

Seed · Surabaya, Indonesia

Kilau Studio

Short video ads in Bahasa Indonesia for online sellers, made from product photos in minutes



Kilau Studio

The problem

What's broken today

Small sellers on Indonesian marketplaces and social shops need fresh short videos every week to stay visible, but a basic 15-second ad from a freelancer costs Rp 300,000 to Rp 750,000 and takes three days. Most sellers repost the same product photos instead, and their posts fade within days as shoppers scroll past.

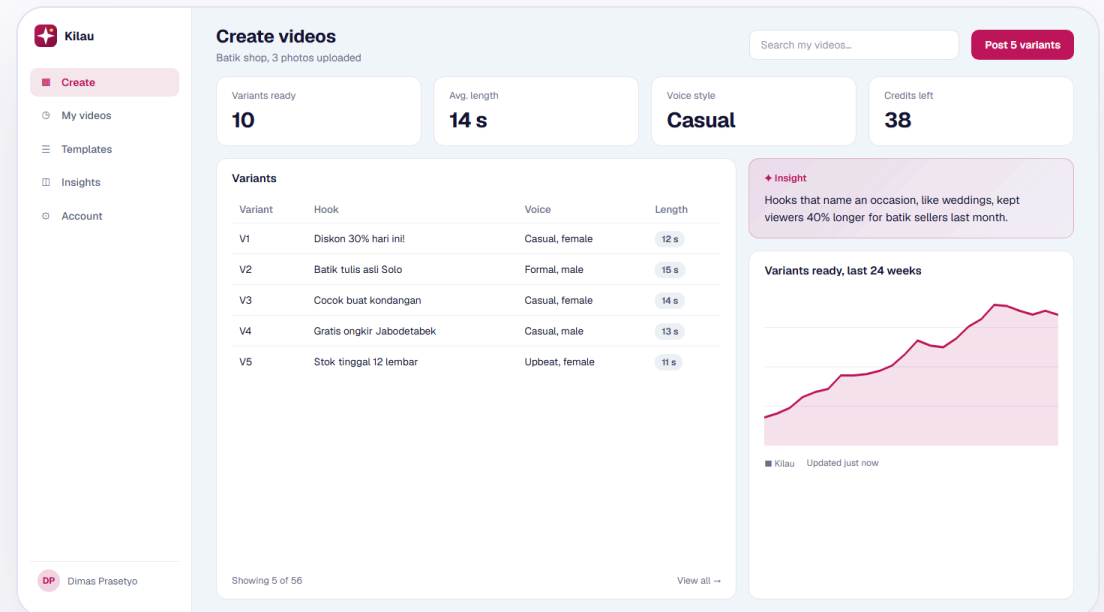


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Our solution

Kilau

Kilau turns a few product photos and a price into vertical videos with Bahasa Indonesia voiceover, captions and local music, in a casual or formal tone. Sellers choose scripts tuned for flash sales, bundles or new arrivals, generate ten variants at once, and see which ones keep viewers watching past three seconds and which bring orders.



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Video insights

 Kilau

Create

My videos

Templates

Insights

Account

Video insights

Last 7 days, 24 videos posted

Search my videos...

Schedule for 19:30

Views

186,000

+31%

3-second hold

47%

Clicks to shop

3,920

Orders attributed

179

Best performers

Video	Hook	3-s hold	Orders
V3, Oct 20	Cocok buat kondangan	61%	58
V1, Oct 18	Diskon 30% hari ini!	52%	44
V7, Oct 21	Motif parang, ukuran L	49%	31
V2, Oct 19	Batik tulis asli Solo	44%	27
V9, Oct 22	Bundling 2 kain	39%	19

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View all →

+ Insight

Videos posted 19:00–21:00 drew twice the clicks of morning posts; schedule tomorrow's batch for 19:30.

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DP

Dimas Prasetyo

Why now

The timing

Short video now drives most product discovery for Indonesian shoppers, and Bahasa Indonesia voice and video generation is finally cheap enough for sellers paying under US\$10 a month.

Market

Indonesia has more than 20 million online sellers, mostly micro businesses; we target the roughly 2 million who advertise regularly, then the Philippines and Vietnam.



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How we make money

Freemium mobile app with a paid plan at Rp 149,000 a month for 60 videos, credit packs for big sale days, and agency plans for teams running many shops.



Traction

Where we are

48,000

Monthly active sellers

6,300

Paying sellers

US\$58K

Monthly revenue

730,000

Videos per month

- 48,000 monthly active sellers, 6,300 of them paying
- US\$58K monthly revenue, 13% paid conversion
- 730,000 videos generated a month



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Team

Who's building it

DP

Dimas Prasetyo

CEO and co-founder

AL

Ayu Lestari

CPO and co-founder

WH

Wulan Hidayati

Head of Engineering



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The ask

What we're raising

Raising US\$2.5M seed to reach 25,000 paying sellers by end of 2027

- Launch Tagalog and Vietnamese voices and templates
- Direct posting and analytics with major shop platforms
- Grow the seller success team in Medan



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