Telkom University

TRUST | INCLUSIVITY | IMPACT



LADYVERSE

EMPOWERING HER REALITY

Redefining women's roles in the digital economy

PRESENTED BY
Lia Yuldinawati

Bridging the Digital Gender Divide

Current MSME Challenges

Indonesian MSMEs face critical barriers including limited market reach, high operational costs, and technical lag in an increasingly digital economy.

The Digital Access Gap

Male-Led	65%
Female-Led	38%

Source: Digital Adoption Index - Women in Tech Report

Strategic Roadmap

- Democratizing Web3 and Metaverse tools for artisans
- Building localized "Phygital" training hubs
- Establishing global value chains for female-led brands



HER REALITY. OUR MISSION.

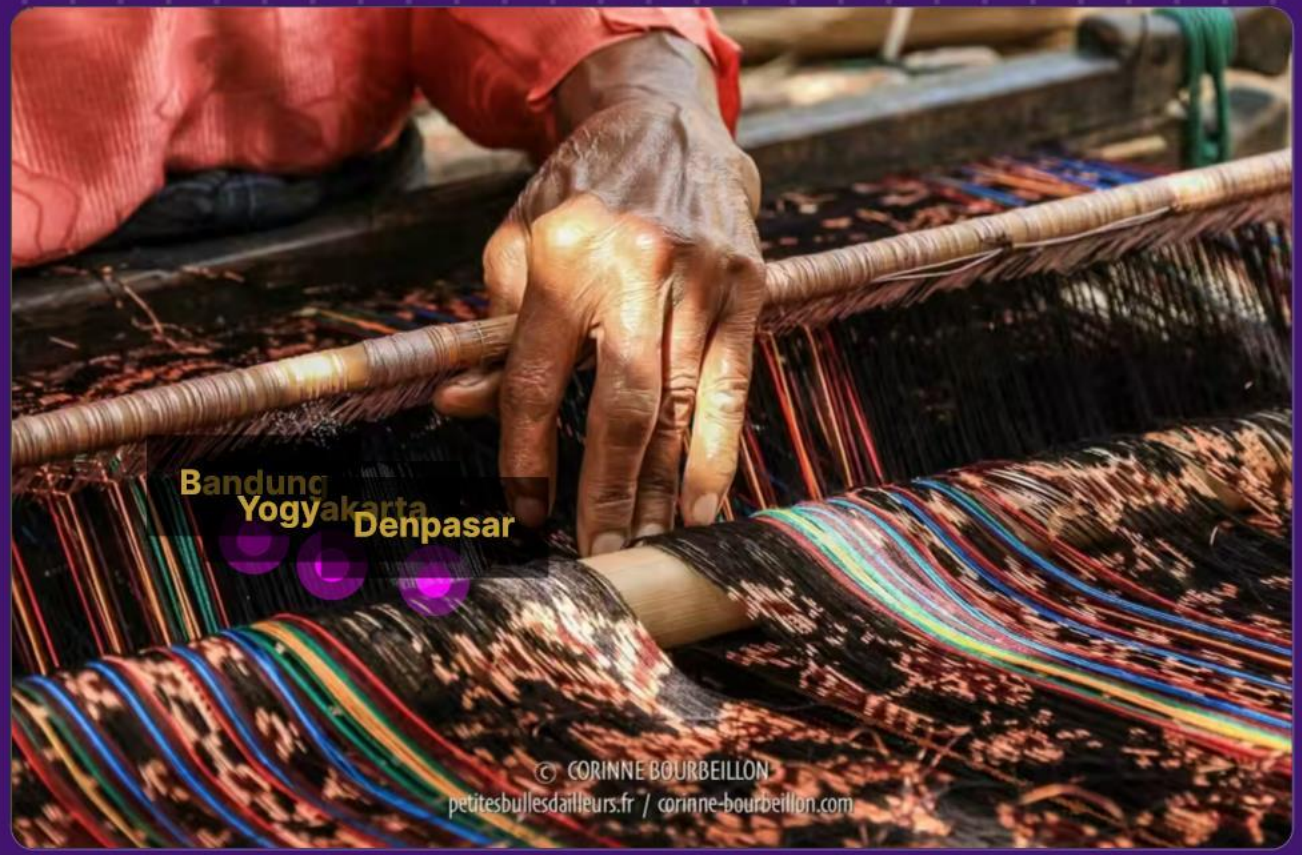
OUR TARGET: CREATIVE WOMENPRENEURS

Target Niche

Women-led Micro, Small, and Medium Enterprises (MSMEs) specializing in Indonesia's vibrant creative sectors.

