

## EXECUTIVE SUMMARY

Currently, WiFi has become an integral part of people's live. It also supports the evolution of devices which can interact with other that is usually called Internet of Things (IoT). Several papers have demonstrated that medical devices are susceptible to electromagnetic interference when exposed to particular types of radiofrequency sources from WiFi, leading to negative effects on human's health. Also, Indonesia's health facilities are facing data security issue that will impact to citizen's trust towards the hospitals. Furthermore, Indonesia's Ministry of Health is heading to digital transformation to integrate data and application of health to be developed. As a result, there's a need for another technology which not using radio frequency to be thrived. That is where LiFi needed: to provide internet connection that is safer, faster, and stable.

As the first LiFi-based internet service provider, LifiNET will start the business utilizing imported LiFi material from the European manufacturer and integrating it with the existing WiFi network to complement each other. LifiNET head office will be located in Setiabudi, South Jakarta. The hospital market in DKI Jakarta, Banten, and West Java comprises around Rp286 Billion a year. Many are classified as private hospitals, amounting to 513 hospitals, meanwhile the government owns only 159 hospitals. Among those, private hospitals classified as B & C-class are considered LifiNET target market.

To provide the services to customers, LiFi product and its supporting equipment are installed in the hospital based on the network architect designed by a LifiNET network specialist. LifiNET will also cooperate with current ISP who has the internet network to be provided to customers. Based on those activities, the business will get revenue from its sale of LiFi products with an internet bandwidth of 100 Mbps, its supporting equipment, and the design network for each customer.

With high RoA (above 15%) and RoE (above 20%) during sixth to tenth year, LifiNET is a profitable and also sustainable business. It is also supported by positive NPV and WACC value that is higher than IRR. While it has a high business risk, LifiNET has a feasible business plan with 5,83 years as payback period.