

Disponsorin.com is a platform that can meet all the needs of events, from event equipment to guestar your event. The establishment of Disponsorin.com was motivated by our experience of being very active in organizing campus events. In addition, we also see opportunities for the growth of events in Indonesia. Based on data BPS 2018, business journals 2018, and brief research that we do at least there are more than 20 million events in Indonesia that are held by various elements of society. On the other hand, the presence of Disponsorin.com was also motivated by the slow growth of MSMEs and the community / arts workers who became guestar at an event. Of course this does not coincide with the rapid implementation of the event. Even some of them continue to decline. This stagnant growth is due to the MSME and the community / arts workers do not have the same access to get consumers.

It is through the issue of MSMEs and art workers that Disponsorin.com is here to answer the problem. Our vision is very clear, that Disponsorin.com is determined to be a marketplace to meet the needs of the biggest events in Indonesia. Disponsorin.com will be a platform capable of reaching between event owners and MSME event equipment (sound system rentals, tents, lighting systems, stages, cooling systems, printing, merchandise, venues, event security etc.) and the community / arts workers (storytellers, poets , bands, painters, percussion bands, theater, comics, modern dance, traditional dance etc.). Through Disponsorin.com, events can fulfill all their needs without having to contact vendors one by one. Of course this also provides transaction security for event organizers. On the other hand Disponsorin.com can also be used as access for MSMEs and communities to further expand the market. This certainly becomes a place for them to get more consumers. Therefore in order to succeed our vision, Disponsorin.com will continue to work with millions of SME events and community / arts workers in Indonesia. We are determined to empower them so that they help the economic growth of their business.

In building Disponsorin.com we are very concerned about how to answer user needs. We do not want the solution we offer turns out to be not in accordance with the expectations of our consumer candidates. Therefore in the process Disponsorin.com places great emphasis on using Design Thinking methods. Design Thinking is a method of solving problems that focus on the user or user. Design Thinking itself was popularized by David Kelley and Tim Brown, the founder of IDEO - a design consultant with an innovation-based product design background.

Design thinking has several important elements:

1. **People centered:** in this method, it needs to be emphasized that every action taken is centered on what the user wants and needs
2. **Highly creative:** in using this method, creativity can be used freely, no need for rules that are too rigid and standard
3. **Hands on:** the design process requires direct testing by the design team, not just theory making or an illustration on paper
4. **Iterative:** the design process is a process with stages that are carried out repeatedly to improvise and produce a good product or application

Process design thinking will produce products that can not only be sold or use the most sophisticated technology. This method combines the needs of the user or the user, with the appropriate technological capabilities, and still makes something that can succeed as a business. In making a product or application with design thinking method, the following steps will be repeated as many times as needed to produce an appropriate product

1. **Empathize.** When we already know the user or user to be addressed, then a designer from Disponsorin.com needs to know the experience, emotions, and situation of the user. Trying to position yourself as a user so that you can truly understand user needs. This can be done by conducting interviews, observing the user's life, and other ways.
2. **Define.** After the designer understands the needs of the user, then the designer needs to describe an idea or view of the user that will be the basis of the product or application to be made. This can be done by making a list of user needs and using knowledge about the conditions that are happening.
3. **Ideate.** With existing needs, the designer needs to describe the solutions needed. This can be done evaluating with the design team by combining the creativity of each designer.
4. **Prototype.** Pre-existing ideas need to be directly implemented in an application or trial product. A real product needs to be produced and possible usage scenarios.
5. **Test.** From the product or trial application that has been made, an experiment will be conducted with the user. From the user experience in using a trial product, input will be obtained to make a better product and make improvements to existing products.

I learned it from some of startup workshops that I've attended to, including from the Universitas Indonesia's DIIB and BEEHIVE Erasmus' series of events. I also acquire some information through few articles online.

I believe that every entrepreneur needs to have a level of understanding on Design Thinking, especially since it pushes everyone to adapt to always look for solutions, no matter how big the problem they're facing. This complement the situations of virtually every entrepreneur, in which they are always faced with new problems and challenges, and it is not uncommon for them to be critical to their whole business progress. For example, on improving their business model. by utilizing the process of design thinking, we can close the gap between what we assumed to be true and what your potential users actually thinks.