Strategic Hubs

- **Bandung:** High-density tech and fashion cluster with strong digital infrastructure.
- **Yogyakarta:** Heritage-rich artistic hub with high digital literacy adoption rates.
- **Denpasar:** Global gateway for craft exports and established tourism networks.



STRATEGIC PILLARS



WOMEN'S LEADERSHIP

Driving digital fluency and leading the shift toward inclusive metaverse governance.



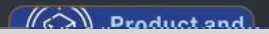
ECONOMIC INDEPENDENCE

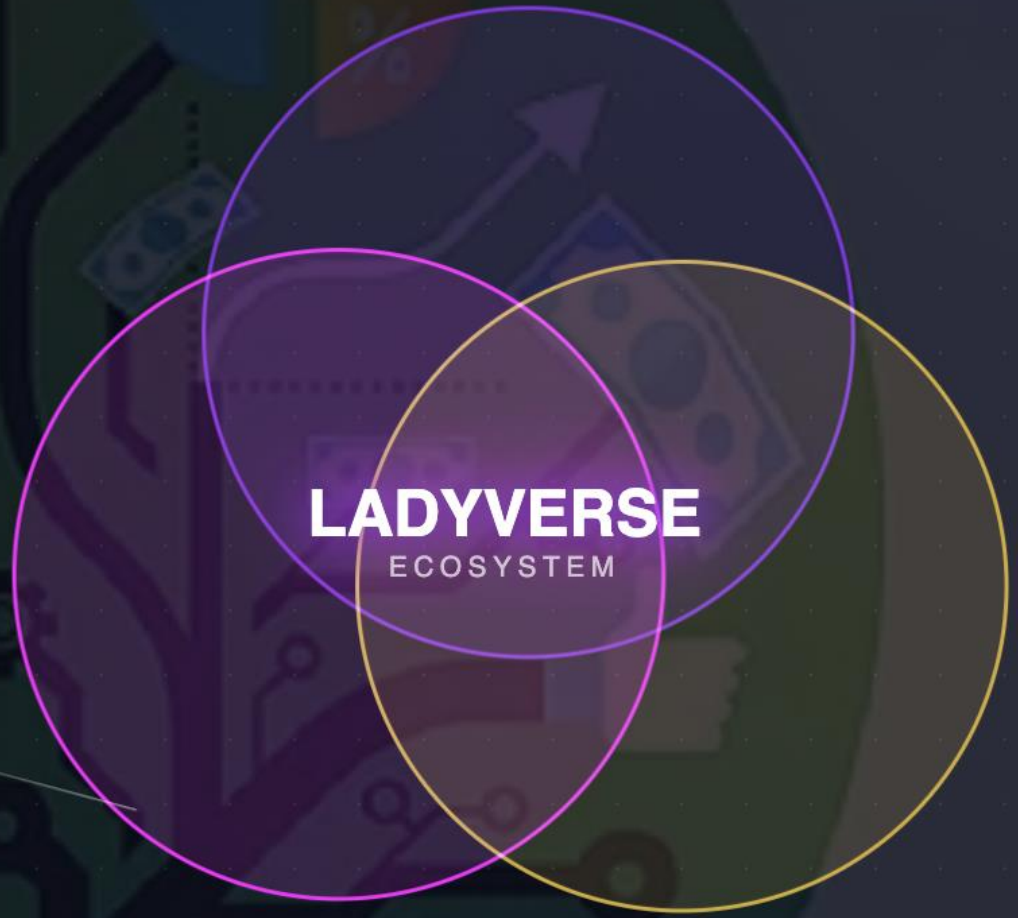
Creating sustainable revenue streams through decentralized finance and global digital trade.

