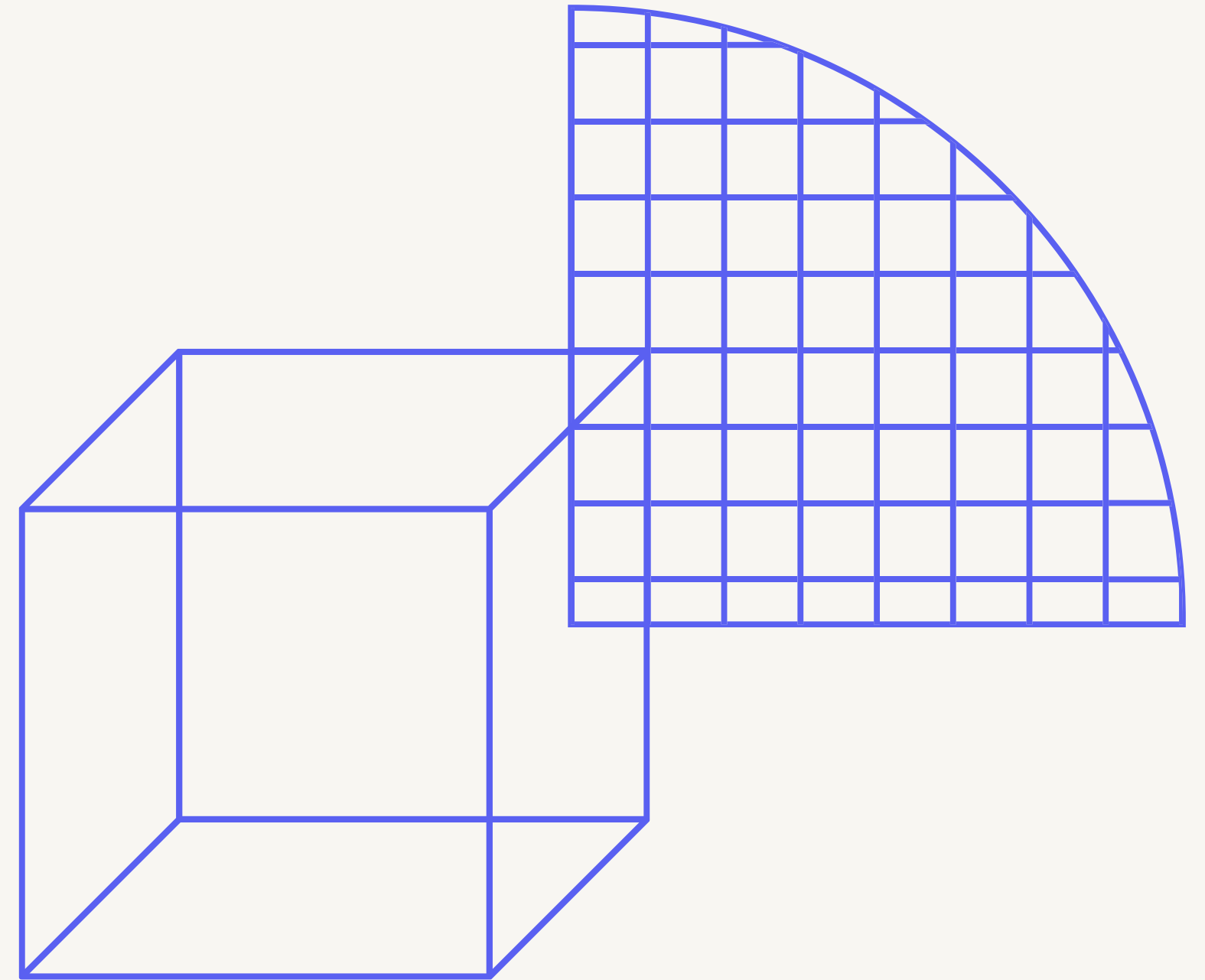




# WEB3 INNOVATION



# Ketika kita berbicara tentang **DIGITAL**

*kita menyebutkan aplikasi-aplikasi yang ada di handphone atau website yang kita buka saat ini sebagai istilah dari "digital", padahal DIGITAL itu sangat luas dan tidak hanya soal FISIk, melainkan MINDSET.*



