

## EXECUTIVE SUMMARY

*Within the advancement of globalization, Indonesia's creative industry has been showing continuous growth over the past few years; leading its growth to become one of the main concerns for the government. The creative industry sector has recently become a hot discussion topic for the government, private sector, and all stakeholder because of its significant contribution to the nation's economy, as shown in 2019 where the creative industry contributed IDR 1,211 trillion to the Gross Domestic Product (GDP). Considering this moderately high contribution, the creative economy poses great potential and can be further developed through supporting the growth of all creative economy actors. Digitalization in the creative industry is highly recommended considering the development and large number of internet usage in Indonesia. According to research done in 2022, among 73.7% of the Indonesia's total population, 34.8% of them uses the internet for activities related to the creative industry. With this in mind, Jumpa-Litan's potential market could reach up to 69.5 million population, whereas the current fulfilment of the digitalized creative industry only reach up to 275.000 users.*

*Jumpa-Litan is an exclusive digital-based creative economy ecosystem that upholds the value of collaboration to be the solution for 3 main stakeholders: creators, fans, and brands. Jumpa-Litan facilitates their users to carry out activities in the creative industry sector such as distribution and monetization of creative works, satisfaction and fulfilment of fans' fanaticism, and branding development. Jumpa-Litan will rely on their main value proposition of exclusivity and collaboration to become the first creative industry ecosystem and become the main platform for all stakeholders to carry out creative economy activities. In the first stage of the business, five selected creative industry sub-sectors will be the initial foundation of Jumpa-Litan business to be able to support the journey and further development before finally fulfilling all 13 creative economy sub-sectors in Indonesia.*

*The estimated amount of initial investment required is IDR 88 billion where majority of the investment will be used to develop applications and fund operational activities so that the business can generate profit and continue to operate in the long run. Based on the most likely business scenario, the breakeven point can be achieved on the third year with an NPV of IDR 267 billion and an IRR of 50%. Considering the results of these calculations, it can be concluded that Jumpa-Litan business is very feasible and profitable to run.*