CREATIVE SECTOR REIMAGINING



Blending traditional Indonesian craft with NFT horizons and virtual fashion.





TECHNICAL INNOVATION:
THE LADYVERSE PLATFORM

High-precision 3D Scanning

Capturing the intricate detail of Indonesian craftsmanship with sub-millimeter accuracy for the digital realm.

Augmented Reality (AR)

Bridging the gap between phygital and physical. Experience products in your own space before purchase.

Virtual Showrooms

A global storefront that never sleeps. Immersive 360° environments designed for premium engagement.



Core Concept: Lady First Reality



LADY FIRST UX/UI

Human-centric interfaces designed for **multitasking efficiency** and intuitive navigation, mirroring the mental models of Indonesian women entrepreneurs.

SOCIO-ECONOMIC ALIGNMENT

Technology that respects **cultural contexts**—integrating local payment flows, community-driven social commerce, and artisanal value chains.

PREDICTIVE AI INTEGRATION JOURNEY

01

Market Insight

Context-aware data collection

02

AI Recommendation

Predictive business intelligence

03

Sustainable Growth

Scaled economic empowerment

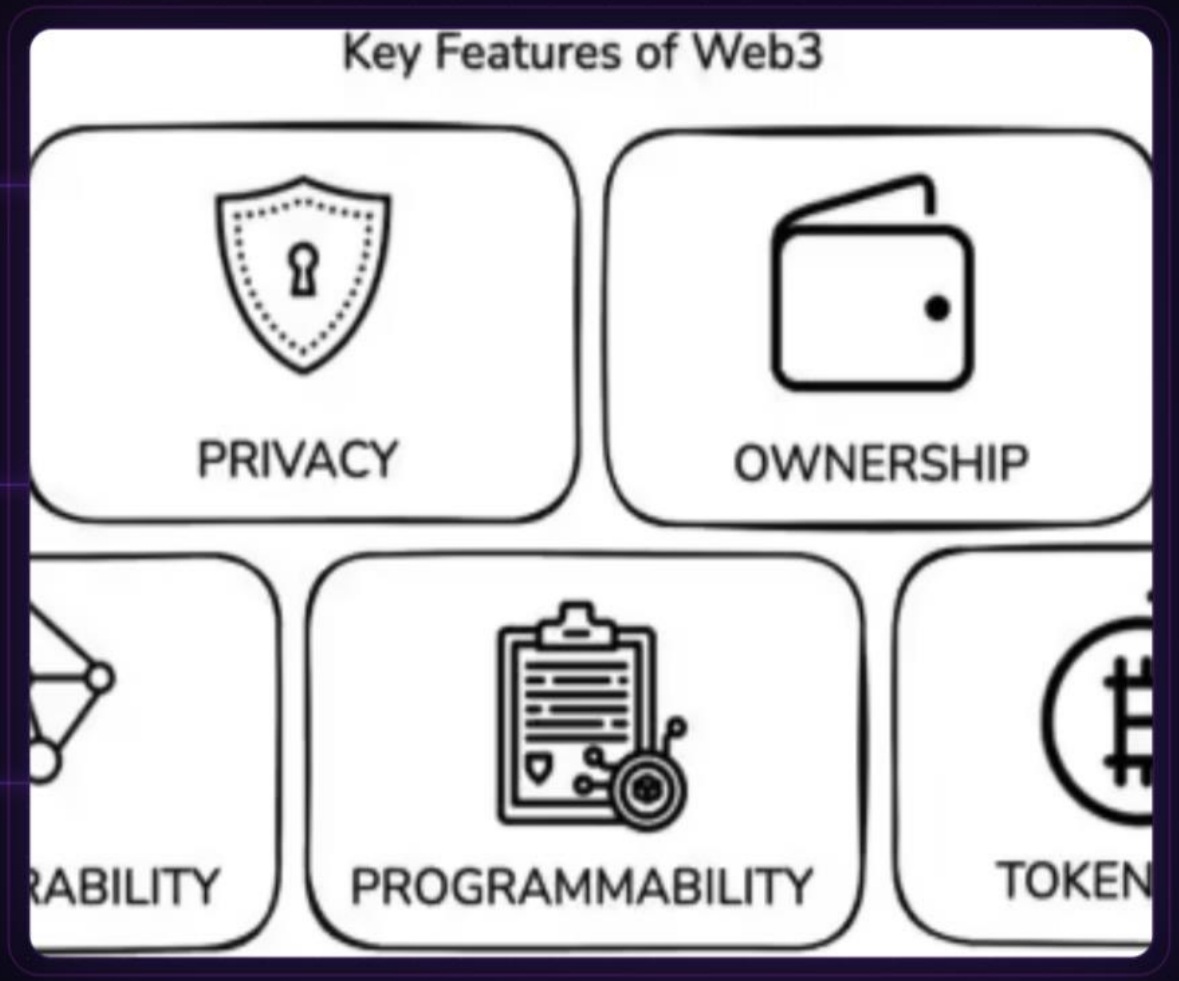


Impact Driven Tech

Bridging "Hard Tech" with the "Soft Reality" of lived experience to create a truly inclusive metaverse.

The Value Proposition

- Democratizing **innovation** for small-scale creators and local artisans.
- Instant **global reach** through our immersive, frictionless web experience.
- Reducing **barriers to entry** for high-end digital luxury and global markets.



THE BRIDGE TO OPPORTUNITY

BUILDING TRUST

Eliminating tech-phobia through transparent blockchain security and community-backed verification systems.

ENSURING INCLUSIVITY

Intuitive AI interfaces designed specifically for Indonesian MSMEs, moving from complex code to conversational commerce.

SCALABILITY

The "Phygital" launchpad—transforming local craft into global digital assets without losing cultural heritage.



Existing Technological Gap	The Ladyverse Solution

Impact: From Physical to Immersive

GLOBAL TRANSITION



Traditional artisan shops in Indonesia faced geographic limitations and stagnant market growth.

- 85% reduction in middlemen overhead.
