

MENTOR PROFILE

Araya Suryanto, S.Bns.

Co-Founder, Digital360 & Kustompedia · Growth Strategist

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Hi, I'm Araya

I build businesses and help others build theirs. I co-founded Kustompedia, a custom-apparel ecosystem, and Digital360, a B2B tech company helping businesses grow through software and AI — while completing my Digital Business degree in a fast-tracked 3 years, graduating Summa Cum Laude.

Along the way: startup incubation graduate, speaker at 15+ campus events, and — most importantly — a listener.



“ *I'm passionate about one thing: empowering people, organizations, and businesses to grow.* ”

The Journey So Far

Six years, one roller coaster.

2021

First Ship

Fresh out of high school, took a gap year — and went live with Kustompedia, a custom-clothing e-commerce.



2022

Going B2B

Co-founded Digital360 as a digital marketing agency; started out in strategic development at Vido Garment.



2023

Two Bets, One Year

Launched Kustom Garment for B2B apparel; built Kustomkreatif, taking custom products into web3 — incubated at BPBRIN Unair.



2024

Startup → Ecosystem

Launched Kustom Project, Inspira & Care — turning Kustompedia into an ecosystem, not a single startup.



2025

The Proof Year

1st Best Startup at Bandung Techno Park; shipped Chat360 & Linkaran to market.



2026

The AI Chapter

Digital360 evolves from agency to digital partner — building labs.digital360 for AI & product experiments.



Proof, Not Just Labels

 **1st**

Best Startup

Bandung Techno Park Incubation
Program 2025

 **25+**

Speaking Events

ITS, Unair, Telkom University & more

 **2**

Companies Co-Founded

Digital360 & Kustompedia

 **4+**

Years in the Game

B2B SaaS, AI & garment
manufacturing



Straight Off the Posters

A few of the campuses & programs that put me on stage, 2024–2026.



20+
stages

...and counting. This wall is just the ones that fit on one slide.

In the Field

Talk, build, boost, innovate — some peek.



What We Can Talk About

Not theory — things I run every day.



AI & Tech Implementation

Putting AI to work inside a real business — agents, automation, and product experiments.

AI agents

Chatbots & Intelligence

Prompt engineering

Automation



Building Startups (0 → 1)

From idea to first revenue: validation, incubation, and surviving year one.

Idea validation

MVP building

Pitching & incubation

Bootstrapping



Business & Growth Strategy

Positioning, pricing, and winning clients — then scaling one product into an ecosystem.

Business models

Pricing strategy

Market positioning

Ecosystem thinking



Public Speaking & Personal Brand

Getting on stage, telling your story, and being remembered.

Founder storytelling

Stage presence

Personal branding

Let's **Connect** and **Explore** Unlimited Opportunities **Together!**

My Instagram



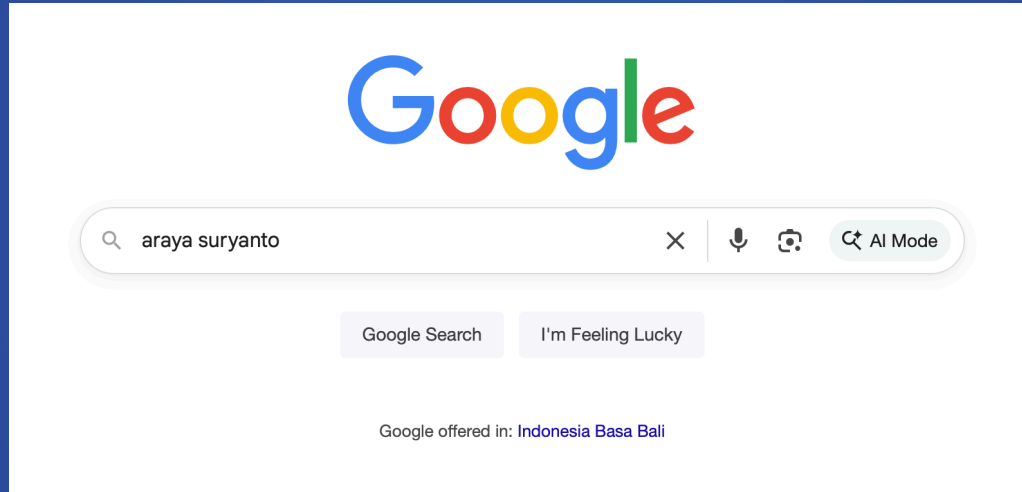
[Instagram.com/arayasuryanto](https://www.instagram.com/arayasuryanto)

My Web



arayasuryanto.com

Or simply just find me on Google!



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