



Candid Interview With 10 Asian Startup Founders

VISIONARY FOUNDERS IN ASIA

BY ARIF &
RIZA



Startup Talks In Asia

Candid Interview With 10 Asian Startup Founders About Their Entrepreneurial Journey

Arif & Riza From APPSCO.ID

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Contents

Sarita Sutedja From CeritaPerut	1
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Sarita Sutedja From CeritaPerut



BETA
ceritaperut
Top 1000 Kuliner Indonesia

Best Known For: Co-Founder <http://ceritaperut.com>¹.

Check out: <http://ceritaperut.com>²

Twitter: <https://twitter.com/saritasutedja>³

Tell Us About Your Background And What Your Startup Do?

CeritaPerut.com is culinary guide list for best food places in Indonesia. Currently we have 19 cities across the country.

The problem we want to solve is to provide culinary freaks by giving them recommendation in cities they just come. If you search it on Google, you have too many information. And Google doesn't recommend you any popular culinary places, or unique to the certain cities.

What Is Your Best Entrepreneurial Moment?

When Telkom, one of the best communication company in Indonesia, wants to invest on us.

¹<http://ceritaperut.com>

²<http://ceritaperut.com>

³<https://twitter.com/saritasutedja>

Do You Have One Or Two Advice For Young Entrepreneur Especially Tech Startup?

Product package is as important as product features. Great product with bunch of great features is almost useless when we can't sell it to the market so for me package is quiet important.

Which Do You Prefer, Bootstrapping or Funding?

Funding. Because me and my co-founder have marketing background. So we have packaging advantage and know how to sell our product to customers. To do that we need money to develop the product first.

Who Is Your Favorite Founders or CEO That Inspire You To Become an Entrepreneur?

Nobody specific. I did a lot of networking, so I learn from anybody.

What Is Your Dream App?

I want an operating system that understand me. Like [Samantha](#)⁴ from [HER movie](#)⁵.

⁴http://www.imdb.com/character/ch0399249/?ref_=tt_cl_t12

⁵<http://www.rottentomatoes.com/m/her/>