

ABSTRACT

The agricultural sector has transformed from conventional to digital agriculture in the rapidly evolving digital era. Agritech startups are essential in facing challenges and opportunities amidst change and uncertainty. Therefore, a scientific approach is needed to help agritech startups adapt and thrive amidst uncertainty to sustain the agritech startup business in the next 10 years.

This research aims to develop a scenario that can provide an overview of the situation that agritech startups will face in the future. This research identifies driving forces, critical uncertainties, possible scenarios, and the implications and options of each scenario.

This research was conducted using qualitative methods. Data and information were obtained using primary and secondary data. Primary data was obtained from interviews with agritech startups, academics and government officials. Secondary data was obtained through literature studies to understand the trends and dynamics affecting the agritech startup sector in Indonesia.

The data was then analyzed using a scenario planning approach. This analysis resulted in two main uncertainty factors: the climate crisis and the agritech startup ecosystem. Four possible scenarios are formed from these two main uncertainties: Green Transformation of Agritech, Adaptive Agritech Innovation, Agritech Stagnation, and The Bleak Future of Agritech. The implications and options identified will make it easier for agritech startups to implement the right strategy when the scenario occurs.

The results of this study are expected to contribute to the development of adaptive and sustainable business strategies for agritech startups in Indonesia. They can also be helpful for relevant agencies as consideration and recommendations in policy making. By considering various possible future scenarios, agritech startups can be better prepared to face changes in the business environment and play a more significant role in supporting the transformation of the digital economy in Indonesia.

Keywords: *agritech startups, business strategy, scenario planning, digital transformation, agriculture, agricultural technology*