognized as a critical driver of innovation. As AI evolves, Mebiso is poised to integrate cutting-edge technology with business solutions that address real-world challenges with measured results.

The company also envisions a future where collaboration is vital to unlocking AI's full potential. It sees ecosystem enablers like KUMPUL playing an essential role in fostering the development of AI talent and creating networks that support innovation. By working together, startups, educational institutions, governments, and industry players can build an AI-powered future that benefits businesses across all sectors.

Mebiso's success is a testament to the power of AI to drive meaningful change within the intellectual property industry. By making brand protection more accessible, efficient, and affordable, Mebiso has revolutionized trademark protection in Indonesia and set the stage for a global expansion that could redefine the industry.

As businesses increasingly recognize the importance of protecting their intellectual property, we encourage all ecosystem players to support platforms like Mebiso to continue to play a vital role in ensuring that brands—both big and small—remain secure in an ever-evolving digital landscape.
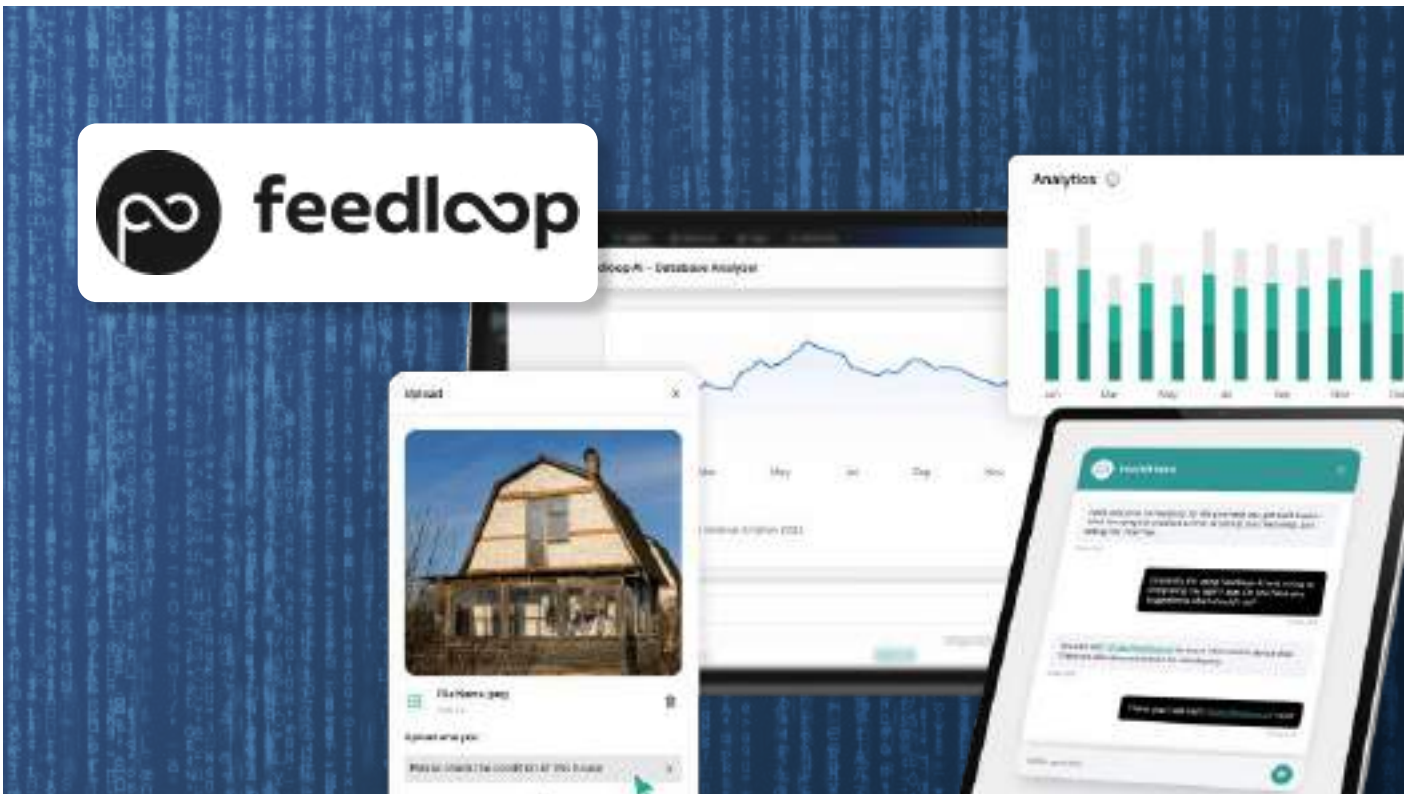
Unlocking Operational Excellence with Generative AI

