

EXECUTIVE SUMMARY

The most important stage of children's development lies in childhood. From achieving milestones of being able to walk, run, call a parent - to getting to know and growing their own potential. Nowadays, not many parents are aware of this fact. Parents tend to compare their own child with other children, push their child to excel in every aspect, etc, without being conscious of what their child actually needs to optimize their potential. PT. Bina Cipta Talenta is here to help Indonesian children in optimizing their potential.

In order to achieve that, Kidscape.id provides a service to help ensure every child reaches the stage of development (based on their age), to identify, and to optimize the potential of children from an early age, especially age 0-12. With our system and direct assistance from an expert team, Kidscape.id will design tailored programs according to the condition of each child to help optimize their potential. The direct role of psychologist is also important in monitoring children's development. Therefore, Kidscape.id also provides a direct consultation session with child psychologists.

To answer our users' problem, PT. Bina Cipta Talenta develops comprehensive strategies implemented to each of its core business departments. Marketing department's strategies are based on 7P marketing mix. While the operation department implements user-focused orientation while working closely with vendors. Human resource department emphasizes appropriate and supporting corporate culture to all employees. PT. Bina Cipta Talenta manages execution of these strategies through implementation of fitting regulations and policies issued by the finance department. Based on our calculation, studies, and analysis, we are certain that Kidscape.id is highly potential to be executed. We conclude that under most likely scenario, our NPV would be Rp. 1,140,697,888,667- with our MIRR 85.01% - and discounted payback period of 3.93 years.