

## EXECUTIVE SUMMARY

The problem experienced by parents in finding the best education for their children is a large number of school choices. The various options available make it difficult for parents to find suitable educational facilities. In addition, parents are busy at work and have little time to find the latest information regarding school choices. Most parents need complete information about the quality of schools to decide. On the other hand, as education service providers, schools also have challenges in finding new students every new academic year. The emergence of many new schools is an obstacle for existing schools because the competition to find students is getting tougher. The segment that will be targeted by Almamatters is the Kindergarten to Senior High School level throughout Indonesia, targeting the first year in DKI Jakarta with Kindergarten to Junior High School education level. The research methodology used for this research is quantitative and qualitative methods by providing questionnaires to: *Divide market segmentation, demographics, perceived pain, and gain; Measure parents' level of satisfaction toward the information from the destination school website, find out their willingness to pay, and basic information needed.*

*The target of Almamatters is parents with middle to upper economic levels with an estimated development of 20% of the total parents each year. Almamatters creates features to display school databases, registration via application, talent gamification, and parents' virtual community. There will be 21 employees in the first year and will increase gradually. This business will need IDR 7,000,000,000 in the first year with additional funds as big as IDR 1,500,000,000 in the second year and IDR 1,000,000,000 in the third year. Based on the investment, Almamatters will have a positive Net Present Value (NPV) as big as IDR 7,189,041,799 that signed the business is worthy of execution. IRR of this business is 24% & MIRR is 21%. Payback period of this business will fall in years 5,20.*