

EXECUTIVE SUMMARY

Our Mission

Wedjangan is a platform that provides mentoring opportunities for young professionals by connecting them with expert mentors. Wedjangan will recruit top level retirees that have years of experience in their respective field. We will ensure that the experts knowledge be passed on to the younger generation, and that the young professionals can relieve work related worries.

The Company and Management

Wedjangan is based in Indonesia Jakarta, with the main office located in Kemang Raya, South Jakarta.

The Wedjangan team is owned jointly by Raka Diwyacitta Kartomihardjo, Ramadana Guna Prakasa, Nur Fauzan Hawari, and Athasya Kandhiya. With over 50 highly spirited employees, Wedjangan is prepared to give the best service and experience to our clients and mentors.

Wedjangan partnered with HuntHire Indonesia for its headhunting purposes, and also with Talenta by Mekari for HR online management system Apart from that Wedjangan partnered with multiple top brand companies, in order to recruit its mentor from their pool of retirees.

Our Services

Wedjangan offers mentoring services on a subscription basis for our esteemed client. There are 3 levels of subscription packages, with the details as follows. Level 1: price Rp1.000.000, 2 topics (progesive service), 8 times meeting by chat or video(instant service). Level 2: price Rp1.500.000, 3 topics (progesive service),10 times meeting by chat or video call (instant service). Level 3: price Rp2.000.000, 4 topics (progesive service), unlimited meeting by chat or video call (instans service), with top instructor.

The Market

Globally, The market size for the ed-tech industry has reached 357,7 million USD. Not only that, in the report made by google in 2021 regarding the south east asia e-industry landscape, it was stated that the ed-tech industry is one of the two industries that are experiencing significant growth during the Covid-19 era. This growth is also evident in Indonesia where the ed-tech industry is experiencing a growth of 24.9% per year, with around 112 million USD in market size. Now ed-tech has a lot of different branches; if we

focus on the workforce training sector itself, based on our calculation the market has a potential of at least around Rp 178.5 billion Rupiah.

Our Competitive Advantage

Compared to other companies that provide workforce training and development, Wedjangan has several different things that make it stand out from the rest. Firstly we offer a direct hotline that our user can use in order to contact their mentor for urgent mentoring purposes outside of the normal mentoring session. Secondly, we tailored our mentors selections and contents based on the clients needs and issues. Finally we tracked out client skill development after each mentoring session in order to figure out what other skills could they further develop.

Financial Projection

Based on the company's projection, Wedjangan needs 10 Billion rupiah as initial investment. The investment will be the company's assets and operating necessities. The expected payback period is 6.5 years from its first initial investment. Wedjangan will be fully funded by its internal management (owners). The IRR (Internal Rate of Return) of the business is 21,5 % which is above the company's COE (Cost of Equity) 12.77%. Wedjangan uses three scenarios (Optimistic, Most Likely, Pessimistic) on calculating NPVs and IRRs. Based on the three calculations, it indicates promising results for NPVs and IRRs. Even in pessimistic scenarios, Wedjangan still managed to earn a positive NPV of 1,1 Billion rupiah. It has been shown that even in the worst scene, the business is still a good investment to make.