## Berners-Lee's Vision on Semantic Web in 1999

### TRADE - BUREAUCRACY - DAILY LIVES

I have a dream for the Web [in which computers] become capable of analyzing all the data on the Web – the content, links, and transactions between people and computers. A "Semantic Web", which makes this possible, has yet to emerge, but when it does, the day-to-day mechanisms of trade, bureaucracy and our daily lives will be handled by machines talking to machines. The "intelligent agents" people have touted for ages will finally materialize



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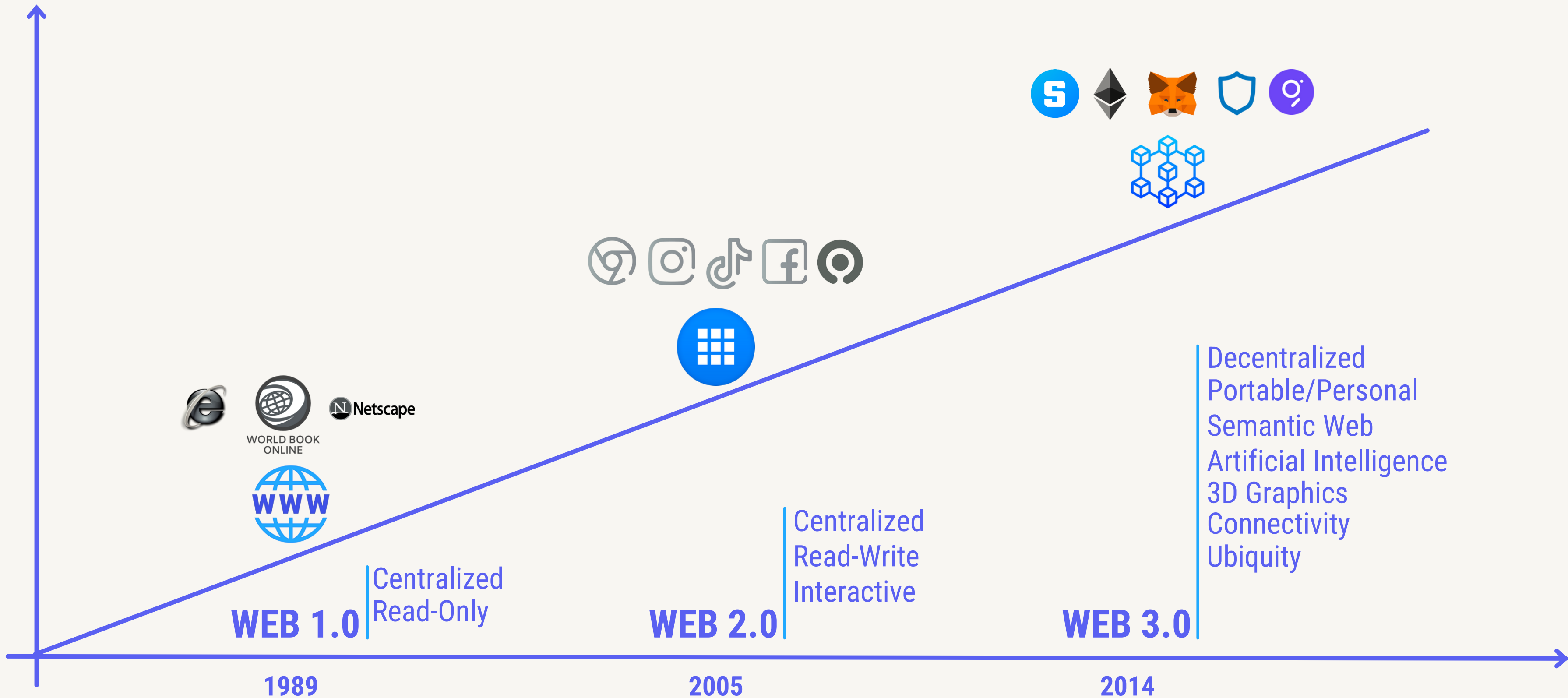
### SIR TIMOTHY JOHN "TIM" BERNERS-LEE

Bapak Internet Dunia

Sir Timothy John "Tim" Berners-Lee, KBE adalah penemu World Wide Web dan ketua World Wide Web Consortium, yang mengatur perkembangannya.

