

2026

IMMERSIA

Designing Impact | Strengthening Decisions

Through credible evidence, contextual insight, and strategic learning.

COMPANY PROFILE

www.immersia.id | info@immersia.id



KEMENTERIAN
PERDAGANGAN
REPUBLIK INDONESIA

MINISTRY OF TRADE
REPUBLIC OF INDONESIA



WHO WE ARE

Immersia is an impact advisory and capacity building firm operating at the intersection of research, design, and organizational development.

We exist to close the gap between analysis and action. We help organizations not only understand their impact, but build the systems and capabilities to sustain it.

Built on over 15 years of methodological practice, our team brings direct experience with organizations ranging from community-level CSOs to multilateral institutions including the World Bank, UNICEF, USAID, and ASEAN Foundation.



WHO WE WORK WITH

- ✓ Development & Donor Agencies
- ✓ INGOs and National NGOs
- ✓ Government and Public Institutions
- ✓ Corporations and BUMN
- ✓ Foundations and Social Enterprises

WHY IT MATTERS

Most organizations know what they want to achieve.
Few have the systems to prove it, or sustain it.

01

Programs designed without evidence

Interventions built on assumptions rather than baseline realities lead to misaligned efforts & resources spent on the wrong problems.

02

Impact measured but not acted on

Evaluation reports produced on schedule but rarely translated into decisions, learning, or real adjustments to program direction.

03

Capacity that does not transfer

Training delivered without embedding into day-to-day practice leaves organizations permanently dependent on external support.

WHAT WE DO

Three domains of engagement, each addressing a different level of intervention.

01

ORGANIZATION

INTEGRATED IMPACT ADVISORY

We work at the organizational level to embed impact thinking into how institutions design, measure, and govern their programs.

02

PROGRAM / PROJECT

MODULAR IMPACT SERVICES

We deliver research-grounded services at the program level, from baseline to evaluation, as standalone or sequential engagements.

03

PEOPLE

IMPACT CAPACITY BUILDING

We build methodological competency in individuals and teams through Immersia Impact Lab, available as open enrollment or in-house programs.

INTEGRATED IMPACT ADVISORY

FOR ORGANIZATION

We work at the organizational level to embed impact architecture, measurement systems, and implementation quality into how institutions operate.

01

IMPACT ARCHITECTURE

DELIVERABLES

- Organizational Impact Framework
- Theory of Change
- Index System

02

M&E FRAMEWORK AND SYSTEM

DELIVERABLES

- M&E Framework Document
- KPI-Embedded Indicator Matrix
- MEAL SOP
- Monitoring Dashboard

03

IMPLEMENTATION & GRANT SUPPORT

DELIVERABLES

- Index-Based Monitoring Report
- Progress Review
- Coaching Notes
- Corrective Action Plan
- Final Grant Report

MODULAR IMPACT SERVICES

FOR PROGRAM

Research-grounded services delivered at the program level. Each can be engaged as a standalone assignment, with Immersia fully accountable for the agreed scope.

01

BASELINE RESEARCH STUDY

Baseline Report,
Feasibility Document



02

PROGRAM DESIGN

Logical Framework (LFA) | Theory of
Change Document | Program SOP



03

PROGRAM EVALUATION STUDY

Midterm Evaluation Report |
Endline Evaluation Report



04

IMPACT ASSESSMENT

Impact Assessment Report |
Sustainability Report



IMPACT CAPACITY BUILDING

FOR PEOPLE



Immersia Impact Lab presents a training program focused on practitioners, building methodological competencies that can be directly applied in organizational work.



Experiential Learning



Facilitated Learning



Real Case Consultation

Training Programs

- MEAL for Impact
 - PM for Impact
 - Research Methods for Impact
 - Theory of Change & Logic Model
 - AI for Impact
 - Grant Writing for Impact
- **E-Certificate**
 - **Ready-to-Use Template**
 - **Mentoring**
 - **Community of Practice**

Program Structure

Public Training

Open enrollment. Participants from multiple organizations. Fixed curriculum, fresh themes.

2-3 Days | Online/Offline

In-House Program

Tailored to the organization. Custom themes, flexible format, full scope alignment.

