

# SAMUDERAKEPRI ADVENTURE SERIES

## Uniting the culture, technology, and Pariwisata of the Riau Islands

### Executive Summary

It is an innovative project that combines blockchain technology, augmented reality (AR), and the cultural richness of the Riau Islands.

The project offers:

**NFT interactive:** a digital collection that gives access to kepri's iconic location-based virtual adventures.

**AR map:** Web3 platform for cultural and historical exploration through educational quests. Sustainable Ecosystem: NFT sales royalties allocated to environmental conservation and Web3 education.

**Target market:**

NFT global fans (18-45 years old). Domestic/International travelers interested in Malay culture. Investors who support ESG-based projects (environmental, social, governance).

**Unique value:**

Collaboration with local artists and local authorities. Integration of virtual-physical experience (Metaverse + Real travel).

## 2. Background

Riau islands have a cultural and tourism potential that has not been tergarap optimally digitally. The project aims: preserving cultural heritage through NFT technology. Improve tourist visits with AR-based gamification. Opening economic opportunities for local artists and SMEs.

## 3. project plan

### 3.1. Phase and timeline

## 4. Market Analysis

**NFT market growth:** global NFT market value is projected to reach \$231 billion in 2030 (market deciphers, 2023).

**Opportunities in Indonesia:**

65% of young Indonesians are interested in NFT (Kominfo, 2023). Riau Islands received 2,8 million tourists in 2023 (bps kepri, 2023).

## 5. funding details

**5.1. Total project cost total project cost total estimate (RP):** 9.700.000.000 (≈646.000)

Contingency proposal (10%) : 970.000.000 (≈ \$64.600)

Total: 10.670.000.000 IDR (≈ \$710.600)

#### 6. revenue projection

-NFT sale: 5.000 NFT @ rp2.000.000 = rp10.000.000.000. -Secondary royalty: 5-10% from sale in secondary markets (example: OpenSEA, rarible).

-Sponsorship & Partnership: rp2.000.000.000 from tourism department and corporate partners. -Roi (5 years): 150-200% of total investment.

#### 7. Social & Economic impact

Local artist empowerment: 50 + artists are involved in NFT design. Tourism Improvement: target of 20% increase in tourist visits through the integration of nft-ar.

Web3 education: 10.000 Free workshop participants for students and SMEs

. Environmental Conservation: 10% royalty for Coral Reef rehabilitation.

#### 8. Risk factors

Risiko	Strategi Mitigasi
Volatilitas Harga Crypto	Alokasi 10% dana kontingensi; diversifikasi pendapatan melalui sponsor.
Regulasi Blockchain	Kolaborasi dengan Asosiasi Blockchain Indonesia untuk kepatuhan hukum.
Adopsi Pengguna Rendah	Uji coba beta terbatas; program referral dengan rewards eksklusif.

#### 9. support application

We invite governments and investors to serve as strategic partners: the provision of tourism infrastructure and promotional facilities. Lenders: participation in initial funding with revenue sharing scheme (Roi 20-25% per year).

Advisor: contribution in the development of cultural and educational content.

#### 10. cover

SamuderaKetri adventure series is not just a digital project, but a cultural movement aimed at starting Riau Islands heritage while opening technology-based economic opportunities. With the support of all parties, this project will be an example of successful collaboration between tradition and innovation.

Attachment:

1. timeline and budget details. 2. NFT design mockup and AR map. 3. the license letter of development of blockchain technology.

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The proposal is ready to be adapted to the needs of investors/government. For further discussion, please contact our team!.

## Project Concept

### Advance

The Riau Islands (Kepri) is one of the most beautiful tourist destinations in Indonesia that has a rich cultural and historical wealth. To promote Kepri as a leading tourist destination and raise awareness of its cultural heritage and history, we are introducing the Kuala Derakeri Adventure Series—an innovative project that incorporates digital art, blockchain technology, and gamification to create a unique and interactive tourist experience.

### Project description

Samudera Ilkepri Adventure Series is an initiative aimed at promoting Kepri through the creation and distribution of non-fungible tokens (NFT) that reflect important aspects of culture, history, and the realm of Kepri. This project will present an interactive experience through augmented reality (AR) technology and virtual reality (VR), as well as integrate interactive maps and blockchain-based smart contracts.