# INTERNET

dari masa ke masa





# Perkembangan Games

## WEB 1.0

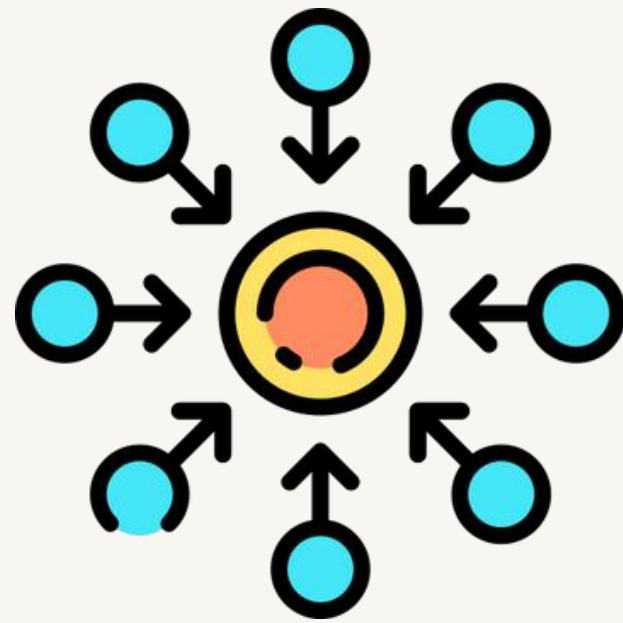


## WEB 2.0



## WEB 3.0





## SENTRALISASI

Jaringan yang terpusat dimana otoritas pusat (pemilik platform) yang mengontrol semua jaringan tersebut. Ada celah keamanan seperti hacking atau pencurian uang (credit card). Serta kelemahan pada 'server' jika penuh atau ada kerusakan.

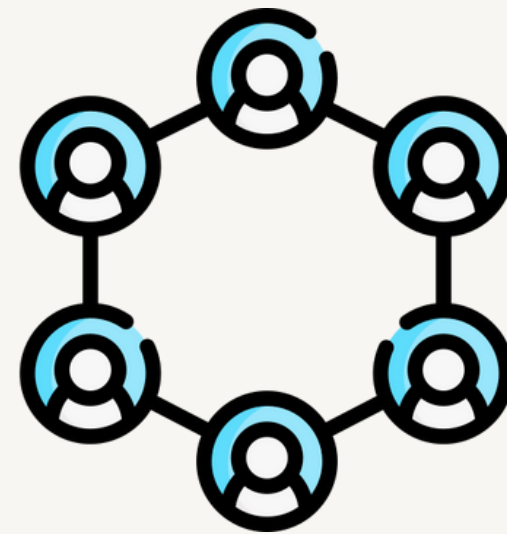
### Contoh:

Social Media (Server di satu tempat)