**Flexible duration,
Scope-based Pricing**

OUR APPROACH

A contextual, research-grounded, execution-oriented, and sustainable approach to engagement



Built for grounded insight, actionable design, and lasting institutional ownership.

IMPACT RECORD

Organization - Integrated Impact Advisory

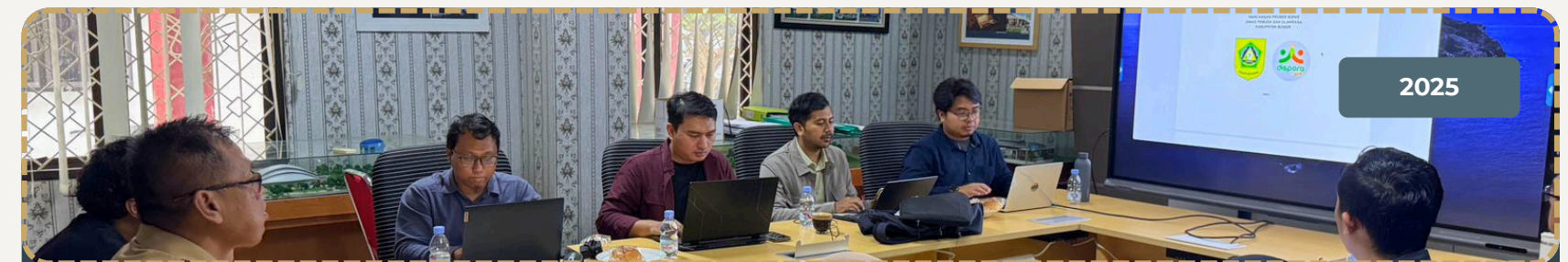
We work at the organizational level, embedding impact architecture, M&E systems, and implementation quality into how institutions operate.



Yayasan Edu Farmers International

SROI Monitoring and M&E Framework Development

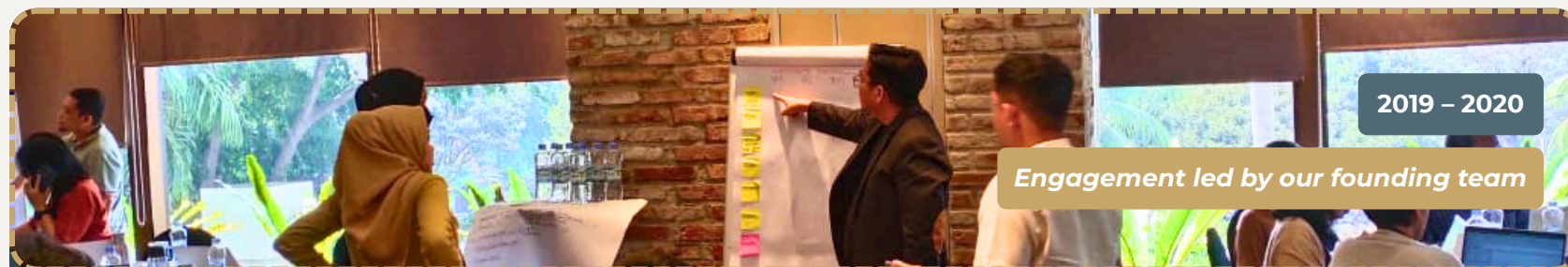
Built an M&E framework enabling Edu Farmers' team to independently conduct SROI monitoring. Delivered system design, methodology transfer, and ongoing advisory to ensure the framework is embedded and operational within the organization.



Dispora Kab. Bogor

Risk Management System and Business Process Flow

Built a risk management system and business process documentation framework for Dispora Kab. Bogor. Covered data collection and verification, risk analysis, system design, and finalization of organizational process documents.



Engagement led by our founding team

NAMA Foundation Malaysia

CSO and School Index Development

Reviewed the NAMA Development Index instrument and monitored data collection across Indonesia, Tanzania, and Kyrgyzstan. Contributed to Theory of Change review for education and CSO sector interventions.



Engagement led by our founding team

World Bank

NR4D Program: M&E Framework

Facilitated the World Bank team in reviewing and finalizing the M&E result framework for the Natural Resources for Development program. Provided technical advisory and led the M&E section of the annual report.

