



# Inovasi Produk dan Peran Ekosistem Digital dalam Normal Baru UMKM Perikanan

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[www.ultraindonesia.com](http://www.ultraindonesia.com)



# FOOD INNOVATION

## Configuration

- Profit Model
- **Network**
- Structure
- Process

## Offering

- **Product Performance**

## Experience

- Service
- **Channel**
- Customer Engagement

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# DIGITAL ECOSYSTEM

- RECIPES AND COOKING COMMUNITIES
- RECIPE BOX AND SEARCH PUBLISHERS
- DIGITAL CONTENT
- VERTICAL AD NETWORKS
- PRODUCT GUIDES AND DISCOVERY
- GROCERY CPGi COUPON DISTRIBUTORS. COUPON
- AGGREGATORS. MOBILE COUPONS, LOYALTY REWARD
- MOBILE / ONLINE: ORDERING. B2B TRANSACTIONS
- FOOD ECOMMERCE
- FOOD DELIVERY
- PRODUCT DEALS / OFFERS
- RESTAURANT REVIEW AND SEARCH
- PERSONALIZED RESTAURANT DISCOVERY
- RESERVATIONS. ORDERING. PAYMENTS
- RESTAURANT MARKETING /ANALYTICS

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# DIGITAL ECOSYSTEM

## Mindset and Knowledge

- Ultrapreneur Membership by Ultra Indonesia
- Future Food Community by Accelerice

## Tools

- **POS by aiopos.id**
- **Accounting by aioaccounting.id**
- Social Media Tools
- Chat Tools
- Market Place Tools

## Market Access

- Website
- Social Media
- Search Engine
- E-commerce
- Market Place
- Etc

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# Let's work together.

On behalf of Ultra

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