### Project Objectives

**The promotion of Kepri culture and history:** increasing awareness of the cultural and historical wealth of Kepri through digital art and cutting-edge technology.

**Local economic development:** creating economic opportunities for local artists, technology developers, and the tourism industry.

**Interactive travel experience:** offers a unique and interactive travel experience for travelers, utilizing AR/VR and blockchain technology.

### Benefits for investors and government

**Potential Economic Growth:** The project is expected to increase the number of tourists to Kepri, which will have a positive impact on the local economy.

**Technology Innovation:** put Kepri as a pioneer in the use of blockchain and AR/VR technologies in tourism promotion.

**Increasing brand awareness:** helping to promote Kepri as a leading tourist destination at national and international level.

### Conclusion

We believe that the NFT Adventure Series has great potential to support the promotion and development of tourism. Therefore, we invite investors and governments to support and participate in this project in order to realize a common vision in promoting the beauty and wealth of Kepri culture.

## Project Concept

### 1. Preparation & research

phase-theme & narrative:

Define the main themes based on the maritime culture of the Riau Islands (Misal: The Legend of the Lancang, the Malay tradition, or the biodiversity of the sea biota).

Build an epic narrative that connects the NFT to iconic locations (stinger Island, Tanjung Pinang, or the Javan Lagoon).

Each nft represents a character or artifact in the story, such as a "legend submarine" or "Sultan's treasure".

-Collaboration with stakeholders: engage local governments, historians, and local artists to ensure cultural accuracy. Indonesia's NFT community (eg: tokocrypto or indnft) for market research.

### 2. design & technology

-NFT design:-each NFT has 2 layers: static visuals: digital illustrations by local artists with sea batik motifs or Malay carvings.

Interactive elements: ar animation connected to the virtual map (example: NFT phinisi ship can be "sailed" in the app).

-NFT Category:

Common: basic access to maps and simple quests. Rare: access to exclusive quests of + bonus digital items. Legendary: VIP pass to physical event (ex: Tour to Muara Takus temple).

-Interactive map:

Web3 based platform with features: AR layers to display virtual landmarks in real locations. Mini-Game educational (eg: putting together a puzzle history of the Empire of Riau-Lingga). GPS integration for specific location quests (example: visit Nongsa Beach to unlock stories).

-Blockchain & Security:

Use polygon or Solana for fast and low cost transactions. Smart contract with two-factor verification system to prevent duplication or fraud.

### 3. Content & Quest Development

-Quest type:

-Culture: collect digital artifacts by answering historical quizzes. -Ecosystem: a virtual beach clean-up challenge to get the "Sea Hero" badge.

-Collaboration: mission alongside other NFT owners to unlock secret stories.

- Rewards:

-Digital: character skins, virtual accessories, or digital land ownership certificates. -Physical: Vouchers for stays at Kepri resort, limited merchandise, or free cultural tour.

-Exclusive: NFT special edition that can only be obtained via quests.

### 4. Launch & Marketing

Pre-Launch strategies:

Teasers at TikTok/Instagram with AR map stickers and local artist interviews.

Whitelist for the first 500 registrants at a 50% discount price. With the creative team in the discord.

- Campaign Viral:

Challenge #adventurequick on social media: users upload real location photos + AR NFT filters.

Collaboration with travel influencers (e.g. Trinity travellers) and the Web3 community (NFT Indonesia).

- Event Launch:

Virtual concert with electronica in decentraland.

Airdrop NFT is free for the first 100 participants to complete the quest "Island Cruising seven".

### 5. Community Development

# Quest-help: Guide to complete the mission. # Local works: Digital Art Exhibition community members. The new feature of voting is Decentralized autonomous organization.

Program Loyalitas:

Points that can be exchanged for merchandise or real experience (example: Diving in Anambas). Badge "Ocean companions" for active members.

### 6. post-launch expansion

Ecosystem Metaverse:

Wake up digital replicas of the Riau Islands on platforms such as spatial.io or sandbox. NFT land virtual to be purchased and developed (Misal: developing virtual resorts).

-Strategic partnerships:

Collaboration with kepri tourism office for the NFT \$ V0 tour package \$ physical tour.  
Integration with other games (example: Skins NFT kepri in Axie infinity).