- Real-time inventory synchronization.
- Direct-to-Avatar commerce integration.

SUCCESS METRICS

Evolution of economic reach and digital literacy among Indonesian woman-led collectives.

Local Clusters (Traditional)

35%

LADYVERSE Global Nodes

98%

+312%

Average Revenue Growth YoY

ARTISAN SPOTLIGHT



Case Study: Siti's Batik

A third-generation weaver who scaled from a local village stall to a top-selling digital wearable designer.

"The Metaverse didn't replace my loom; it gave my threads a global voice."

TECHNICAL PROFILE

TECH-01 / INPUT

LiDAR Scanning

Hyper-realistic 3D asset generation for MSME products, capturing intricate textures and geometries of traditional Indonesian crafts.

TECH-02 / PROCESS

Gaussian Splatting

High-fidelity volumetric rendering ensuring seamless, photo-realistic virtual environments that bridge the gap between physical and digital.

TECH-03 / INTERFACE

Meta Quest Integration





TURE

ngine utilizes advanced spatial

tain the cultural integrity of every



Moving From A Physical Shop To An Online Storefront



3D Scanning MSMEs Product



Metaverse Exhibiton



Augmented Reality on the MSMEs Device





Team Developer

FUTURE VISION: ASIA-PACIFIC HUB

LEADING HUB

Establishing LADYVERSE as the premier immersive ecosystem for female-led commerce, blending traditional craftsmanship with Metaverse utility.



SCALING APAC

Expanding our digital Silk Road across the Asia-Pacific region, connecting Indonesian artisans to global markets through decentralized networks.



Become a part of the next evolution in digital equity.

EMPOWERING HER REALITY

Ladyverse – Her Reality

LEADERSHIP & VISIONARY DRIVE

LIA YULDINAWATI

Tech & Creative Impact

A driving force in Indonesia's digital economy, bridging the gap between traditional craftsmanship and modern technology. Lia specializes in creating sustainable ecosystems for local artisans to thrive in a globalized phygital market.

Champion of Inclusivity

Dedicated to empowering women through digital literacy and blockchain adoption. Her leadership ensures LADYVERSE remains a human-centered metaverse, fostering innovation while preserving the soul of Indonesian heritage.



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