

COMPANY PROFILE

The logo for IDEA RUN features the word "IDEA" in a large, bold, white sans-serif font. Below it, the word "RUN" is written in a smaller, white sans-serif font. To the left of "RUN" are four horizontal white lines of varying lengths, and a small white circle is positioned to the left of the top line.

IDEA
RUN

www.ideakita.com



the IDEA

It is all about Idea
The idea is the most
beginning of the step.
Execution is the next phase.
and IdeaRun make it happen
into a real milestone.



Managing race since a few
years ago, send IdeaRun as
today, being your partner in
realizing a creative race.
Delivering a happy, healthy,
and creative life style.



IDEA
RUN

IDEA RUN

Race Management

THE RACE MANAGEMENT SERVICES

A race not just measured from the basic standard like how fast have you run. We put a new standard, how happy you ran.

Make every runner happy, could run energetically, and having an experience of a creative ambience race, became the target of each race held.

RANGE OF SERVICES

RACE MANAGEMENT

- Ultra Marathon
- Full Marathon
- Half Marathon
- Fun Run
- Creative RunActivity

EVENT MANAGEMENT

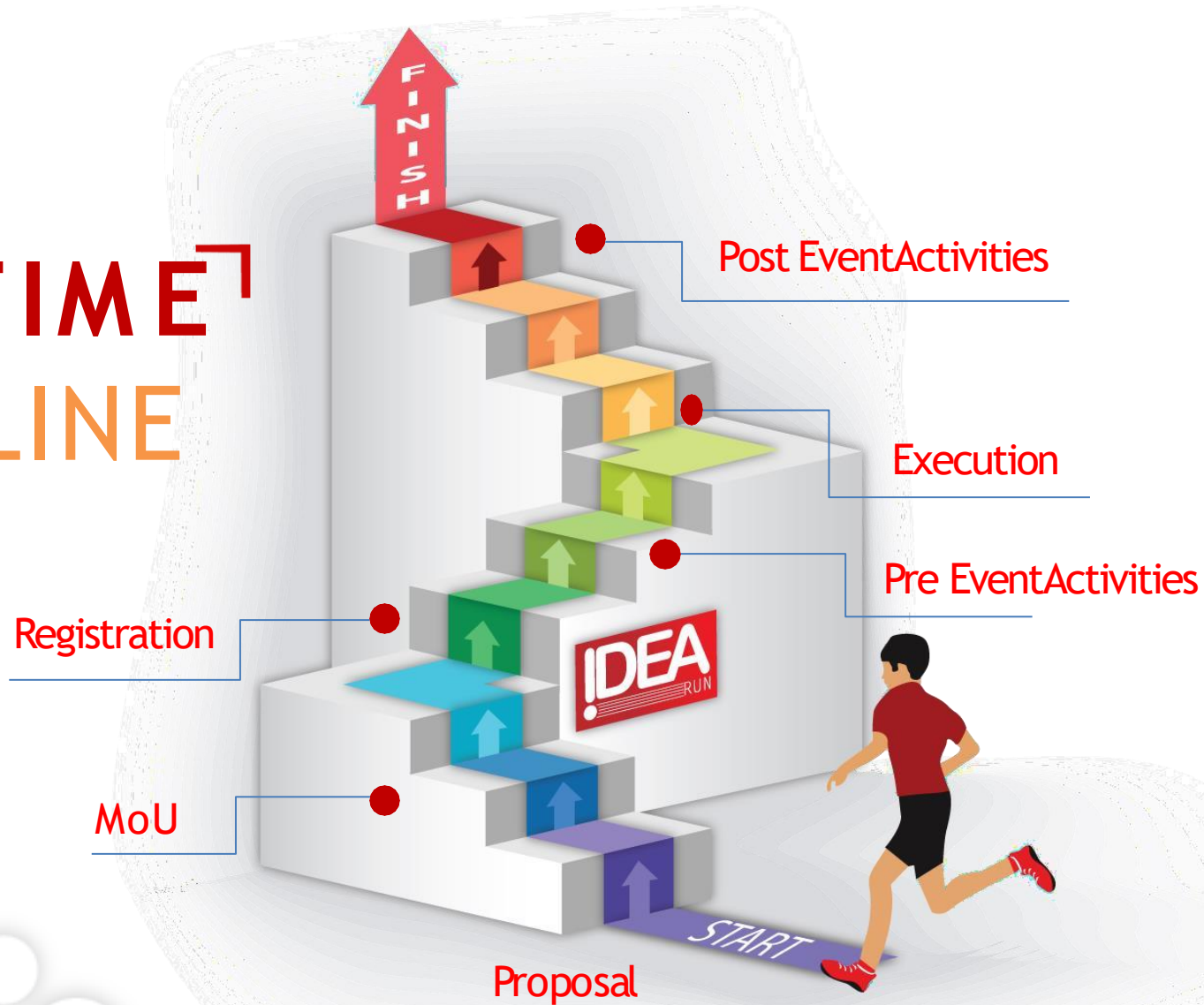
- Race Pack Collection Management
- RaceVillage EventManagement
- Media & Community Relations