-Sustainability:

10% NFT sales royalties were donated to kepri coral reef conservation.

Web3 educational program for local students via free workshop.

#### 7. Evaluation & Scale

-Analytical:

Monitor metrics: Player retention rates, secondary transaction volumes and social media engagement.

Monthly surveys to measure community satisfaction.

-Content expansion:

New "season" releases every 6 months with different themes (ex: "pirate season" or "mystery ghost island"). NFT cross-chain (ethereum ↔ polygon chain) for market expansion.

Timeline:

1. Q2 2025: finalize design + Beta map trial.
2. Q3 2025: Pre-sale NFT + campaign influences.
3. Q4 2025: Official launch + virtual event.
4. Q1 2026: Dao release + loyalty program.
5. Q2 2026: Expansion to Metaverse.

With this structure, the project not only sells the NFT, but creates an ecosystem that brings together the culture, technology and tourism of the Riau Islands.

Preparation & research phase (Q1-Q2 2025)

Komponen Biaya	Detil	Estimasi Biaya (Rp)	Estimasi Biaya (USD)
Bangkitnya Pasar	Survei komunitas NFT, analisis pesaing, dan studi kelayakan	150.000.000	~10.000
Konsultan Budaya & Sejarah	Honorarium sejarawan lokal dan ahli budaya Kepri	200.000.000	~13.300
Hukum & Lisensi	Pendaftaran merek dagang, kontrak kerja sama, dan konsultan hukum	300.000.000	~20.000
Tim Inti (3 bulan)	Gaji manajer proyek, penulis narasi, dan koordinator teknis	450.000.000	~30.000
Jumlah Tahap 1		1.100.000.000	~73.300

### Phase Design & Technology (Q2 2025)

Komponen Biaya	Detil	Estimasi Biaya (Rp)	Estimasi Biaya (USD)
Desain NFT	Honor 5 seniman lokal (10 NFT @Rp50 juta) + animasi AR/VR	500.000.000	~33.300
Pengembangan Peta Interaktif	Tim developer (frontend, backend, integrasi AR)	800.000.000	~53.300
Blockchain & Kontrak Cerdas	Biaya platform (Polygon/Solana), audit keamanan, biaya gas uji coba	300.000.000	~20.000
Server Infrastruktur	Hosting cloud, database, API (AWS/Google Cloud)	200.000.000	~13.300
Jumlah Tahap 2		1.800.000.000	~120.000

### Content & quests development phase (Q3 2025)

Komponen Biaya	Detil	Estimasi Biaya (Rp)	Estimasi Biaya (USD)
Pengembangan Pencarian	Desainer game, penulis skenario, dan programmer mini-game	600.000.000	~40.000
Hadiah Digital	Pembuatan aset digital (skin, sertifikat, item eksklusif)	200.000.000	~13.300
Imbalan Fisik	Produksi merchandise, voucher wisata, dan pengiriman logistik	400.000.000	~26.600
Integrasi GPS & AR	Lisensi peta digital, SDK AR (Unity/Unreal Engine)	300.000.000	~20.000
Jumlah Tahap 3		1.500.000.000	~100.000

### Fase launch & Marketing (Q4 2025)

Komponen Biaya	Detil	Estimasi Biaya (Rp)	Estimasi Biaya (USD)
Kampanye Media Sosial	Iklan di Instagram, TikTok, Twitter (3 bulan)	500.000.000	~33.300
Influencer & KOL	Bayaran 5 influencer travel/NFT (konten unboxing + pencarian)	750.000.000	~50.000
Peluncuran Virtual Acara	Konser virtual di Decentraland + streaming	400.000.000	~26.600
Airdrop & Daftar Putih	Biaya pencetakan 100 NFT gratis + daftar putih platform	150.000.000	~10.000
Jumlah Tahap 4		1.800.000.000	~120.000

### Community development phase (Q1 2026)

Komponen Biaya	Detil	Estimasi Biaya (Rp)	Estimasi Biaya (USD)
Perselisihan Platform	Moderator, bot premium, dan server hosting	100.000.000	~6.600
Loyalitas Program	Poin yang dapat ditukarkan (voucher, merchandise, tur)	300.000.000	~20.000
Komunitas Acara	Meetup virtual bulanan + giveaway	200.000.000	~13.300
Jumlah Tahap 5		600.000.000	~40.000