Cloud Computing

### Passwords :

samuel123  
m0nk3y99  
49lakestreet  
Y#Cb3\$D6dZYF



## DESENTRALISASI

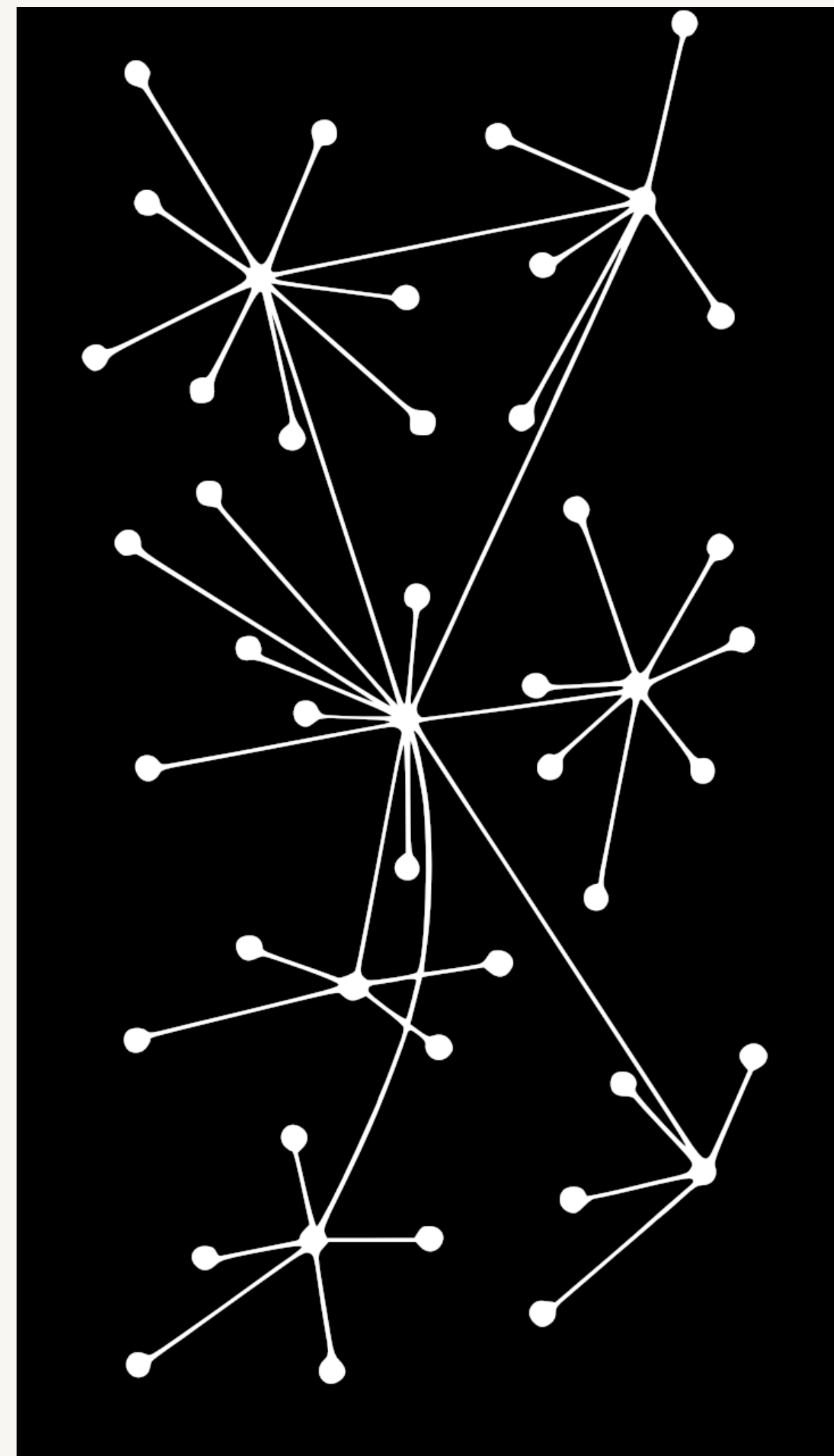
Di jaringan tidak terpusat, tak ada otoritas pusat yang mengaturnya (komunitas yang berperan). Jaringan ini disebut Blockchain, atau disebut juga semacam Buku Besar acak. Bisa juga "Distributed Secure Database" atau serupa database aman yang terdistribusi. Keamanannya sangat ketat: hacking hampir jarang ditemukan. Celah keamanan di Skimming & Phishing.

### Contoh :

Bitcoin, Ethereum, Solana, Flow, Near, Polkadot

### Pass-phrases :

I love ice-cream!  
Jerry lives in Bugtussle KY  
I can see tham, yall.  
2 be or not 2 be, that is the ?





# DISRUPTIVE INNOVATION

*"An innovations that helps create a new market and value network, and eventually goes on to disrupt an existing market and value network (over a few years or decades), displacing an earlier technology"*

(Christensen, 1995)



# DISRUPSI

SEDANG TERJADI...



## RESTORAN

FOOD DELIVERY BY APP  
CLOUD KITCHEN



## PARIWISATA

TOURISM PACKAGE ON APP  
TRAVELLING APP



## MUSIK

HYBRID CONCERT | YOUTUBE  
COPYRIGHT ON DIGITAL



## KEUANGAN

E-WALLET  
DIGITAL BANK



## SENI & BUDAYA

DIGITAL ARTWORK  
AR & VR ART



## RITEL

E-COMMERCE  
DIGITAL MALL



## PENDIDIKAN

VIDEO-BASED LEARNING  
FAST LEARNING



## TRANSPORTASI

RIDE SHARING APP  
SUPER-APP BASED ON RIDE



# WEB -> APP -> DAPP

WEB 1.0



WEB 2.0



WEB 3.0



BROWSER



KNOWLEDGE



GAMES



# SUCCESS STORY of WEB3



**Superlative  
Secret Society**

- Project tersukses NFT Arts dari Indonesia, dengan penjualan 11.000 NFT yang Sold Out dalam waktu 2 Menit
- Membuka Galeri NFT Pertama di Asia Tenggara & Indonesia



