

## EXECUTIVE SUMMARY

BAIK-AN is a business that provides services in stress management in a sustainable and integrative way by taking the advantages of technology advances. The idea came from how the Founders experienced and observed the uncertainties as the effect Covid-19, and also through observation of recent social media phenomenon. We might be getting familiar with the term “*healing*”, “*mental health matters*”, and other terms that signify the growing awareness of stress management. Through primary and secondary data analysis, it is estimated that the potential market of this service in the segment of 21–40-year-old public reaches 3,37 million users or Rp4 trillion per month.

BAIK-AN aspired to be the first and trusted choice in stress management through integrated and 24-hour digital services in order to bring a more productive life. This service is delivered through telepsychology and self-healing features, be it designed by BAIK-AN or through products provided by partners (as booster) in order to support the stress management effort.

BAIK-AN marketing strategy is offensive strategy. The main challenge is to create demand by promoting the solution of jobs-to-be-done and unveiling the hidden needs. There is a promising future as the awareness on stress management continues to grow. For that reason, BAIK-AN's early focus in marketing activities is to escalate such awareness and introduce BAIK-AN services in order to ensure the exponential growth of potential revenue.

BAIK-AN operation strategy is to ensure demand fulfillment by maintaining the availability of high-quality products in terms of performance & features, 24-hour availability, flexibility and cost efficiency. This strategy is implemented through standardized telepsychology services and reliable channels with user-friendly UI/UX design.

BAIK-AN HR strategy is to ensure professional and competent HR, conducive working environment and engagement to HR values. BAIK-AN puts HR as company main asset. Therefore, BAIK-AN implements the continuous and sustainable efforts to ensure HR maturity level, competitive compensation & benefit to maintain employee engagement and retention, and puts HR values as an engagement tool with partners.

BAIK-AN finance strategy is to ensure the exponential growth of corporate value. This strategy is implemented by maintaining corporate finance in healthy ratios, sourcing the most affordable source of funding and implementing risk management.