RACE SERVICES



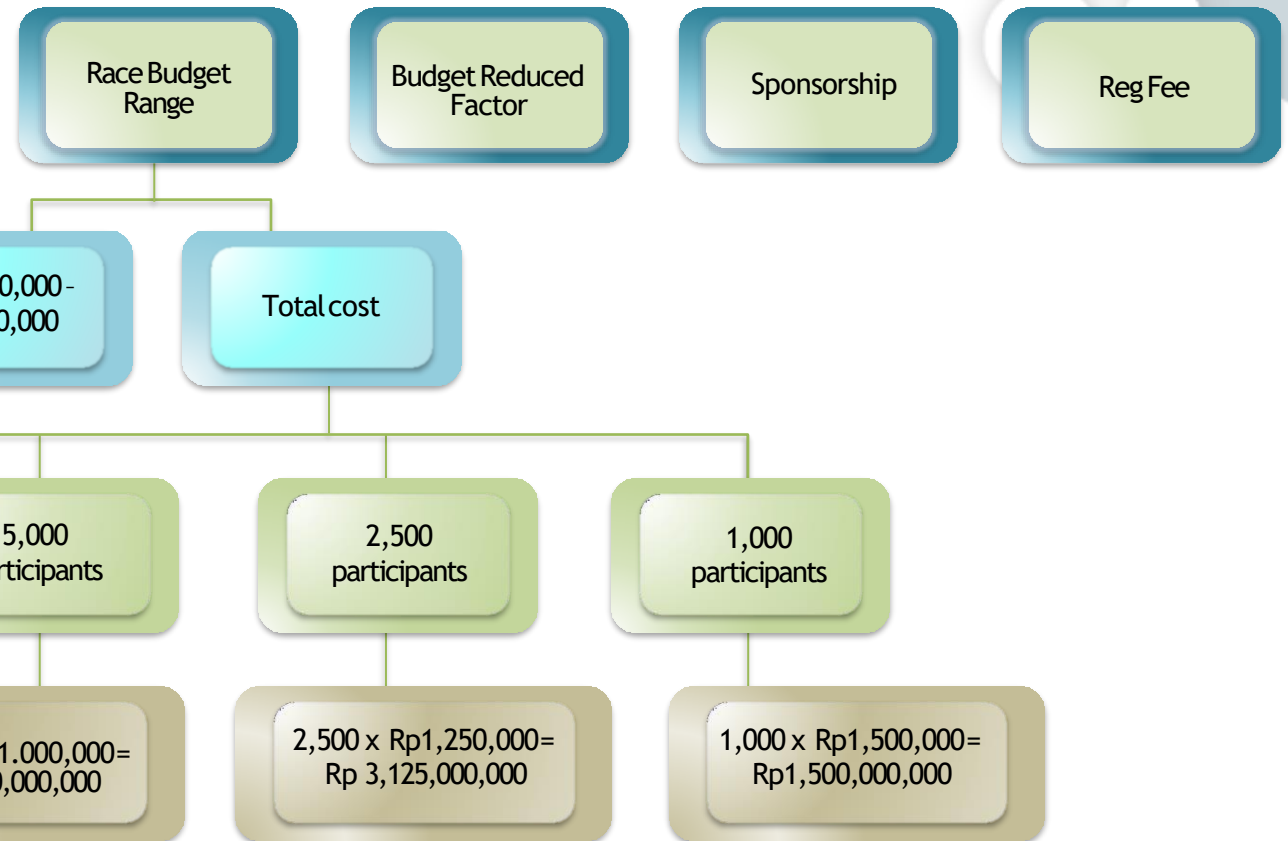
「TIME LINE



5 - 3
Months from
preparation to
execution

RACE BUDGET

APPROXIMATELY



Bottom line

5,000 participants

2,500 participants

1,000 participants

$$5,000 \times \text{Rp}1,000,000 = \text{Rp } 5,000,000,000$$

$$2,500 \times \text{Rp}1,250,000 = \text{Rp } 3,125,000,000$$

$$1,000 \times \text{Rp}1,500,000 = \text{Rp}1,500,000,000$$

PORTFOLIO

IDEA
RUN

2016

- ❑ KOMANDO RUN - APR 2016
- ❑ RUN FOR BLOOD - MAY 2016
- ❑ ULTRA RACE MERDEKA RUN - AUG 2015 & 2016
- ❑ MANDIRITJANTING FUN RUN - OCT 2016
- ❑ ROAD TO GCAM - NOV 2016

2018

- ❑ BORR 10K/BOGOR RUNNING RACE - RUN ON THE TOLL ROAD - APR 2018
- ❑ DESARI 10K - FIRST FULLTOLL ROAD RUNNING RACE - JUL 2018
- ❑ MANDIRITJANTING RUN - OCT 2018
- ❑ DANAMON RUN 2018 - NOV 2018

2017

- ❑ BULUNGAN FUN RUN - JAN 2017
- ❑ KOMANDO RUN - APR 2017
- ❑ MANDIRI BOGOR SUNDOWN MARATHON - JUL 2017
- ❑ HBD RUN 2017 - AUG 2017
- ❑ MANDIRI TJANTING RUN - SEP 2017
- ❑ RUN FOR DIFABLE - DEC 2017
- ❑ ROAD TO GCM 2018 - DEC 2017