**Vignesh  
Sundaresan**

- Pemilik 100 Mesin ATM Bitcoin di seluruh dunia
- Investor awal Bitcoin dan Ethereum
- Pembeli Karya NFT Beeple seharga Rp.1 Miliar



**Raka Jana**

- Creator NFT dari Desa Tampaksiring, Bali
- Sukses mengembangkan NFT Artwork berbasis Digital Art dari Bali
- Membuat UMKM berupa Studio Design Kreatif, Menggerakkan UMKM di bidang Produksi Kaos
- Mempekerjakan 20 orang anak muda di desanya



**CryptoKitties**

- Project Pertama NFT dengan menggunakan standar token Ethereum's ERC-721
- "Kucing virtual" termahal bernama Dragon di atas terjual dengan harga 600 ETH (Rp 27 Miliar)
- Memiliki lebih dari 14.000 pengguna aktif di Game Blockchain

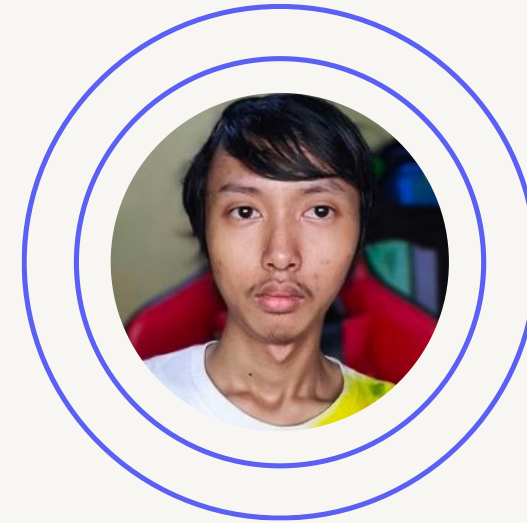


**Polygon (MATIC)**

- Platform pertama yang terstruktur dan mudah digunakan untuk proses penskalaan Ethereum
- Kenaikan besar-besaran sepanjang tahun 2021. MATIC dihargai 0,01 dolar AS pada Januari 2021 hingga kini 1,61 dolar AS.

# NFT WORLD

*NFT sedang banyak diperbincangkan sebagai suatu Digital Aset yang berada di jaringan Blockchain. Fenomena NFT, dengan efek GHOZALI membawa dampak FOMO (Fear of Missing Out) atau ketakutan berlebihan jika tidak berpartisipasi dalam hal-hal berbau NFT, baik itu TRADING, COLLECTING, CREATING dan UTILAZING.*



## **GHOZALI'S EFFECT**

*Fenomena Foto Selfie Ghozali, mengguncang dunia NFT Indonesia*



## **SUPERLATIVE IMPACT**

*NFT Project Superlative Secret Society (SSS) menjadi NFT tersukses dari Indonesia dengan Real-World Impact. Sang Founder Pradiman, tahun 2021 menjadi FORBES 30 under 30.*



## **BETWEEN ARTWORK X UTILITY**

*NFT secara real hari ini berbicara soal PURE ARTWORK dan 'NFT with UTILITY'. Keduanya menjadi pembeda diantara menjamurnya NFT di Dunia.*



# WEB3 AS THE ECOSYSTEM





**MAJA  
LABS.**

**WE ARE BUILDING A WEB3  
ECOSYSTEM IN INDONESIA**





**# DIGITAL FASHION  
& 2D/3D ANIMATION**



# METaverse

EVENTS ON SPATIAL.IO

COLLABS:

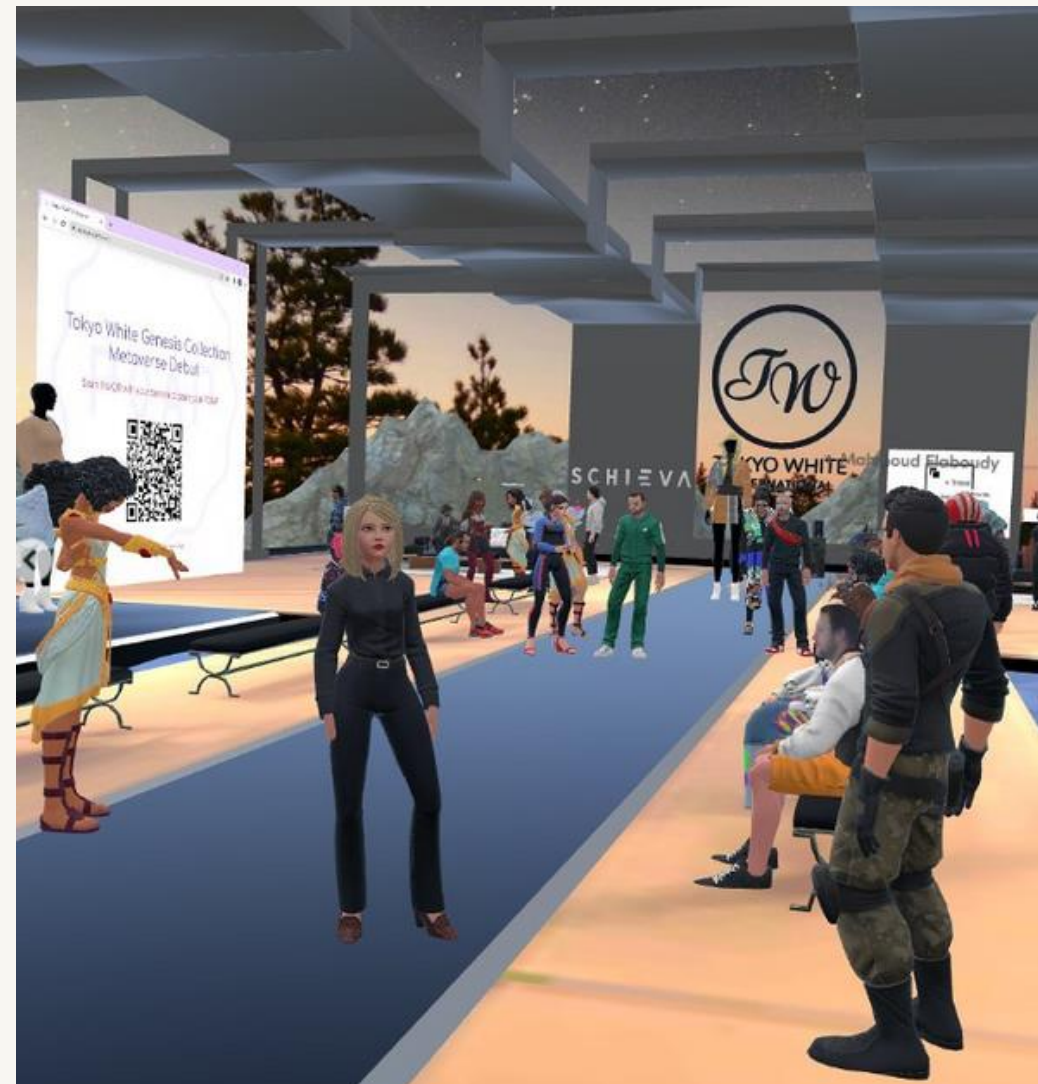
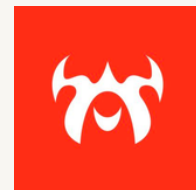


INDONESIA CREATIVE CITIES NETWORK

TOKYO WHITE  
INTERNATIONAL

DFW  
NEW YORK | DIGITAL  
FASHION  
WEEK NY

 Spatial





# AVATARS OF Indonesian National Figure

We have the honor to create avatars of 3 ministers, 1 deputy minister, and 1 national creative figure on ICCN (Indonesia Creative Cities Network) on September 28th 2022

The Avatars with Digital Fashions on Metaverse (Spatial)

