

EXECUTIVE SUMMARY

Konsen is a startup founded by Tri Nuryani, Muhammad Arief Zapari, and Yoga Kynantoro with the sole purpose of enhancing employees' potentials in the workplace. Supported by the people capabilities, companies can grow and thrive under different business challenges.

Companies face difficulties to determine qualified person to fill certain jobs or positions offered. That problem occurred due to the lack of employee data and a comprehensive talent mapping. The COVID-19 pandemic also has greatly changed the landscape of the business world and affected the company's overall performance. Many companies are not ready to respond them and making it difficult for them to perform optimally. This requires every company to adapt and maximize their resources for achieving business goals and growing.

Our solution is a People Performance Progressor, a system that helps HR to manage its workforce and find the right person at the right place doing the right job for the better organization performance. Our system is supported with analytics and designated assessment tools to capture employee potential and capability. We become a Decision Support System that helps company make confident, fast, and reliable decisions as they select, shape, and grow their organization. Giving an insight into their people so the company can make the best use of their people strength, and create workarounds for what their people lack of. Then, we give them personal gap analysis; training needs analysis, talent mapping, employee card, and training provision recommendation for each employee.

Our market size is 191.000 companies with reference to the number of companies in Accommodation, Food, and Beverage Business Sector in Indonesia that are innovating in managerial process with a portion of tech HR spending worth approximately Rp 38.2 trillion. We choose hospitality in Indonesia as our target market which are the 3-star, 4-star, and 5-star hotels in Indonesia that are innovating in managerial processes with 2.812 companies worth approximately Rp 562,3 billion. Konsen is targeting 14,4% to be our market share until 2025 with 406 companies worth approximately Rp 81.2 billion, where Bali will become our primary beachhead.

Currently, Konsen is developing a Minimum Viable Product (MVP) for People Performance Progressor, an evaluating system that can help in workforce planning process. Our software allows company to evaluate their people's capability to ensure that their business has the right people on the team and match the current organization's needs, in terms of their skills or abilities, working behavior, and wellbeing. Also, we want to provide our clients an

increasing in employee and organization performance as well as making effective decision regarding their employee that allow company to be agile and give the best quality service to their customer. We expected to finish our MVP by the end of 2020.

In 2021, Konsen will focus on product development while acquiring new customers. We plan to do further development by updating new features and launch the control and training system as a whole. We will cooperate with hotel auditing and training institution to enrich the content of our training system. Furthermore, to acquire new customers, we will cooperate with management hotel that have many branches under it to help us reach a wider market and activate digital marketing through social media and SEO. In 2022 and 2023, we focus on expanding our market through field sales, events, digital marketing and networking with business owner. Lastly, in 2024 and 2025, we will develop a gamification for our product and give customer loyalty program with the aim to attract a bigger market and increase engagement of our existing clients.

The Differentiation Strategy that used by Konsen is accelerate and facilitate the workforce planning process of the company using analytics that can provide in-depth understanding about their employee for an effective strategic decision and talent development. Also, we specialized in hospitality industry in accordance with Konsen's target market. Our way of achieving that excellence is by always innovating and having discussion with the top talents and leaders in the hospitality sector regarding how they think, believe, and feel. Mix every insight they provide into our assessment and features to support the increasing of our client's performance and service quality. With that strategy plans and goals, Konsen's business value approximately worth Rp 27,32 billion in 5 years.