- ❑ INDOSAT OOREDO RUN - DEC 2017

PORTFOLIO

2019

- ❑ EVODAY - JAN 2019
- ❑ UNPAR HALF MARATHON - FEB 2019
- ❑ BAF LIONS RUN - MAR 2019
- ❑ JCO RUN 2019 - APR 2019
- ❑ PERTAMINA DIGITAL FUN RUN - AUG 2019
- ❑ UGM FEBulous RUN - SEP 2019
- ❑ HIGHLANDS HALF MARATHON - SEP 2019
- ❑ MINISO RUN 2019 - OCT 2019
- ❑ JABAR INTERNATIONAL MARATHON 2019 - DEC 2019
- ❑ METRO TV HERITAGE RUN 2019 - DEC 2019

2021

- ❑ MANGLAYANG TRAIL RUNNING - SEPTEMBER 2021
- ❑ PERTAMINA ROSNEFT VR 2021 - NOVEMBER 2021
- ❑ JABAR INTERNATIONAL MARATHON 2021 - NOVEMBER 2021

2020

- ❑ INDONESIA BERLARI - AUG 2020
- ❑ PERTAMINA ROSNEFT VIRTUAL RUN 2020, NOVEMBER 2020
- ❑ PERTAMINA MOR III VIRTUAL FUN RUN 2020

2022

- ❑ SAWIT FOR PEOPLE HMVR - 25 DESEMBER 2021-10 JANUARI 2022
- ❑ UNPAD MANGLAYANG TRAIL RUNNING 2022 - 4 SEPTEMBER 2022
- ❑ TANGSEL MARATHON 2022 - 11 SEPTEMBER 2022
- ❑ MAKASSAR HALF MARATHON 2022 - 2 OKTOBER 2022
- ❑ JCO RUN 2022 - 6 NOVEMBER 2022
- ❑ JABAR INTERNATIONAL MARATHON - 20 NOVEMBER 2022
- ❑ HIGHLANDS HM - 27 NOVEMBER 2022