In an era where digital transformation drives businesses, operational excellence has become more critical than ever. Companies worldwide face complex challenges in their daily operations, from streamlining workflows to improving decision-making processes. Many enterprises are now turning to cutting-edge technologies like Artificial Intelligence (AI) to gain a competitive advantage and to thrive in such a fast-paced environment. Among the leading technologies, generative AI revolutionizes businesses' operations, offering unparalleled automation, personalization, and decision-making solutions.

Feedloop, an innovative startup from Indonesia, is at the forefront of this transformation. Founded by Muhammad Ajie Santika (ex. Tinker Games), Ahmad Rizqi Meydiarso (ex. Airbus and Kata.ai), and Ronaldi Kurniawan Saphala (ex. Gojek), Feedloop has made generative AI accessible to enterprises across Indonesia. Since its inception in 2019, Feedloop has empowered businesses with generative AI solutions that optimize operational efficiency, streamline processes, and drive innovation.

A Vision for AI-Driven of B2B Excellence

Feedloop was born with a bold vision to become Southeast Asia's leading B2B technology company. In 2019, the founders recognized a significant gap in the Indonesian SaaS (Software-as-a-Service) market, particularly in the B2B sector. At a time when B2B SaaS was relatively rare in Indonesia, they saw a massive opportunity to develop a generative AI platform that could solve the operational challenges faced by enterprises. The founders pooled their expertise to create a platform that would allow businesses to harness the power of AI without needing a technical background. The goal was clear: to provide AI-driven solutions that improve business operations, enhance decision-making, and increase productivity

One of Feedloop's core offerings is its generative AI platform, designed to address the complex digital challenges many businesses encounter in their daily operations. While many companies still rely on manual processes, Feedloop's AI-powered platform automates and optimizes these workflows, making it easier for enterprises to make faster and more accurate decisions.

By implementing generative AI, Feedloop enables businesses to analyze vast amounts of data quickly, generate insights, and create personalized solutions for their customers. The platform's adaptability allows enterprises to enhance their efficiency and productivity, ultimately leading to operational excellence.

For example, enterprises can apply Feedloop's generative AI to streamline repetitive tasks, such as content generation, data analysis, and customer service automation. Its ability to handle various forms of content—text, images, videos, and audio—makes it suitable for businesses in diverse sectors, from finance and marketing to logistics and healthcare.

Vision for Future AI Adoption in the Ecosystem

Feedloop's current success lies in its commitment to innovation. The company has developed a user-friendly generative AI platform accessible to businesses without IT backgrounds. This democratization of AI technology allows enterprises of all sizes to benefit from AI-driven insights and automation.

Feedloop's AI platform continuously evolves, ensuring businesses stay ahead of the competition. They focus on helping companies achieve operational excellence by providing real-world use cases demonstrating generative AI's practical benefits. These use cases include faster decision-making, enhanced productivity, and streamlined operations across various industries.

With the demand for AI solutions rising, Feedloop has outlined an ambitious plan for the future, educating the broader public about the potential of generative AI, including its limitations and opportunities. By creating real-world use cases, Feedloop aims to showcase how generative AI can solve technical challenges and drive business operational improvements.