### Post-launch development phase (Q2 2026)

Komponen Biaya	Detil	Estimasi Biaya (Rp)	Estimasi Biaya (USD)
Ekspansi Metaverse	Pembangunan replika Kepri di Spatial.io/Sandbox	1.000.000.000	~66.600
Kemitraan Pariwisata	Paket kolaborasi NFT + tur fisik dengan Dinas Pariwisata	500.000.000	~33.300
Keberlanjutan	Donasi konservasi terumbu karang + workshop edukasi	300.000.000	~20.000
Jumlah Tahap 6		1.800.000.000	~120.000

### Phase Evaluation & Scale (Q3 2026 onwards)

Komponen Biaya	Detil	Estimasi Biaya (Rp)	Estimasi Biaya (USD)
Analitik & Pengawasan	Alat analitik (Google Analytics, Mixpanel)	100.000.000	~6.600
Pengembangan Musim Baru	Produksi konten "Musim Bajak Laut" (NFT, quest, peta)	800.000.000	~53.300
Integrasi Lintas Rantai	Migrasi ke Ethereum/BNB Chain	200.000.000	~13.300
Jumlah Tahap 7		1.100.000.000	~73.300

### Total project cost

Estimated total (RP): 9.700.000.000 (≈ \$646.000) contingency reserve (10%) : 970.000.000 (≈64.600) Total Total: 10.670.000.000 IDR (≈710.600)

### Important notes

Non-fixed fees:

Crypto/NFT prices can affect secondary income (royalties). The cost of blockchain gases depends on network volatility. Sources of funding: Presale NFT (40%), local investors (30%), Tourism sponsors (20%), crowdfunding (10%).



Proyexi ROI:

If 5.000 NFT is sold @ rp2.000,000 \$ VO revenue rp10.000,000,000 (excluding secondary royalties and partnerships).

With this cost planning, projects can be run realistically while mitigating risks through contingency allocation and funding diversification.

Verification of cost concept

Level 1: Preparation & RISET.

Those costs include market research, cultural consultants, legal fees, and core team salaries. The cost-the cost seems reasonable. Market research is important to understand the target audience and competition. Hiring reasonable cultural consultants to ensure authenticity. Legal fees for trademarks and contracts are required. The salary of the core team for three months also seems appropriate.

Stage 2: Design & Technology.

The cost here is for NFT design, interactive map development, blockchain setup, and server infrastructure. The design Cost of NFT includes local artists and AR elements, which are great for cultural representation. The development of maps using Web3 with AR integration will require skilled developers, so the cost here is justified. Choosing polygon or Solana for blockchain is cost effective. Server charges on AWS/Google Cloud are standard.

Stage 3: Content & mission development.

It includes mission design, digital and physical rewards, as well as GPS/ar integration. The cost of developing the mission includes game designers and programmers, which is important. Digital gifts such as skins and certificates are standard in NFT projects. Physical gifts such as vouchers and merchandise add value but increase costs. GPS and ar licenses are required for location-based features, so the cost here makes sense.

Level 4: Launch & Marketing.

Costs involve social media ads, influencers, virtual events, and airdrop. Marketing is crucial to the NFT project, so allocating a significant budget here is wise. Influencers can encourage engagement, and virtual events such as concerts in DeLand are in trend. Airdrop is common for user acquisition, so the cost is justified.

Stage 5: building community.

Fees for the settings of discounts, loyalty programs, and events. Building communities is critical to long-term success. Server discord with moderators and bots are standard. Loyalty programs with redeemable points encourage user retention. Virtual meetings and rewards keep the community engaged.

Level 6: Post-launch expansion.

Expanding into Metaverse platforms, tourism partnerships, and sustainability efforts. The development of Metaverse requires a lot of resources, so a high cost is already expected. Partnering with the tourism department can add value in the real world. Donations for conservation and workshops are in line with modern ESG trends.

Tahap 7: Evaluation & Pencil call.

Analytic tools, new content seasons, and cross-chain integration. Continuous improvement requires analytics. Developing new content keeps projects fresh. Cross-chain integration improves accessibility but adds to development costs.

The total cost with contingency seems to be well taken into account. The ROI projection based on sales of 5,000 NFT is quite optimistic but it is possible if the marketing is effective. Funding sources are diverse, which is good practice.