2023

- ❑ JABARUN 10K - 19 MARET 2023
- ❑ HARITA FUN RUN 5K - 7 MEI 2023
- ❑ ONE RUN 10K - 28 MEI 2023
- ❑ MAKASSAR HALF MARATHON - 18 JUNI 2023
- ❑ BAF LIONS RUN - 6 AGUSTUS 2023
- ❑ JAKARTA HALF MARATHON - 20 AGUSTUS 2023
- ❑ KBP CITY RUN - 2 SEPTEMBER 2023
- ❑ TANGSEL MARATHON - 10 SEPTEMBER 2023
- ❑ JCO RUN 2023 - 24 SEPTEMBER 2023
- ❑ ARUTMIN BORNEO RUN - 6 NOVEMBER 2023



AKTIVASI KOMUNIKASI

2020

- ❑ IDEATALKS
 - ❑ TAYANG PERDANA - 14 APRIL 2020
 - ❑ JUMAT - 19:30 - 20:30
 - ❑ MEDIA IG LIVE/IGTV

- ❑ ZOOMFIT
 - ❑ LATIHAN PERDANA - 6 APRIL 2020
 - ❑ SELASA - 19:30 - 20:30
 - ❑ SABTU - 07:30 - 08:30
 - ❑ MEDIA ZOOM MEETING



PORTFOLIO

MANDIRI TJANTING
FUN RUN 2016



KOMANDO RUN
2016 & 2017

MANDIRI BOGOR 2017
SUNDOWN MARATHON



MANDIRI TJANTING
FUN DAY 2017

PORTFOLIO



HBDI RUN TO SHOP

2017

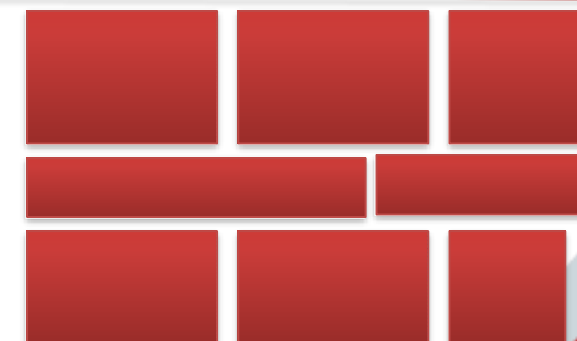
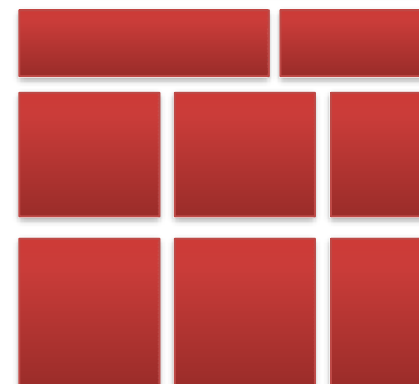
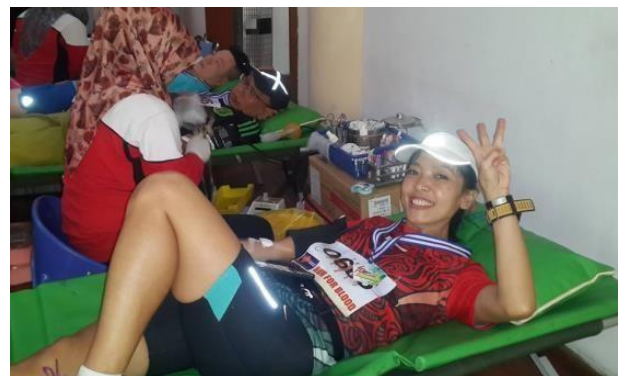
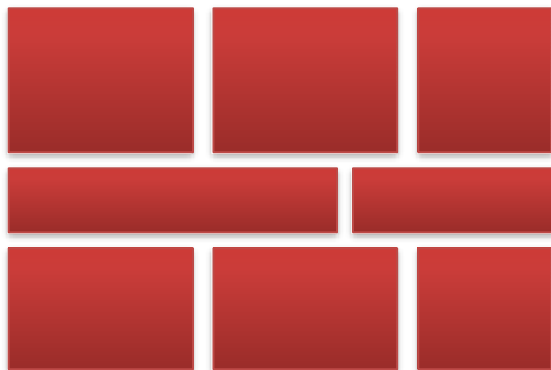
BOGOR OUTER
RING ROAD