Beyond the business sector, Feedloop's generative AI technology can be applied across numerous industries, helping organizations overcome complex operational hurdles. Feedloop's AI solutions can transform manufacturing, retail, and education operations from automating routine tasks to generating data-driven insights
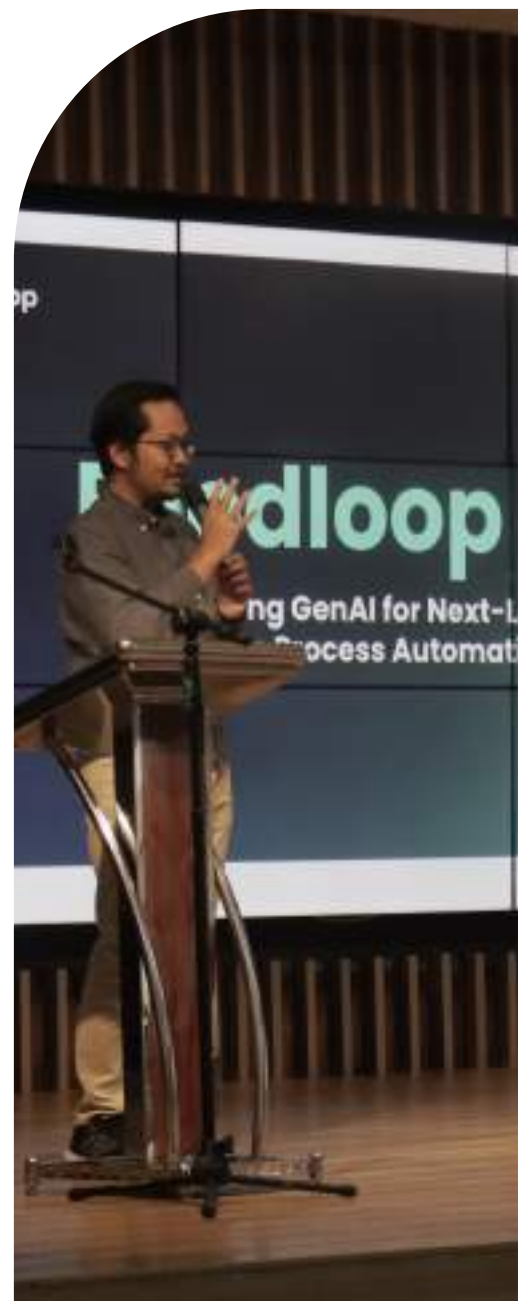
Collaboration for Nation's AI Revolution

As Feedloop continues to grow, the startup recognizes the importance of collaboration in fostering the AI ecosystem. The company works closely with partners like KUMPUL, an ecosystem enabler, to promote AI adoption across industries. Feedloop hopes to see more activities and workshops centred around generative AI and prompting, helping businesses and entrepreneurs leverage the power of AI in their operations.

Additionally, Feedloop envisions a future where AI becomes a standard tool for businesses across Southeast Asia. By providing educational content and real-world examples, the startup aims to raise awareness about the potential of generative AI and its ability to drive operational excellence.

Feedloop is a testament to the transformative power of AI in today's business landscape. The startup enables enterprises to optimize operations, improve efficiency, and maintain a competitive edge through their generative AI platform. As AI continues to shape the future of business, Feedloop is leading the charge, helping Southeast Asian companies unlock new opportunities and achieve operational excellence. With its focus on innovation, education, and collaboration, Feedloop aims to become a key player in the AI ecosystem, driving business success across industries.
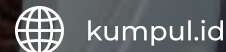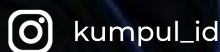
" We hope that KUMPUL and all ecosystem players to work together and play a greater role in developing the AI ecosystem by organizing more activities related to generative AI."

Muhammad Ajie Santika
CMO and Co-Founder of Feedloop

EMPOWER AI & TECH EVOLUTION

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and **#ThriveTogether** with KUMPUL