

EXECUTIVE SUMMARY

The Positive Society was established with a dream to help young adult customers who are struggling in building relationship with their partner because of their lack of self confidence and knowledge about romantic relationship. Too many sources actually make them confuse and they find it difficult to get a reference for guiding them in upgrade themselves better so can success in building relationship with partner. Hence, we come up with our main value proposition, which is to provide platform where young adult can learn from certified and credible love experts about love and relationship to help them gain a better understanding about how to build a romantic relationship and self-development. In the early years, we make online courses available on the platform, so that customers may engage in two-way communication with the love experts, and also can self learn from deep, curated, and applicative education contents.

We have tested our product prototype by doing trials to our targeted customer segments in MVP stage. The MVP stage starts from August to December 2021 and have a total of 105 transactions on that stage. The transaction contains 1 customer per transaction, which can be assumed that we also had 105 customers in this period. The net revenue from those transactions is Rp15.120.000,-. We started by guiding them to use our basic prototype of the product and see how they interact with the features and ask them for their input. Some of the inputs are (1) the user interface on the apps are better than other online courses, it feels simple but can give a proper direction for the user (2) Add the category and sub category in the online courses, so it can help the user to learn more-

Currently, The Positive Society is consisting of 3 founders and external party. We have agreed to do commission based payment with our love expert as partners. In addition, we have signed several other policies on top of the MOU which are valid for 3 months from the signing of the agreement. And for the agreement between the founders, we have signed an agreement that discusses the duties, functions, mechanisms, salaries, external investors, intellectual property, investment, share distribution, exit, and disbandment. In the first 5 years, The Positive Society relied on one source of revenue stream, which is online course fee. Although the profits in the first year of the establishment of The Positive Society were still negative because of the big expense for our capital expenditure and salaries, we never stopped to innovate and testing products until we got the right business model so we project that in the next 5 years, therefore The Positive Society's financial condition can grow and promise valuable investment. We focus on the growth of The Positive Society based on North Star Metric, by creating innovative

product, adding marketing channel (personalized background identification), holding offline events for activation.

The funding system in the early stages is by bootstrapping. Then in the following year, we will begin to increase the penetration of social media marketing (Instagram and TikTok) and also prepare for the legal aspect of the company. We estimate that the total need for our first year is around 300 million rupiah, therefore we are planning to raise funding from Angel investors to support these capital needs. Furthermore, to support our data in seeking funding from investors, we calculated The Positive Society's business valuation in 4 approaches. First, the Payback Period will take place in our second year. Second, the Internal Return Rate is 65% interpreted that our business is economically feasible because of the profitable investment value. Third, the Profitability Index for the period of 5 years is positive, which means that the investment value is greater than the capital investment. And lastly, the Net Present Value of the business is positive in the period of 5 years. These four metrics indicate that this project should be pursued further.

