

PROFILE

Araya Putra Suryanto, S.Bns.

Founder · Strategic Growth · Applied AI

- Founder of *Kustompedia* (2021) and co-founder of *Digital360*: a custom-apparel ecosystem and a B2B AI software company.
- 1st Best Startup, Bandung Techno Park 2025 · guest speaker at ITS, Universitas Airlangga, Telkom University and more.





Hi, I'm Araya

I build businesses and help others build theirs. I founded Kustompedia, a custom-apparel ecosystem, and co-founded 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, guest speaker at 25+ campus events and programmes, and most importantly, a listener.



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

Education

Telkom University · Digital Business



Telkom University

Bachelor of Digital Business (S1 Bisnis Digital) · 2022 – 2026

3.93 / 4.00

Grade Point Average

Summa
Cum Laude

Graduation predicate

3 yrs

Finished a year ahead of
the 4-year track

THESIS & PUBLICATION

Assessing Digital System Implementation Feasibility: A TELOS-Based Framework for SMEs



Scopus

Assessing Digital System Implementation Feasibility: A TELOS-Based Framework For SMES

Enterprise Development and Microfinance · Article · 2026

[Suryanto, Araya Putra](#) ; [Baskara, Domingo Bayu](#) ; [Rochmah, Wachda Yuniar](#)

Universitas Telkom, Surabaya, Indonesia

Indexed in Scopus

First author

From my undergraduate thesis



Final project examination, Faculty of Economics and Business.

ORGANISATIONAL EXPERIENCE · 2023 – 2024

Business Development Team, StudentsxCEOs East Java

A national student-to-executive network; ran business development for the East Java chapter, June 2023 – October 2024.

The Journey

Since 2021, one company at a time.



2021

First Venture

Founded Kustompedia, a custom-made fashion e-commerce, straight out of high school.



2022

Going B2B

Co-founded Digital360 as a digital agency for brands and SMEs; started at Telkom University.



2023

Creative Commerce

Launched Kustom Garment for B2B apparel and Kustomkreatif, Kustompedia's creative e-commerce and NFT line, incubated at Universitas Airlangga.



2024

Startup → Ecosystem

Kustom Project, Kustom Inspira and Kustom Care turned Kustompedia from a single startup into an ecosystem of brands.



2025

Joining the Group

1st Best Startup at Bandung Techno Park. Kustompedia joined the Vido Garment group as a strategic partner, bringing its founder into Vido's strategic development.



2026

Digital360 Turns AI

The agency from 2022 became PT Lingkar Digital Indonesia, an AI software company: bplus and Obrola in market, FeedMango launched.

Achievements & Recognition

Awards, incubation and the stages that followed.



1st

Best Startup

Bandung Techno Park Incubation Program 2025



25+

Guest Speaker, Workshops & Mentoring

ITS, Universitas Airlangga, Telkom University and more, 2024 to 2026



11+

Products & Projects Launched

Brands, ventures and software founded, co-founded or launched since 2021



2

Companies Founded or Co-Founded

Kustompedia (founder) · Digital360 (co-founder)



What I Do

Where I add the most value.



Strategic Development & Go-to-Market

Turning a product into a business: positioning, pricing, proposals and partnerships, from first pitch to signed contract.

Positioning

Pricing & packaging

B2B sales

Partnerships



Applied AI in Business Operations

Putting AI agents inside real workflows: customer conversations, sales follow-up and business reporting at Obrola and Intelligence.

Conversational AI

Human handoff design

Operational metrics

Adoption & trust



Digital Product Management

Taking a product from zero to paying customers: discovery, pricing, packaging and the operating model that keeps it alive after launch.

0 → 1 product

Pricing strategy

Go-to-market

Unit economics



Entrepreneurship & Ecosystem Building

Building companies and sharing the lessons: two incubation programmes and 25+ talks to students and young founders.

Incubation

MSME ecosystems

Supplier networks

Founder education

HOW I WORK Build the thing, run it with real customers, then share what worked, in the teams I lead and on campus stages.

In the Field

Guest speaker, workshops and mentoring, 2024 to 2026.



Events & Programmes

Selected events where I was invited as a guest speaker.



Telkom University, ITS Surabaya, Universitas Airlangga and others, 2024–2026. A selection, not the full list.

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!



+ Araya Suryanto

AI Mode →

Google Search

I'm Feeling Lucky