IMPACT RECORD

Program - Modular Impact Services

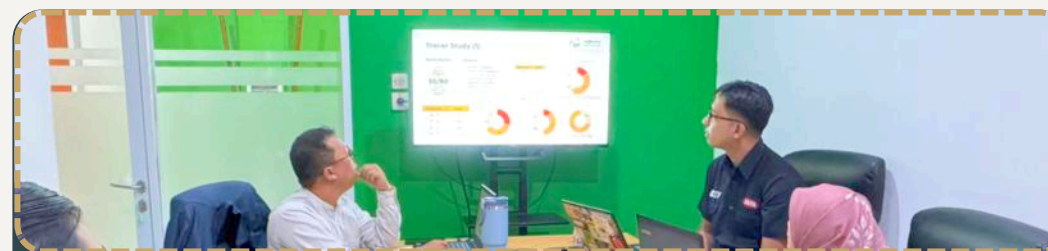
Research-grounded services at the program level, from baseline and program design to evaluation and impact assessment.



BAZNAS RI

**4 Programs Impact Study, 23
Cities/Regencies across Indonesia**

SROI + OECD-DAC | 2026



LAZ Zakat Sukses

**Smart Sukses School
Impact Study**

SROI + Tracer Study | 2026



YCAB Foundation

**ANDAL Baseline and
Feasibility Study**

SROI + OECD-DAC | 2026



Human Initiative

**Community Empowerment
Impact Study**

INSOS + SROI + IKM | 2025



YBM BRILiaN

**Impact Study Series across methods
and programme**

SROI | MSC | CSI | 2022 – 2025



PT Bank Rakyat Indonesia

**Desa Brilian & Klaster
Usaha Impact Assessment**

Impact Assessment | 8 cities | 2023

IMPACT RECORD

People - Impact Capacity Building

Building methodological competency in individuals and teams through Immersia Impact Lab, open enrollment and in-house programs.



In-House

2026

POROZ

Impact-Driven Zakat Empowerment Learning Program

Capacity building program for zakat program management: Penguatan Kapasitas Manajemen Program Zakat untuk Dampak Sosial. A structured learning program to strengthen program design and impact measurement capabilities of zakat institutions.



In-House

2026

SEAHUM

MEAL Capacity Building for South East ASEAN CSOs

In-house MEAL training for humanitarian organizations across Southeast Asia under the SEAHUM network. Delivered using the ADLX approach, covering M&E system design, indicator development, and accountability frameworks.



Public Training

2026

Immersia Impact Lab

MEAL, Project Management, and AI for Impact

Capacity building program for zakat program management: Penguatan Kapasitas Manajemen Program Zakat untuk Dampak Sosial. A structured learning program to strengthen program design and impact measurement capabilities of zakat institutions.

OUR TEAM

Dasril Guntara

Executive Director

15+ years of methodological practice in MEAL, impact assessment, and organizational M&E. Led engagements for the World Bank, UNICEF, USAID, World Vision Indonesia, and ASEAN Foundation. Specialist in SROI, MSC, theory-based evaluation, and index development.



Fariz Adlan Saputra

Business Development Director

Leads Immersia's strategic development, proposal architecture, and service design. Practitioner background in MEAL, SROI, and impact frameworks across CSR, social enterprise, and development program contexts.



Maulana Arif Pratama

Marketing and Partnership Director

Leads Immersia's external communications, brand presence, and partnership development. Responsible for digital marketing strategy, marketing technology infrastructure, and the systems that support Immersia's institutional outreach.



Handriyana

PMO and Operations Director

Leads project management operations across all Immersia engagements. Oversees the organizational functions that keep Immersia operationally sound: finance and administration, human resources, and legal compliance.



LET'S WORK TOGETHER

We welcome conversations with organizations navigating complex impact challenges.

01

DONORS AND INGOS

Discuss your evaluation or program design needs with our team.

02

NGOS AND CSOS

Explore how we can support your program or build your team's capacity.

03

CORPORATIONS & BUMN

Design your impact measurement framework and CSR program structure.



IMMERSIA

IMMERS ASIA CORP

Designing Impact | Strengthening Decisions

Company

Contact



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