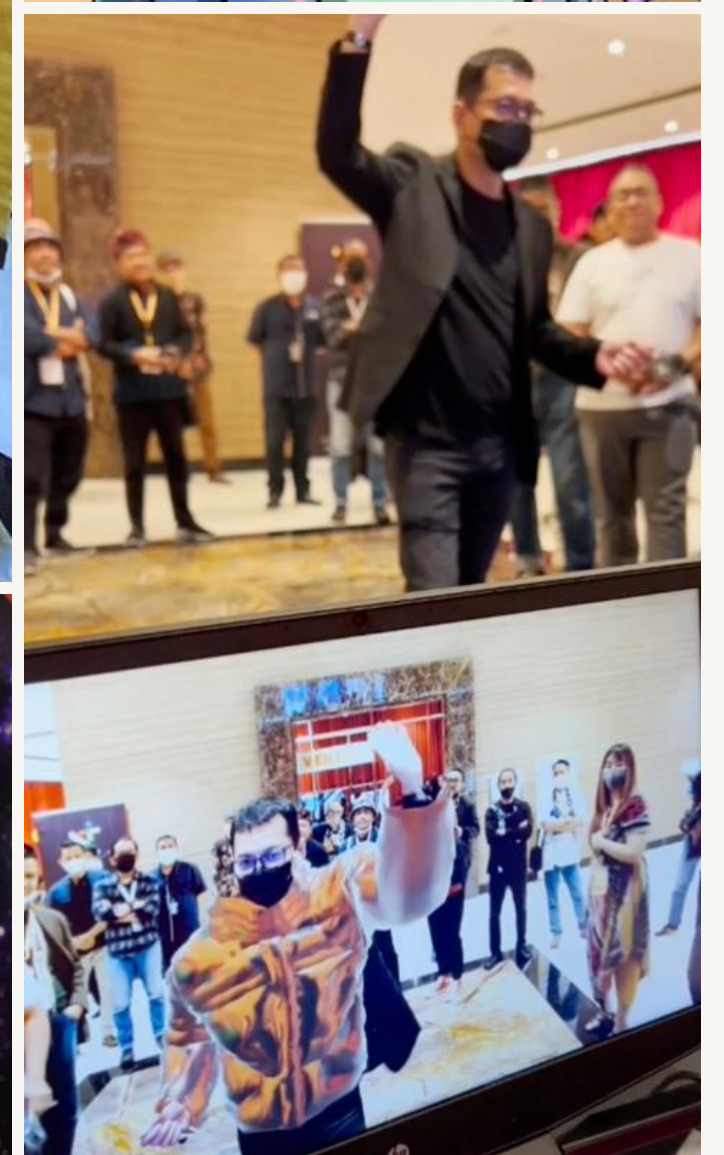




# AR & VR

EXHIBITIONS

COLLABS:





