Kuartal

Kicking-off Our Pre-Seed Round

By Diemas Sukma Hawkins, Founder, Kuartal

Today Kuartal is opening its pre-seed round. We are raising **US$450k on a post-money SAFE**, and we are opening it to a small group of angels and firms who share our view of where AI in Indonesia needs to go.

This post explains what we are building, what we have done so far, and how we plan to use the money. It also says plainly what we have not done yet.

What we are building

Kuartal's mission fits in one line: **Sovereign, air-gapped AI for Indonesia's governments, banks and hospitals.**

These are the institutions that hold the country's most sensitive data: citizen records, financial transactions, patient histories. They are also the institutions that stand to gain the most from AI, and the ones least able to send that data to a foreign cloud and hope for the best.

Indonesian law already points in this direction. Under Article 20 of Government Regulation 71 of 2019 (PP 71/2019), public-scope electronic system operators must manage, process and store their electronic systems and data within Indonesia, with offshore storage allowed only where the technology is not available at home. Law No. 27 of 2022 on Personal Data Protection, in force since 17 October 2022, sets out duties for anyone who controls or processes personal data. For a regency office, a bank or a hospital, the question is no longer whether to adopt AI, but how to adopt it without losing control of the data.

Our answer is AI that runs where the data already lives: on-premises, inside the institution's own walls, and where needed, fully air-gapped from the public internet. No data leaves the building unless the institution decides it should.

Where we are today

We want to be precise about our stage.

Our products are in closed beta. KuartalOS, Kalc+ and Kuant are in an invite-only closed beta with 10–20 users. We are learning from every one of them.

We are pre-revenue. We have not yet earned revenue, and we are not going to pretend otherwise.

We have been self-funded since 2021. For five years, Kuartal has run on about US$500 a month, roughly US$30K in total. That discipline shaped how we build: lean, careful and focused on what institutions actually need.

We already deliver public digital infrastructure. Kuartal provides development and hosting for the Rinjani Digital Service portal at data.rinjanilombok.org. The portal brings together data published by the NTB provincial government and five local governments, and maps 53 sites across the Rinjani-Lombok landscape. It is a working example of the kind of source-attributed, accountable public data service that sovereign AI has to be built on.

We have a pipeline, and nothing in it is closed. Our current pipeline includes a regency government AI contract in negotiation, a provincial AI infrastructure contract targeted, and B2B AI/data server contracts being approached. None of these is signed, and we will announce them only if and when they are.

Why now

AI adoption in Indonesia is accelerating, but much of it assumes data can move freely to large, distant platforms. For governments, banks and hospitals, that assumption does not hold. The rules on data location and personal data protection are clear, and the institutions bound by them need partners who can deploy AI on their terms.

That market will not be served by tools built for somewhere else. It needs local engineering, local compliance and local accountability. That is the company we are building.

How we plan to use the funds

The allocation below is **indicative** and will change as we learn:

- **About 62% product and team**: hardening KuartalOS, Kalc+ and Kuant for production, and building the team to deploy them.
- **21% compliance**: work towards the PDP law, PP 71/2019 and security accreditation, which institutional customers require before they can buy.
- **12% go-to-market in NTB**: working closely with institutions in the region where we already operate.
- **5% infrastructure**: the systems we need to develop, test and support on-premises deployments.

We are especially direct about compliance. For our customers, being able to show that a system meets Indonesian data rules is not optional, and we are budgeting for it from day one.

Who we are hiring

This round funds three key roles:

- **A CTO / AI lead for on-prem deployment**, to lead how our AI runs inside customer environments, including air-gapped ones.
- **A B2G and partnerships lead**, to work with government and institutional customers.

- **A finance and compliance lead**, to keep our own house in order and to carry the compliance work our customers depend on.

Runway

On our current plan, this round is projected to carry Kuartal through to operating breakeven around mid-2029. That is a projection, not a promise. It depends on deals we have not yet closed, and we will update our investors as it changes.

Join us

We are looking for a small group of angels and firms who understand that sovereignty, security and compliance are not features to add later. In Indonesia's most sensitive sectors, they are the product.

If that is you, we would like to talk. Please contact us at **ir@kuartal.id**.

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