RUN FOR DIFABLE 2017



INDOSAT OOREDOO RUN 2017

PORTFOLIO



PORTFOLIO

BORR 10K 2018

- Bogor Running Race/Run on the toll road



DESARI 10K 2018

- First Full Toll Road Running Race





MANDIRI TJANTING RUN 2018

DANAMON RUN 2018



DANAMON RUN 2018



EVO DAY 2019

IDEA
RUN



TENIS INDOOR ELITE CLUB EPICENTRUM

PRESCON GCM 2019



KOTA BARU PARAHYANGAN



10 FEBRUARI 2019



JCO RUN 2019

BAF LIONS RUN 2019



UGM FEBulous Run 2019



HIGHLANDS HALF MARATHON 2019

Miniso Run 2019



Jabar International Marathon 2019



METRO TV HERITAGE RUN 2019



METRO TV | **HERITAGE RUN**
KOTA TUA - JAKARTA, 15 DESEMBER 2019



Host:
JULVYANNO

Live IG @idea.run

IDEATALKS

SOBARI HERDIANA | SOBIRI HAERUDIN | SEPTIANA NIA | DESI SANTIKA
@sob421 | @sobirhaerudin | @septianania_ | @desisantikas

PENDEKAR LARI MANGLAYANG

Jumat | 24.09.2021 | 19:30 WIB

 @idea.run |  @summitroom.id |  idearun | www.ideakita.com





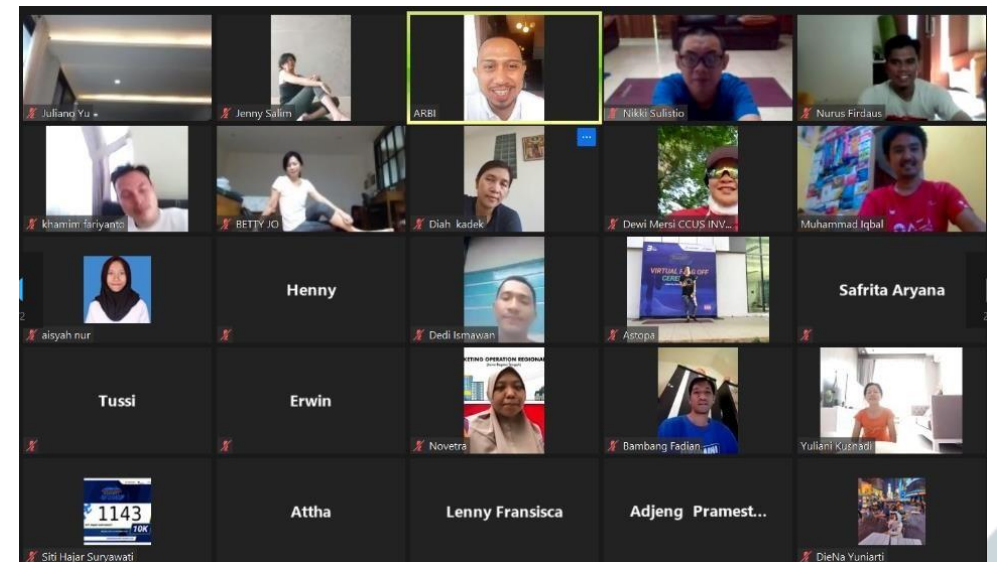
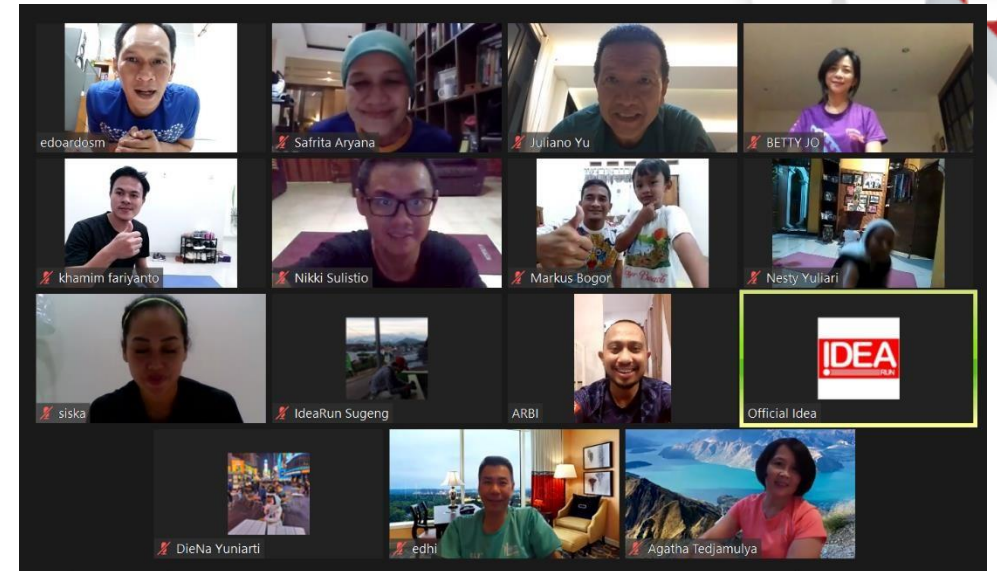
IDEA **ZOOMFIT**
BY **IDEARUN**