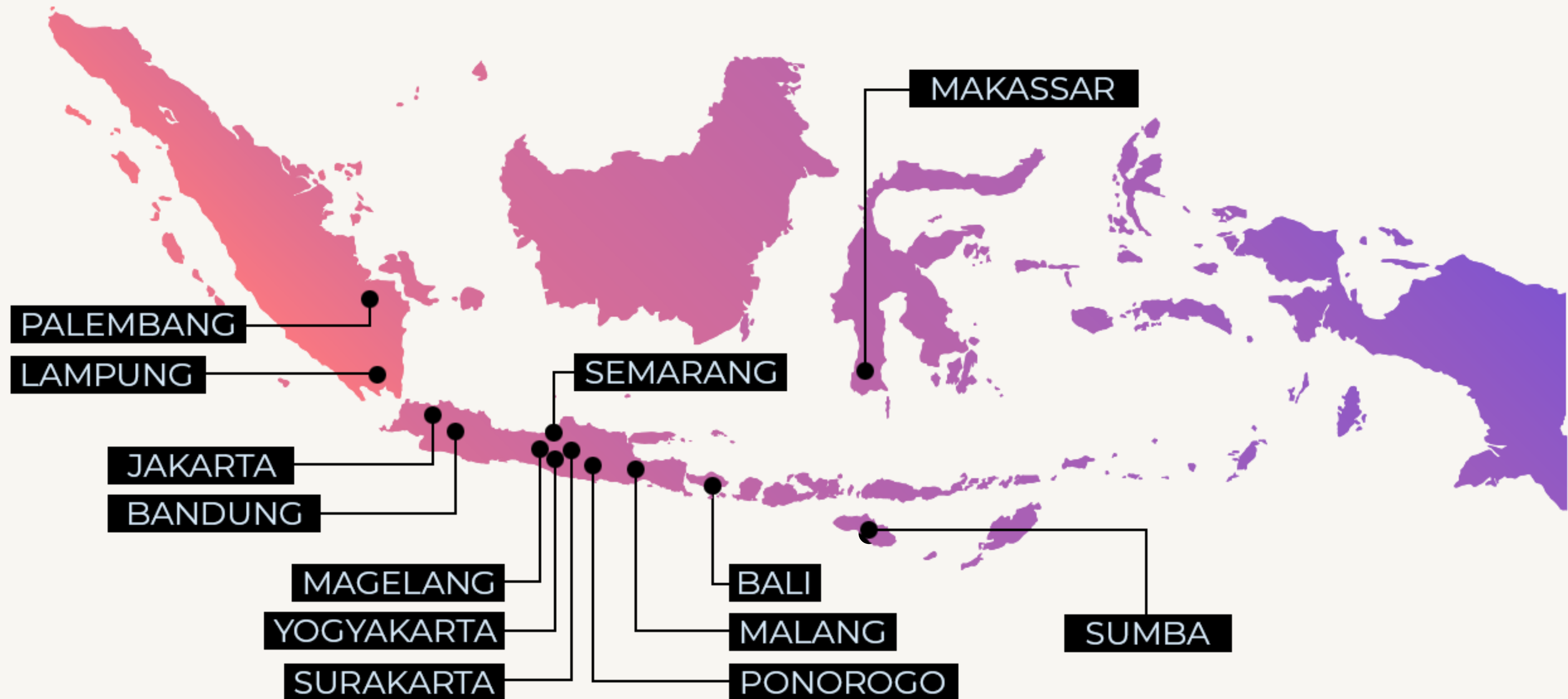


# NFT  
ART & PROJECT



# Developing more than 20 NFT projects in 12 cities

**#TheRealWorldImpactNFT**







ART WORKSHOP



METaverse WEEK



#WEB3DAY

# OUR EVENTS



BLOCKCHAIN TALK



NFT CLINIC





**NFT PITCH BALI**



**ICCN 2022**



**BALI BLOCKCHAIN  
COMMUNITY**

# OUR EVENTS



**GHOZALI EVERYDAY  
BRAND LAUNCH**



**NFT TALK/WORKSHOP**





COINFEST 2022



ROAD TO G20



1DNFTVERSERY

# EVENT COLLABS



ART JAKARTA



COMMUNITY GATHERING  
WEB3, NFT, BLOCKCHAIN  
T-HUB LAUNCH



# Our next event:



**Oct 28th-30th 2022**

Metaverse Fashion Show  
AR Fashion Show  
Phygital Exhibition  
NFT Exhibition  
Fine Art Exhibition  
Digital Fashion on Blockchain  
Talkshow, Workshop & Masterclass  
Digital Fashion Beach Party



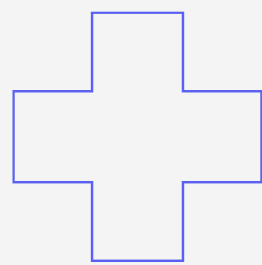
**CONTACT US FOR DETAILS...**





# We Create **VALUE** First!

We understand the Web3 Ecosystem is still new here, so we want to create more **VALUE** to bring the **IMPACT** from Indonesia to the world. "Value First..." is our **MOTTO**...

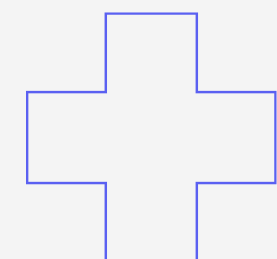


*Digital is still just medium, not the purpose. We must create the **real economic and social impact** for Indonesia. We (ICCN) have to be creative to explore the local culture and narration, to **optimising the domestic resources...** ...Web3 will be part of the third wave of digital disruption. For Indonesia, the Metaverse or Web3 is not just a 3D visual world but a hybrid with the real world that has a good impact...*

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## **WISHNUTAMA KUSUBANDIO**

*Chairman of the Steering Board ICCN*







# TERIMA KASIH