Potential problems that need to be considered:

Success is highly dependent on NFT sales. If the pre-sales do not meet the target, funding can be a problem. In addition, the volatility of the crypto currency market can affect transaction costs and secondary sales royalties. The timed period is ambitious; delays in development can increase costs.

Overall, a thorough and realistic cost breakdown for projects with this kind of coverage. The inclusion of contingency and diverse fund sources demonstrates good planning. However, risks such as market volatility and project delays should be closely monitored.

1. conformity with project phase

-Preparation & research phase:

Market research fees (Rp150 million) and cultural consultants (Rp200 Million) are relevant to ensure data-based projects and cultural accuracy.

Legal & Licensing (Rp300 million) covers crucial aspects such as trademarks and contracts, which are often overlooked in NFT projects.

Note: The core team salary (Rp450 million for 3 months) may need to be added if the project needs more than 3 people.

-Phase Design & Technology:

The design Cost of NFT (Rp500 million) is realistic to involve 5 local artists (10 NFT @ Rp50 million).

Development of interactive maps (Rp800 million) makes sense for full-stack developer team + AR integration.

-Note: the blockchain fee (Rp300 million) needs to be ensured to include audit smart contracts by third parties.

2. cost estimation realism

-Design & Technology:

The cost of AR/VR (Rp500 million) is in line with the market price of SDKs such as Unity/Unreal engines.

Cloud hosting (Rp200 Million) is realistic for AWS/Google cloud with high traffic.

-Marketing:

Social media campaigns (Rp500 million) and influencers (Rp750 million) are suitable for our target global audience.

-Note: virtual event fee (Rp400 million) can be reduced by sponsorship collaboration.

-Rewards Fisik:

Merchandise and travel vouchers (Rp400 million) are proportionately if it includes 500-1.000 packages.

### 3. Potential Risk & Computations

NFT design: mitigation: use generative art tools to reduce NFT mass production costs. -Crypto price volatility: -mitigation: the 10% contingency allocation (Rp970 million) enough to cover fluctuations in gas fee.

-Delay development: -mitigation: adoption of Agile development with Sprint per 2 weeks.

### 4. Funding & ROI resources

-Presale NFT (40%): If 5.000 NFT sold @ Rp2 million → Rp10 billion, exceeding the total cost of the project. -Note: NFT price must be competitive (eg: common @ Rp1,5 million, rare @ Rp3 million).

-Tourism sponsors (20%): partnership with the Department of Tourism kepri can reduce the cost of physical rewards.

### 5. improvement recommendations to optimize technology cost:

Consider layer-2 blockchains such as immutable X to reduce the cost of gas fees. 2

. strategic collaboration: Gandeng local NFT platform (tokenft or mintology) for commission-based marketing.

3. additional monetization scheme: add 5-10% royalty for secondary sales in OpenSEA/rarible. 4. reduced operational costs: use freelancer for quest content and community moderation.

### Conclusion

The concept of cost is financially viable assuming: The NFT sales target is reached at least 50%. Strategic partnerships (governments, sponsors) are realized. Contingency 10% used for mitigation of unexpected risks.

Priority scale if budget is limited:

Focus on the development of interactive maps and basic NFT. Delay Metaverse expansion until the monetization phase is stable. Use digital rewards as a primary incentive (cheaper than physical).

With the above adjustments, projects can be executed efficiently without sacrificing core quality.

With a passion for starting and promoting cultural wealth as well as the natural beauty of the Riau Islands, project samuderakkepri adventure series is present as an innovation that combines modern technology with local heritage. Through blockchain technology utilization, augmented reality, and digital art, we are committed to creating a Wisata experience that is not only interesting, but also educating and sustainable.

The project not only aims to increase tourist visits, but also to empower local artists, open up economic opportunities for SMEs, and contribute to environmental conservation. With the support of the government, investors, and the community, we are confident that the Kuala derakepri adventure series will be a successful example of collaboration between tradition and innovation, as well as provide a wide positive impact for society and the environment.

We invite all parties to join this trip, contribute to the preservation of culture, and together make the Riau Islands a leading tourist destination known at the national and international level. Let's bring this vision together!

**Tim SamuderaKepri Adventure Series**

Tanjungpinang, Januari, 2025  
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