Dipandu oleh:
COACH EDOARDO
Certified Coach

SABTU | 07:30 WIB

link cek bio  @idea.run

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INDONESIA BERLARI 2020



VIRTUAL FLAG OFF PERTAMINA ROSNEFT VR 2020



PERTAMINA MOR III VIRTUAL FUN RUN 2020

65 PERTAMINA energizing you

Get Set! Ready!

Akses link Zoom-mu
Pantau Youtube Idea Kita
Sabtu, 5 Desember 2020 – 05:30 – 07:30

Tuntaskan larimu hari ini dan
catatkan waktumu segera pada web

MOR III Virtual Fun Run 2020

Managed by: **IDEA**

*Hanya untuk Internal Keluarga Besar Pertamina Regional JBB

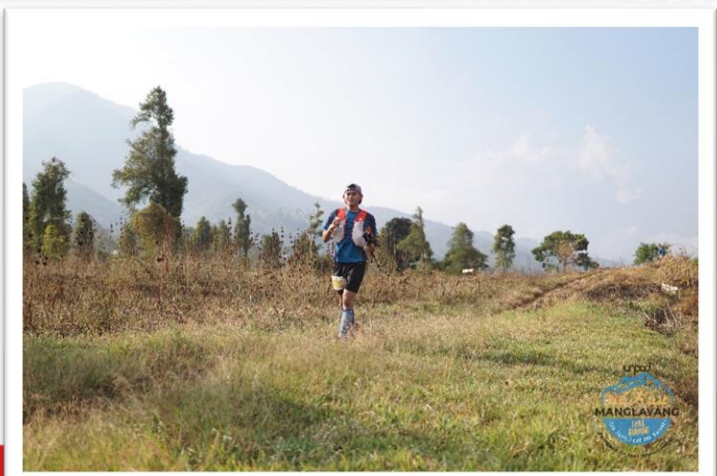
www.pertamina.com **BAPOR MOR III** **35**



