

EXECUTIVE SUMMARY

Mental health includes our emotion, psychological, and social well-being affects how we think, feel, and act. It has been proven as one of the most impacting factors to performance, any given mental illness can affect how our body works and ability. Several studies also shown that mental health can reduce life expectancy by up to twenty years. People's awareness about mental health has risen these days and stand on the same level with physical health. In the midst of modern lifestyle, busy life and career-oriented lifestyle oftenly take people's time to think about himself or herself, more than 50% will be diagnosed with a mental illness or disorder at some point in their lifetime (Kessler, Angermeyer & Anthony 2007).

SRS believes mental health issue is happening and should not be ignored as it will impact people's overall performance and their social life. We have come to make a thought full service to overcome those issue as an organization in Indonesia, we aware of the negative stigmas given by our culture to people who have been going to seek mental health consultation services, we aim to deliver an online consultation service that is easy to access and use to mitigate those issues and safeguarding their privacy as a patient or consumer backed with a high-quality psychologist.

Currently, there are several platforms in Indonesia in health care industry, however we believe there are none of them who is dedicated and having a high focus to mental health issue in Indonesia. We aim to provide an end-to-end service to support our community with multiple services such as counseling, personality assessment, basic knowledge and potential assessment, career simulation, and third-party employee assessment. Having a vision to become the best platform and contributor to increase the mental health level in Indonesia, we strongly believe we should increase the access point of mental health consultation in Indonesia and deliver a profesional service and finally considered as a support system for our community.

In the early stage of the business, we aim to gain awareness and boost our marketing activity to increase our buyer user, provider (psychologist), and market share in Indonesia. SRS will scale with an initial investment of IDR 25 billion and targeting a several seed funding from investor to improve the business in the first year and second year of its operation. Targeting a revenue of IDR131 billion in the first

year and IDR2.2 trillion at the end of 5th year of operation. We expect the company value will be IDR 446 billion with a cost of equity of 17,84%.