MOR III VIRTUAL FUN RUN 2020



MANGLAYANG TRAIL RUNNING 2021



PRPP VR 2021 FLAG OFF CEREMONY



JABAR INTERNATIONAL MARATHON 2021



SAWIT FOR PEOPLE HMVR

IDEA
RUN

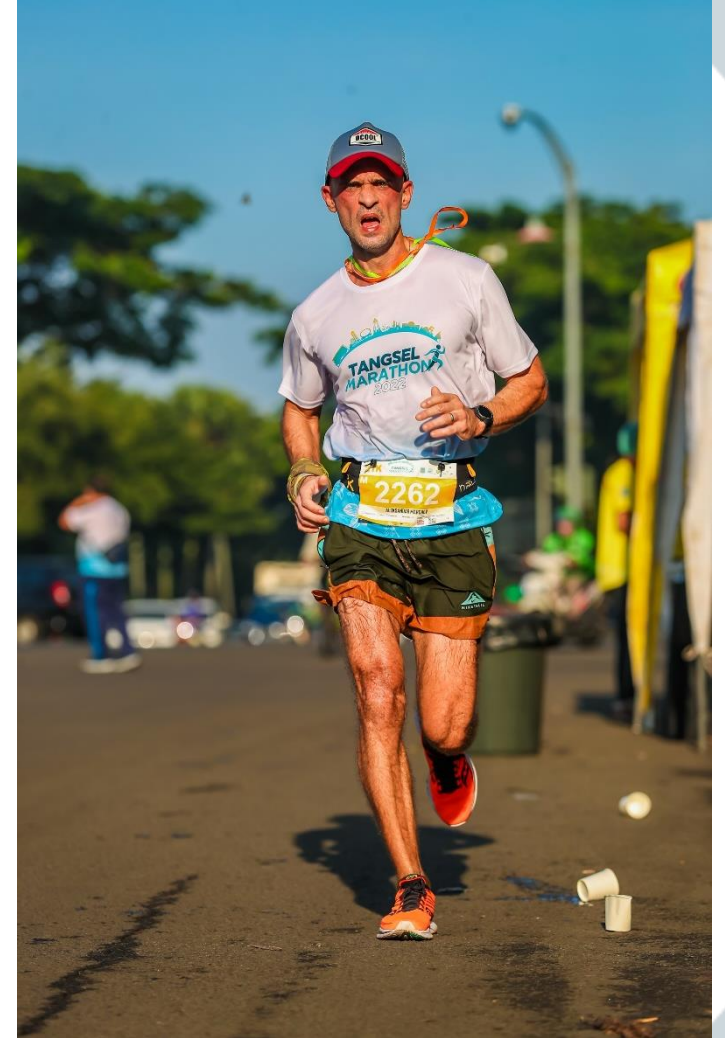


UNPAD MANGLAYANG TRAIL RUNNING 2022



TANGSEL MARATHON 2022

IDEA
RUN



MAKASSAR HALF MARATHON 2022

IDEA
RUN

21K



JCO RUN 2022



JABAR INTERNATIONAL MARATHON 2022

IDEA
RUN



HIGHLANDS HALF MARATHON 2022



JABAR RUN 10K 2023

IDEA
RUN



HARITA FUN RUN 5K

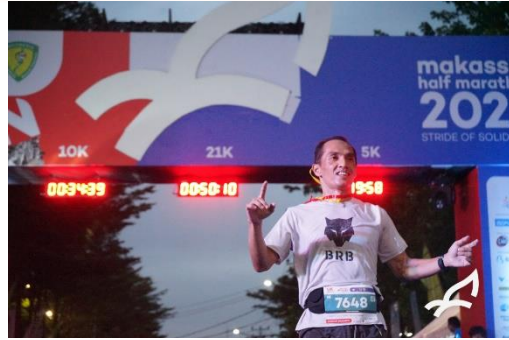


ONE RUN 10K 2023



MAKASSAR HALF MARATHON 2023

IDEA
RUN



BAF LIONS RUN 2023



JAKARTA HALF MARATHON 2023



KBP CITY RUN 2023

IDEA
RUN



TANGSEL MARATHON 2023

IDEA
RUN



JCO RUN 2023



ARUTMIN BORNEO RUN 2023


IDEA
RUN



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